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# St Clare Business Park Site

Hampton Hill, London

Revised Design and Access Statement

April 2023

# EXECUTIVE SUMMARY

This Design and Access Statement has been prepared by AHR Architects to describe the proposed scheme on the St Clare Business Park site. The plot sits within a mixed commercial and residential neighbourhood, with back gardens adjoining and the rear and sides of neighbouring dwellings overlooking the site.

The building proposals will resolve the tensions between the existing industrial activity and the neighbouring residential properties and improve the visual appearance of this part of Hampton Hill while providing more jobs and much needed new homes, including 35% affordable housing. Each area within the site will have its own unique character and distinctiveness through the elevation design and material palette.

The established design concept has evolved to reflect and respond to the comments and suggestions brought forward through consultation with the design team, key stakeholders and the local community.

In October 2019, Notting Hill Genesis submitted a planning application (ref: 19/3201/FUL) for the redevelopment of the site for 112 residential units and 1494sqm of commercial floorspace. The application was recommended for approval but was refused at Committee on the basis of two matters: loss of employment floor space and absence of S106 provision. The applicant submitted an appeal against the Council's decision, where it was dismissed by the PINS in December 2022, on the grounds of harm to the character and appearance of the area and harm to the living conditions of neighbouring occupiers. The latest proposed scheme seeks to address the Inspectorate's comments on the previous proposal.

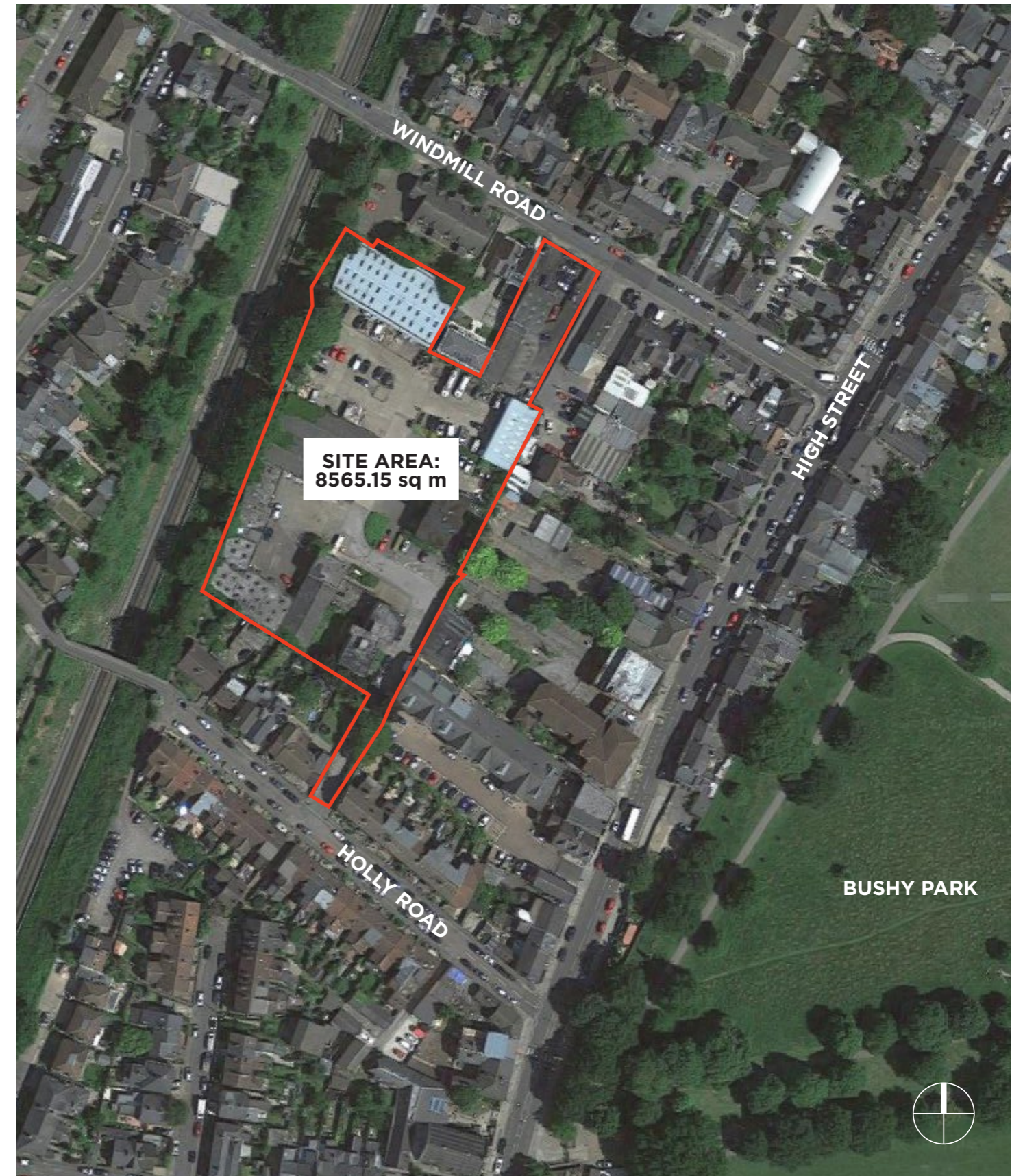
The scheme will deliver 100 new high quality residential units (flats and houses) and 1885m<sup>2</sup> GIA of commercial floor space.

## Summary of changes from 2022 application:

- Block 1 eastern side massing amended, with height reduced by one storey;
- Block 1 basement footprint and car park size reduced;
- Number of apartments in Block 1 reduced from 98 to 86; overall number of proposed homes reduced from 112 to 100;
- Block 2 reduced by one storey;
- the commercial floorspace has been reduced from 2065m<sup>2</sup> to 1885m<sup>2</sup>

## St Clare Business Park Project Brief

Notting Hill Genesis and the wider design team's objectives for St Clare Business Park site is to produce a high quality buildings and landscaping design which will form a desirable place to live, work and visit. The Proposal needs be sensitive and compliment the character of the Hampton Hill area, while enabling more efficient use of this land to provide a substantial amount of modern, high density, purpose built commercial floorspace that will support a greater density of employees per sq. m than the existing poor quality buildings on site.



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# 1.0 INTRODUCTION



# 1.1 PROJECT TEAM AND DEVELOPMENT DESCRIPTION

Applicant  
**Notting Hill Home Ownership Ltd,**  
an entity of Notting Hill Genesis

Architect  
**AHR Architects**

Landscape Architects  
**Levitt Bernstein**

Planning Consultant  
**RPS**

M&E Consultant  
**Silcock Dawson**

Transport Consultant  
**Curtins**

Structural Engineer  
**Tully De'Ath**

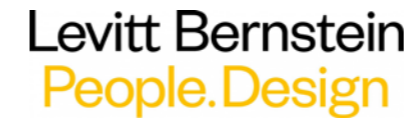
Employment Strategy  
**Grant Mills Wood**

Cost Consultant  
**John Rowan & Partners**

Community Engagement  
**Comm Comm**

## DESCRIPTION OF DEVELOPMENT

Demolition of existing buildings and erection of 1 no. mixed use building between three and five storeys plus basement in height, comprising 86 no. residential flats (Class C3) and 1,290 sq.m of commercial floorspace (Class E); 1 no. two storey building comprising 595 sq.m of commercial floorspace (Class E); 14 no. residential houses (Class C3); and, associated access, external landscaping and car parking.



## 1.2 NOTTING HILL GENESIS

### THE CLIENT



Notting Hill Housing and Genesis Housing Association merged in April 2018 to create a new organisation, Notting Hill Genesis.

Today, Notting Hill Genesis is one of London's largest housing associations and registered provider of social housing; we manage more than 65,000 homes in London and the South East. Our primary purpose is to provide homes for lower-income households in and around London. More than half of our homes are general needs properties, charged at social or affordable rent levels. In addition, we provide Shared Ownership, market sale and market rent, student accommodation, temporary housing, extra care and supported accommodation for older people, office space and retail units.

We are passionate and experienced at developing successful communities that will thrive for generations to come. Notting Hill Genesis organises and participates in a wide range of community and volunteer initiatives designed to build and support communities while reducing social isolation.



Residential and mix-use schemes by Notting Hill Genesis



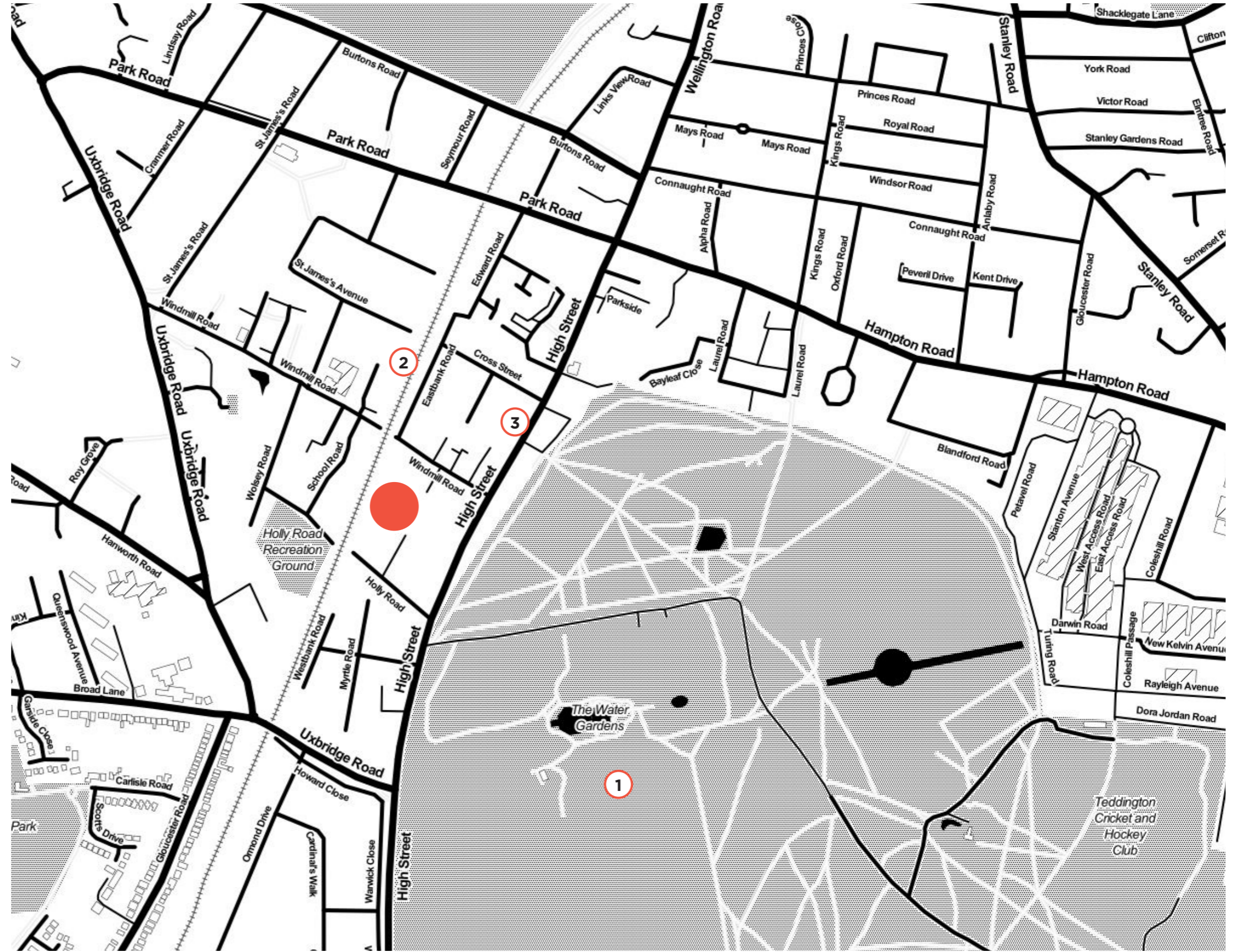


# 2.0 SITE CONTEXT



## 2.1 LOCATION

Hampton Hill is located in the southwestern suburbs of London, in the London Borough of Richmond upon Thames. Aside from the residential areas of the town, the High Street is filled with shops, restaurants, several cafes, a few public houses, and a traditional 75-year-old bakery. The area only developed as a settlement in its own right at the start of the 19th century. Initially called New Hampton, the village officially changed its name to Hampton Hill in 1890.



**KEY**

- SITE LOCATION
- 1 BUSHY PARK
- 2 SOUTH WESTERN RAIL LINE
- 3 HIGH STREET; MAIN COMMERCIAL ROAD IN THE AREA



## 2.2 ACCESS AND CONNECTIVITY

The site is located 0.6 mile south of Fulwell train station, which is included in London's Fare Zone 6 and is well connected with Central London as well as the wider metropolitan area.

Additionally, there are several local bus lines as well as red TfL buses passing nearby along High Street and Park Road.

### TRANSPORT CONNECTIONS

#### Bus services

285 (Kingston to Heathrow Central via Teddington and Feltham) - 24 Hour

R68 (Kew Retail Park to Hampton Court via Richmond and Teddington)

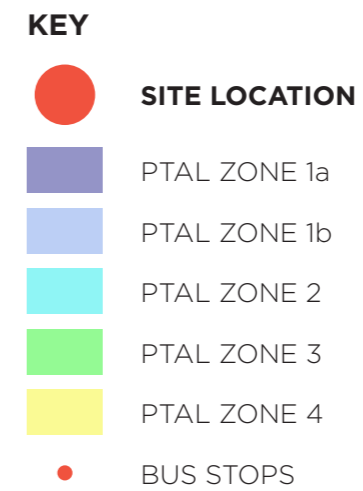
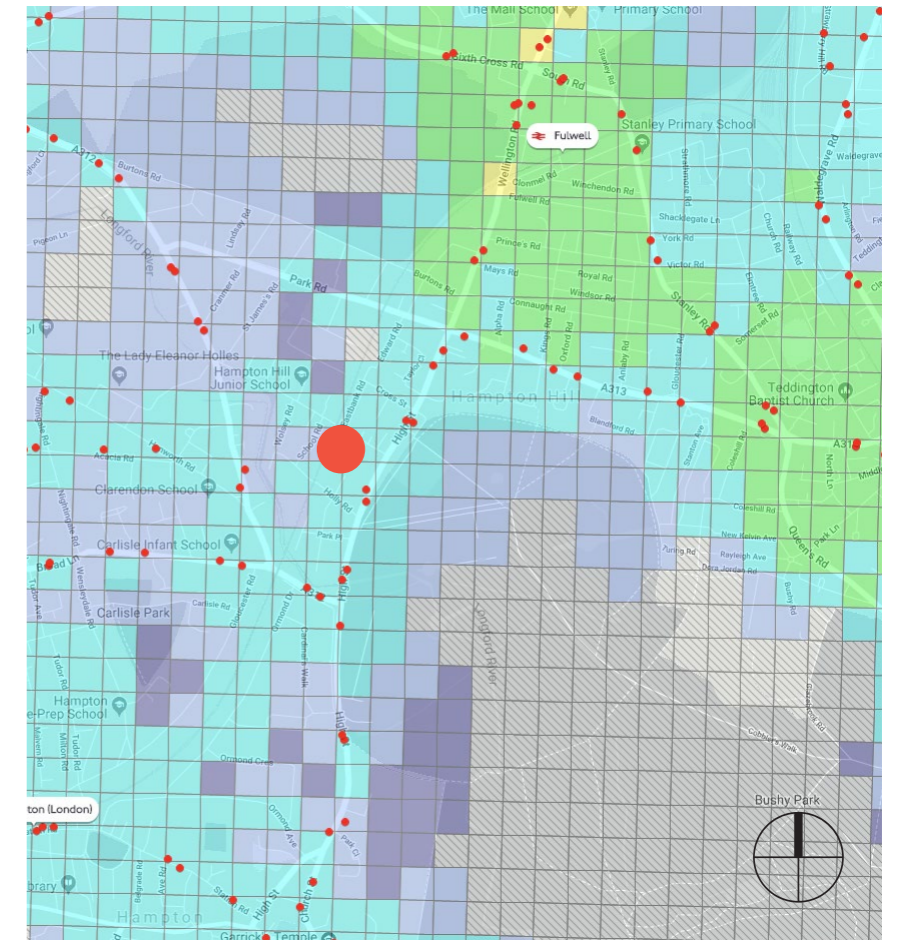
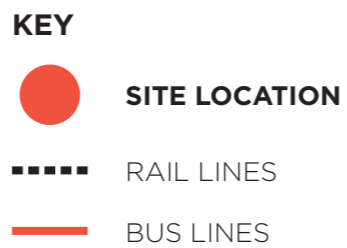
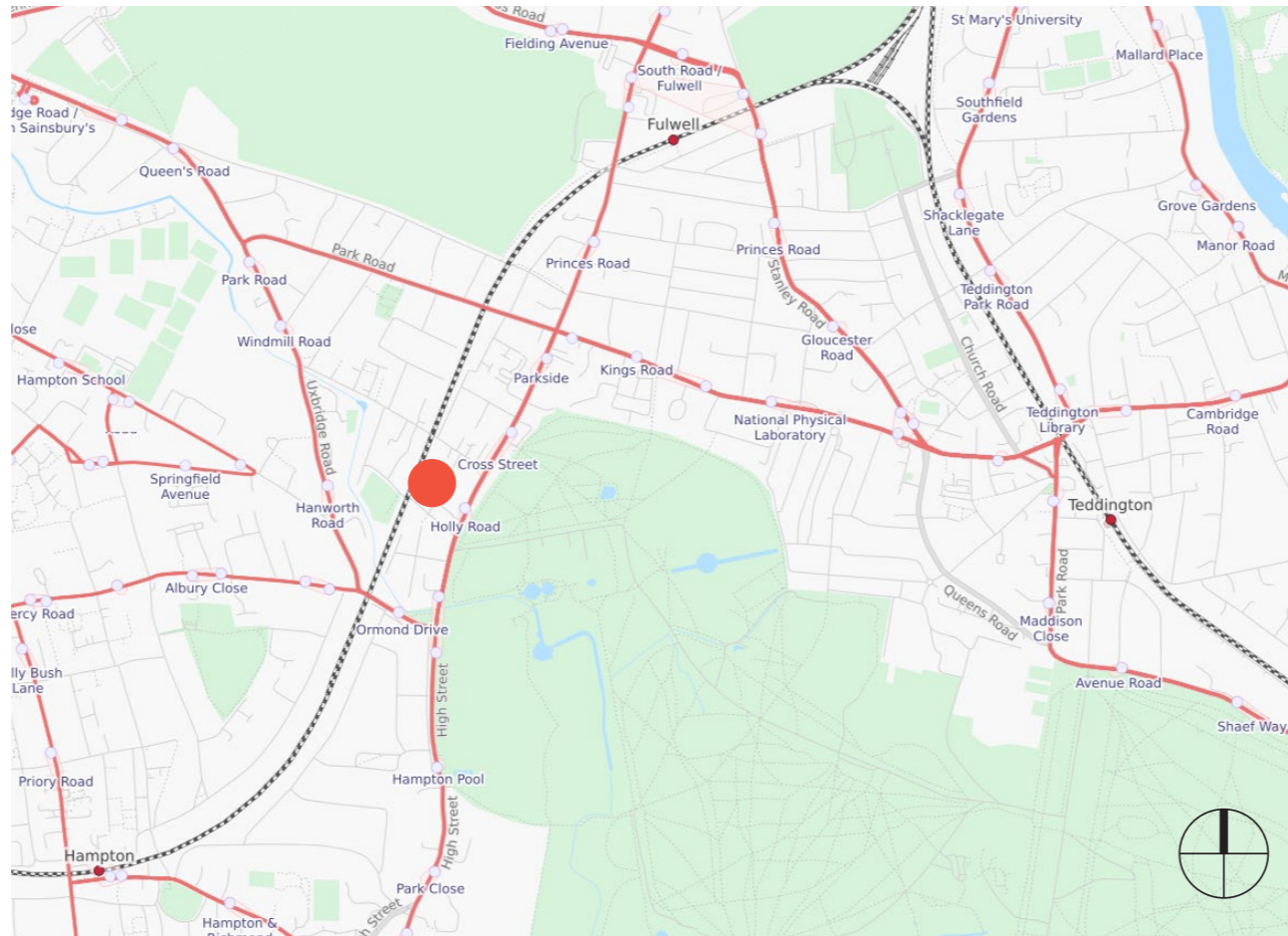
R70 (Hampton Nurserylands to Richmond 'Circular Service' via Twickenham)

#### Trains

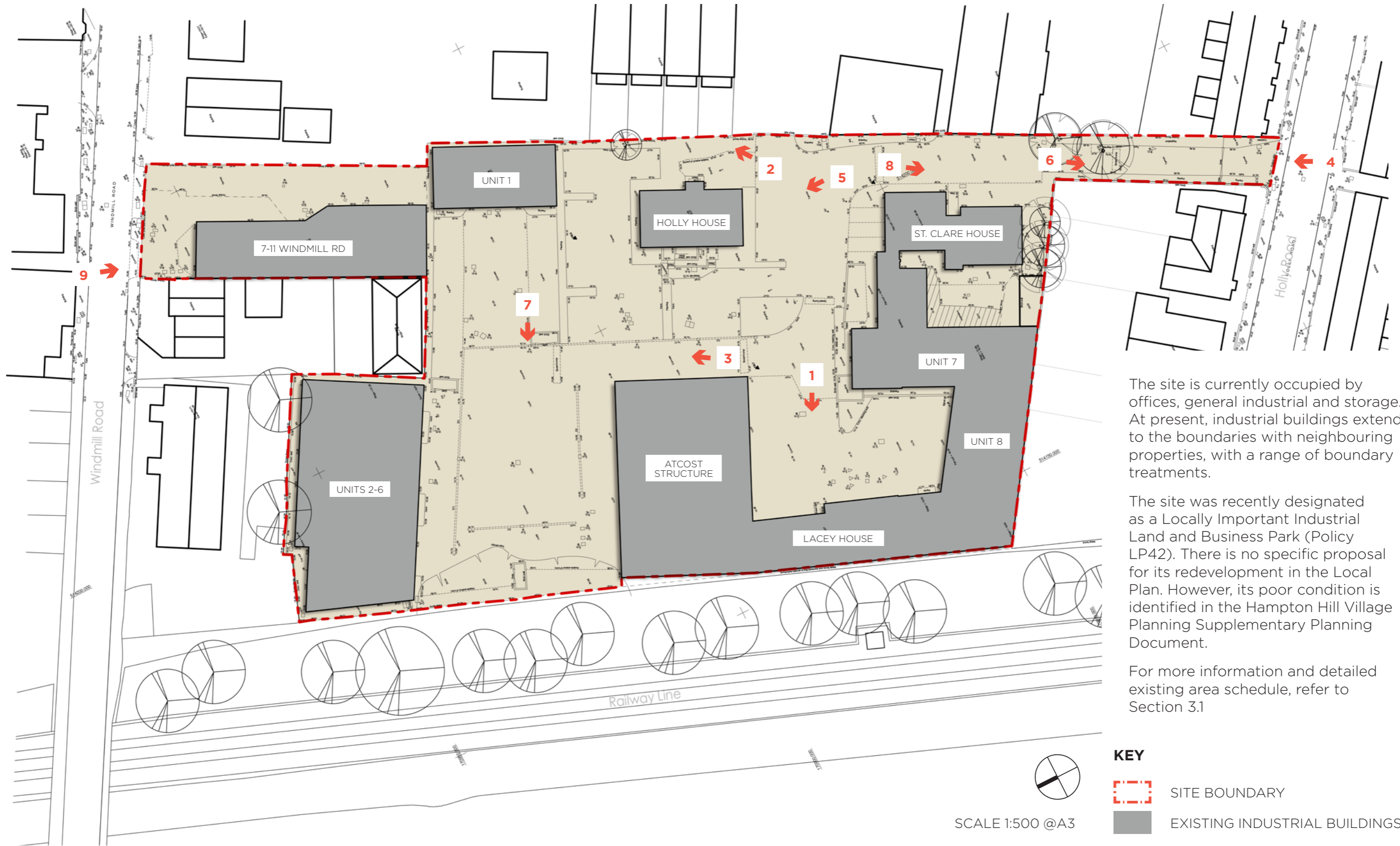
Fulwell railway station: Trains run every 30 minutes Mon-Sat

Hampton railway station: Trains run every 30 minutes Mon-Sat

Teddington railway station: Trains run approximately every 15 minutes Mon-Sat



## 2.3 EXISTING BUILDINGS ON SITE



The site is currently occupied by offices, general industrial and storage. At present, industrial buildings extend to the boundaries with neighbouring properties, with a range of boundary treatments.

The site was recently designated as a Locally Important Industrial Land and Business Park (Policy LP42). There is no specific proposal for its redevelopment in the Local Plan. However, its poor condition is identified in the Hampton Hill Village Planning Supplementary Planning Document.

For more information and detailed existing area schedule, refer to Section 3.1

## 2.3 EXISTING BUILDINGS ON SITE



1. View west towards Lacey House, with St. Clare House to the left



2. Rear gardens of Penny Farthing Mews seen from the site



3. View north from the central zone, with Atcost Structure to the left



4. Access from Holly Road - view looking north



5. Holly House in the centre of the site, southern elevation



6. Access road view looking south on to Holly Road, rear gardens of Holly Road houses visible



7. View west towards railway, with Units 2-6 to the right and Atcost Structure to the left

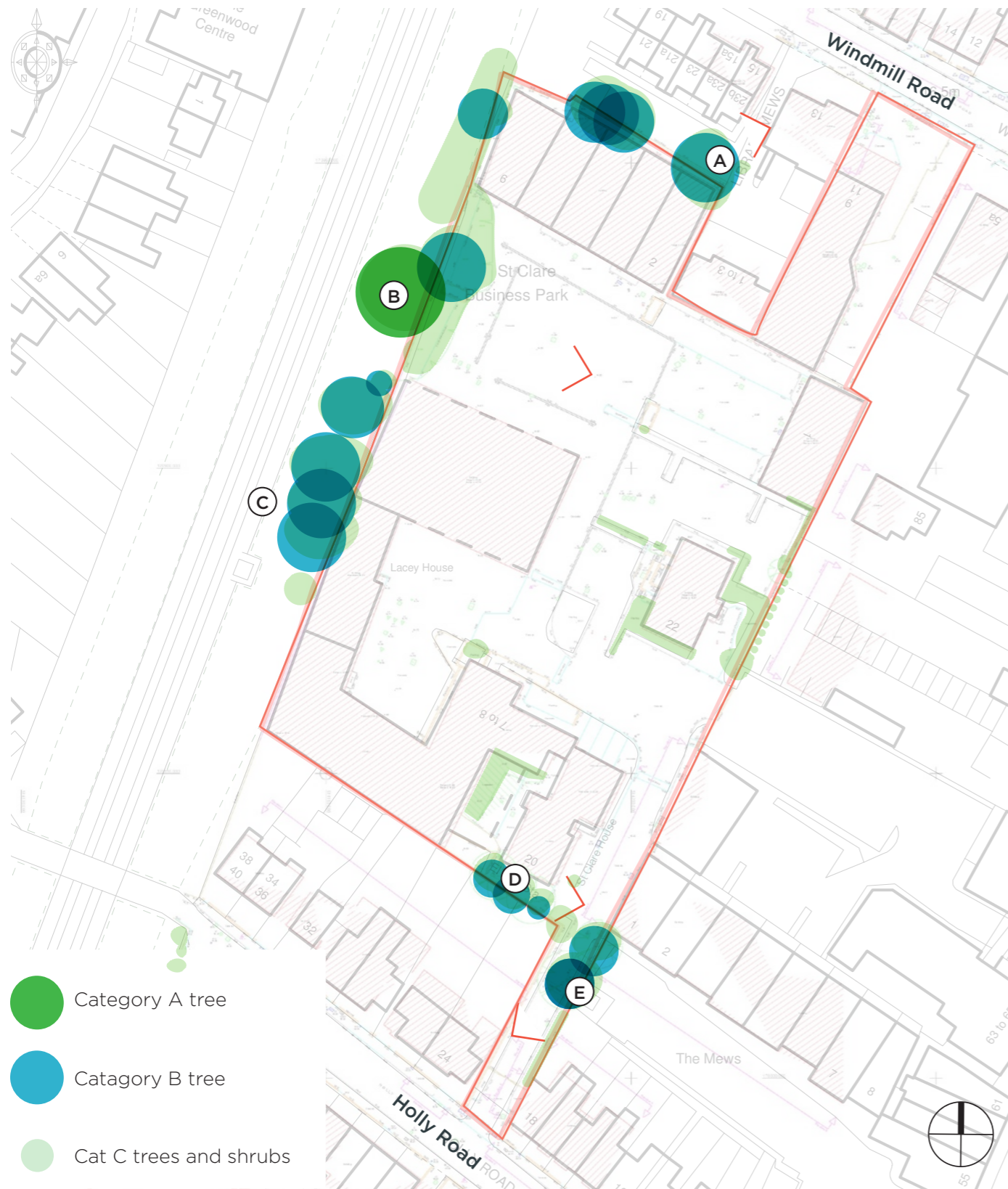


8. Access road view looking south on to Holly Road, St Clare House to the right and substation access behind it



9. View of 7-11 Windmill Rd building, with Old Library visible to the right

## 2.4 TREE SURVEY



**A** Large impact of rear boundary planting (Salix Caprea)

**Appraisal of tree stock:** The largest trees located in the large section of the site comprise T18, T20, T21, T22 and T25. These are four mature Norway maples and a walnut located close to the site entrance. The Norway maples have historically been pruned away from existing buildings. They are not notably high quality specimens but collectively provide visual amenity to the site and are visible from a number of surrounding residential properties.

The proposed layout takes into account the most valuable trees on site and is designed to protect them and enhance the areas around.



**B** Grade A Quercus Robur



**C** Railway bank of dense shrub and tree vegetation

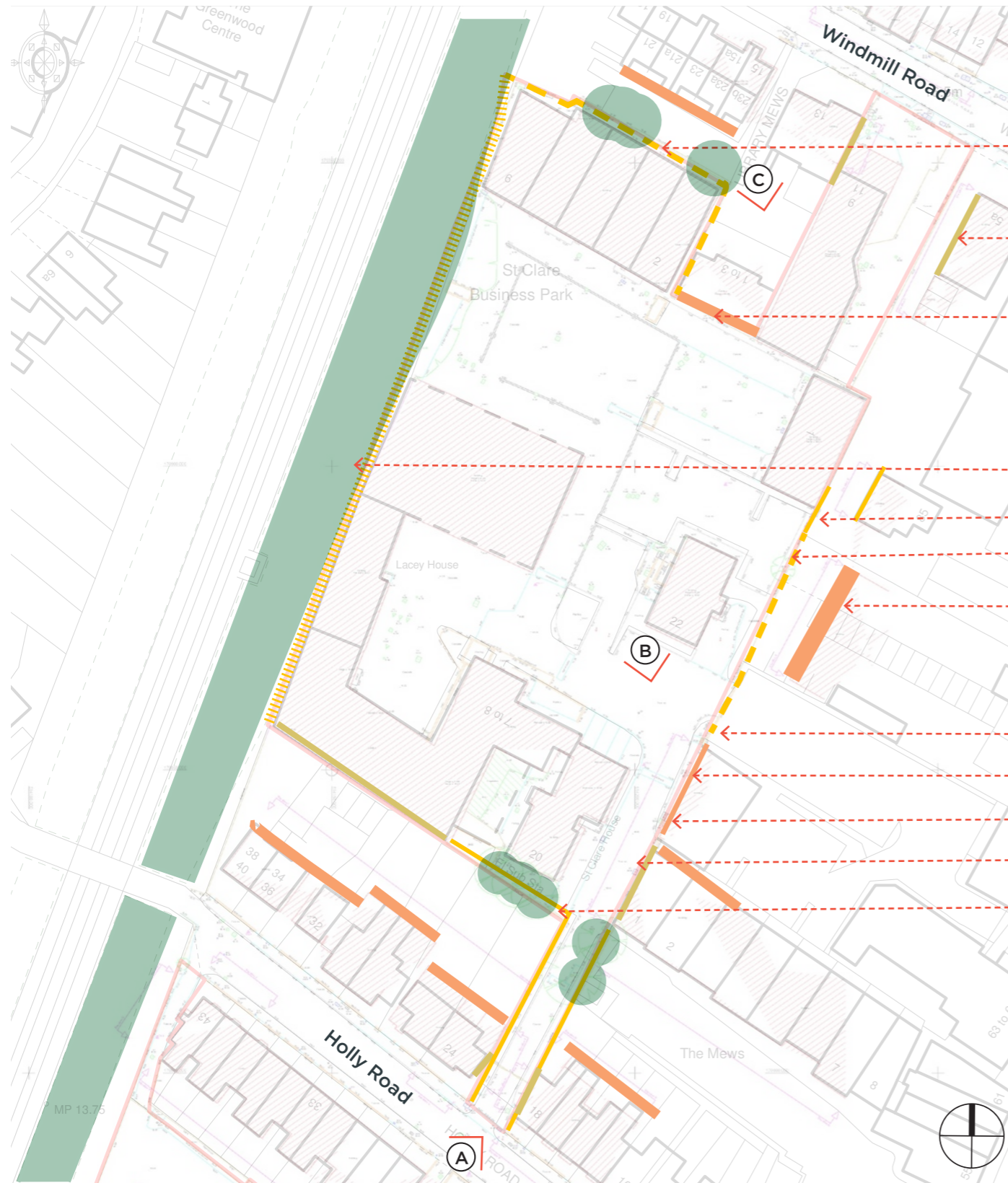


**D** 3no Acer platanoides



**E** Significant boundary tree, Juglans regia, and hedge boundary

## 2.5 BOUNDARY CONDITIONS



- Rear garden fence
- Blank facade of single-storey retail
- Residential facade, two stories, no access

- Building facade, low metal fence, planted railway banks
- Block-work wall (approx 2.4m)
- Timber fence (approx 2m)
- First floor balconies  
Second & third floor windows

- Gated access
- Single storey building boundary, ground floor windows  
Door access
- Brick wall facade, minimal windows
- Rear garden wall

- Timber fence
- Metal railing
- Brick wall
- Blank facade of a building
- Significant site-facing windows
- Significant boundary vegetation



The site entrance route is faced by two blank facades



Neighbouring buildings façades are of minimal interaction



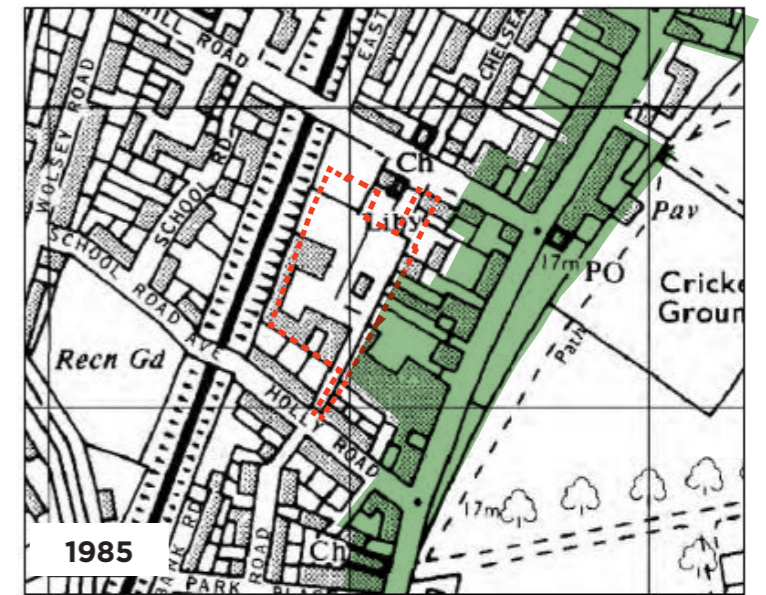
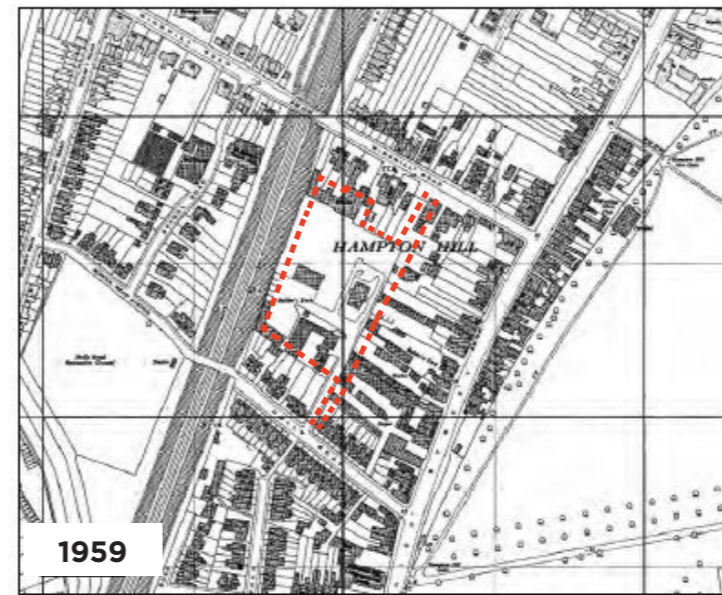
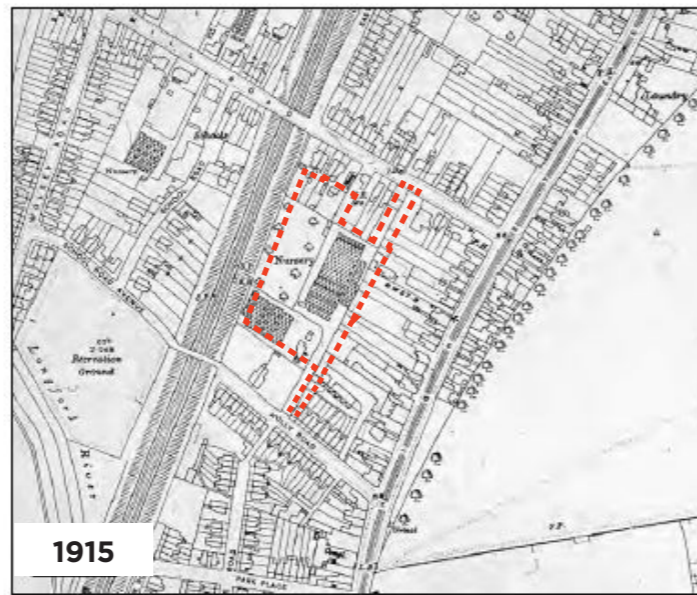
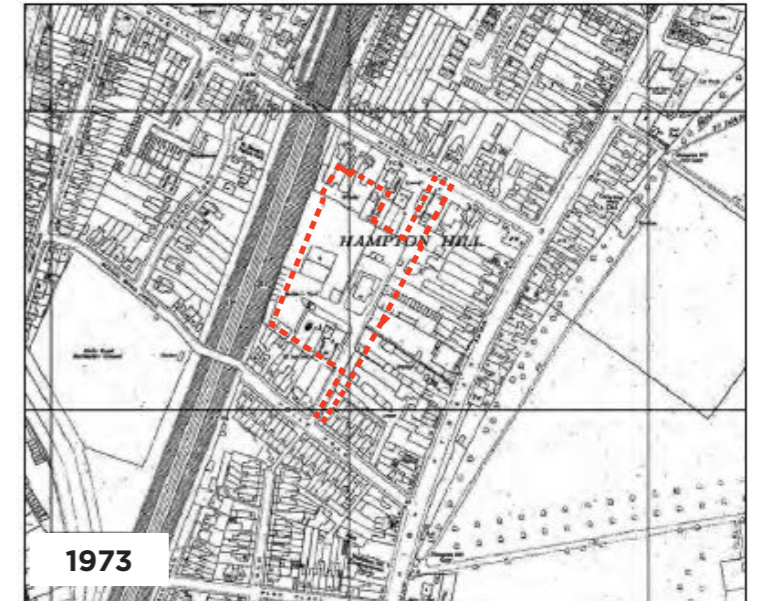
The existing site building creates a closed boundary to neighbouring residents

## 2.6 HISTORIC CONTEXT

The overall form and scale of Hampton Hill High Street has changed very little since the end of 19th century. The early settlement pattern of a linear street fronted by properties on narrow plots with long rear gardens is still visible.

The historical map records demonstrate that the application site would have been a nursery up to the Second World War, after which it developed into the basic layout of its present form.

The site is effectively a backland site that is visually and spatially separate from the conservation area, aside from three areas: the Windmill Road frontage, which lies beyond the conservation area boundary, the border with the recent development on The Mews, where part of it is visible from the car park, and the entrance from Holly Road.



**KEY**

--- SITE BOUNDARY

■ CONSERVATION AREA (DESIGNATED ON 07/09/1982)



## 2.7 TOWNSCAPE CONTEXT

This study analyses the urban grain around the proposed site.

The area surrounding the proposed site has the scale and grain typical for western outskirts of London. It is mainly characterized by close proximity of big expanses of open space – Bushy Park to the south **(1)** and Fulwell Golf Club to the north **(2)**. In between, built-up areas are composed of small scale residential developments with varying densities.

The denser linear zone running north-south along Hampton Hill High Street is clearly distinguishable **(3)**, created by mid-19th century settlement pattern of narrow and relatively deep properties. Moving away from the High Street, the density gradually decreases, with looser, mainly detached housing along a moderately regular street pattern. Characteristic features are cul-de-sacs, small-scale mews and large gardens.

There are some notable exceptions: a cluster of more intense terraced housing between Prince's Road and Connaught Road to the north-east **(4)**, as well as the area of Clarendon School, Carlisle Infant School and mid-20th century estate along Queenswood Avenue to the south-west **(5)**, which breaks away from forming a clear street frontage.

Another important feature of the area is the railway line running parallel to the High Street **(6)**. Both transport arteries cut out a distinctive swathe of urban tissue, filled with less obvious, historically influenced street patterns, rich set of building typologies and more varied mix of functions. This zone is composed of irregular, tight urban grain lacking street frontages and is more likely to feature building clusters forming unique urban interiors and diverse character areas.



## 2.8 HAMPTON HILL CONSERVATION AREA

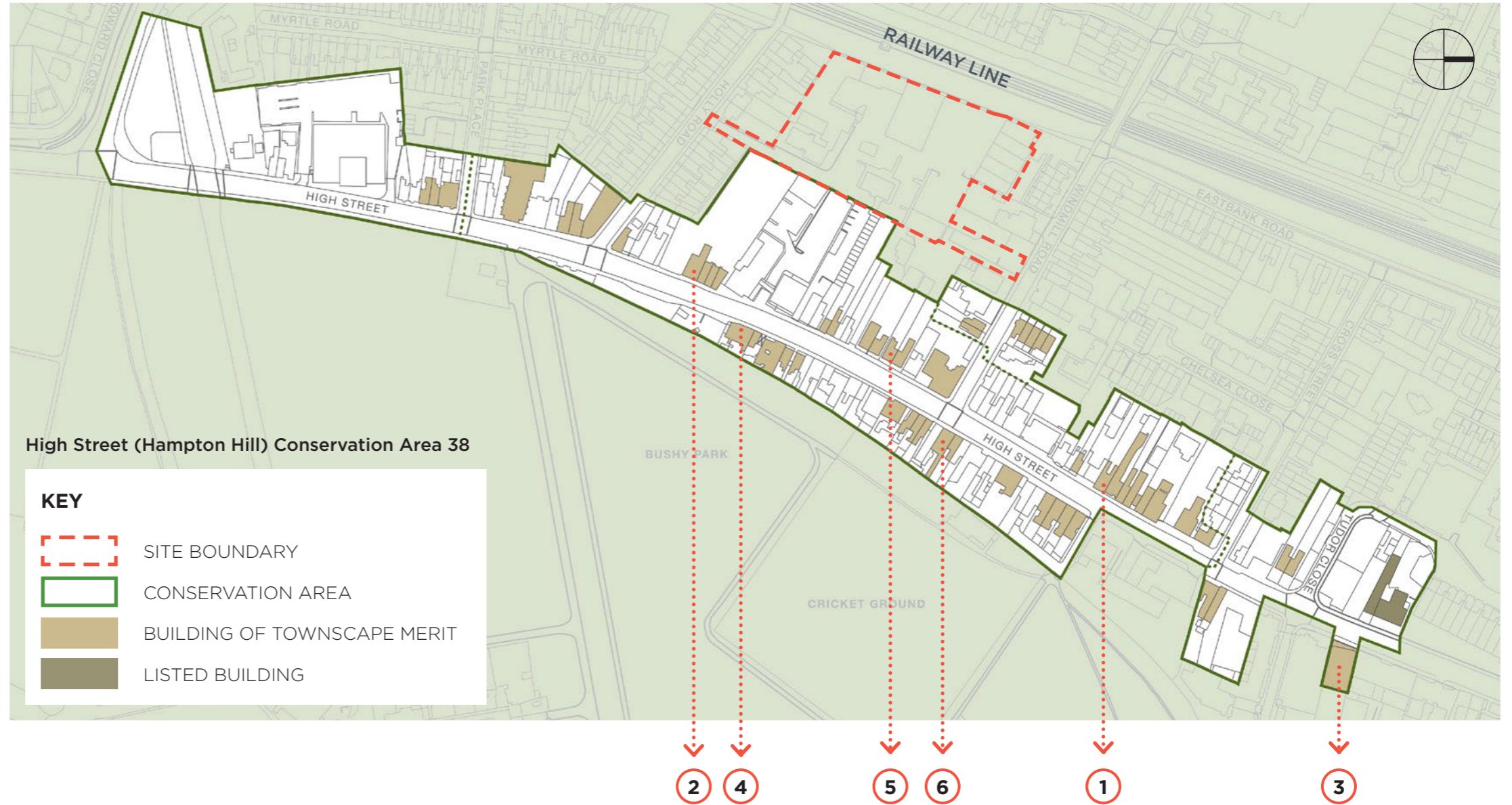
### History and development

The High Street is the historic route between Fulwell and Hampton village. Following the Enclosure Act of 1811 development began to cluster along this road and fringing the park. The settlement of “New Hampton” had appeared here by at least the mid 19th century. Growth was accelerated by the advent of the Waterworks and then the railway in 1863. The widening of the street for a tramway in 1910 resulted in some redevelopment, followed by larger scale of development in the later 20th century to the North.

### Character

High Street (Hampton Hill) conservation area forms the busy centre of Hampton Hill and the historic core of the original linear settlement. It is a largely residential area that also retains a distinctive traditional village high street character. It retains many fine original shopfronts including a number of remarkable single storey shop units built on the frontage of former houses.

The area is defined by the listed high brick walls of Bushy Park to the East and areas of later terraced housing along the railway to the West. The Pantile Bridge crossing the Longford River forms the south gateway to the high street. Here an important green space with rustic timber shelter at the junction with Uxbridge Road and the low wall to Bushy Park allowing wide open views into the park, are in contrast to the enclosed character of the high street to the North. The North gateway is less clear, marked by the transition to a more compact and smaller scale high street. The listed early 19th century nos.167 and the opposing former engineering works in distinctive polychrome brickwork (no.92) frame this gateway. The high street is enclosed by closely packed predominantly two storey Victorian buildings occupying traditional long narrow plots. This allows a series of



views North and South along this wide and gently curving street. Materials are predominately yellow stock brickwork with red brick dressings and timber sliding sash windows.

Other buildings are either painted or rendered, all in a variety of architectural styles. The roofscape is characterised by mostly shallow pitched slate roofs with brick chimneys, all providing unity, rhythm and interest to the street. The wider landscape

setting of Bushy Park and the backdrop of mature trees contribute to the enclosure and distinctive village character of this area.

Cross Street and Windmill Road off the high street are groups of two storey cottages set behind small front gardens and boundary walls. Glimpses up these narrow streets add further interest to the streetscene.

#### Listings in the area (\* = buildings)

- 167 High Street \*
- 127 Uxbridge Road \*
- Templeton Lodge \*
- Brick Boundary Walls to Bushy Park
- Stables & Garden Wall to Upper Lodge \*
- Church of St James \*
- Monument At south-eastern end of General Roy's Survey Base
- Upper Lodge \*
- Old Brew House, Bushy Park \*
- Bushy Park - a Grade I listed park

## 2.8 HAMPTON HILL CONSERVATION AREA



1. Shop Front at 131 High Street



2. Hampton Hill Dairy at 55 High Street



3. Disused Engineering Works at 92 High Street



4. The Star public house at 8 High Street



5. 91-93 at High Street



6. View towards old Post Office (High St junction with Windmill Rd)



Old Post Office at 40 High Street

### LOCALLY LISTED BUILDINGS

#### The Library, Windmill Road (frontage only)

This late nineteenth century building has had a variety of uses, fire station, library, dwelling house and latterly as an administrative office. The structure has undergone renovation and conversion and it is only the frontage that is of townscape merit on Richmond Council's local list. This consists of an attractive dutch gable style composition in red brick, stone detailing and sash windows. The western part of the building retains the fire station type doors. Small front garden, new residential development and parking immediately to rear, beyond which sits the Site. The Business Park is extremely visible to the east and rear of the building



#### 13,15,17,19,21,23 Holly Road

These four buildings form part of a longer terrace of houses. They are two storey nineteenth century dwellings of brick/rendered brick and tiled roofs, set in narrow plots with rear gardens and short front gardens. The Business Park entrance is located in proximity to and visible from the terrace and there is intervisibility with this and a number of structures within the Park.



#### Significance

These buildings are not located within the High Street (Hampton Hill) Conservation Area, however they are in close proximity to it. They have architectural and historical significance, but are not of sufficient status to be statutorily listed and are therefore considered as of local, limited interest only.

All images from London Borough of Richmond Upon Thames publications