

Planning Statement

46 Hollycroft Avenue, London, NW3 7QN

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## Planning Statement

Project: 046 Hollycroft Avenue

Reference: 046 13.01 Planning Statement

Date: 17.10.23

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### 1.0 Application summary

- 1.1 This statement has been prepared by Manea Kella in support of the planning application submitted for 46 Hollycroft Avenue, London NW3 7QN. This document is to be read in conjunction with the submitted planning drawings.
- 1.2 The proposed alterations involve replacement of glazed doors with new Crittal style steel doors at ground and lower ground levels, replacement of glazed doors with reinstated traditional sash window at ground level and introduction of a new steel balustrade at ground level.

### 2.0 Site context & Background

- 2.1 46 Hollycroft Avenue is a detached Edwardian property arranged over four storeys including a loft and a basement. The building was completed in 1907 by English Architect Sir Guy Dawber, representing the late Arts and Crafts movement. The property measures approximately 432 m<sup>2</sup> and is not listed.
- 2.2 The site is located within a predominantly residential area of West Hampstead, within the Redington and Froggnal Conservation Area. Most of the properties in the area are a result of a fruitful collaboration between the architect Charles H.B. Quennell and Irish builder-developer George Washington Hart in the early 20<sup>th</sup> century. As a result, the properties share common architectural features that draw influence from the Arts and Crafts style. Simultaneously, they integrate Neo-Georgian features such as symmetrical form and fenestration, and multi-pane white painted windows with vertical sliding sashes.
- 2.3 The townscape character that is typical for the area reflects the local topography. Some properties, including 46 Hollycroft Avenue, are elevated above the street level in response to the slope.
- 2.4 46 Hollycroft Avenue is one of the few houses in the area that was not designed by Quennell. The architecture reflects the move away from the typical old English vernacular style Sir Guy Dawber was known for, towards the freer Arts and Crafts movement with nods to classical details.
- 2.5 Following a successful planning application in 2010, the property was substantially altered in line with the design by Alan Higgs Architects. The changes involved erection of a two-storey side extension with pitched roof, rear extension at ground level with associated external alterations, excavation to create basement level and relocation of the front chimney to the south. The alterations resulted in significant enlargement of the floor area and improved lighting conditions at the lower ground level however, they also resulted in partial loss of the rear garden and loss of period features. (Application no: 2010/0065/P).
- 2.6 More recently, the property has been altered further with the replacement of the original sash window at the rear of the property with a set of doors. No record of planning permission was found.
- 2.7 The building is currently used as a single-family dwelling and will continue to be. The clients are a young family who wish to have their house refurbished and suit their modern needs.

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### 3.0 Conservation Area Guidance

- 3.1 The application area lies within the Redington and Frogal Conservation Area.
- 3.2 The property is not listed however, there are listed buildings in the immediate area which include: 43, 43A, 45, 47 and 49 Hollycroft Avenue.
- 3.3 The Redington and Frogal Conservation Area Character Appraisal and Management Plan released in 2022 includes 46 Hollycroft Avenue within a group of buildings on the street that make a positive contribution to the area: 1-23 (odd), 27-41 (odd), 51-53 (odd), 2-18 (even), 24-46 (even).
- 3.4 The appraisal generally supports alterations that preserve or enhance the buildings, landscapes, public realm or other characteristics that contribute to the special architectural or historic interest of the area.
- 3.5 The appraisal encourages and supports the reversal of past harmful alterations to buildings and reinstatement of original features.
- 3.6 The conservation area appraisal does not generally support front garden parking as it is seen as harm to the character and appearance of the area. Loss of rear gardens, along with garden trees, because of rear extensions is also not supported.

### 4.0 Precedent

- 4.1 There are several properties in the vicinity of 46 Hollycroft Avenue and within the Conservation Area that have had similar proposals approved and successfully implemented:
- 4.2 **2022/4382/L- 45 Hollycroft Avenue** Granted permission for installation of 3 x rooflights to rear roof slope, and internal alterations.
- 4.3 **2023/2506/P – Flat 1st Floor 53 Hollycroft Avenue:** Granted permission for replacement of 2 x rear 1st floor windows with timber-framed doors and installation of 2 x metal balustrades with timber handrails.

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## 5.0 Proposal

5.1 The proposed alterations involve:

- Replacement of two external doors with new Crittal style steel doors at ground level.
- Introduction of a new steel balustrade at ground level to provide fall protection from the existing opening. The new balustrade to match the existing railing design.
- Replacement of external glazed doors with a reinstated traditional sash window at ground level to match the original design.
- Replacement of two external glazed doors with new Crittal style steel doors at lower ground level.

5.2 The scale of the proposed alterations is modest, with all the changes confined to the side at lower ground level and rear at lower ground and ground levels – therefore not affecting the streetscape.

5.3 The scheme involves no change to the established residential use, or the internal arrangements. Furthermore, there is no change to the volume of the building or introduction of additional materials. The access to the site remains as it is.

## 6.0 Conclusion

6.1 It is anticipated that the proposed works are in line with the observable pattern of development within the greater area.

6.2 It is anticipated the proposed re-instated traditional sash window accompanied by new contemporary Crittal style steel doors will have a positive impact on the rear elevation, restoring the harmony of the well-balanced detailing whilst also adding a contemporary layer of heritage.

6.3 The front of the property will remain unaltered, preserving the streetscape of Hollycroft Avenue.

6.4 The proposed changes will enhance the quality of living for the family, as well as improve the functionality of the house, whilst preserving and enhancing the unique architectural language of the conservation area.

6.5 The proposal is subordinate to the main body of the house and will be similar in design and construction detailing.

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