



# 64 the green, twickenham

Design & Access Statement  
September 2024



# introduction

## Our Vision:

*“Enhancing the historic quality of this attractive, heritage building”*



Elstree Land is seeking Full Planning Permission, from London Borough of Richmond upon Thames, for a residential development of 3 new homes and the conversion of a commercial unit into a ground floor apartment located at 64 The Green, Twickenham.

*‘Demolition of existing ancillary structures and erection of two new buildings to provide 2no. self-contained residential accommodation; change of use at ground floor from chiropractor surgery (Use Class E) to residential dwelling (Use Class C3); two storey side extension to provide self-contained residential dwelling; and other associated works’*

Elstree Land proposes a sensitive redevelopment of the historic brownfield site at 64, The Green, Twickenham. The scheme prioritises the preservation of the building’s heritage value and Building of Townscape Merit status, improving the building to ensure detracting features are removed and

replaced to provide a building that is compliant with modern energy standards and offers better relationships with existing neighbouring occupiers.

This application has been prepared by a comprehensive Professional Team across a range of disciplines, including the following contributors to this Design and Access Statement:

Urban Design & Architecture:  
Planning:  
Heritage:  
Energy & Sustainability:  
Highways:

DHA Architecture  
Avison Young  
Cogent Heritage  
SRE  
SANDS

In developing this Site, Elstree Land is seeking to create a new environment which enhances both the landscape and the built character of the neighbourhood, delivering sustainable development for Twickenham.

In the following chapters, we outline our design strategy, detailing the context, design principles and concepts for the scheme. The chapters demonstrate how the Site’s redevelopment can create a more legible and engaging public realm along The Green. This application offers a high-quality residential scheme meeting local and national aspirations for sustainability and character.

Elstree Land is proud of these proposals and is committed to carrying out this exemplar development.

# the existing site

The site falls within the Twickenham Green Conservation Area in the London Borough of Richmond upon Thames. Situated along the A305 corridor, the site is surrounded by commercial establishments and traditional Victorian residential terraced dwellings.

64, The Green is a mixed-use site comprising approximately 0.09 acres of land and a total building area of 3,252 sq ft. Historically, the site accommodated a chiropractor surgery (Use Class E), which has been vacant since November 2021. To the rear of the primary structure, a single-story workshop is situated, previously serving as a storage and distribution facility.

The property is a Building of Townscape Merit (BTM), and forms a prominent corner building fronting onto The Green and May Road. The buildings southern façade faces directly onto Twickenham Green, and forms an early C19 century corner house with two window bays along The Green Frontage. The east ground floor window has been converted to a shop front under a shallow projecting canopy.

The site's unique corner location at 64 The Green can be considered to address two distinctive street typologies and therefore the proposals treat these uniquely while seeking to create a cohesive whole through its material finishes and common detailing in line with the Councils 'Small and Medium Housing Sites' SPD.

The Conservation area surrounding the triangular historic village green of Twickenham is characterised by the three streets which surround it. In general, the varied uses and architecture are representative of the era they were built with the majority dating back to the Victorian period. The A305 which this site faces, has the most varied architecture of the three sides resulting from the mixed commercial and residential uses. Much of the streetscape is dominated by taller 2 to 3 storey townhouses with residential and office spaces above commercial ground floor units. These more dominant forms are interspersed with 2 storey residential properties. In many ways '64 The Green' is an outlier in the streetscape, a squat double fronted cottage with simple brick detailing and a shallow hipped roof. The property benefits from a visual break in the street scene, something which is uncommon within the street.



ref.2: Existing ground and first floorplans of the Site.



ref.3: Aerial View of the existing Site.



ref.4: View of the Site from The Green frontage.



ref.5: Existing Site along The Green facing westward.



ref.6: View from May Road towards Holy Trinity Church across The Green.



ref.7: Existing Front Elevation of the BTM along The Green.



ref.8: Existing Side Elevation - May Road.



ref.9: View of the Site from May Road facing northward.

# the application site in context

ref.10: Low level 2 storey mews cottages with a varied roofscape and building form characterised by a short set back from the street, with varied void to mass proportions.



ref.12: High-quality, two-story Georgian villas, typical of the area, featuring pitched roofs, intricate brickwork patterns, and chunky lintels.



ref.11: 48 The Green, sits between Twickenham Baptist Church and sits beside a classical Georgian style dwelling. The building blends modern aesthetics with traditional elements with brick detailing on ground level, with large window and a flat roof.



ref.13: 3-4 storey landmark mixed use Victorian buildings are found surrounding the area with a variety of pitched roof forms and high quality architectural details.



# heritage

The submitted heritage report prepared by Cogent Heritage provides a proportionate assessment of the significance of the BTM, the conservation area, and the contribution of the subject property to the significance of the conservation area.

The assessment has demonstrated that the proposed development is characteristic of the conservation area and would preserve and enhance the significance of the conservation area and the significance of the BTM.

Because no harm has been identified, there are no policy conflicts with the Development Plan. Neither does the proposal trigger paragraphs 206-209 of the National Planning Policy Framework. The proposed development also complies with the Development Plan, and the statutory duties in s.72 of the Planning Listed Buildings and Conservation Areas Act, 1990.



ref.14: An annotated version of the vertical aerial photo of the application site (the site and buildings outlined in a dotted red line).

- ☞ In red, at the bottom (south), is the early C19 corner house, originally probably L-shaped and with a later two storey catslide infill on the east, to May Road.
- ☞ To the north of it, in orange, a heavily altered/rebuilt mid-late C19 two storey extension with a rear catslide roof to the west.
- ☞ To the north of it, in green, a small, heavily altered and partially rebuilt mid-late C19 single storey extension with the rear roof reconfigured to create additional space for the internally inserted mezzanine.
- ☞ To the north of it, in purple, a partially rebuilt mid-late C19 two storey extension with a the rear roofslope in a corrugated sheet cladding.
- ☞ In blue, to the NW of the application site, modern poor quality concrete 'breeze' block and corrugated sheet roof lean-to structures or 'workshops'.



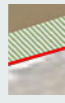
ref.15: An annotated vertical aerial photo of the application site with the contribution of the various components on the site shown in different colours: green – positive contributor; orange – neutral contributor; yellow – neutral contributor with detracting elements; red – detractor.

- ☞ The site's frontage to The Green at present consists of an uncharacteristic gap, where car parking is provided.
- ☞ Collectively, the northern buildings on May Road have some character in their fine grain and piecemeal/ad hoc appearance (this includes the retained mid-late C19 two storey extension discussed above). The pantile roofs, the variations in height and width, and the stepped building line.
- ☞ The workshop and garage space were found to be on an eyesore on the site detracting from the character and appearance of the conservation area.

Historically important view towards Holy Trinity Church, across the green as identified in the draft Local Views SPD.



Primary Frontage adjacent to The Green - opportunity to provide a building that brings 2 streetscenes together as per the Council guidance within the 'Small and Medium Housing Sites' SPD.



Secondary Frontage along May Road.



Building to be demolished as per structural assessment.



Buildings of Townscape Merit - retained part of the existing building form which holds historical significance, representing one of the earliest developments along The Green and reflecting the modest architectural style prevalent in the early 19th century.



Surrounding Buildings of Townscape Merit.



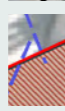
Careful consideration of the relationship between the existing properties and the proposed development in line with the Councils 'Residential Standards' SPD.



Overlooking issues considered - windowless flank.



Careful consideration of the relationship between the existing properties and the proposed development - building designed to ensure issues of overshadowing are addressed.



Encouraging active passive surveillance.



Strategic gap - extension to be provided as less than half the width of the existing building.



Twickenham Green designated as Other Open Land of Townscape Importance (OOLTI).



ref.15:  
Parameters Plan



# site proposals

## Proposal

These proposals seek to retain and maintain much of the Building of Townscape merit in its current form where possible. The existing and historic corner building and two-storey extension will be retained and refurbished. The ad-hoc one-storey extension, workshop and garage spaces at the rear portion of the Site will be demolished as shown in red on ref.16.

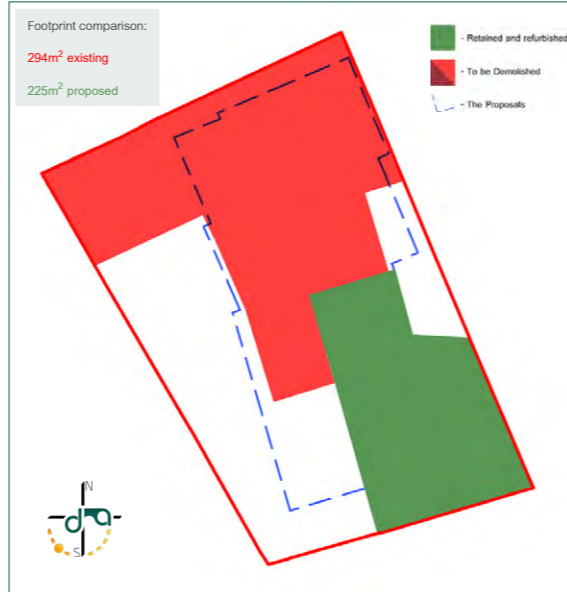
Structural assessments revealed significant structural concerns in the single-story extension, workshop, and garage spaces. It was recommended that these areas be demolished and rebuilt to ensure compliance with current building regulations and enhance material efficiency and energy efficiency. The Corner House (main building) and the two-storey extension along May Road revealed no substantial structural issues.

The frontage facing The Green will undergo alterations which will include removing the rudimentary shop front to create a more active and visually appealing façade that complements the surrounding architecture. Three new dwellings will be constructed, and the existing ground-floor commercial space will be converted into an additional ground-floor apartment.

The design carefully preserves and enhances the significance of the BTM and the wider conservation area through the following measures:

- The proposal addresses the uncharacteristic gap, creating a more cohesive urban fabric at the site's frontage. The proposed hip-roofed extension is a setback from the original corner building, creating a subservient relationship to the existing townscape.
- The continuation of the staggered build line along May Road is reflective of the fine grain and piecemeal/ad hoc appearance of this area.
- The hipped roof form echoes that of the existing and retained Building of Townscape Merit.

- The proposal enhances amenities for neighbouring dwellings by creating separation from No. 2 May Road and maintaining a 45-degree angle between the building's elevation and the perpendicular line at the two-storey level.
- The varied void-to-mass proportions harmonise with the distinctive streetscape along May Road. The proposal features variations in height and width, compatible with the dwellings to the north.
- Ridge heights are carefully designed to remain below the existing Building of Townscape Merit, at a maximum of 6.55 metres in line with the 'Small and Medium Housing Sites' SPD.



ref.16: Footprint Comparison showing the retained and refurbished (in green), the proposed building (blue dash) and building that is proposed to be demolished (red).



# proposed floorplans

The proposed development at 64, The Green will increase the floor space by 794 sq ft (from 3,027sq ft to 3,821 sq ft) while reducing the building footprint by 69m<sup>2</sup> (from 294m<sup>2</sup> to 225m<sup>2</sup>). This more efficient use of space is intended to improve the existing relationships with neighbouring dwellings, and enhance the quality of this heritage building.

## Unit Sizes

- 1 x 1-bed gf apartment
- 1 x 1-bed dwellings
- 2 x 2-bed dwellings

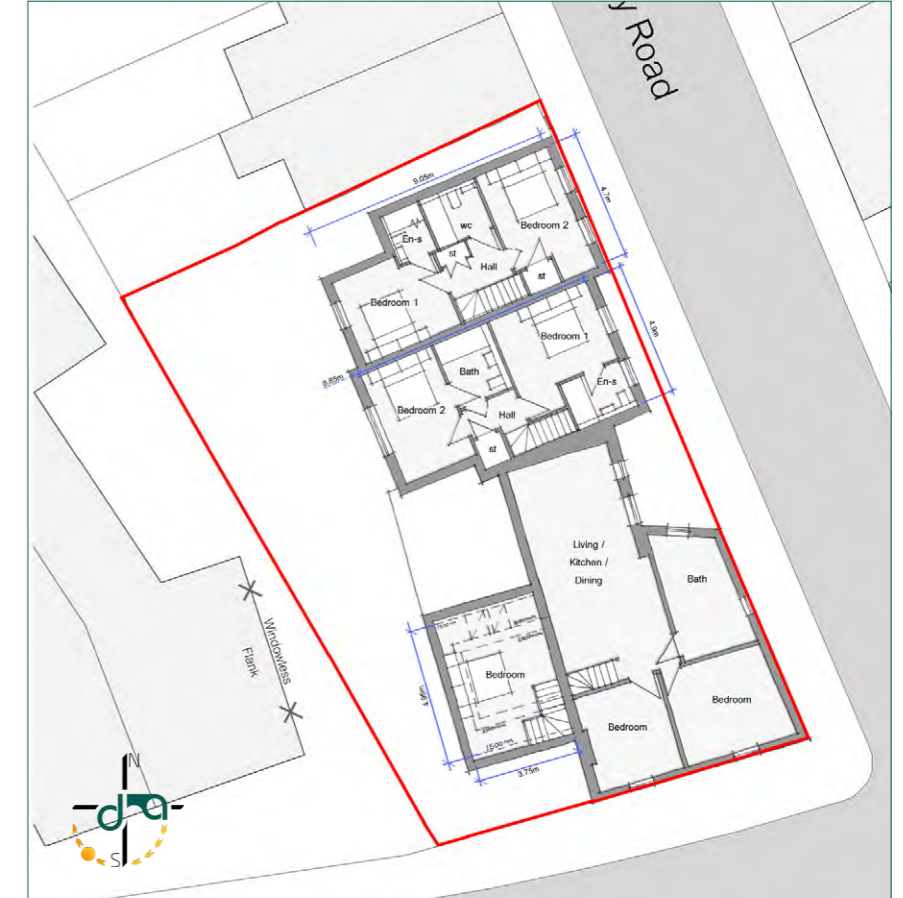
All of the new dwellings which have been proposed have been designed to meet M4(2) and NDSS standards.

## Access

Direct access to Plot 1 will be provided on the western elevation. The existing staircase leading to Plot 2 will be relocated along the same flank wall closer to The Green, allowing access to the existing first-floor apartment. The existing entrance at the front of the retained building will provide access to Plot 3. Plots 4 and 5 will be accessed directly from private entrances along the May Road frontage.



ref.17: Proposed ground floorplan of the Site.



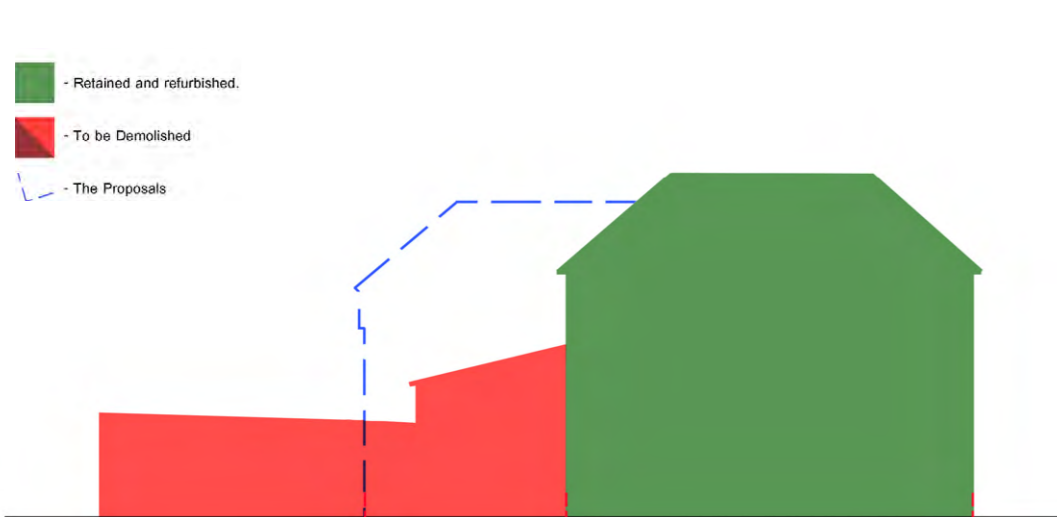
ref.18: Proposed first floorplan of the Site.



# massing comparison

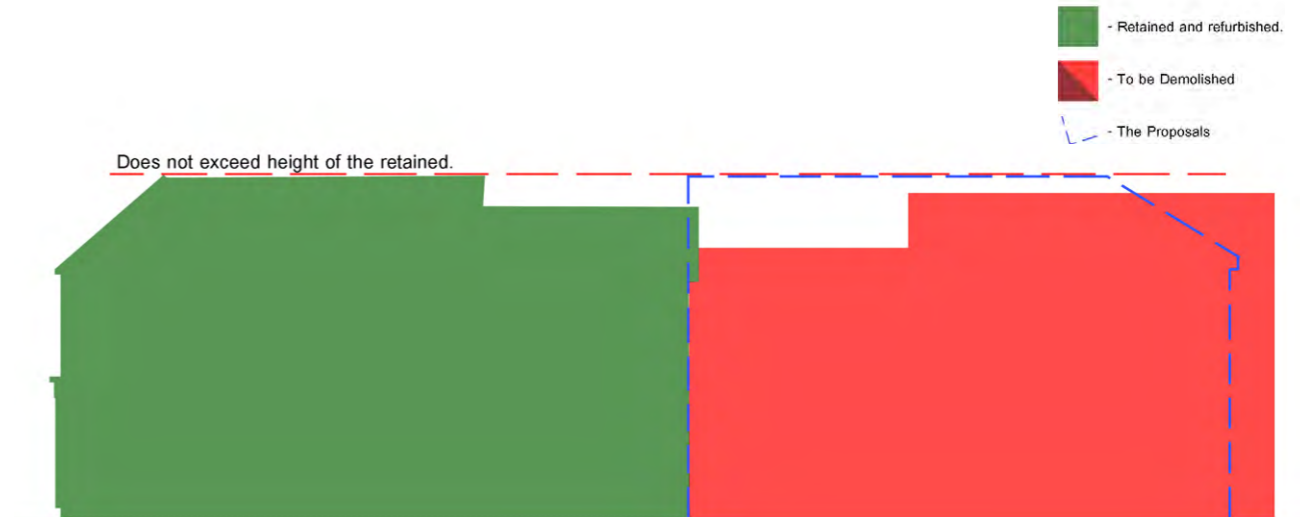
The proposed extension to the BTM has been carefully considered in both its form and finish to be subservient to the BTM. This has been achieved in the following ways:

- ☞ Significant set back from the BTM frontage, creating a stagger to the neighbouring property to the west.
- ☞ Opportunity to provide attractive boundary landscaping within the set back, better delineating public and private realms.
- ☞ Narrow width, half that of the BTM.
- ☞ Maintaining a visual break in development to the Western neighbouring property.
- ☞ Single storey with room in the roof, with both lower eaves and ridge line.
- ☞ Hipped roof form.



ref.19: Proposed Massing Comparison fronting onto The Green.

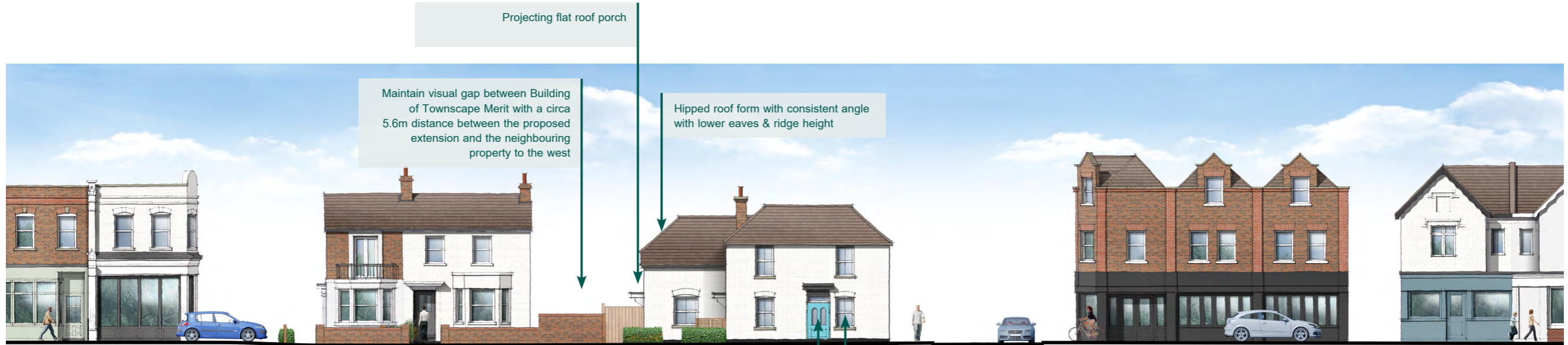
- ☞ The massing comparison shows the proposal maintains a visual break in development to the Western neighbouring property, with a gap of circa 5.6m. The massing is characterised by a hipped roof line that follows the existing angle of the retained building, creating a harmonious relationship with the surrounding context.
- ☞ The proposed extension to The Green frontage is less than half the width of the retained frontage of the BTM resulting in a subservient form and consistent architectural language. The existing main building frontage is 8.1 metres wide, while the proposed extension measures 4 metres. The extension is also set back 2.4 metres from the property line.



ref.20: Proposed Massing Comparison fronting onto May Road.

- ☞ The massing comparison illustrates that the proposed development ridge height would be slightly below the existing and retained Building of Townscape Merit at a maximum of 6.55m<sup>2</sup>.
- ☞ Along May Road, the proposed development has been designed to enhance amenity by allowing break in form which provides a gap between no.2 May Road and the proposed cottages. In addition to this, to prevent issues of overshadowing the extension is 45 degrees in line with the perpendicular at 2-storeys.

# elevational design - the green



ref.20: Streetscene showing the proposal from The Green.

Projecting flat roof porch

Maintain visual gap between Building of Townscape Merit with a circa 5.6m distance between the proposed extension and the neighbouring property to the west

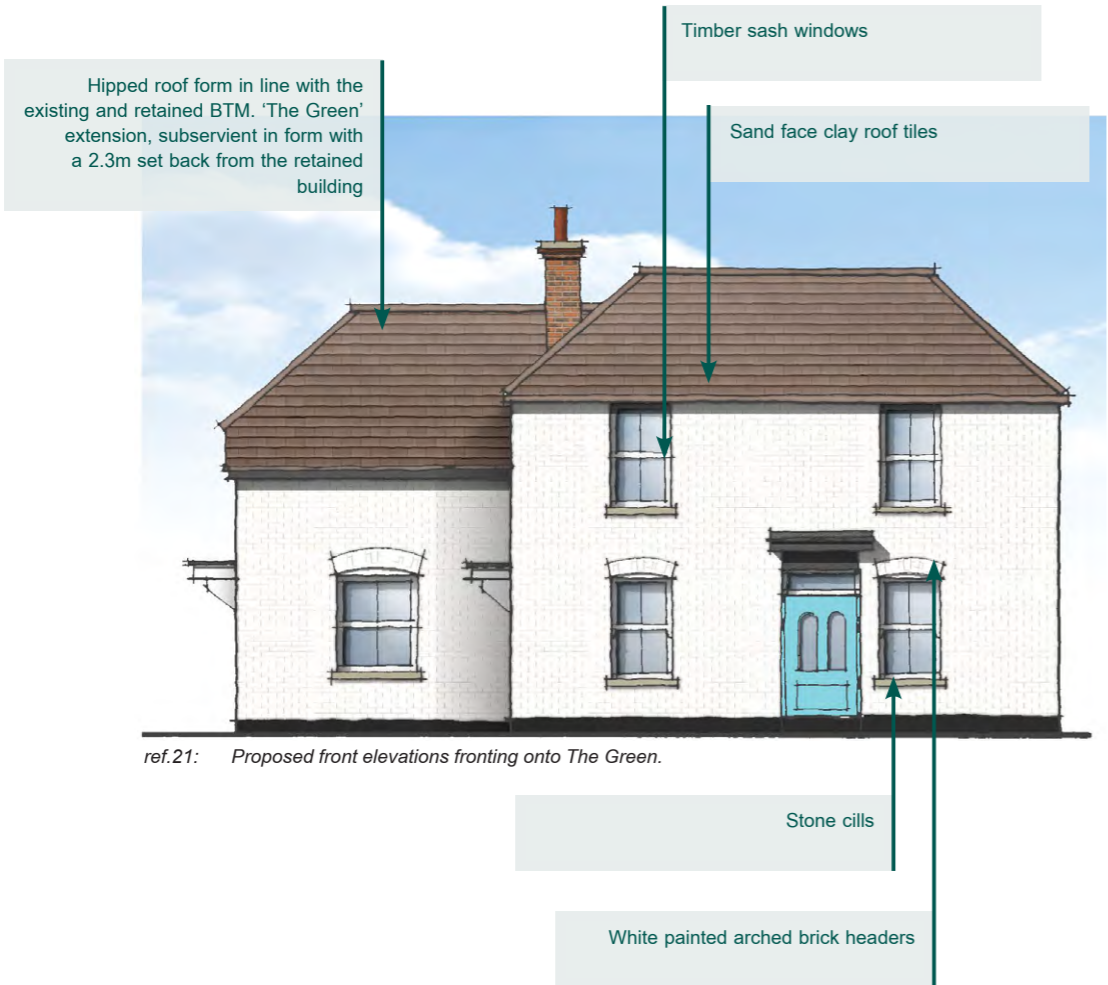
Hipped roof form with consistent angle with lower eaves & ridge height

Retained access

Shop front removed, and replaced with a sash window in a consistent architectural language

The BTM is generally simpler in its finish than much of the streetscape, therefore a consistent approach to the detailing has been applied to avoid drawing the eye from the BTM through visually cluttering the street scene.

The extension is finished in white painted brick with simple arched brick headers and stone cills. Windows will be white-framed sash windows, which are found on the BTM and common locally. Simple flat roof timber porches are proposed for both the extension and the first-floor apartment of the BTM.



ref.21: Proposed front elevations fronting onto The Green.



ref.22: Proposed Rear Elevation.

# elevational design - may road



ref.23: Streetscene showing the proposal fronting onto May Road.

May Road falls under the description of 'Terraced Cottages' as identified within the Council's Small and Medium Housing Sites SPD. These streets are characterised by their runs of small, terraced houses with little to no front gardens, which enclose the street.

More specifically, May Road features simple, 2-storey Victorian terraced houses on a linear street. Dwelling finishes consist of original brickwork, painted brickwork, or painted render. Although uniform in construction within individual terraces, homes have been differentiated by homeowners through their choice of painted finishes and replacement windows, creating an intimate, charming residential side street.

The proposals draw influences from both the staggered form of the 'workshop' extension buildings and the terraced houses directly adjacent. Care has been taken to ensure that the two proposed 2 storey cottages are no taller than the BTM and the adjacent cottages. The two new cottages allow for a break in form to 2 May Road which is currently attached to the workshop. This new relationship creates a better relationship for the property to the North allowing for easier drainage maintenance and simplifies what is currently an awkward hipped roof into a parapet and gable relationship. This separation also provides the two cottages with rear garden access to their private amenity space.

The proposals carry through the hipped-end roof form and white-painted material finish. A vertical emphasis has been added through the provision of a chimney. Where the two cottages stagger away from the public footpath formal landscaping is proposed to create a greater delineation of public and private realms.



ref.24: Proposed Side Elevation - May Road.

Variations in height & width

Traditional 2-storey shallow cottages with step in the form and individual from each other

Projecting porch with flat roof

Recessed porch

Arched window headers and stone cills consistent with the architectural language on the existing Building of Townscape Merit



ref.25: Proposed Rear Elevation - May Road.

Brick arched headers & stone cills

Varied void-to-mass proportions

Elegant ceiling-to-floor doors

Red multi stock brick to rear elevation

# parking, energy & refuse provision

Refuse storage is in accordance with London Borough of Richmond upon Thames standards:

For each house, moved by residents on collection day from gardens to individual or communal kerbside collection points:

- ♻️ Refuse: 180-litre wheeled bin
- ♻️ Recycling: 240-litre wheeled bin
- ♻️ Glass: 45-litre box

For each apartment, moved by residents on collection day from gardens to individual or communal kerbside collection points:







- ♻️ Refuse: 180-litre wheeled bin
- ♻️ Recycling: 240-litre wheeled bin
- ♻️ Glass: 45-litre box

## Cycle Storage

Cycles are stored within either garden stores or securable cycle stores. Visitor cycles can be secured to the external Sheffield stand located to 'The Green' A305 frontage.

- ♻️ 2 x cycles per house (both 1 and 2 bed)
- ♻️ 1.5 x cycles per apartment (1x secure within storage unit, 0.5 within Sheffield stand that will sit within the visitor cycle spaces)
- ♻️ 2 x visitor cycle spaces within Sheffield stand



-  Private refuse storage (houses)
-  Private refuse storage (apartments)
-  Cycle storage
-  Residents' carry/wheeled distance from garden gate to kerbside
-  Potential Location for Air Source Heat Pumps
-  Potential Location for PV panels (3 per dwelling)

# energy & sustainability



The Proposed Development has been designed incorporating strategies regarding both Energy and Sustainability; each of which tackle local planning policy and general sustainability ambitions. Through these design strategies and accompanying measures, the Proposed Development will comply with and exceed Building Regulations Part L V1 as well as exceed the measures required for meeting the Future Homes Standard (FHS).

## Proposed Energy Strategy

The energy strategy has been developed by following the Energy Hierarchy of Lean, Clean, Green and Seen as created by the Greater London Authority (GLA) in line with the Richmond Local Plan. The proposed energy strategy includes Lean passive and active design measures and Green low to zero carbon (LZC) technologies to reduce the global warming potential (GWP) and carbon dioxide equivalent (CO<sub>2</sub>e) emissions as far as practical and viable in line with Building Regulations 2021 Part L V1.

The proposed energy strategy for the Proposed Development is summarised below:

- Enhanced building fabric in line with 2021 Building Regulations Part L V1.
- Exceptional level of build quality with high air tightness.
- High performance triple low emissivity (low-E) glazing.
- High thermal mass construction due to traditional masonry which, subject to finishes, will help to control internal temperature and thermal comfort.
- An effective cooling strategy.
- High efficiency light-emitting diode (LED) lighting.
- High efficiency air-to-water air source heat pump (ASHP) systems to provide heating through underfloor emitters and radiators where applicable in addition to domestic hot water (DHW).
- Roof mounted solar photovoltaic (PV) panels.

## Proposed Sustainability Strategy

Through incorporation of sustainability principles, the Proposed Development adopts numerous good practices resulting in positive design and construction methodology. This sustainability strategy will be implemented across the residential spaces. These measures ensure all policy requirements are met with the following notable proposed implementations:

- Air pollution contributions will be negligible on site through operation through use of non-emitting technologies of ASHPs for DHW and space heating. Air pollution is further minimised on a national scale reducing electricity usage through solar PV on site.
- Noise pollution measures have been taken by ensuring minimal disturbance to the occupants through enhanced fabric design and high levels of build quality present seen in very good air tightness levels.
- Neighbours and surrounding properties will also be relatively unaffected given the technologies installed will be housed in noise dampening containment.
- The site is currently found to be at very low risk of flooding from surface water and rivers and the Proposed Development will not exacerbate this for the site or immediate surrounding area. Sustainable Drainage Systems (SuDS) will be incorporated if found to be needed through further analysis.
- Biodiversity will be protected as much as possible during construction of the Proposed Development with careful consideration given to the local landscape. A biodiversity net gain (BNG) will be ensured and achieved through:
  - Ensuring the highest value habitats are retained.
  - Enhancing the existing habitats through appropriate planting of native species where possible.
  - Incorporating SuDS.
  - Construction waste will follow the waste hierarchy minimising landfill contributions.
  - Reduction of internal water use has been achieved through use of fittings with a low capacity or flow restrictors in line with the requirement of <105 l/person/day for internal use.
  - Bicycle storage is incorporated into the design through garden spaces and readily accessible public transport is available.
- Implementation of sustainable construction techniques and materials, inclusive design, site management and procurement procedures.



ref.26: Solar Panels



ref.27: Air Source Heat Pumps

# transport

The TfL WebCAT tool assessed the site as PTAL of 3 to 4. This indicates a 'moderate' to 'excellent' level of access to public transport. However, the site records a small area of PTAL 4 – at the corner of The Green and May Road. The small footprint of the site means the difference between PTAL 3 and 4 is too small to influence the choice of travel mode. Taking this into consideration, it is considered appropriate to assess the site as PTAL 4.

It is considered that the proposed development can be accommodated by the existing transport and highway network. The level of vehicle movements likely to be generated by the development will not rise to a level that creates harm to the surrounding road network.

It is therefore concluded that the development will have no material impacts on the network during its construction and operation. The level of vehicle movement in the peak periods would be inconsequential in transport terms.

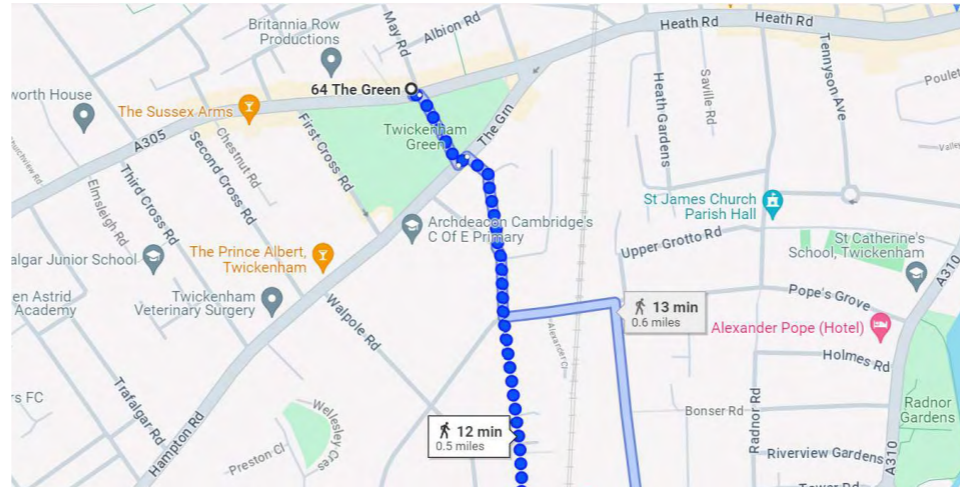
The approach to car parking accords with the Local Plan, and recommendation parking standards. As such, the development is compliant with local plan policy and standards.

The site is a short distance from Strawberry Hill station, which can be accessed by walking for 11 minutes or cycling for 4 minutes. The local bus network provides good connections to local destinations and further afield. The site is therefore considered to have good access to public transport. In determining the level of car parking, the public transport conditions have been given appropriate considerations, as well as the parking conditions in the surrounding street.

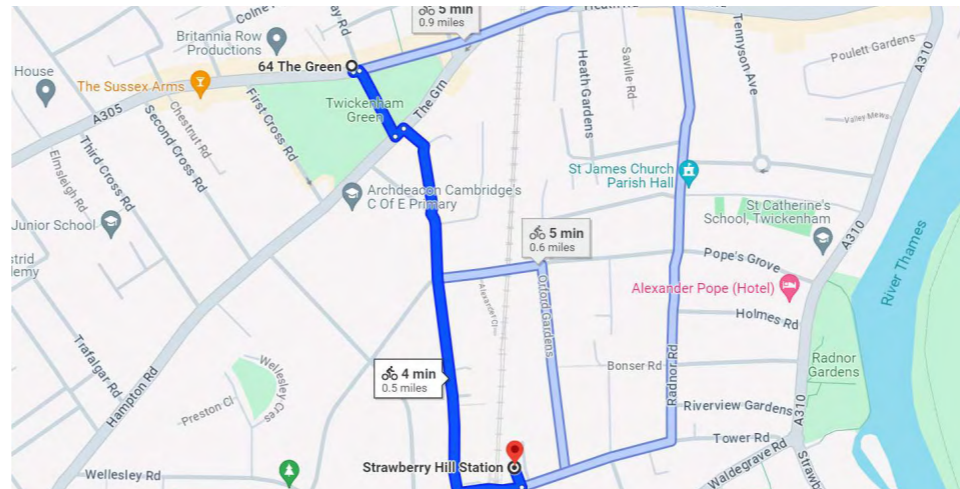
The removal of the existing vehicular access and reinstatement of the footway in The Green can be secured through a planning condition, or through a Section 278 agreement with the highway authority, if required by the Council.

Policy compliant cycle parking is provided in a secure area on the ground level as shown on pg.13. Details of cycle parking can be secured by planning condition, if required by the Council.

Overall, the proposal is compliant with objectives for sustainable transport and compliant with the Council's policies and parking standards. No material impacts on the public transport network and the road network will be created.



ref.28: Walking Routes to Strawberry Hill Rail Station



ref.29: Cycling Route to Strawberry Hill Station



# landscaping & ecology

The site is exempt from any BNG assessment. This exemption applies to this development that because of the following:

- It does not impact a priority habitat.
- It impacts less than 25 square metres of non-priority on-site habitat.
- It does not impact more than 5m for non-priority on-site linear habitats.

Landscaping features to include:

- Buff paving slabs.
- Grass.
- Low level shrubs.
- Boundary treatments such as close board fencing to rear gardens or native / ornamental hedge planting to site boundaries of plot frontages will reinforce the character of the street environments while also encouraging ecological enhancements to ensure boundary permeability is achieved for wildlife.
- Integrating services, waste storage and utilities cabinets at detailed design stage to minimise clutter.
- Planned and integrated refuse and recycling to avoid frontal bin storage.



ref.30: Precedent images - boundary planting



## conclusion delivering our vision

We are therefore proud to present this development for your consideration, providing 3 new homes and 1 converted ground floor apartment. The development has been planned positively in order to embody high quality and inclusive design, following a considered appraisal of the identity of Twickenham and the Site's setting, and will provide residential homes in a prime location.

Throughout the preparation of this application the development team has strived to take the opportunities available for improving the character and quality of Twickenham and the way it functions:

As a prestigious local developer, Elstree Land aspires to create attractive places that will stand the test of time - places which make a positive contribution to their setting - places in which future occupants are able to integrate into the wider community.

- ✦ Following the principles of best practice in urban design, landscape, movement and sustainability.
- ✦ Integrating with the neighbouring pattern of residential development, and successfully preserving and enhancing views of the Conservation Area.
- ✦ Contributing to overcoming the region's significant shortfall in housing land supply in a situation where there is very considerable housing need.
- ✦ Benefiting from the good public transport links as well as the services and facilities of Twickenham.
- ✦ Offering a mix of housing opportunities, responding to local need.
- ✦ Providing a sustainable residential development on an under-utilised site.

The development offers a sensitively designed, high quality built environment, meeting local and national aspirations for sustainability and character.



Our Vision:

*“Enhancing the historic quality of this attractive, heritage building”*





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