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# 1.0 Introduction

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## 1.1 The purpose of this document

This document has been prepared by Fluent Architectural Design Services for Westcombe Group. It assesses the opportunities to redevelop the site in line with both Richmond Council's aspirations for future safeguarding and enhancement of the borough's rich heritage assets whilst delivering much needed housing and in particular affordable housing.

## 1.2 The vision

This document explores the opportunity to provide new high quality housing whilst enhancing the surrounding conservation area and nearby heritage assets. The scheme proposes that the existing building which was previously student accommodation used by Kingston University be converted to dwelling houses. The development will include measures to improve the appearance of the building and deliver high quality residential amenity for the future occupiers.

### The Professional Team

Westcombe Group - Client



Fluent Architectural Design Services - Architect



Progress Planning - Planning Consultant



Lanmor Consulting Ltd - Engineering Consultants



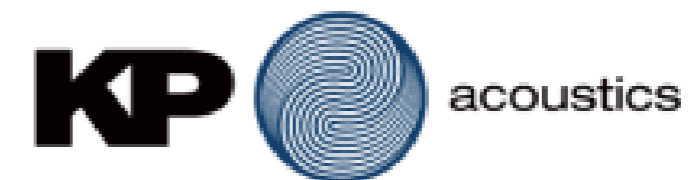
Asset Heritage Consulting - Heritage Consultant



GHA Trees - Trees and Ecology



KP Acoustics - Acoustics Consultant



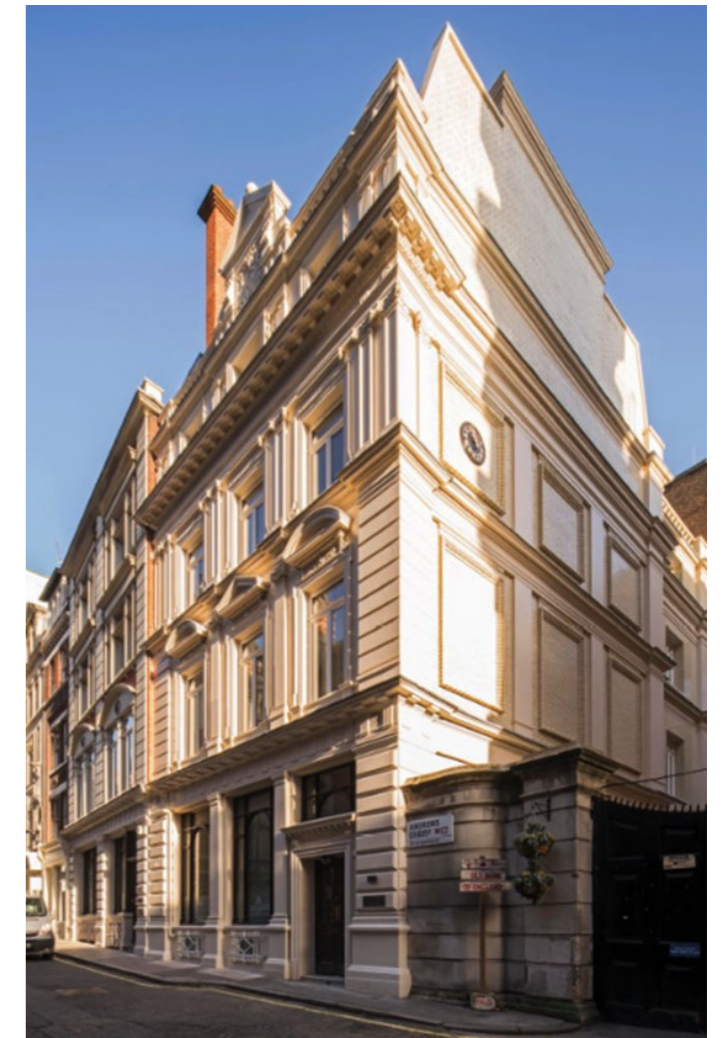
## Westcombe Group

Westcombe Group have over 50 years experience of building bespoke residential developments and hotels with a particular focus on conversion of listed buildings in prime areas of London. Westcombe Group has amassed years of experience in sympathetically restoring and enhancing heritage assets and delivering the highest quality homes. As part of the planning process, Westcombe Group take the promotion of sites seriously and seek to demonstrate the suitability and deliverability of the site they promote. Furthermore, they undertake meaningful engagement with various stakeholders including local communities, local politicians, relevant local groups, and local planning authorities, in order to shape the delivery of developments which respond to the specific needs of residents and future customers.

Some recent acquisitions by Westcombe Group such as the Grade II Listed St Bernards Hospital Development in Ealing demonstrates this cooperation between the company and stakeholders to deliver genuinely sympathetic high quality conversions involving heritage assets.

In the London Borough of Richmond, they have also delivered the meticulous conversion of a Grade II Listed Building known as The Limes on Mortlake High Street. Although only for six apartments, the quality of the conversion whilst retaining the beautiful original features demonstrates what Westcombe Group are about.

They have also recently finished the conversion of 4-5 Bell Yard, which occupies a prime position in the heart of London's legal district, next to the Royal Courts of Justice.



**4-5 Bell Yard**



**St Bernards Hospital Development**



**The Limes**

## Fluent Architectural Design Services

Fluent Architecture have a proven record of providing urban design, architectural and interior design services to a range of developers, investors, institutions and local authorities in the UK and overseas. Based in Sunbury on Thames, we operate throughout London and the Southeast, but have a particular focus around southwest London and the London Borough of Richmond.

Our approach brings together innovation and creative design, informed by research, through site analysis and years of experience. We are committed to providing a high quality professional service that suits our clients' individual requirements and project timescales.

We are well respected for our responsive and creative approach to design particularly in difficult or challenging circumstances, and our expertise is most often called upon to realise the full potential and value of complicated sites, often in sensitive locations.



**Northwood - 7 New Apartments**



**Northwood - 12 New Apartments**

## Progress Planning

Progress planning is an independent Chartered Town Planning Practice, specialising in securing planning consents for clients across England.

The Team at Progress Planning benefits from substantial experience working first hand within various Local Planning Authorities, prior to their moving to private practice, including; Aylesbury Vale District Council, Chiltern District Council, South Bucks District Council, Wycombe District Council, St Albans City and District Council. Not to mention a depth of experience across London and England.

This ensures a holistic understanding of not only planning policy and the planning process, but the knowledge of how local authorities 'actually' work. With extensive experience working in Development Management, Progress Planning have the skill and expertise in dealing with all development proposals with confidence.

We pride ourselves in providing a comprehensive and qualified yet personable niche service to our clients.

# 2.0 Context

## 2.1

### Introduction

This section analyses the existing character and setting of the development site. We have studied the sites context with respect to the natural and human history, the forms of settlement, building and spaces, as well as its location and the routes that pass through it. A comprehensive appreciation of the overall site context is the starting point for designing a distinctive and successful place.

## 2.2

### Site location

The site is located on the northern side of the junction between Church Grove and Hampton Court Road, in Hampton Wick which is situated in the London Borough of Richmond. Interestingly, the London Borough of Richmond is the only London borough which straddles both sides of the River Thames. The application site is located approximately 150m west of the River Thames and Kingston Bridge. The east side of the River Thames at this point is the Royal Borough of Kingston and Kingston Town Centre.



Map highlighting the London Borough of Richmond



Aerial view of the Kingston Bridge House

## Existing site description

The roughly rectangular shaped site measures 0.28 hectares and is occupied by a singular 'L' shaped building known as Kingston Bridge House. Kingston Bridge House was owned and used by Kingston University for student accommodation. New purpose built accommodation has been constructed in Kingston and the application site is now vacant. The site is accessed from Grove Avenue from 2 separate vehicular crossovers. The building has undercroft car parking with further parking to the rear which is largely hard surfaced.

Kingston Bridge House is part 7 storeys and part 4 storeys in height and is currently student accommodation with 259 individual rooms. The building comprises two distinct elements, with one facing onto Church Grove (Core B) and the other onto Hampton Court Road (Core A).



**Buildings on site**



## Existing and emerging context

Hampton Wick, formerly a village, is a Thames side area of the London Borough of Richmond upon Thames, and is continuous with Teddington and Kingston upon Thames. An extract from the Domesday Book of 1086 marks the ford that provided a river crossing between the Manor of Hampton Court and the important town of Kingston Upon Thames. At this time, Hampton was described as 'Hamntone', which is believed to derive from the Anglo Saxon words meaning the settlement in the bend of the river.



Domesday Book Extract



Depiction of the old wooden bridge



**Depiction of Kingston Bridge when it opened in 1828**



**Kingston Bridge before it was widened in 1913 (view towards Kingston) and then widened again in 1998**



**1813 - By 1813, Hampton Wick and its street layout had taken shape closely resembling today's main arterial routes through the town to surrounding neighbourhoods.**



**1852 - In 1863, Hampton Wick Railway Station opened and the area became a popular suburb / commuter area of London. The site is located in an area of mixed use as defined by the Council's Local Plan and the area has a range of different uses from banks, pubs to residential properties. The site is located in Hampton Wick Conservation Area and the context is that of modest change given the heritage value and significance of the location.**

Existing site photography



Main entrance to Kingston Bridge House



Elevation onto Grove Avenue



Elevation onto Hampton Court Road



Main vehicular entrance



**View from Kingston Bridge House**



St John's Church



Hampton Wick High Street



View of former Hampton Wick Local Board offices and UDC office



Hampton Wick High Street towards The Forester Arms PH



**Kingston Bridge**



**St John's Road, Hampton Wick**



**Bushy Park**

## Urban grain analysis

The site lies on the corner between Hampton Court Road and Grove Road and it acts as both an entrance and an intersection to Hampton Wick and then onto towards Kingston over Kingston Bridge Road.

To the west and south, there is Bushy Park and Hampton Court Palace. To the east, over Kingston Bridge, there is Kingston Town Centre.

To the north, there is Hampton Wick High Street and the more suburban residential area between it and Teddington.



Aerial view from the west



Aerial view from the south



Aerial view from the north



View of Kingston from Kingston Bridge



**Aerial view from the east**



### Surrounding building uses

The site is located in an area of mixed use as defined by the Council's Local Plan and the area has a range of different uses from banks, pubs to residential properties.



Land Uses

- Church
- Bank
- Commercial
- Public House
- Residential

### Surrounding building heights

The existing heights in the local area vary from 2 storeys to 7 storeys. The subject property is already a focal point building in the area, situated on a key intersection between Hampton Court Road, Grove Road, and Kingston Bridge.



## Bushy Park and recreation

The site benefits from being located immediately next to Bushy Park. Bushy Park is the second largest of London's Royal Parks, at 445 hectares (1,100 acres) in area, after Richmond Park. The park, most of which is open to the public, is immediately north of Hampton Court Palace and Hampton Court Park and is a few minutes walk from the development. In 2014, most of it was designated a biological Site of Special Scientific Interest together with Hampton Court Park and Hampton Court Golf Course as Bushy Park and Home Park SSSI. The park is listed at Grade I on the register of Historic Parks and Gardens.

The park was originally created for royal sports, Bushy Park is now home to Teddington Rugby Club, Teddington Hockey Club, and a number of cricket clubs. It also has fishing and model boating ponds, horse rides, formal plantations of trees and other plants, wildlife conservation areas and herds of both red deer and fallow deer.

Immediately next to the development is Church Grove Gate and there is a skate park, tennis courts, sports ground, cricket ground and allotments. Beyond which is the rest of the park and the leisure / recreational amenities available that it provides.



## Transport context

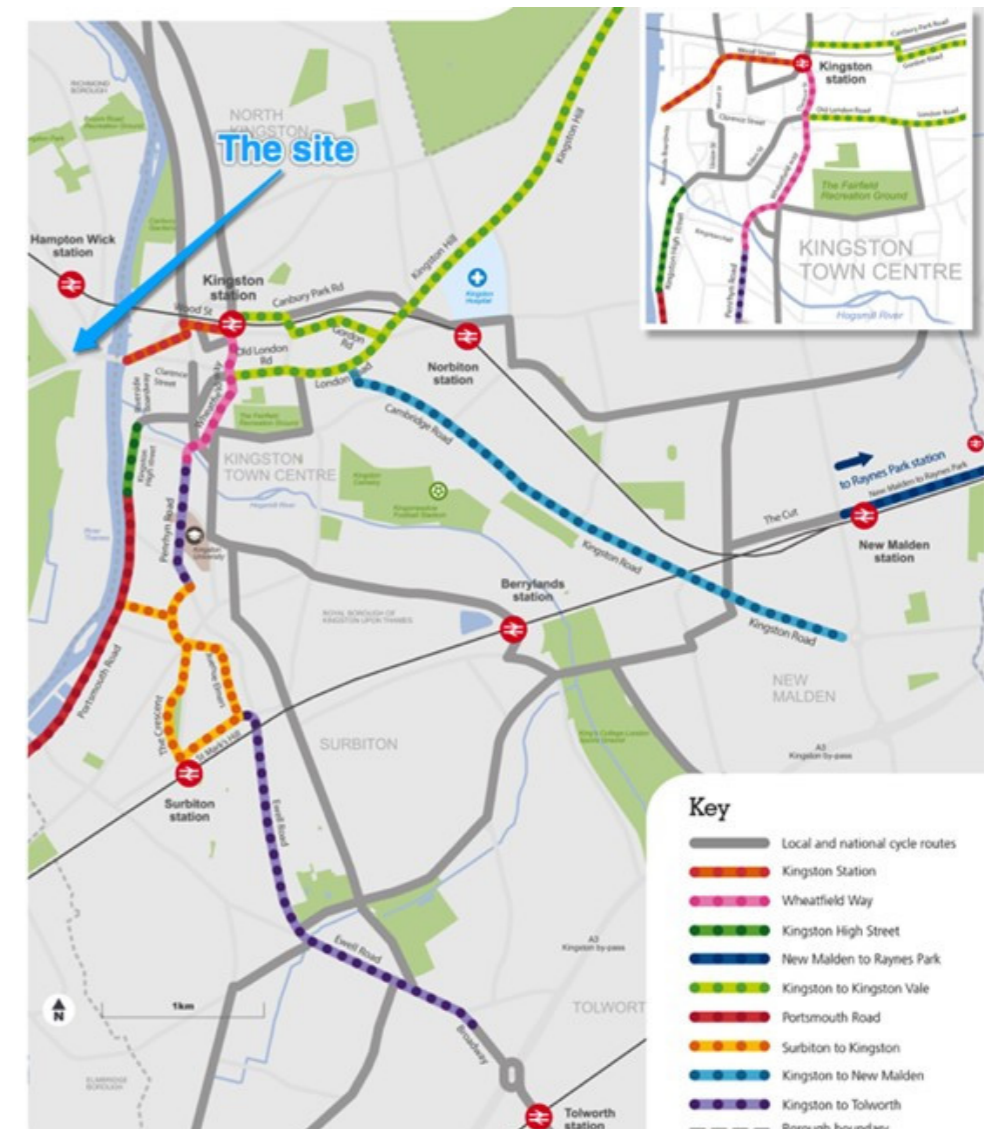
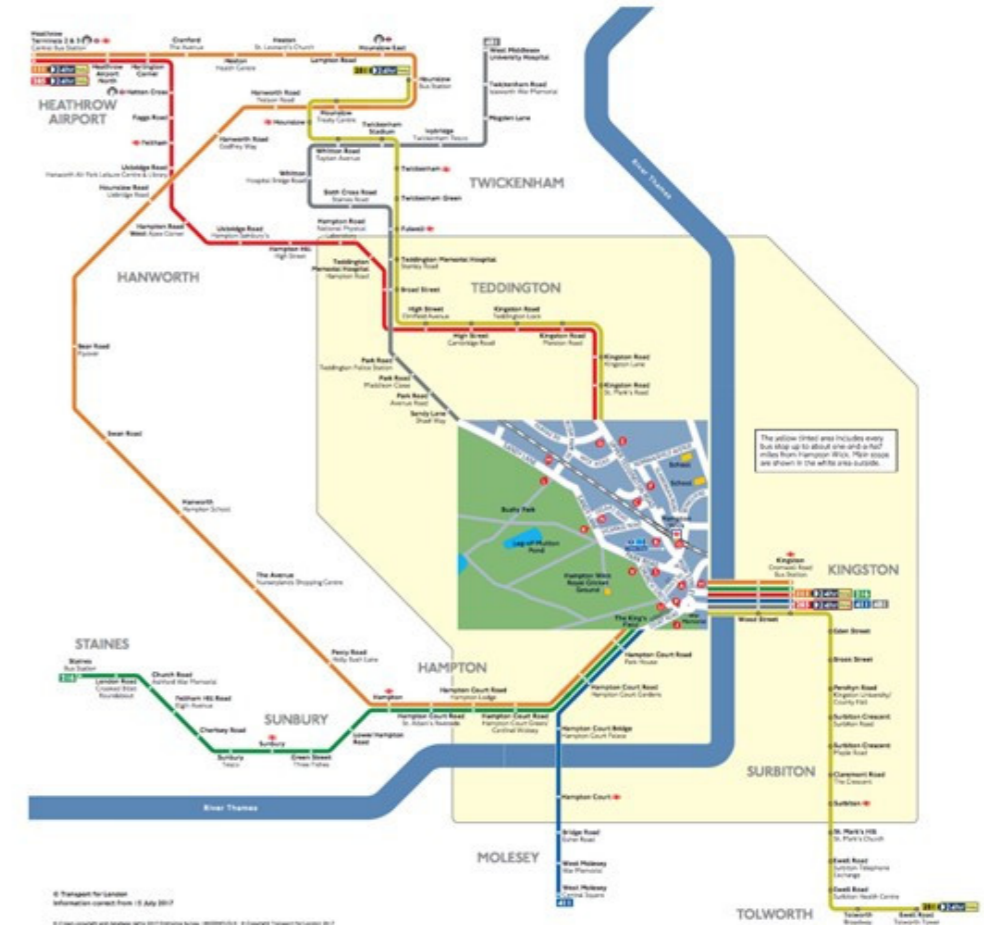
The application site has a Public Transport Accessibility Level (PTAL) rating of 4 and is located only a short walk from Kington Town Centre. The development is located only 432m from Hampton Wick Station and 754m from Kingston Train Station. There are bus stops directly outside the site on Grove Road and Hampton Court Road. The table adjacent shows some selected facilities near to the site.

There are cycle routes within the vicinity of the site, with those on main roads, quieter roads, through parks and canals. Richmond Cycling Strategy 2016-2026 identifies both a Quietways proposed by LBRUT Spine Route and Quietways through Parks immediately next to the development. There are also towpaths that run along the River Thames heading in both directions. Also, the Royal Borough of Kingston which is near to the site was part of the Mini-Hollands scheme, which work has continued in the form of their Go Cycle Programme. As such, the cycle network around the site and linking to the wider area is good and improving significantly over the near future.

Car clubs are another great sustainable means of travel which have been implemented largely across London over recent years. The nearest car club spot is located only a 7 minute walk away towards the north of the site on Seymour Road. This club is operated by Enterprise Car Club and discussions regarding membership for future occupiers have occurred. There is a Zipcar Car club vehicle located 9-11 minutes away located on Down Hall Road and Seven Kings Way. This will ensure future residents have a range of choices and access to vehicles if required.

Facility	Description	Distance from site (m)
HSBC UK	Bank	50m
St Johns Hampton Wick	Place of Worship	60m
Hampton Wick Hotel	Hotel	100m
Copper Leaf Restaurant	Restaurant	105m
London Pizza Experts	Restaurant	110m
Bright Horizons Nursery (HW)	School	145m
CLD Computers	Computer Repair Shop	170m
The Swan	Restaurant	195m
Bills Kingston	Restaurant	280m
TK Maxx	Superstore	290m
John Lewis	Superstore	320m
Hampton Wick Station	Train Station	432m
Bentall Centre	Shopping Centre	434m
All Saints Church	Place of Worship	445m
Barclays Bank	Bank	445m
Hampton Wick Library	Library	465m
Kingston Historic Market	Market	466m
Kingston Train Station	Train Station	754m

Buses from Hampton Wick



## Planning policy context

The site is undesignated in terms of use in the Richmond Local Plan. However, the Proposals Map shows the site located in an 'Area of Mixed Use'. Policy DM TC 2 of Richmond's Development Management Plan seeks to safeguard adequate provision of day to day goods and services in local and neighbourhood centres. Hampton Wick benefits from a good range of shops and the existing building is residential in nature being used for student accommodation. The policy states that residential development could also be appropriate in this location. As the proposal would not result in the loss of any existing commercial shop or service that provides for local provision, then the proposal would not be considered affect the vitality and vibrancy of this neighbourhood centre.

The proposal would result in the loss of student accommodation that was previously used by Kingston University (KU). However, KU have over recent years built new purpose built student accommodation in Kingston Town Centre and near to their main campus. Therefore, this dated accommodation is no longer required and surplus to requirements. The building has aged poorly and is in need of significant modernisation. As the student accommodation has been re-provided elsewhere, there is no longer an need for the accommodation. As such, its loss is considered acceptable.

In relation to housing, the London Plan encourages high quality schemes for housing developments that make more efficient use of land. Policy 3.3 (Increasing Housing Supply) of the London Plan provides explicit strategic support for the provision of housing in London, particularly in highly accessible locations such as this near to Kingston Town Centre and located in the neighbourhood centre of Hampton Wick. The site has a PTAL rating of 4 which is very accessible, particularly for Outer London and is in proximity of Hampton Wick and Kingston Town railway stations.

The Intend to Publish London plan Policy H1 will revise the Borough's Housing Target to provide for 21,820 homes over the plan period (2019/20-2028/29). Local Plan Policy LP34 'New Housing' also identifies the need for delivery of more housing in Richmond. Notwithstanding these overarching principles and need to deliver more housing, on recent GLA referral decisions for schemes in the borough, the Mayor of London has made a point to stress the need for more affordable housing the borough. The proposal would provide a significant contribution towards affordable housing for the borough, and the developer is liaising with a local RP to deliver these. As set out elsewhere in this statement, the proposed residential accommodation will be to a very high standard and the design will be improve the visual amenity of the area.

Therefore, in terms of principle of development, it is considered that providing additional residential units within an existing redundant student accommodation site in a neighbourhood centre close to Kingston Town Centre, would make the most efficient use of the land, in accordance with strategic policy LP34 and policy LP 38 of the Local Plan; policy 3.3 (Increasing Housing Supply) of the London Plan; policy H1 of the Intend to Publish London Plan; and the National Planning Policy Framework (2012).

Other constraints relevant to the site include:

- Hampton Wick Conservation Area
- D13 Route Proposal (footpath/cycle/route/bridleway improvements)

Bushy Park to the south and west is also designated as Metropolitan Open Land, Historic Parks and Gardens, Public Open Space and a Site of Special Scientific Interest.



Richmond Local Plan

## Heritage and conservation context

Richmond Local Plan policy LP1 states that the Council will require all development to be of high architectural and urban design quality. The high quality character and heritage of the borough and its villages will need to be maintained and enhanced where opportunities arise.

Chapter 7 of the London Plan sets out a series of overarching design principles for development in London and policy 7.6 seeks to promote world class, high quality design and design led change in key locations.

The proposed development builds on the historic character and appearance of Hampton Wick Conservation Area. The Council's Hampton Wick Conservation Area Statement only references Church Grove once and states that 'Buildings along Church Grove are of varied styles but united by use of common materials.' This is an interesting observation as Kingston Bridge House stands out as being materially quite different to the rest of the buildings in the street and is considered to be a negative contributor to the appearance of the Conservation Area. As mentioned in the Conservation Area Statement, the area is characterised by a mixture of property styles with Bushy Park on the opposite side of Church Grove. Although there are elements of architectural quality to the existing building, the façade is rather dull and out of keeping with the character of the area.



Map of Hampton Wick Conservation Area



**Grade II Listed Building – St John's Church |**



**Grade II Listed Buildings – Lodge to Hampton Court; Home Park House; and The Gate House.**



**Grade I Hampton Court (Home Park) Park and Gardens**



**Grade II Listed War Memorial**



**Grade I Bushy Park and Garden**



**Grade II\* Kingston Bridge**

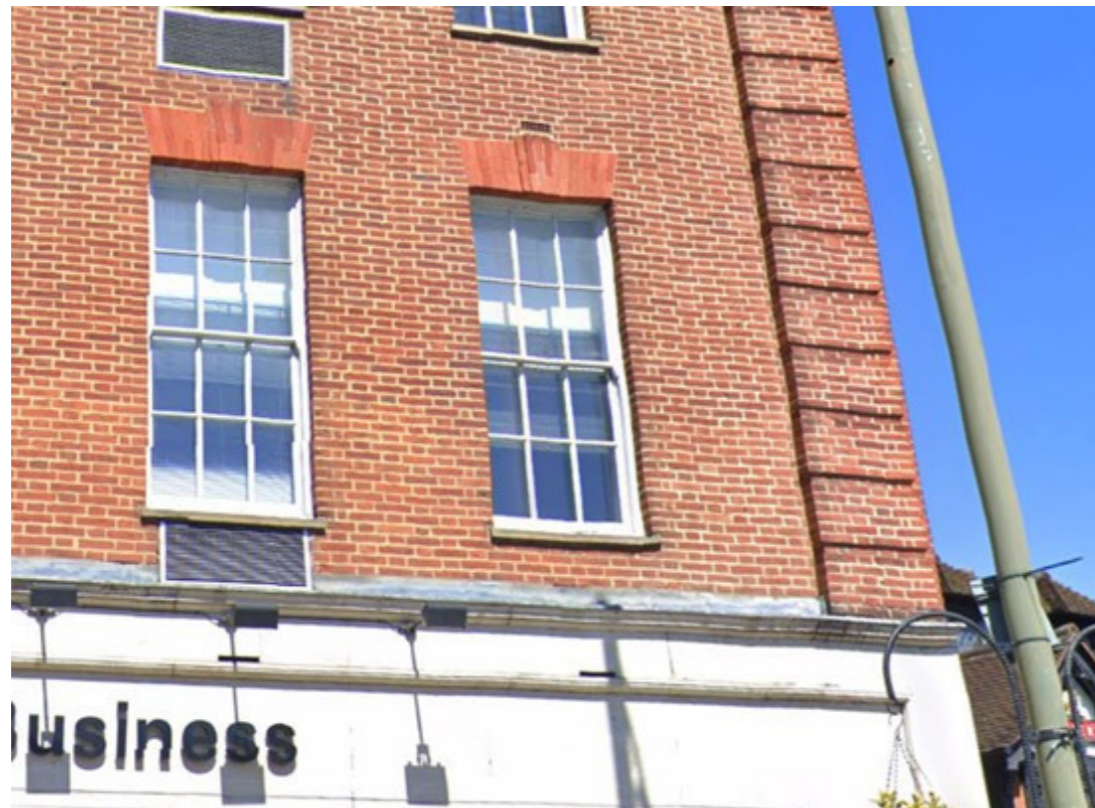




Stone arch and yellow stock brick church



More contemporary residential development with yellow and red stock brick



Victorian red brick example with sash windows.



Mock tudor design with use of render and red brick



**Yellow brick window surrounds and details.**



**Yellow brick walls and piers – black metal gates**



**Stone Arches and red brick on bridge**



**Timber & aluminium cladding and concrete**

# 3.0 Design Process

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## 3.1 Introduction

The site presents a number of opportunities and constraints that have been considered to inform the design strategy which derives the design process and subsequent scheme proposals.

## 3.2 Site Constraints Plan

This plan highlights the existing conditions of the site indicating key considerations which may impact the proposal. The main points to consider include:

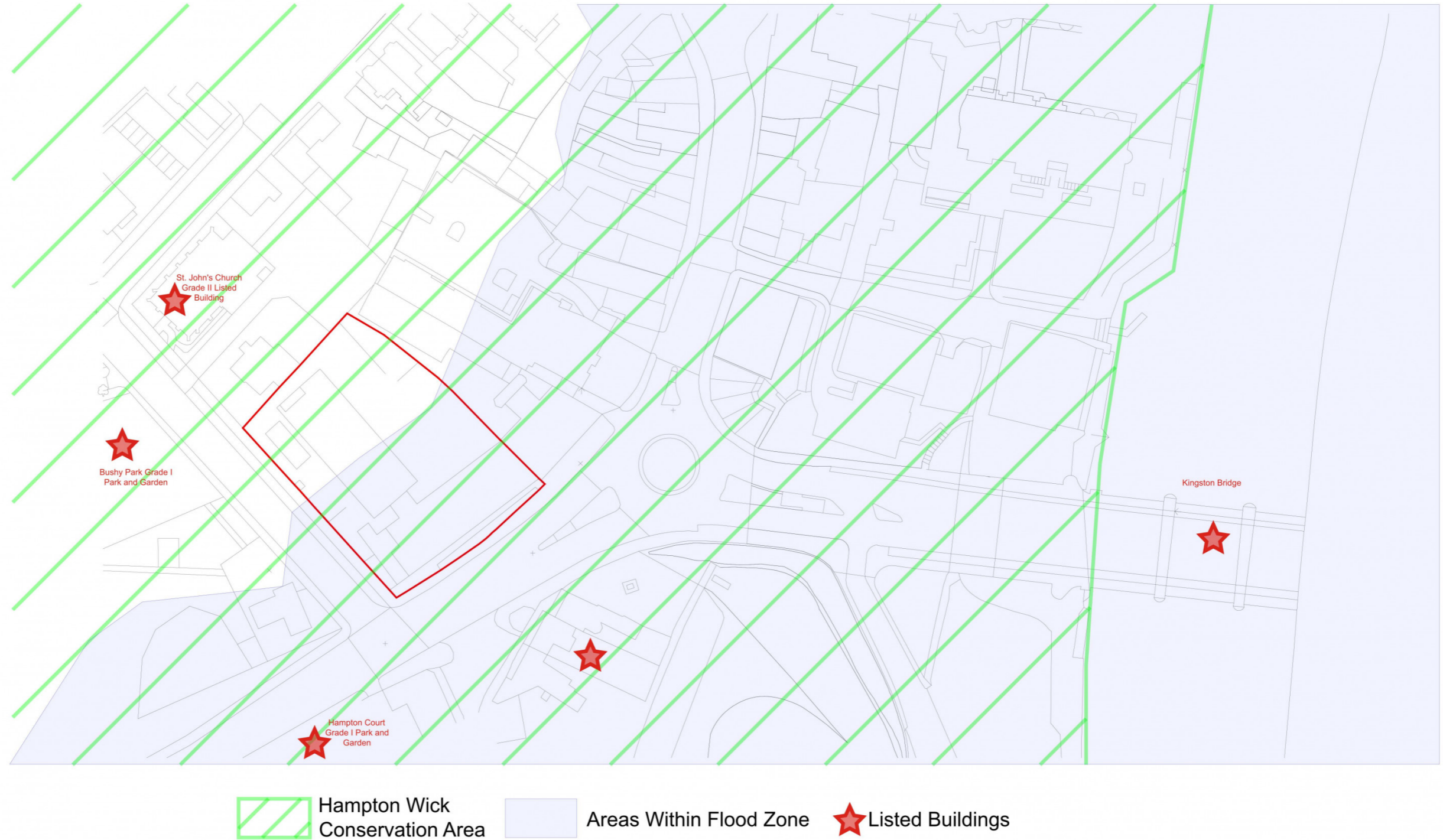
- The site is generally flat with minimal changes in level
- The site is located in Flood Zones 1 & 2
- The site is heavily hard landscaped, particularly at the rear of the site
- The site has 2 vehicular access points from Church Grove
- The site contains a dated poorly insulated and unattractive building
- The existing building has a large undercroft area with parking
- The adjacent commercial premises requires access to be maintained to the rear of that property via this site



**Aerial view of the Kingston Bridge House**

### Design Constraints

The site offers a number of constraints, these are summarised on the plan below.



### Design Opportunities

The existing building is dated and unattractive. It stands out materially in that it does not reflect the materiality of the wider area. It is considered to be a negative contributor to the setting of the conservation area. The building appears dominant and overbearing, with little visual interest, caused by in part by having small and badly proportioned poor quality windows.

The building is already a focal point at this intersecting prominent position leading into Hampton Wick. It is taller than existing buildings and as such acts as a landmark. This could be accentuated and improved to enhance the character and appearance of the area.



## Design concept

The aim is to revitalize the current tired building and improve its appearance so that it makes a more positive contribution to the character of the Hampton Wick Conservation Area. The proposal seeks to improve and green the external areas whilst providing adequate parking and servicing facilities.

The strategy aims to create a better setting for the listed St Johns Church and nearby listed buildings and parks.

The design approach follows the key principles below, which have been developed in discussion with Richmond Council, local residents, the public and other key stakeholders.

- Devise a quality residential development that is contextual, timeless, and enhances the character of this heritage rich setting
- Harness and enhance the natural features surrounding the site and retain elements of the existing building that are of merit
- Rejuvenate the external areas around the site to provide a more green and sympathetic appearance
- Improve legibility and links around the site
- Develop a contextual detail and material palette which responds more sympathetically to the local context
- Create a unique sense of place which builds on the prominent nature and positioning of the existing building
- Create a finish that sits more sympathetically in the setting with adjacent listed buildings
- Activate the frontage of the building at all levels, but particularly at ground level where there is currently an unattractive undercroft
- Develop height and massing that responds to its gateway location
- Optimise positive views from apartments, particularly towards the River Thames, Hampton Court Park and Bushy Park.
- Articulate the buildings façade to ensure richness, variety and visual interest
- Ensure generous offset distances between proposed and existing adjacent buildings and roads to reduce overlooking and minimise the impact of noise and air pollution from the main road

## Consultation process

In mid 2020, a formal pre application was submitted for erection of 2 storey extensions to the roof, an infill extension at ground floor level, façade improvements, and change of the use of the building to provide 99 residential units with associated landscaping, parking/refuse provision, and external alterations.

The Council responded positively to the principle of development, however made a number of technical comments and raised concern regarding adding a full 2 storeys on the element of the building fronting onto Hampton Court Road. A storey has been removed from the scheme to address these concerns. The Council welcomed our aims to improve the appearance of the existing building and was very interested in the new materiality of the proposal. The Council were not convinced that red brick would be best solution but was supportive of giving the building a higher quality finish that responded to its context.



Following the positive feedback at the pre-application meeting, further discussions with Richmond Housing Partnership (a local RP) took place regarding delivering a significant contribution of affordable housing. Richmond Housing Partnership have aided in the evolution of the scheme and its layout/design.

The Council's Housing Manager also provided further commentary on the proposed layout of the units and the need for the units to be provided with external amenity space. The layout of the flats have evolved through these discussions and now include provision of accessible units at ground level.

The Council confirmed that a Sequential Test would not be required as the proposal is not seeking to provide a more vulnerable use in comparison with the current use.

The Council recognised that the site was highly accessible and that a lower level of parking was likely to be acceptable subject to appropriate measures.

## Consultation process

In mid 2021, Following on from the pre application advise a full planning application was submitted to Richmond Council which compromised of an additional floor to the main section of the building and two additional floors on the elevation fronting Church Grove, a re worked façade was proposed to incorporate more private amenity space via balconies and terraces along with a change in the architectural style of the building and the use of a stock brick to tie closer into the surrounding properties.

As part of the submission the proposals were put forward to the Richmond Design Panel for their feedback, although the general comments where that the proposals were an improvement on the existing building, concerns were raised with the design approach, landscaping and whether the proposals had dealt with the concerns raised with regards to the additional floors.





# 4.0 Design Response

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## 4.1

### Scheme Proposals

The current revised proposal seeks to convert the existing building (student accommodation) to create 70 residential units with associated external works including infilling an existing undercroft and altering the façade of the building and provision of new fenestration.

#### Use

The building is currently vacant was previously used for student accommodation by Kingston University. Kingston University has built new student accommodation in Kington Town Centre and no longer require the building and have disposed of it. There is no demand for the building for student accommodation currently, particularly given its present condition.

It is worth also mentioning that the building has been found to have a poor quality of cladding on its external façade which if proposed today, would not achieve new standards for residential and it would not be viable to reprovide student accommodation given these costs even if there was a demand for such accommodation locally.

The proposal seeks to remove the cladding, improve its appearance, and deliver 70 residential flats.

#### Density

The site has an area of 0.28 hectares.

Density per units/ha: 250 u/ha

Denisty per habitable rooms/ha: 573hr/ha

#### Housing Mix

Studio	6
1 bed	42
2 bed	15
3 bed	7
total units	70



## Materials

A palette of robust and high quality materials are proposed for the development, incorporating existing sourced materials, tones and features of the local area to reflect and enhance the surrounding context.

The surrounding context consist of predominately of either London yellow stock brick or red brick with some use of render, timber and more modern finishes.

The existing building already has a relatively distinctive base which provides a strong grounding element. A change on the upper floor levels to a light, but textured brick would give the building a more warm and residential feel. It will also aid in integrating the building in better with the surrounding context.

A dark metal, consistent across all balconies, is chosen to contrast with the lighter brick on the upper floors and the white coloured rustication at ground level. A relatively traditional / ornate style is considered to further enhance the appearance of the building.

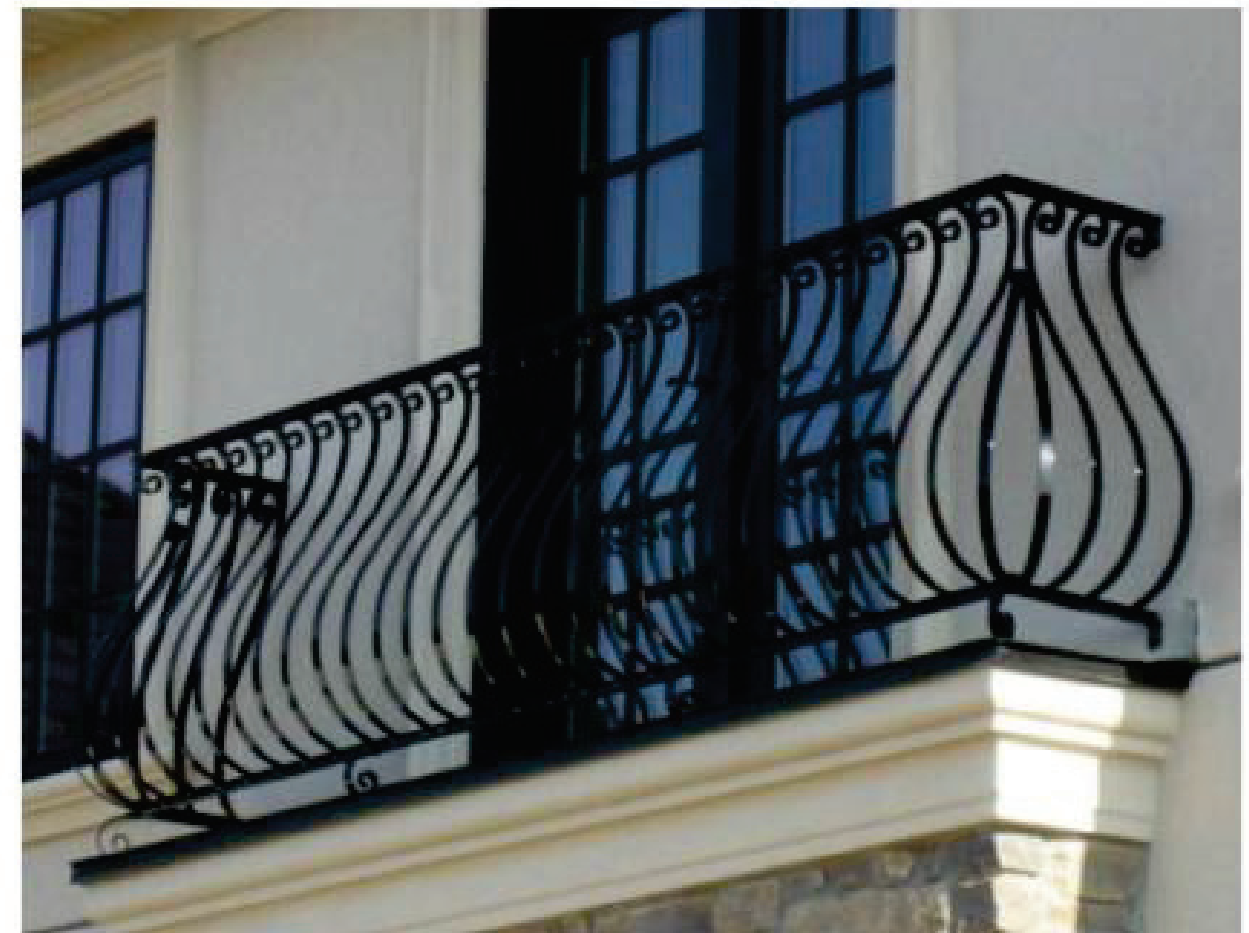
The windows will be Aluminium finished in a grey colour.



Grey Aluminium Windows



Precedent of yellow stock brick slips



Precedent of metal balustrading

## Appearance

The proposal seeks to provide larger openings to the building to provide better access to daylight and sunlight, as well as outlook. A brick slip system will be utilised in order to retrofit the existing building whilst enhancing its appearance. The proposed balconies would meet the Mayor's Housing SPG standards with regards to area, depth and width.

