



31 Ferncroft Avenue, London, NW3 7PG

**Design, Access & Heritage Statement**

*“Installation of Replacement Front Boundary including Pedestrian Gate, Driveway Gate and Replacement Brick Piers / Wall within Redington and Frognal Conservation Area”*

**February 2025 (Planning Issue)**



## 1. ABOUT MARKTX

MARKTX is an Essex based architectural practice which focuses on delivering high quality residential architecture throughout London & the South East.

We specialise in Precision Architecture expressing detail through innovative use of modern materials. Our sectors of expertise include residential developments for property developers through to new build high-end bespoke dwellings, basements and extensions for private clients.

MARKTX are highly skilled professionals who are reliable and pride themselves in practicing architecture using R.I.B.A best practice techniques. Our ambition is to be a well established brand in London & the South East recognised for our bespoke service using clear communication and our honest approach to a project budget.

We are always actively seeking new clients with ambition who champion high quality contemporary design with an interest in sustainability.

## 2. INTRODUCTION

MARKTX have been appointed by our private client to prepare a Design, Access and Heritage Statement to support the proposed application at 31 Ferncroft Avenue, London, NW3 7PG including *"Installation of Replacement Front Boundary including Pedestrian Gate, Driveway Gates and Replacement Brick Piers / Wall within Redington and Frogna Conservation Area"*

Our client's proposal includes the demolition of the existing unstable front elevation boundary walls and the demolition of a collapsed boundary wall adjacent to 33 Ferncroft Avenue. We understand following feedback from the resident at 33 Ferncroft Avenue that the wall collapsed many years ago and needs to be replaced to avoid potential injury.

Our proposal therefore is to replace the shared boundary wall as well as erect a new pedestrian and vehicle access facing Ferncroft Avenue. The proposed works include a new pedestrian gate, vehicle bi-folding gates, new brick piers to match existing and a brick wall to match existing.

The purpose of this document is to illustrate the key factors that have influenced the design of our client's proposal and to demonstrate how our design sets out to enhance and protect the character of the Redington and Frogna Conservation Area.

This document should be read in conjunction with the submitted planning drawings listed in section 12 of this document.

## 3. SITE, CONTEXT & HERITAGE

The application site relates to a semi detached four storey dwelling located on the south side of Ferncroft Avenue. Ferncroft Avenue was almost entirely designated and built by the Quennell / Hart partnership and was largely completed in 1910. The houses along Ferncroft Avenue have been constructed using a red / orange brick and in some places a white render finish has been used.

31 Ferncroft Avenue is not listed but is located adjacent to 33 & 35 Ferncroft Avenue, which are Grade II Listed buildings. Our client's property is located within the Redington and Frogna Conservation Area and is noted within the Conservation Area Statement as having a positive contribution to the area. The property is also located within the boundary shown on the Redington and Frogna Neighbourhood Plan 2020.

## 4. PROPOSED LAYOUT

Following our detailed site appraisal it has been noted that the low level wall shared along the boundary with 33 Ferncroft Avenue is leaning / unstable and has partially collapsed on one side. It is understood from the owner of 33 Ferncroft Avenue that the wall failed many years ago and there is a risk of injury to a resident or a guest visiting the property. Our detailed site appraisal has also highlighted that the brick wall on the front boundary has cracked and is also unstable / leaning towards the highway. This also presents a future risk to members of the public. Please reference the site photos below illustrating the points noted above:



Leaning Boundary / Cracked Wall (31 Ferncroft Avenue / Public Footpath)



Leaning Boundary / Collapsed Wall (31 / 33 Ferncroft Avenue)

In our professional opinion it is necessary to demolish the existing boundary low level brick walls and replace these with a stable structure including a special foundation. The wall is unstable because it has not been maintained correctly for many years. The foundation design will be carefully considered by a Structural Engineer to ensure the London Plane (Category A tree) is fully protected from any damage before, during or after works have been implemented.

We have worked closely with our client to develop several design iterations for the new front elevation boundary treatment. Our design has been heavily influenced by other boundary treatments in the area to ensure our design sits appropriately within its immediate context.

We can confirm the following key components to our overall design:

1. The existing walls will be demolished and replaced with a robust structure constructed in brick work to match existing including a brick on edge detail to cap the wall. This is a detail commonly found in the Conservation Area.
2. Our design is simple and elegant to offer our client security at the front of their property. A single pedestrian gate and four bi folding vehicular gates will provide access to the property including larger vehicles. The brick piers either side of the gates offer balance to the overall elevation design and hedges will be established to replicate a key feature found in the Conservation Area. The brick piers align to offer an elegant and consistent design, which will contribute positively to the Conservation Area.
3. The height of our client's proposed design directly reflects the same height approved by the council at 28 Ferncroft Avenue, which is situated directly opposite 31 Ferncroft Avenue. Please refer to Section 11 of this document for more information.
4. The design aesthetic proposed for the pedestrian and vehicular gate directly reflects the visual appearance of the gates approved by the council at 10 Ferncroft Avenue. Please refer to Section 11 of this document for more information.
5. The colour of the proposed pedestrian and vehicular gate directly reflects the colour at 24 Ferncroft Avenue. Please refer to Section 11 of this document for more information.
6. The brick piers each side of the gates have been sized to conceal a discrete letter box to ensure this is hidden from view from the highway. This key feature to the design will offer our client the necessary security they desire for deliveries.



**PROPOSED STREET ELEVATION**  
SCALE 1:50

In our professional opinion the design proposed will contribute positively to the wider Conservation Area because it has been directly influenced by other elegant designs in the immediate context. We have worked closely with our client to propose a balanced elevation that contributes positively to the Conservation Area.

## **5. USE CLASS**

The existing use of the property is residential C3, which will be retained as part of this application.

There is no change proposed to the use of the building and there is no change proposed to alter the number of bedrooms at the property.

## **6. ACCESS & PARKING**

The existing pedestrian access and vehicle parking arrangements will remain as existing as part of our client's application.

The property currently benefits from one parking space on the driveway and there is also ample storage facilities in the existing dwelling for cycle parking spaces (if required).

The principal entrance can be approached directly from the Public highway and Public Footpath.

The site has a PTAL rating of 2 and the property is within walking distance of key services and amenities.

## **7. HERITAGE & RELEVANT PLANNING POLICY**

Our planning research has shown that our client's application will be assessed against the following criteria:

- National Planning Policy Framework
- London Plan
  
- Camden Local Plan Policy A1 (Managing the impact of development)
- Camden Local Plan Policy D1 (Design)
- Camden Local Plan Policy D2 (Heritage)
  
- Redington and Frogna Neighbourhood Plan Policy SD2 (Redington Conservation Area)
- Redington and Frogna Neighbourhood Plan Policy SD4 (Sustainable Development and Redington Frogna Character)
  
- Camden Planning Guidance (Amenity)
- Camden Planning Guidance (Altering and extending your home)
  
- Redington and Frogna Conservation Area Statement

## 8. REDINGTON & FROGNAL CONSERVATION AREA APPRAISAL / DESIGN GUIDANCE

31 Ferncroft Avenue is a four storey building located within the Redington and Frognal Conservation Area. The Conservation Area Character Appraisal states the following:

*“Ferncroft Avenue is a straight road, with mainly three and four storey detached properties and detached villas. Mature London Plane street and garden trees are an important part of the character.”*

*“Properties have a combination of red brick, plain tile, render, tile hanging and timber windows, some with small panes. There is a considerable variation in properties including Dutch gables, bay and dormer windows, open porches and brick quoins. Front boundaries to residential properties include red brick, hedges and volcanic rock walls.”*

Ferncroft Avenue was almost entirely designed and built by the Quennell / Hart Partnership and it is understood that 6 Ferncroft Avenue, 8 Ferncroft Avenue, 12 Ferncroft Avenue, 14 Ferncroft Avenue, 26 Ferncroft Avenue, 26A Ferncroft Avenue, 33 Ferncroft Avenue, 35 Ferncroft Avenue, 40 Ferncroft Avenue and 42 Ferncroft Avenue are all Grade II Listed Buildings located in the Conservation Area.

The Conservation Area Character Appraisal also states the following in relation to Boundaries:

*“Boundary treatments should complement existing streetscape character and be informed by historic fencing adjacent. Concrete or timber panel fences would be in character. The materials used in buildings may be reflected in the choice of materials for boundary treatments.”*

*“The council will resist any further loss of front boundary walls and the conversion of front gardens to hardstanding parking area. Especially where parking covers the full width of the plot. Where they need consent, they will be resisted including new development.”*

*“Parking areas should be screened behind a low wall or hedge and include landscaping as part of the design and layout.”*

We have considered the requirements in the Conservation Area Character Appraisal in detail and can confirm the following:

- Our design does compliment the existing boundary treatment and existing streetscape.
- Our design has been informed by existing boundary treatments in the immediate context in relation to design, scale, visual appearance, materials and finish.
- The materials proposed directly reflect those in the area and also the existing property on the site of 31 Ferncroft Avenue.
- Our design will not result in the loss of a boundary wall but instead will replace an existing unstable boundary wall with a new purpose.
- Our design ensures the existing parking arrangement remains as existing and an additional parking space will not be provided across the whole plot.

- Our design ensures that parking areas are screened behind a new low level wall, hedge and gate.

In our professional opinion our design has been carefully considered and is a contextual response which respects the existing character of the area and the precise requirements set out in the Conservation Area Character Appraisal.

## 9. DETAIL DESIGN

The detail design of any new structure in a Conservation Area is crucial to ensure the proposal contributes positively to the character of the area.

We have conducted a study of the local area in detail to understand the unique features that are characteristic to this area of London. We have therefore prepared and submitted a design which will compliment features adjacent to 31 Ferncroft Avenue.

Please reference section 4 (Proposed Layout) for more information.

In our professional opinion, our design and its high quality material selection is much more sympathetic than other boundary examples that can be found in the area.

## 10. PROPERTY PLANNING HISTORY

- 37264 – Change of use and works of conversion to form a self contained maisonette on the basement / ground floor and self contained flat on each of the first and second floors (Approved 1984)
- 2017/1953/P – Erection of lower ground and ground floor infill extension at rear (Approved 2017)
- 2020/0905/P – Erection of rear two storey infill extension at upper and lower ground level. Erection of front extension at lower ground level with lightwell and alterations to front garden - (Approved 2024)
- 2020/3018/INVALID – Erection of lower ground and ground floor infill extension at rear (Withdrawn)
- 2020/3748/INVALID – Erection of lower ground and ground floor infill extension at rear (Withdrawn)

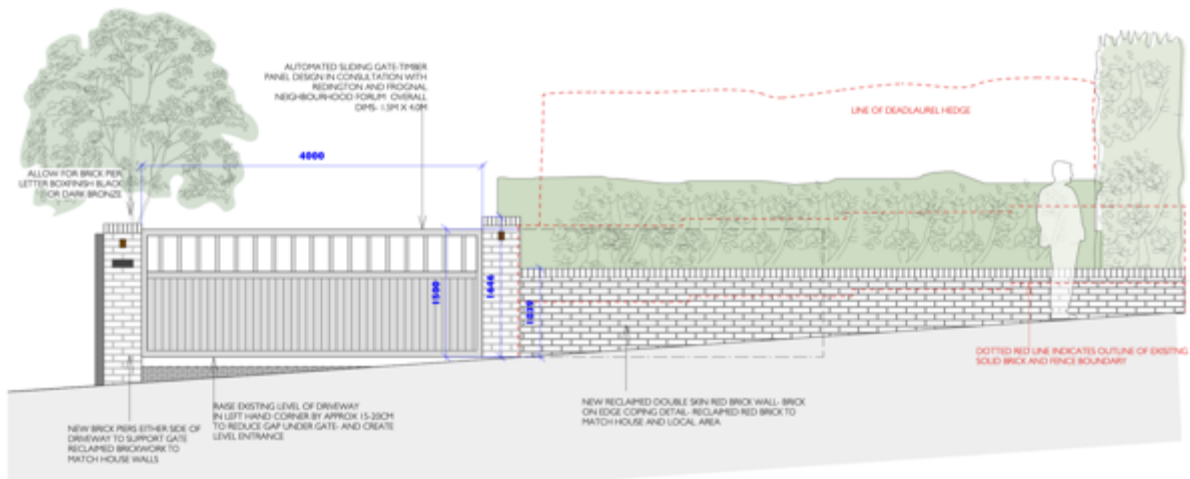


## 11. PLANNING PRECEDENTS

We have conducted an in depth study to inform our design and want to highlight three relevant examples along Ferncroft Avenue that directly informed our clients design. These include numbers 10, 24 and 28 Ferncroft Avenue respectively. We have summarised each application below:

### 10 Ferncroft Avenue

On 19<sup>th</sup> July 2023 10 Ferncroft Avenue successfully gained planning approval under application 2022/1104/P for *“Installation of a sliding timber gate, brick piers and replacement brick wall to front boundary”*. The appearance, proportion, scale and finish of this approved design has directly influenced our proposed design to ensure it sits contextually with the Conservation Area.



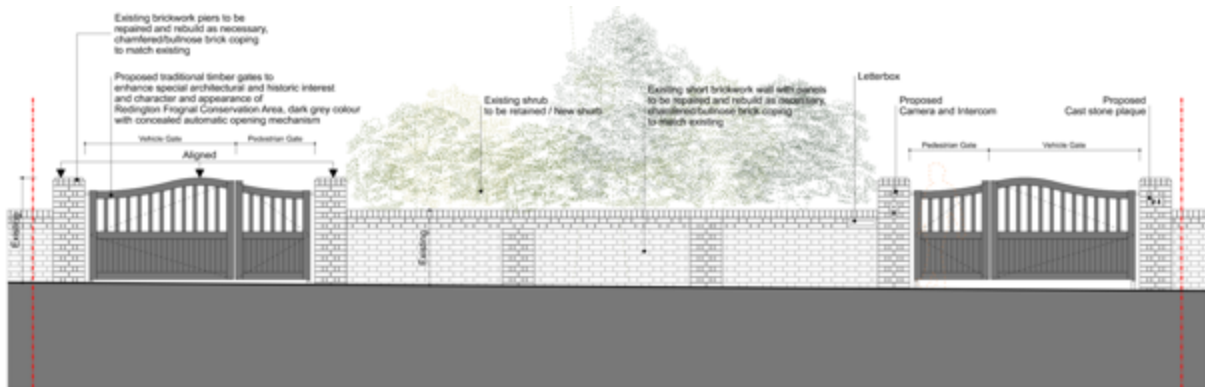
Approved Elevation (10 Ferncroft Avenue)



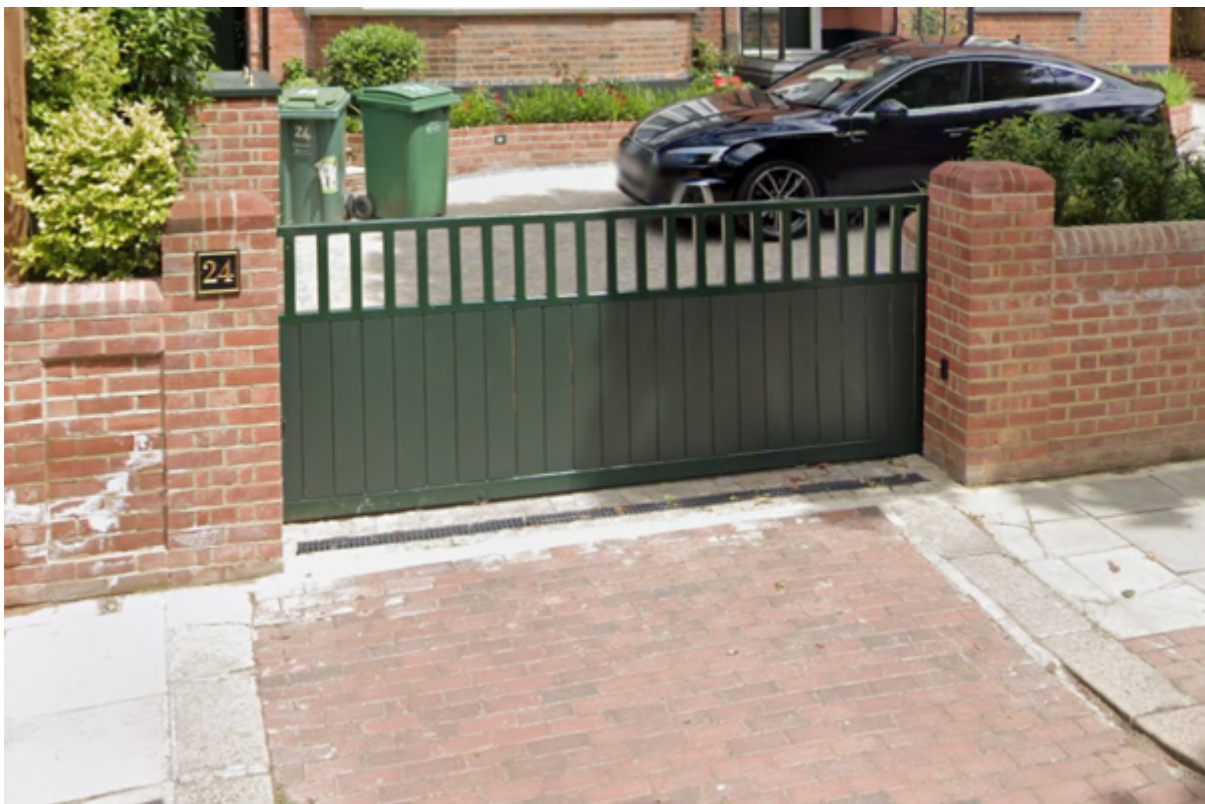
As Built Photograph (10 Ferncroft Avenue)

## 24 Ferncroft Avenue

On 11<sup>th</sup> January 2021 24 Ferncroft Avenue successfully gained planning approval under application 2020/2471/P for *“Alteration of the front garden and boundary treatment including installation of timber automatic vehicle and pedestrian gates”*. The colour of this design has directly influenced our proposed design to ensure it sits contextually within the Conservation Area.



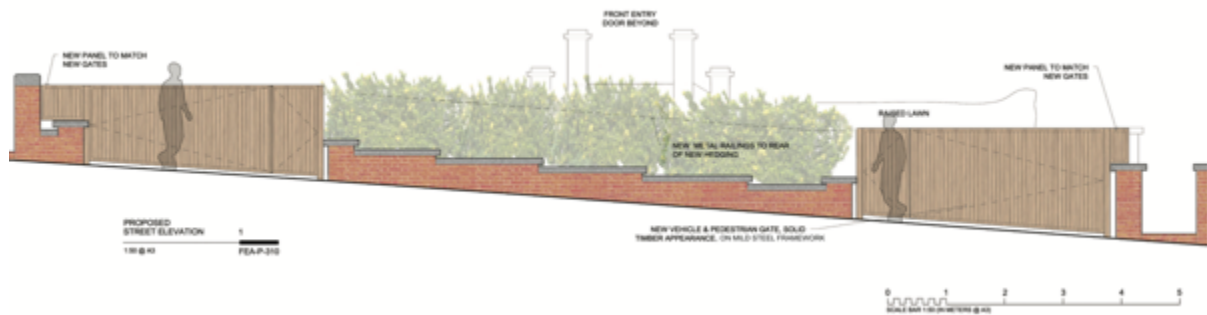
Approved Elevation (24 Ferncroft Avenue)



As Built Photograph (24 Ferncroft Avenue)

28 Ferncroft Avenue

On 11<sup>th</sup> April 2017 28 Ferncroft Avenue successfully gained planning approval under application 2017/0699/P for “Installation of automatic vehicle and pedestrian gates”. The appearance, proportion, scale and finish of this approved design has directly influenced our proposed design to ensure it sits contextually within the Conservation Area.



Approved Elevation (28 Ferncroft Avenue)



As Built Photograph (28 Ferncroft Avenue)

## 12. SUBMITTED DOCUMENTS

- 2439\_E01\_Rev B – Site Location Plan
- 2439\_E02 – Existing Drawings
- 2439\_P01\_Rev C – Proposed Drawings
- Design, Access & Heritage Statement

## 13. CONCLUSION

The design and proposal for the proposed alterations has been developed in consideration of our client's requirements and aspirations, the context, the locality and setting of the existing property.

Our proposal sets out to agree in principle with the aims, intent and requirements of the Local Authority policies in terms of the approach to the design and Town Planning.

The proposed development respects the character and appearance of the Redington and Frogna Conservation Area without having any unacceptable impact on the living conditions of the neighbouring properties. The proposal is therefore considered to accord with the Development Plan policies and guidance.

In our professional opinion our proposal is sensitively designed and will not have a detrimental effect on the surrounding residential amenities or have a negative impact on the Conservation Area.

We therefore submit our proposal on the basis that it considers, respects, and meets the principles of all influencing factors and policies.

We look forward to working proactively alongside the council to determine our client's application in a positive manner.

This Design, Access & Heritage Statement has been prepared by:

Mark Monaghan

Director

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For and on Behalf of MARKTX Limited