



Assael

D&A

Greggs Bakery / Twickenham
Design and Access Statement

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1.0 Introduction

Context

Design process

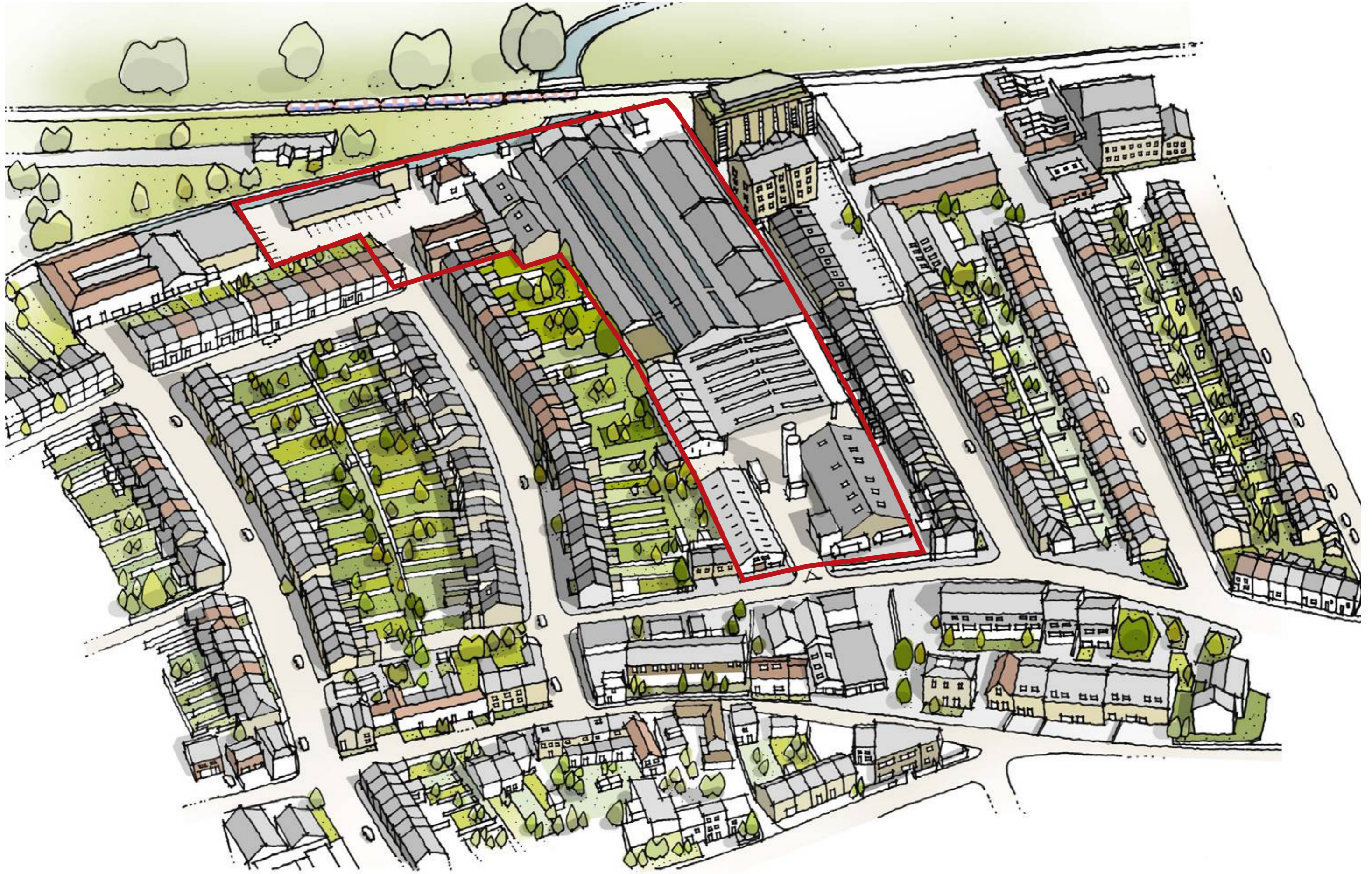
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Existing site - aerial sketch

1.1 The purpose of this document

This Design and Access Statement has been prepared by Assael Architecture on behalf of London Square Developments Ltd, in support of the Full Planning Application for a mixed-use redevelopment of the Greggs Bakery site in Twickenham, London Borough of Richmond upon Thames (hereafter 'the site').

This report explains the design principles and concepts on which the development proposal is based and how these will be applied in the individual aspects of the scheme. It covers detail on layout, form, massing and access, as well as landscape and public realm by Assael Exteriors.

1.2 Planning description

Demolition of existing buildings (with retention of a single dwelling) and redevelopment of the site to provide up to 97 residential dwellings and 1000 sq m industrial floorspace (Use Class E) with associated hard and soft landscaping, car parking and highways works and other associated works

1.4 Executive summary

The proposal is for the comprehensive redevelopment of the single industrial unit previously occupied by Greggs Bakery.

The development of the Greggs Bakery site will provide an industrial building (use class E) of 1000 sq m (10,764 sq ft) and 97 homes comprising townhouses and apartment buildings with heights ranging between two and five storeys.

A summary of the key figures are as follows:

Residential

65 total apartments

33 x 1 bed apartments (34%)
28 x 2 bed apartments (29%)
4 x 3 bed apartments (4%)

32 total townhouses

5 x 2 bed townhouses (5%)
27 x 3 bed townhouses (28%)

97 total homes

33 x 1 bed (34%)
33 x 2 bed (34%)
31 x 3 bed (32%)

Areas and density

265 hab rooms per hectare (hr/ha)
86 dwellings per hectare (dph)

9,136 sq m Residential GIA (98,342 sq ft)
853 sq m Ancillary GIA (9,181 sq ft)

Industrial

1000 sq m flexible E use class industrial GIA (10,764 sq ft)

Parking

83 residential car parking spaces (8 accessible)
22 industrial car parking space (5 accessible)
4 goods vehicle loading bays (accommodating 10m HGVs)
1 public on-street car-club parking space

196 residential cycle spaces (18 accessible)
6 visitor cycle spaces (all accessible)
16 industrial cycle spaces (all accessible)

1.3 The professional team

Client

London Square

Architect and masterplanners

Assael Architecture

Planning Consultants

DP9

Communications Consultants

Cascade

Affordable Housing and Viability Consultant

DS2

Transport Consultant

Velocity Transport Planning

Structural Engineer/Flood Risk Consultant

Waterman Group

Landscape and Public Realm Consultant

Assael Exteriors

Daylight, Sunlight and Rights to Light Consultant

Point 2 Surveyors

Townscape Consultant

arc Landscape Design and Planning Ltd

Ecology Consultants

Richard Graves Associates

Mechanical and Electrical Engineering

Desco

Means of Escape Consultants

Hoare Lea

Verified Views for Impact Assessment

Cityscape

Acoustic and Vibration Consultant

Paragon



Assael



Cascade



VELOCITY
Transport Planning

Waterman

Assael



arc



desco



Paragon
Acoustic Consultants

1.5 The applicant

London Square Developments Ltd

At London Square, we are dedicated to making London greater. We take our name from the ethos of London's famous squares, the legacy and the sense of community they have created over the centuries. Respectful of the past and inspired by the future, we are committed to shaping exceptional properties that reflect the aspirations of our residents, stimulate thriving communities and set a new benchmark for modern living in the capital.

Even greater London

Founded in 2010, we have built our reputation by respecting, understanding and exceeding the needs of our customers. By focusing solely on London and its surrounding areas, we are the specialists in developing homes that truly enhance the capital, delivering much needed high-quality housing and responding to the needs of its residents. Our achievements have been recognised by the industry with numerous awards, including an impressive collection from What House, Evening Standard and RESI. Today, London Square has 17 first class developments in the capital, including The Star and Garter, the highly prized site that overlooks the Thames in Richmond.

Our developments at Streatham Hill and Chigwell are testaments to our expertise in tackling complex, dormant sites where others had failed by providing creative and clever solutions to maximise their potential - building homes and community facilities to transform derelict and neglected areas.

A blueprint for London

Having established a base for sustained future growth, our business plan aims to build 1,000 new homes per year, cementing our status as one of London's leading developers. In addition, we are benefiting from the support of joint venture partnership. Our strategic approach is based on the convergence of many factors: combining astute site acquisition, collaborative strategic partnerships and state-of-the-art design and build.

We have the vision to see the potential in sites, whether they are multi-million pound homes in Richmond, stylish city apartments in Bermondsey, or first time homes in leafy Isleworth.

A developer with personality

London Square combines the agility and ambition of a young company with the pedigree and track-record of a more established player. We are proud to challenge convention and to leverage our ability to take advantage of opportunities on behalf of our customers. In the highly competitive London property market, speed is everything. We are a responsive, dynamic and decisive team who have come together to create London Square.

Innovation in creation

At London Square, one size does not fit all. Each development is created on a bespoke basis, respectful of the location and the community within it.

Selected for their ability to deliver a world-class vision for each scheme, architects are supported throughout the project by a multi-faceted team of professionals including structural and transport engineers, landscape architects, interior designers, building services and sustainability consultants.

Concept to completion

The London Square construction team are committed to delivering projects on-time, on-budget and on-quality. Involved in every aspect of a scheme's delivery, from concept to completion, we are driven to ensure that each home with which we are involved is of a standard to delight its occupants.

We are also flexible in the way we work. Our preference is to 'self-build' by procuring specialist trade packages which we manage on site.

Our aim is to achieve 'best value' for the business, which to us means producing a high-quality project, doing it more cost effectively than our competitors and within a reasonable time frame.

The satisfaction of our customers is essential to our success as a company. And we never forget it.

That's why we support our owners throughout their journey, from the moment they reserve a property and for two years after completion.

A capital of communities

London is often described as a collection of villages and each London Square development blends a distinct location with a strong sense of community.

Each development is also very different which is reflected in the bespoke and versatile approach we take to each and every one of them.



The Star and Garter, Richmond Upon Thames



Wimbledon Village, Merton



Streatham Mill, Wandsworth

1.6 Assael Architecture

Assael Architecture is an award-winning practice providing a cohesive suite of architecture, interior design and landscape architecture services to a range of developers, investors and local authorities.

Working across a range of sectors including hospitality, commercial and masterplanning, and specialising in residential-led mixed-use schemes, our thorough site analysis and responsive design approach ensures the creation of vibrant new communities that are of their place.

Our expertise is most often called upon to realise the full potential and value of complicated and constrained sites, usually in sensitive locations. We have therefore amassed many years of experience in the design and implementation of successful new-build mixed-use developments on tight urban brownfield sites, frequently involving the refurbishment of listed or historic buildings.

We regularly win awards for our projects, treatment of staff and business success. We have won Housing Design Awards, New London Architecture Awards, and The Sunday Times' Architect of the Year Award three times. We won the AJ100 Employer of the Year in 2017, Building Magazine's Good Employer Award for the fourth time in 2018, the AJ's Business Pioneer of the Year Award in 2015, and have consistently been on The Sunday Times Best Small 100 Companies to Work For list. This recognition by our peers is important to us and drives our continual improvement.



Rainsborough Square, Fulham - with London Square



Waldegrave Road, Teddington - with London Square



Quebec Way, Canada Water - with London Square



Macaulay Walk, Clapham