

The project is the renovation of 50m² shared freehold, ground and lower ground floor, Flat E, 2 Primrose Gardens, located in the Belsize conservation area. The proposed works include alterations to openings at street level and renovation works to the interior.

The proposed alterations to the openings involve updating the recent timber framing that incorporates natural and mechanical ventilation to ground and lower ground floor for new.

Historically flat E was a commercial shop unit with direct access from the street. The proposal reinstate this in both appearance and access arrangement.



Red line indicating area of applicants ownership.

The existing facade is a hybrid of modern and traditional, created when the site was converted from a shop to a flat offering little interest to the viewer as seen from the street.



Kilburn Lane, W10, curtains and shelves create privacy



Contrasting proportioned frame with reflective infills, Georg Kargl BOX by Jabornegg & Pálffy



Formed window, Biscuiteers, Kensington Park Road

The following references, both traditional and contemporary create interest to the viewer as seen from the street.



Red line indicating area of applicants ownership.

Little interest to the viewer is seen from the street with glazing obscured and with recesses that encourage littering. Poor reference is made to shopfront design.



20 Englands Lane



Subdivisions from the local context applied to the facade.

In discussion with the planning authorities a series of shopfront design principles are to be followed such as larger “modern scale” glazing panes, traditional proportions with low stall-risers and transom panels, and timber joinery.



Grey hatch indicates proposed alterations

The new timber window joinery unit includes transom lights and stall-risers to maintain a traditional division pattern and solid-to-void ratios. The front entrance door has an integrated fanlight and lower solid panel aligned with the adjacent doors.



Joinery is painted in a warm grey finish to sit sympathetically within the existing facade.