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PLANNING

293 Lower Richmond Road TW9 4LY  
**DESIGN AND ACCESS  
STATEMENT**

for NOTTING HILL HOME OWNERSHIP



09 / 2104 / FUL



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## Introduction

This statement forms part of a Full Planning Application for 52 new homes and commercial floor space on a site owned by Notting Hill Home Ownership, part of the Notting Hill Housing Group. The proposal is for affordable housing.

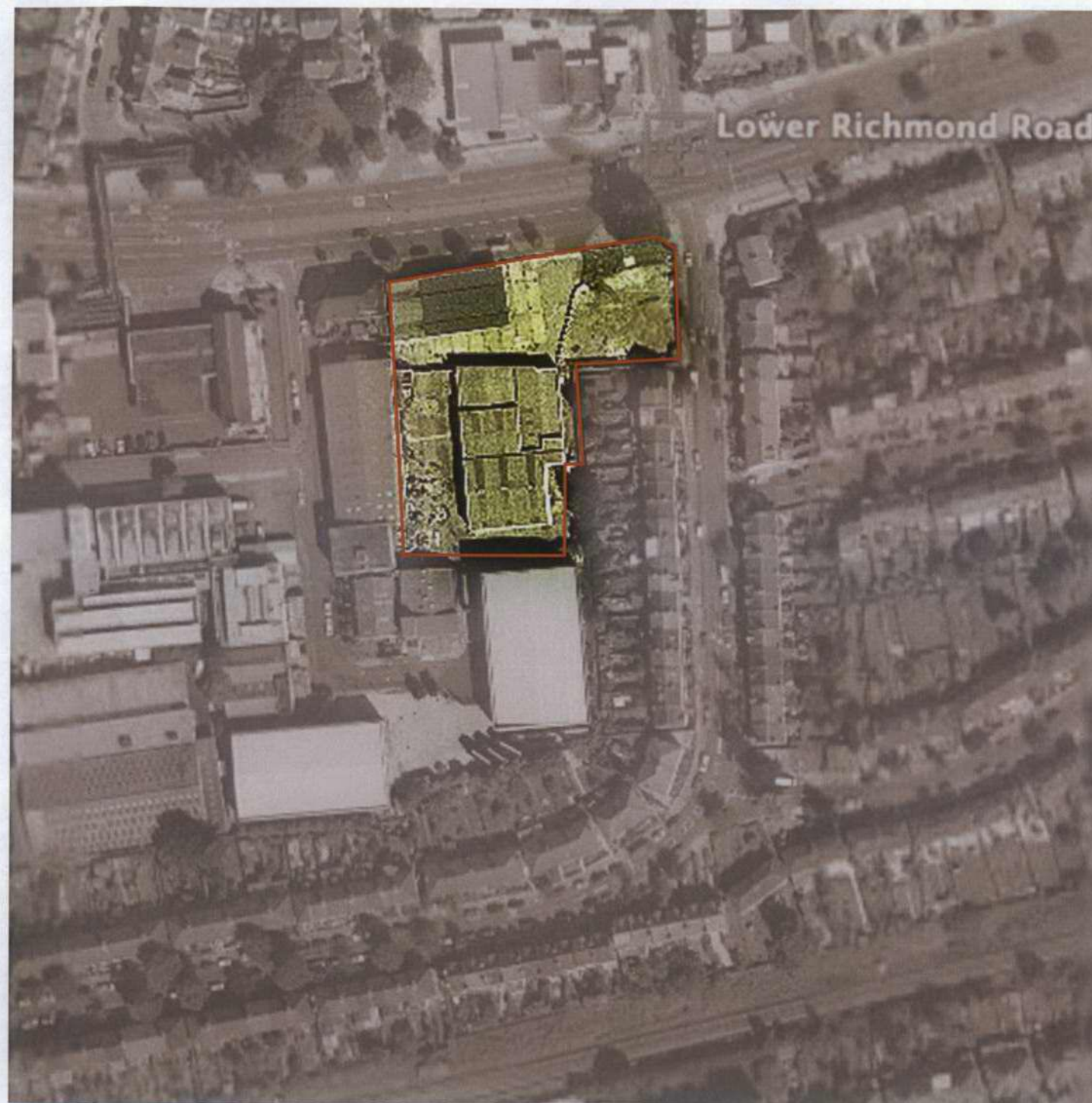
The site occupies a prominent location on the southern side of Lower Richmond Road.

The following analysis will show the site, both in terms of its location and proposed use, to be a highly sustainable one, extremely well suited to the proposed mixed use scheme.

The key design principles that have created the scheme are discussed, both in terms of layout, form and detailed design. The building design has been carefully considered and is a high quality and contemporary response to the constraints and opportunities that the site presents. The design solution is a development of a previous scheme for 57 units, refused Planning Permission in February 2008. This statement will show how the design issues identified in the previous scheme have been addressed, in consultation with Richmond Planning Services to create the application scheme.

A Planning Statement is submitted as part of the application documents, that underpins the proposal in terms of relevant national and local planning policy context.

Supporting specialist reports for Transport, Sustainability, Land Quality and Landscape Design are submitted with the application and referred to in this Statement.



## Site Assessment

This section sets out the key considerations influencing the building design, in terms of the location of the site and its context, the physical surroundings, their character and scale, and how this has shaped the proposed use of the site.

### Site Location

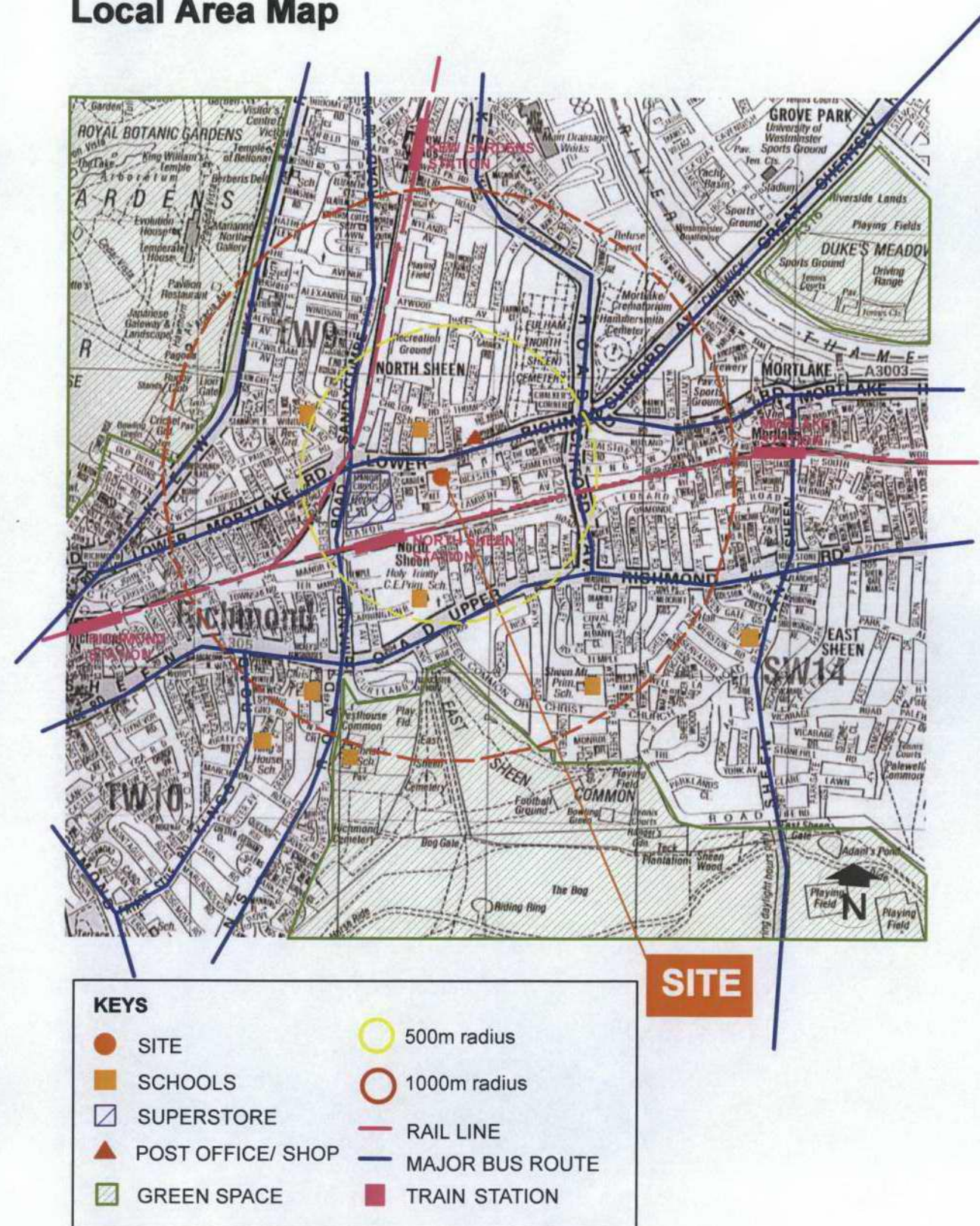
The site lies on the southside of Lower Richmond Road between its junctions with Market Road to the west and Manor Grove immediately to the east. The area of the site is approximately 0.46 hectares, with a significant frontage, some 74 meters long, addressing the Lower Richmond Road.

The site is extremely well located, for access to both Richmond and to London, all the necessary public transport choices are available within a short distance of the site. Community facilities such as schools, local shops and a superstore are all within a short distance of the site.

The site is within easy walking distance of North Sheen Station, which provides frequent services to Clapham Junction and London Waterloo. Richmond Town Centre lies approximately 1 mile to the west.

A transport assessment is included in the application documents that provides analysis of the relevant systems and infrastructure that establish the site location as a highly sustainable one.

### Local Area Map



## Surrounding Character

The local environment is characterised by a mix of residential, industrial and other commercial buildings. The following analysis shows the site sits between these typologies, with all having a distinct influence on its setting.

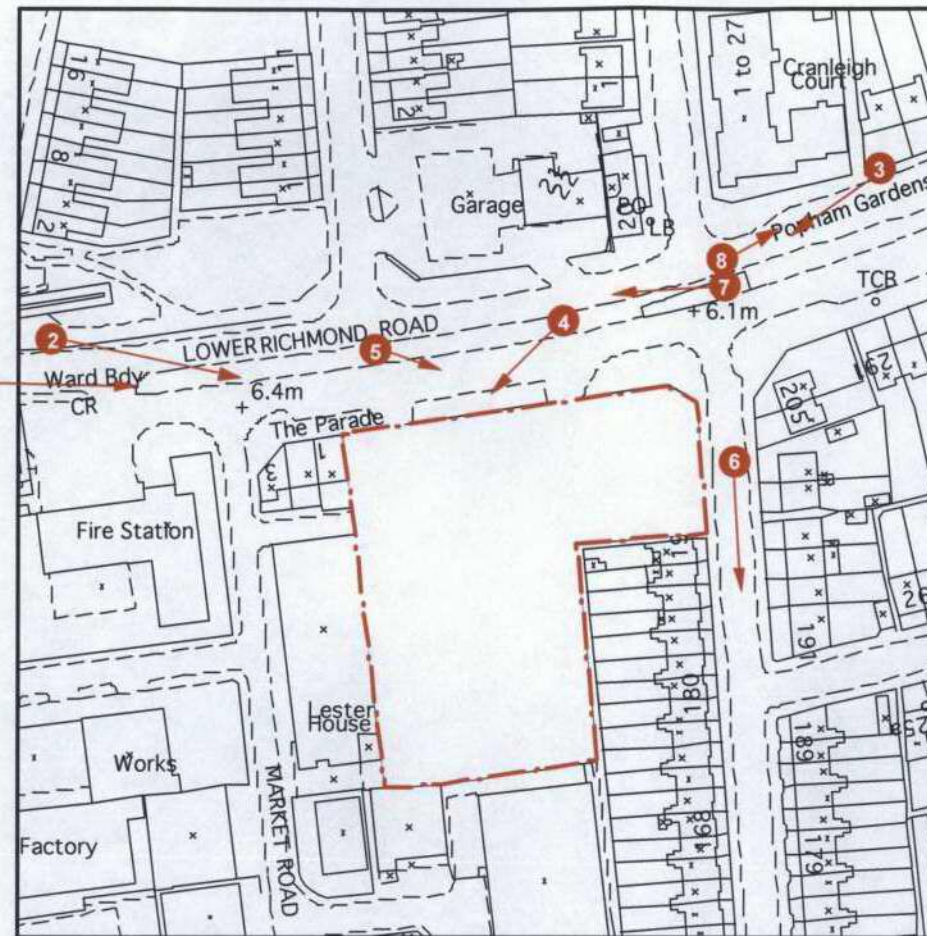
To the east the streetscene is essentially residential in character. The site has a short frontage with Manor Grove at its junction with the Lower Richmond Road. Manor Grove itself is a typical residential street, characterised by early 20th Century terrace housing in a two storey configuration. Over time occupants have undertaken a number of alterations, including some rather overdominant loft conversions to these houses, creating a rather incoherent visual pattern to the street.

The area to the west of the site is characterised by a mixture of industrial sheds, municipal buildings and office buildings that collectively have no common relationships in terms of style, scale and materials. Consequently the townscape is harsh and incoherent, with no identifiable contextual language.

The Lower Richmond Road is a defining boundary on the northern edge of the site, and is a dual carriageway. There is a light controlled pedestrian crossing on Lower Richmond at the junction with Manor Grove, that provides the pedestrian connection with the north side. There is also a pedestrian footbridge over the dual carriageway a short distance west of the site. A large superstore occupies a site just beyond this to the west, and dominates the local scene.

The character of the area north of the Lower Richmond Road immediately opposite the site is visually incoherent and of mixed quality. A three storey residential housing scheme occupies a prominent position opposite the site, but is adjacent to a petrol service station, that by the nature of its typology is the main visual focus of the streetscene on this side.

The area immediately south of the site is where the meeting of commercial form and scale with residential is most obvious, where the rear gardens of the Manor Grove properties abut a large and characterless industrial shed.



Location Plan 1:1250

Site Area: 0.44 hectares



Views looking east along Lower Richmond Road



Views looking west along Lower Richmond Road



Site frontage



Manor Grove



North side of Lower Richmond Road



SITE ASSESSMENT

## LOCAL CONTEXT : USE








-  COMMERCIAL
-  RESIDENTIAL
-  Mixed Use
-  SITE



## LOCAL CONTEXT : SCALE

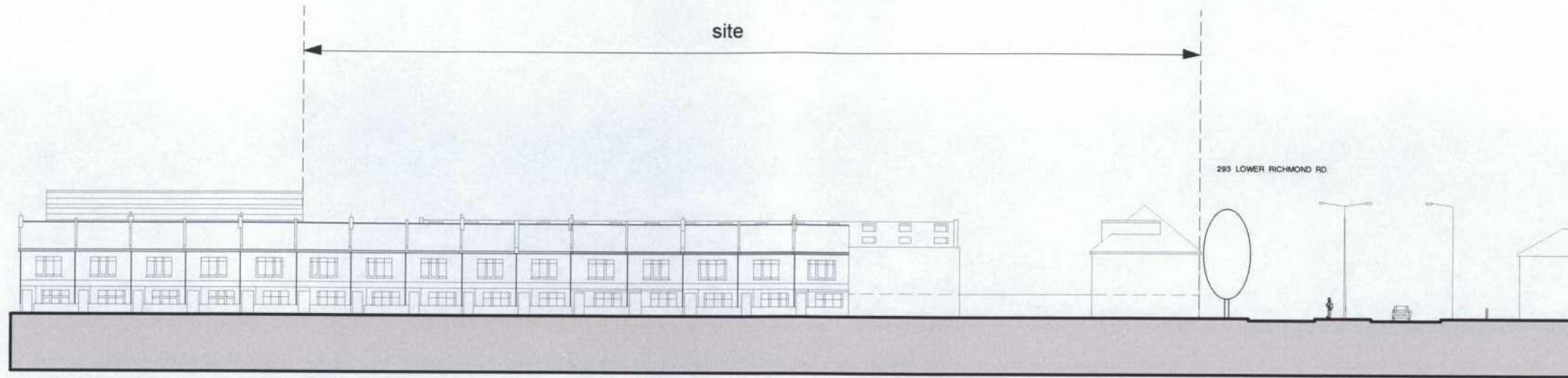


-  2 STOREY
-  2/3 STOREY
-  3 STOREY
-  4 STOREY
-  4/5 STOREY

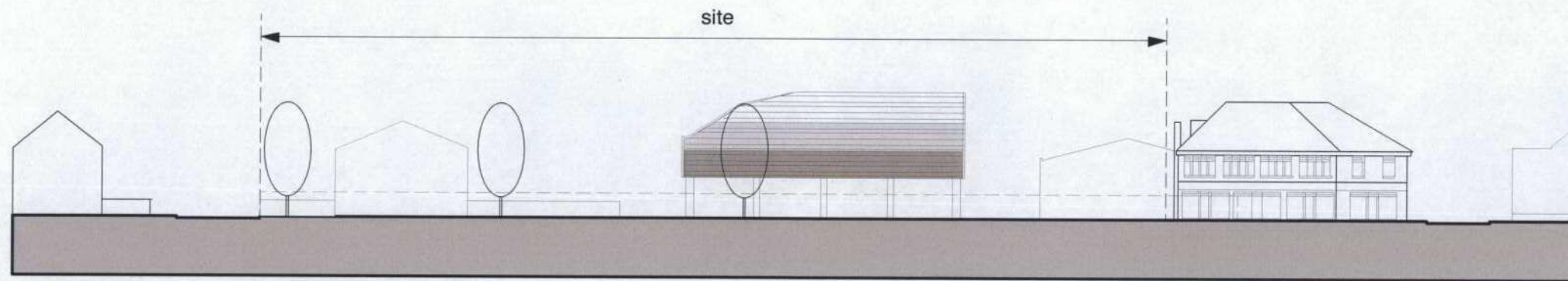


SITE ASSESSMENT

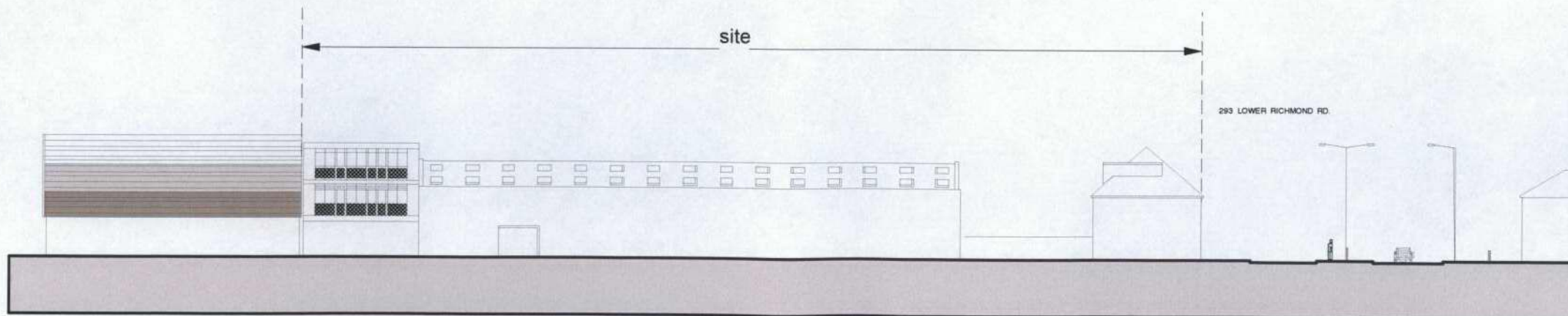
# Existing Features- Boundary Buildings



A-A SITE SECTION TO MANOR GROVE RD.



B-B SITE SECTION TO LOWER RICHMOND RD.



C-C SITE SECTION TO MANOR GROVE RD.



**SITE ASSESSMENT**

## Site Characteristics

The juxtaposition of residential and industrial buildings around the site defines its character. As a cleared site, there is no visual interruption to these boundary conditions, and the large scale industrial sheds to the west and south dominate the space and impose a distinctly industrial character on the site.

This is alleviated in part to the east where the softer edge of the rear gardens to Manor Grove form the site boundary and bring in an element of residential scale and character.

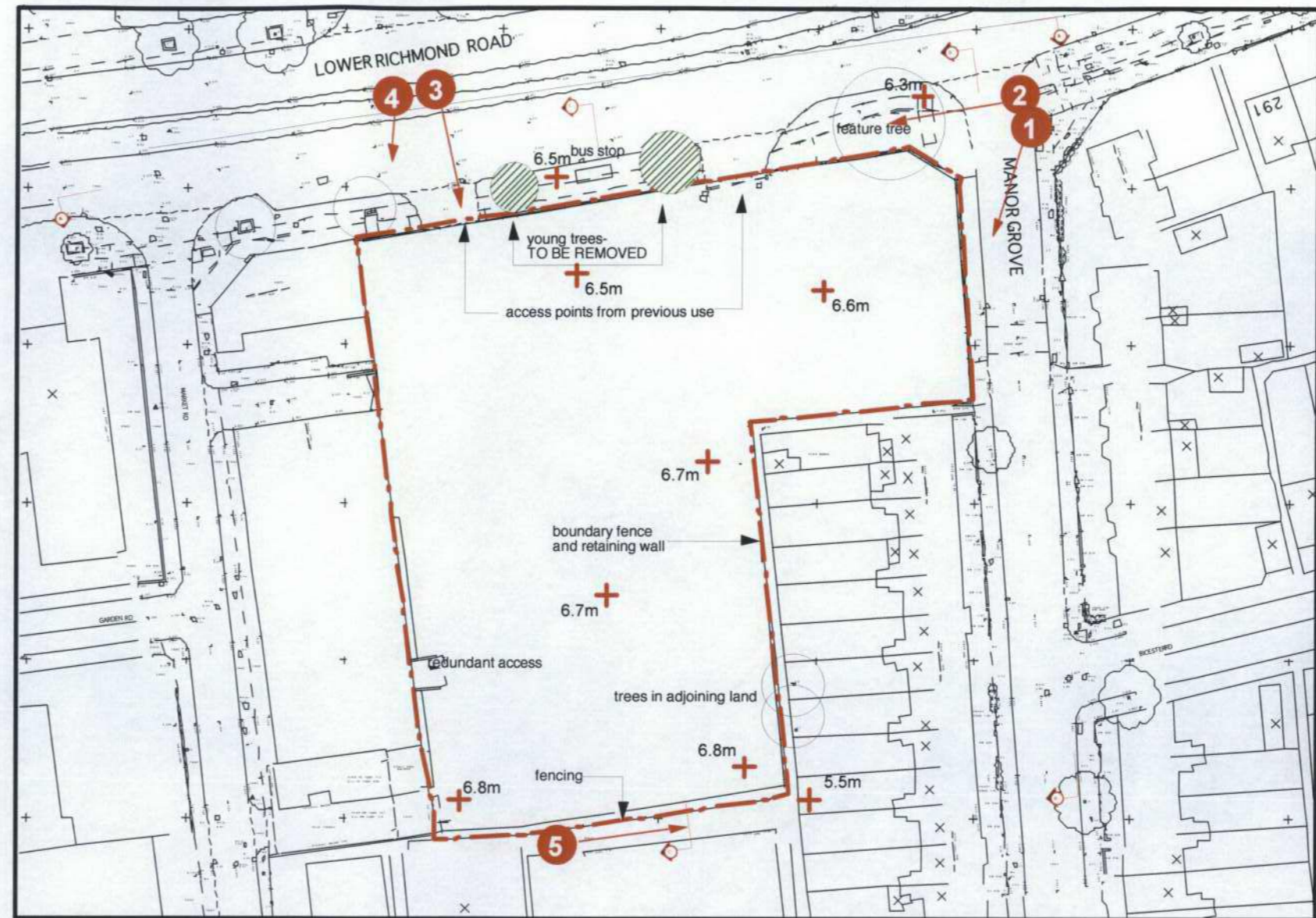
The Lower Richmond Road is a major arterial route, it impacts significantly on the character of the site in terms of noise, pollution and safety.

The site frontage is very prominent on this route and has a mixture of building types and architectural forms flanking it. To the west a short parade of shops, two storey with residential accommodation above and of inter-war character, defines the edge of the site. This group is somewhat out of scale and character with the larger industrial buildings to the south and west, served from Market Road; and with the distinctive Fire Station buildings on the opposite side of Market Road.

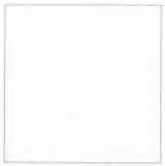
The shed to the south of this parade also defines the western boundary within the site, with a blank and characterless brick wall.

The site frontage with Richmond Road is softened by a mature tree on the junction with Manor Grove, recently pollarded, and four smaller trees planted at equal spaces along the pavement, up to the corner with Market Road. A layby and bus stop are situated immediately in front of the site boundary.

The site is essentially flat, with the existing points of access from Lower Richmond Road and Manor Grove level.







## Site Characteristics-Analysis

Formally the site contained a petrol station to the Lower Richmond Road frontage, with a large workshop and storage building behind this.

The site is now cleared following the vacation of the petrol station and workshop facility. The site has been clear for almost several years.

There are four points of access into the site, of which one is unavailable for re-use, from Market Road, of the remainder, a minor access exists from Manor Grove, and there are two main access points from the Main Road.

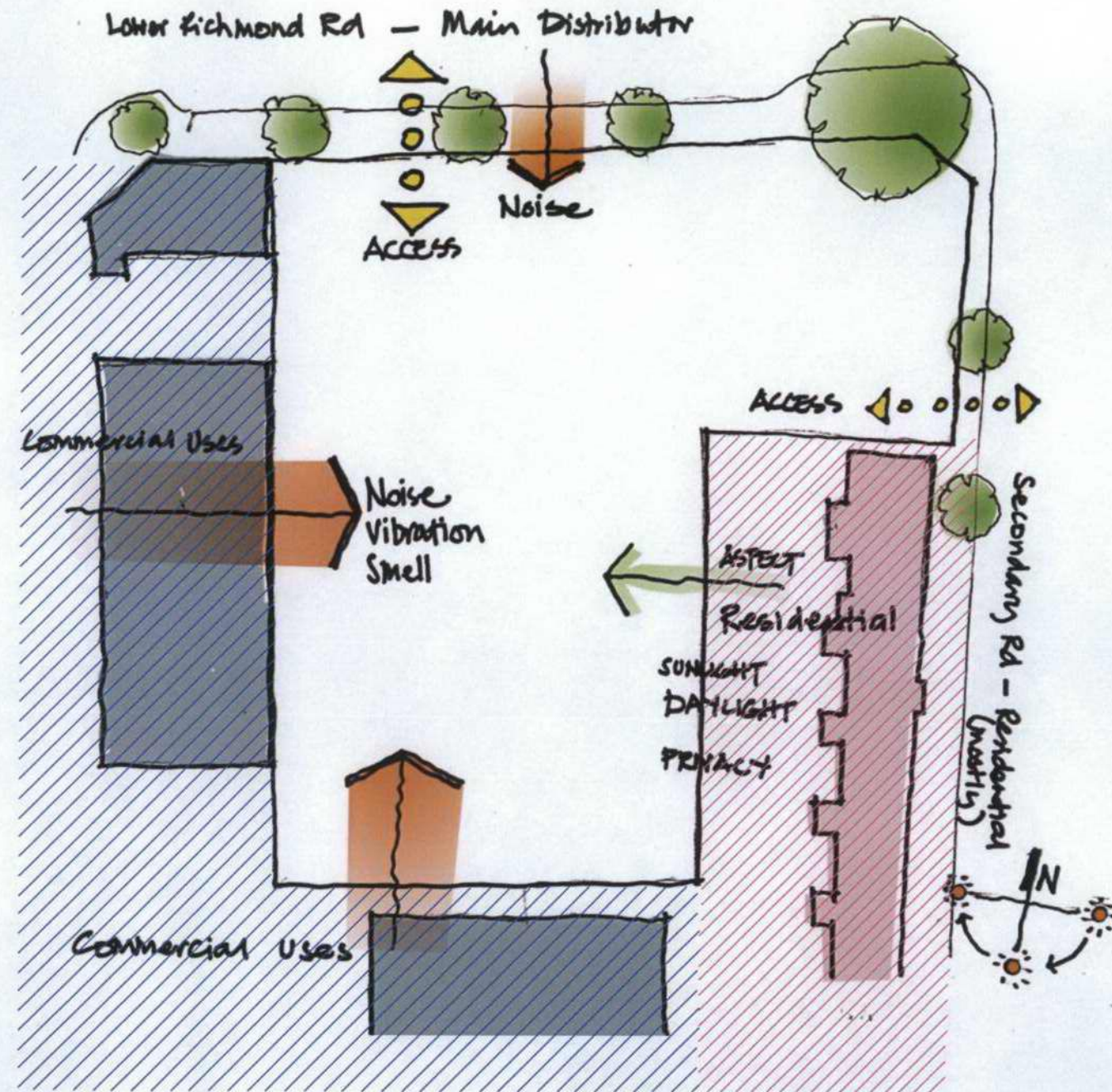
As established in the foregoing local area analysis, the site serves as a transition zone between the residential district to the west, and the commercial district to the east. The two meet very obviously on the southern site boundary where an industrial unit served from Market Place abuts the rear gardens of the houses in Manor Grove. A jarring relationship, both visually and environmentally.

The large scale of the industrial unit, so close to rear gardens, is over dominant and effects the levels of sunlight/ daylight received by them. This huge structure also casts a shadow across the southern area of the site immediately in front it, adding to the adverse impact this building has on the site.

The existing gardens of the Manor Grove houses on the eastern site boundary are sensitive to the nature of any development on the eastern half of the site.

The Lower Richmond Road frontage provides an opportunity to re-activate the street-scene locally, and enhance the visual environment of this important route.

In assessing the potentials of the site for re-development, the opportunity for a mixed use residential/commercial scheme that creates a managed transition between the two districts is clearly there. Designed carefully, there is the potential for a scheme that protects and enhances the established residential environment, and at the same time revitalizes the local commercial environment.



## Design Concept

To realise the full potential of this unique site, a mixed use solution is required that will continue the established provision of commercial space and create a new residential community.

Developed in a sustainable way, the site can act to mesh the mixed uses of the locality together, and create a sustainable focal point that will raise the character of the locality and add vitality to the local economy.

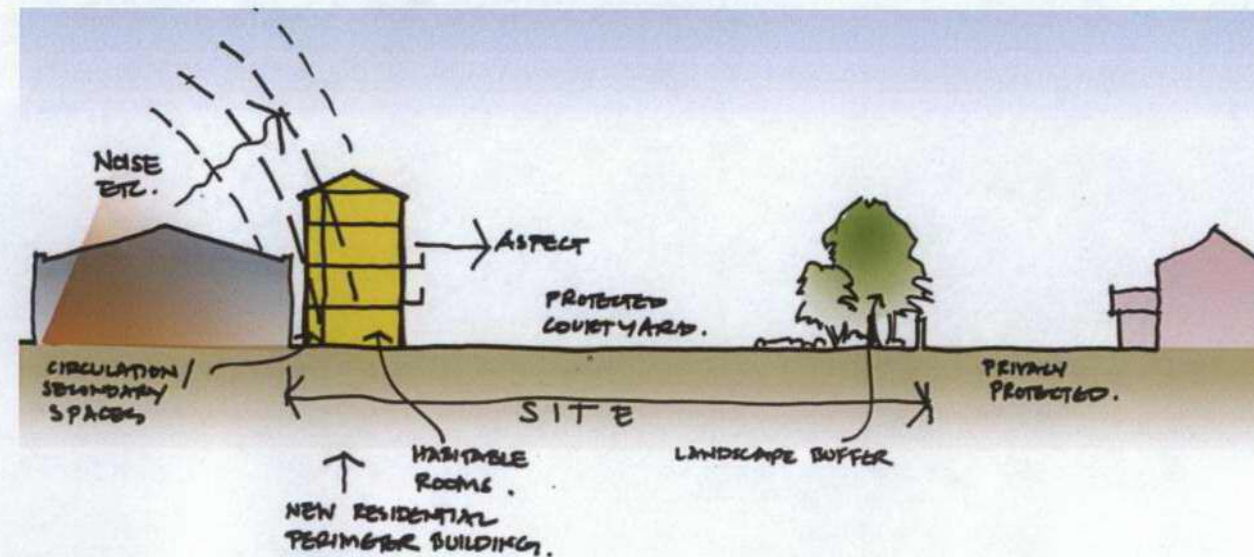
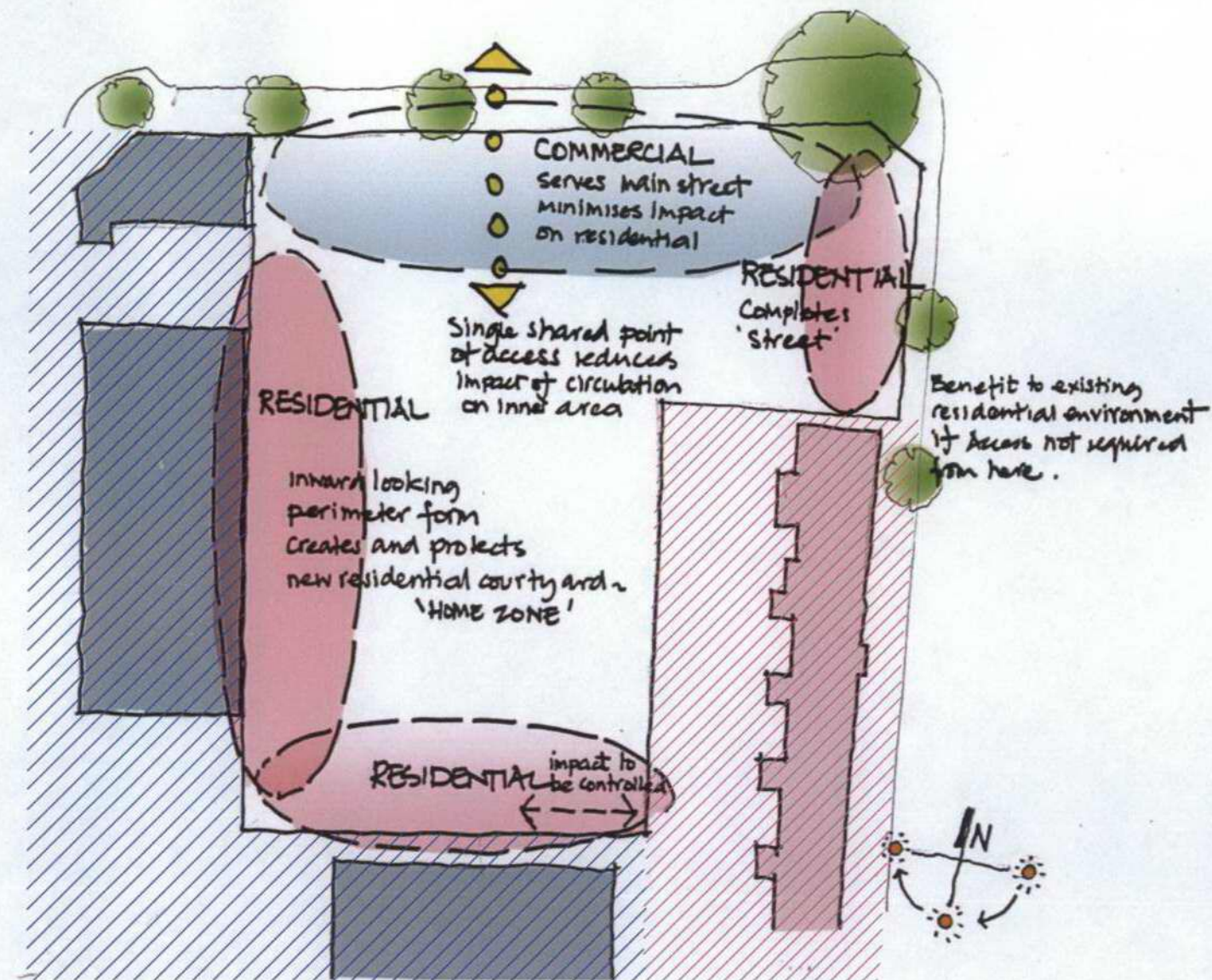
The following site analysis shows how, in conceptual terms, the potential of the site can be realised to achieve this aim.

In terms of commercial floor space, the design aim is to create the right environment for a flexible B1 business use, so enabling the area provided to respond efficiently and economically to demand.

The concept responds to the juxtaposition of the residential commercial boundary characteristics, and seeks to create a high quality, sustainable residential environment at the heart of the site that will also enhance the privacy and outlook of the established residents in Manor Grove.

The single aspect form that evolves from this concept is also highly suited to achieve the aim of protecting the site from intrusive noise, and creating an enclave that will be a high quality residential "Home Zone".

The mixed use of a commercial frontage at lower levels with residential over as the flagship element of the scheme on Lower Richmond Road is highly suited to the context of this frontage and will serve to enhance the visual quality of the street scene, providing active frontages at ground floor level facing the Lower Richmond Road, and continuing the residential character above.



## Amount

To create the quality of residential environment envisaged, 3 and 4 storey buildings are appropriate.

Four storey with a set back to the rear is adopted to create the visual core of the scheme where a presence is required on the street-scene of Lower Richmond Road, and at the heart of the site where the buildings must hold their own with the adjacent commercial buildings. Three storey forms are adopted where 'linkage' of scale and massing is required to harmonize with surrounding development.

Containing the building footprint is a key design aim, to ensure enough external space is available to create the quality of environment envisaged.

The form proposed means that a mixed residential structure can be accommodated within the scheme. Families can live safely within the 'Home Zone' environment, single people, and couples of all ages can enjoy the urban setting with the benefits of the highly sustainable location.

Locating the B1 commercial space along the northern boundary is established as the most appropriate positioning, providing an easily accessible commercial frontage, and servicing from the proposed loading bay within the courtyard.

The amount of development proposed provides a total of 52 residential units, of mixed size and tenure. The scheme incorporates a total of 1,018 sq meters of commercial floor space, envisaged as flexible high quality space that is flexible which can be defined by the future tenants needs.

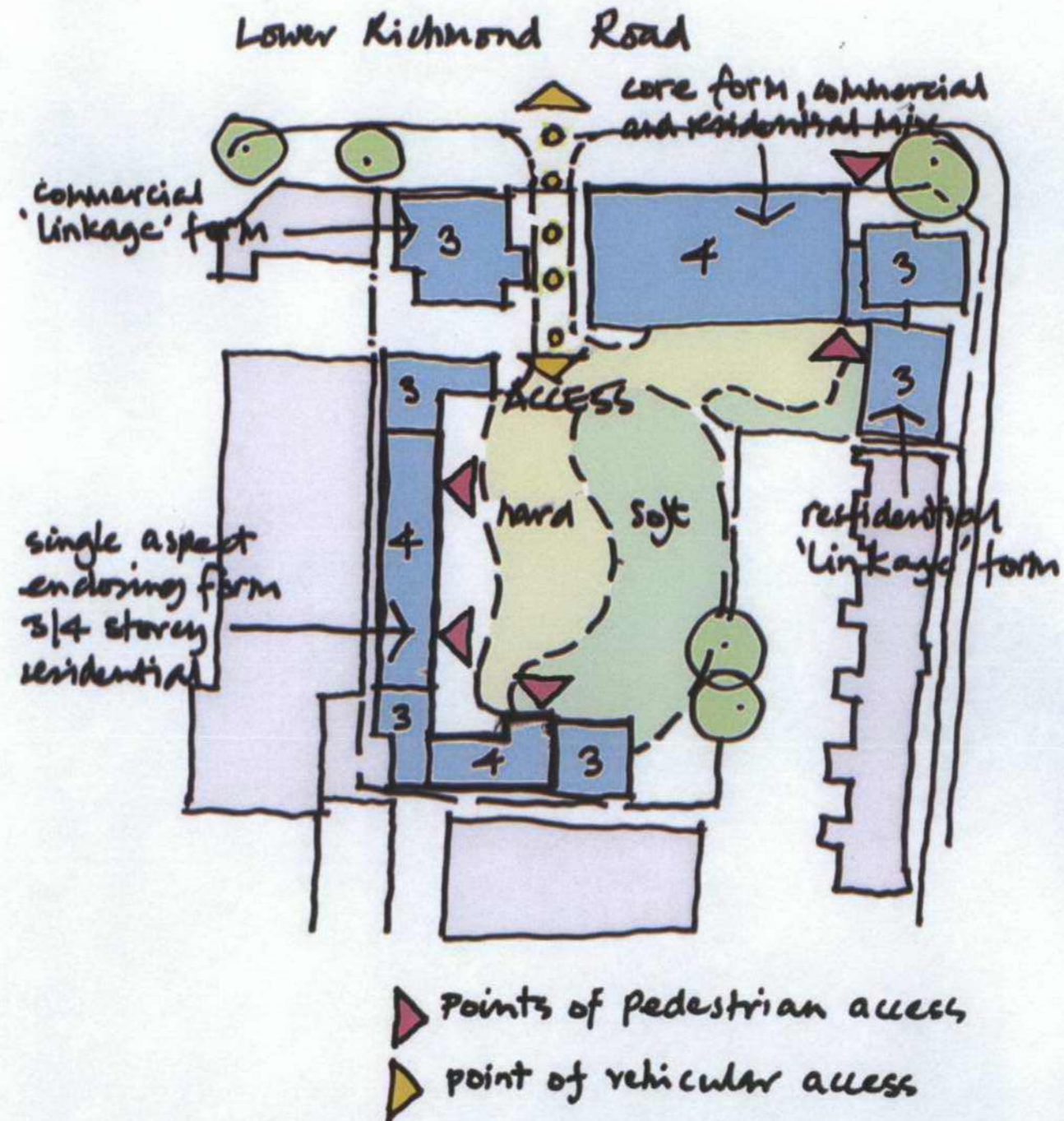
Particulars of the unit sizes, tenures and bed spaces are provided on the application drawings and schedule of accommodation.

## Layout

The layout of the scheme is a direct response to the principle design aims established in the analysis of the site. Arranging the form around the eastern and southern frontage of the site enables the creation of a significant open space within the heart of the site that will provide the amenity focal point of the scheme and establish a strong residential character to it.

This also compliments the arrangement of the greater bulk of the scheme on the Lower Richmond Road frontage where the commercial space is concentrated. Here the commercial and residential mix is arranged vertically, with commercial space on the ground and lower floors and residential over, recreating a long established urban development pattern. This promotes an active street frontage that will enhance the vitality along the Lower Richmond Road, but also serves as a means of protecting the residential and amenity space behind from the environmental impact of this busy distributor road.

The commercial space is envisaged as being made up of small scale users. NHHO will manage the use of these spaces to ensure the uses are compatible with the residential environment. Servicing of the commercial space is accommodated within the site as discussed in the Transport Statement.



## Scale

### Visual Impact Assessment

The design concept is developed to respond to the contrasting constraints created by the street patterns of Lower Richmond Road along the Northern edge, and the harsh characterless forms of the commercial buildings that form the immediate Eastern and Southern edges of the site.

The context views indicate in massing and scale terms how the scheme is envisaged as part of the street scene of Lower Richmond Road. The scale varies across the frontage with three storey edges and a four storey centre section, enabling a visual complexity to this street frontage that will compliment the existing street scene and mesh the buildings in with surrounding street context.

### Appearance

The building is envisaged as a contemporary design, using a palette of materials that evoke the established character of the locality.

The use of materials is a key component in relating this building to the existing street context. London Stock brickwork is the essential medium, with render and proprietary panel elements included within the façade composition.

The form of the building is in part defined by the desire to make active use of roof space as part of the sustainable energy design strategy. The top floor roof, which has good southerly aspect, is used for siting an array of solar water and photo-voltaic heaters that will provide renewable energy towards meeting the overall demand of the building and in keeping with Richmond's sustainability strategy.



## Design Solution

The approach taken with this application is to develop a scheme that balances the constraints of the adjoining buildings and uses impose upon the site, with the need to create a viable and high quality residential environment, for both the new residents within the scheme, and the existing residents, on Manor Grove in particular. Therefore, a key design aim has been the creation of a central amenity space that will serve as a focal point for the new development and at the same time add amenity value for the residents on Manor Grove. The new buildings which have three distinct formations, wrap around the edge of the site creating a protected, central amenity space, establishing the residential character firmly within the heart of the site. The surrounding properties look onto this space giving the scheme a sense of identity and strong visual connections.

Blocks A and D are located on the frontage of Lower Richmond Road either side of a new access way which gives vehicular access to and from the scheme.

The main block, block A, has a four storey central element facing the Richmond Road frontage, this comprises a mixture of commercial space on the ground and first floor and residential space comprising of two bed apartments on the upper floors. In response to concerns over the impact of the upper floor on the private garden space of 194 Manor Grove, the top storey is inset significantly across the rear elevation to eliminate overlooking and reduce the visual impact of the building when viewed from 194. This design feature is discussed in more detail in the following section. The main street entrance is to the western side of this element and links this with the three storey corner element that creates a streetscape focal point on the corner of Manor Grove and Lower Richmond Road. The form of this element is designed to 'turn the corner' into the residential street of Manor Grove, and is in itself split into two distinct parts so that the scale and character of the scheme on this frontage reflects those of the existing adjacent residential terraces.

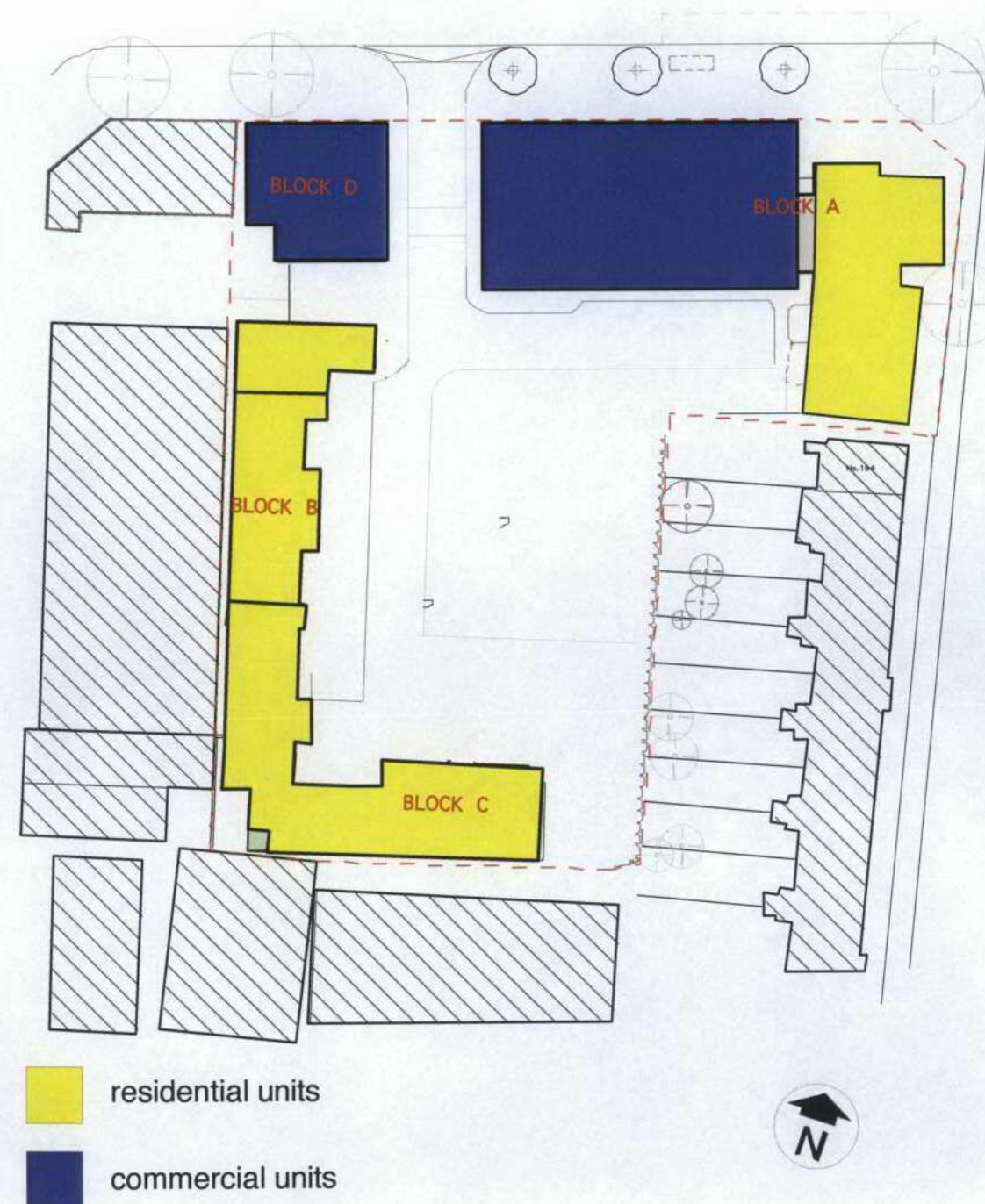
The form of the corner element has been redesigned to address a concern that came out of the pre-application consultations relating to the relationship of the building with the existing tree. The units looking into the site have private balconies where privacy and overlooking constraints allow.

The second building on the main road frontage is Block D, a commercial building which is situated between the new access way and the existing adjacent mixed use building. It is three storey and scaled down from Block A to provide a visual transition between the mass of the main block and the existing building. The form and footprint of the building responds to the proximity of the existing building on the western boundary and the impact upon the rear windows at first floor of the existing building which are considered to be residential. The rear plan form is inset from the boundary to ensure that daylight into the first floor of the existing buildings is not diminished. A 7.3 meter wide access is provided between the blocks. The technical design, in accordance with Transport For London requirements, are discussed in the Transport Statement.

Within the site Blocks B and C together create an 'L' shaped form that wrap around the eastern and southern site boundaries, creating enclosing and the protecting the main amenity area. The form and design of these blocks evokes a sense of scale and character that enhance the "place" created and encourage ownership of it. The units are single aspect, with all habitable rooms facing into the amenity area. Circulation spaces, secondary service spaces etc are to the outer wall of these blocks and provide an acoustic buffer to the habitable rooms, preventing noise intrusion from the adjoining commercial uses. The internal facades are articulated with bay projections and balconies that add vitality to the space.

Block B contains the rented family units in a part three, part four storey configuration. The ground floor of Block B has been designed to accommodate five wheelchair family flats, with the access, parking and protection designed to meet the requirements of the Scheme Development Standards of the Housing Corporation. Further detail is provided in the Access Statement.

The second block, Block C closes the southern edge of the site. This is arranged in a part 4, part 3 storey building, stepping down towards the eastern boundary with the rear gardens of the properties on Manor Grove. The building is designed to provide a visual focal point from the access into the site, enhancing the sense of enclosure that the plan form creates.



## Planning Consultations

The earlier design was considered to be an over-development of the site, and subsequently refused permission.

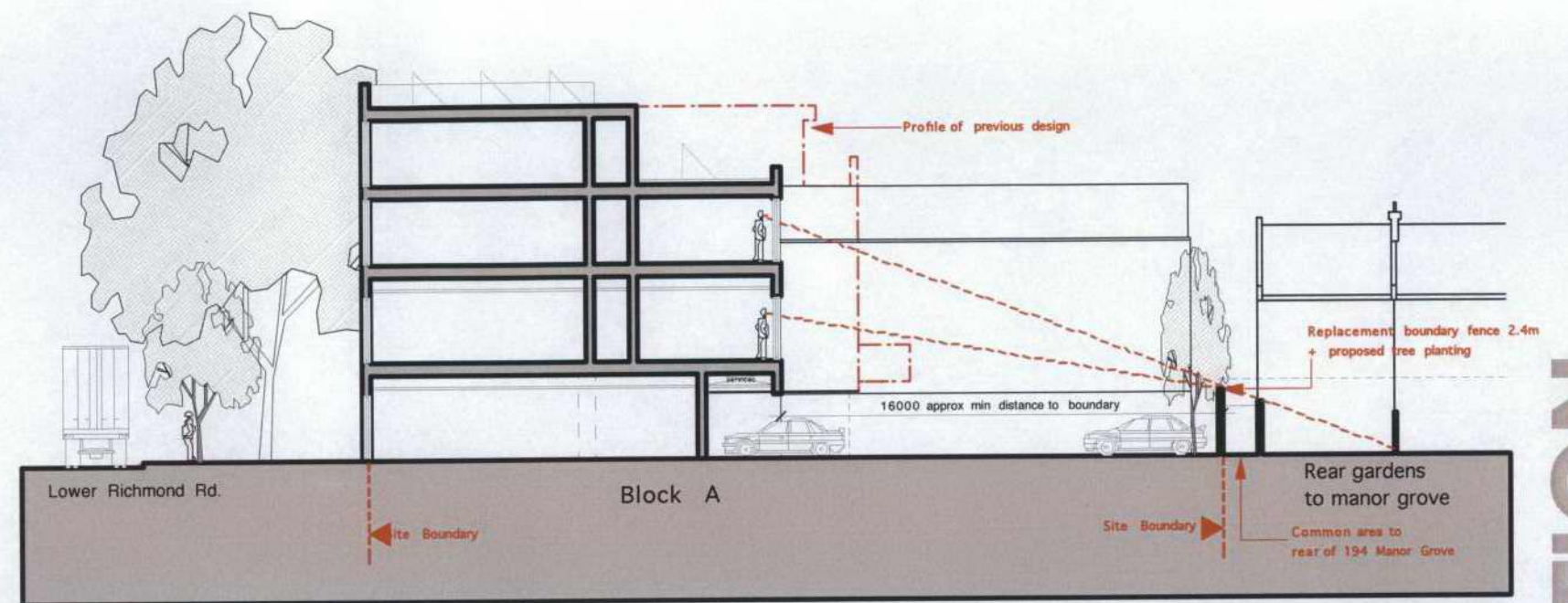
The design has been modified through a process of consultation with the Local Planning Authority, following the refusal of a 57 unit design in February 2008.

The current application scheme has been developed and modified through a process of consultation with both the local planning authority and local residents, to create a design solution that presents a very positive response to the above issues, and resolves other, more technical issues found in the earlier solution.

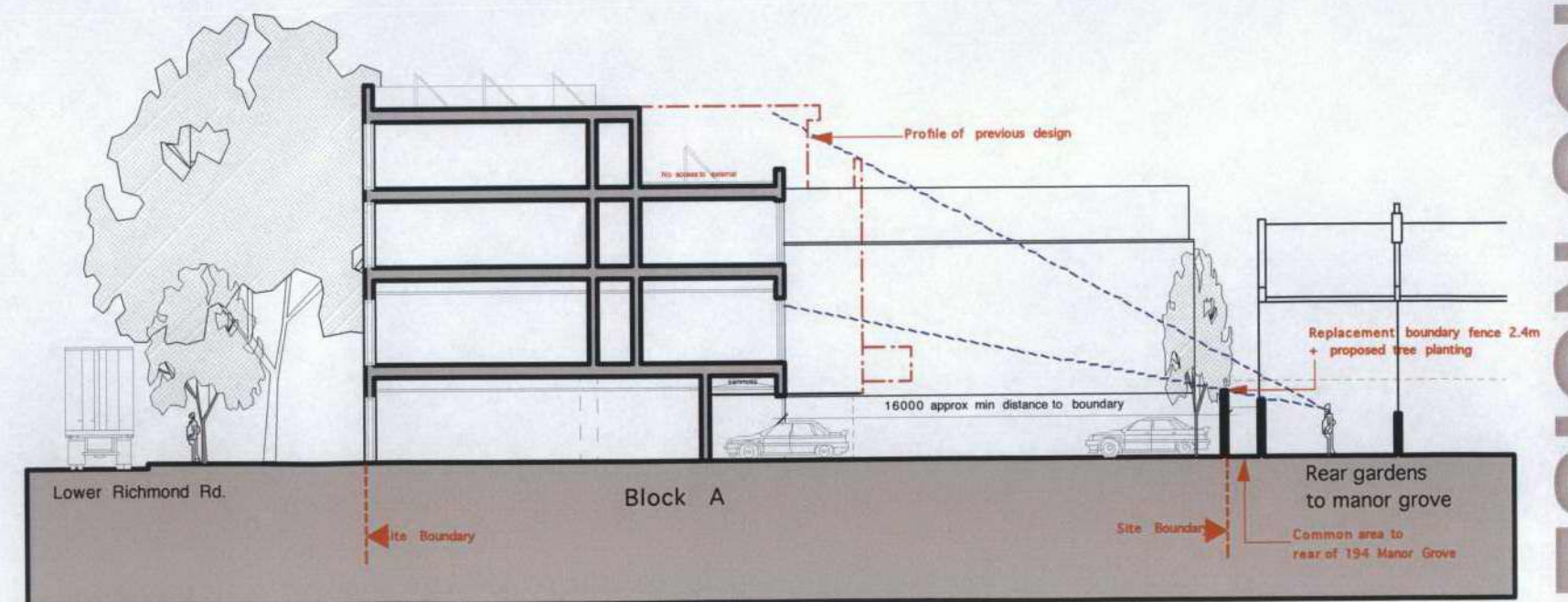
The most important design change has been the reduction in unit numbers from 57 to the 52 now proposed. This has enabled design changes to Block A that have addressed residential amenity issues with 194 Manor Grove, and reduced the density of development on the site such that the balance of amenity, play and parking provision can be considered appropriate for the site and the scheme mix. The sketches opposite illustrate the amount of bulk and mass taken out of the upper storey of Block A.

With respect to the design of the external courtyard space and the provision of adequate play space, a fresh approach has been taken that has resulted in a coherent focal point space with a high quality play space at its heart. The design is discussed in detail in the Landscape Statement and design drawing.

Technical issues with access design from Lower Richmond Road, and access to parking within the site are resolved and discussed in the Transport Statement.



SECTION A-A THROUGH BLOCK A INDICATING POSSIBLE VIEWS TOWARDS 194 MANOR GROVE



SECTION A-A THROUGH BLOCK A INDICATING POSSIBLE VIEWS FROM 194 MANOR GROVE

DESIGN SOLUTION