



31 Ferncroft Avenue, London, NW3 7PG

Design, Access & Heritage Statement

“Replacement Side and Front Boundary Treatments, Installation of New Pedestrian and Driveway Gate, Hard and Soft Landscaping works including New Bin / Cycle Enclosure within Redington and Frogna Conservation Area”

March 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 *"Replacement Side and Front Boundary Treatments, Installation of New Pedestrian and Driveway Gate, Hard and Soft Landscaping works including New Bin / Cycle Enclosure within Redington and Frognal Conservation Area"*

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

Our proposal therefore is to replace the shared boundary wall / fence 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 Frognal 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 Frognal 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 Frognal 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.





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

The above photograph illustrates that the side access boundary fence is leaning / partially collapsed and urgently needs to be replaced to match existing. The boundary fence is currently being propped to one side by timber props fixed to the face of the wall of 31 Ferncroft Avenue. This is a temporary measure until planning permission is obtained to remove the existing boundary treatment and replace to match existing. We have provided this photograph as evidence to support our clients proposal. All works will be completed to match existing to protect the Conservation Area.

We have also worked closely with our client to develop several design iterations for the front and rear landscaping works to ensure the design conforms to the recommendations in Redington & Frogna Conservation Character Appraisal. We can therefore confirm that our design for the front and rear landscaping works meets the following criteria:

1. Our design ensures that it compliments and enhances the landscaping character in the area. The design is largely similar to the existing layout and in our professional opinion has an appropriate scale and pattern.
2. We can confirm that we are proposing to pollard one existing tree in the rear garden by 30 – 40% to improve the overall health of the tree. Our research has shown that the council supported application 2018/5370/T at 24 Ferncroft Avenue for similar works.
3. We understand that the loss of hedges should be avoided to protect the Conservation Area. We have proposed a small and discrete bin and cycle enclosure in the front garden for ease of access due to the change in level to the rear of the property. The design complies with the Local Authority refuse guidance. It will therefore be necessary to remove some existing hedges in the front driveway to provide space for this. We have however proposed as many new hedges and planting areas as possible in all available spaces in the driveway. We have positioned the bin and cycle enclosure as far from the front boundary as possible and it is an integral part of the design / layout. In our professional opinion our design meets the design criteria set out in the Character Appraisal.
4. Our design includes a lot of new planting in the front and rear gardens to improve the biodiversity of the site and to contribute positively to the Conservation Area. Whilst this is not essential for a Householder application, our client has set out to protect the environment of the Conservation Area where possible.
5. We can confirm that our boundary treatment, design, layout and materials selected all compliment to the existing streetscape character of Ferncroft Avenue. It is proposed to install block paving in a Herringbone pattern to match other existing properties.
6. We have carefully considered our design to ensure hard surfacing has been kept to an absolute minimum for this submission to ensure no encroachment or loss of space to provide additional parking. Only one parking space is proposed to remain as existing.

Our research has shown that there are a variety of external materials that have been used in the immediate context to our clients property. Please refer to the images below.



5 Ferncroft Avenue – Loose Stone



16 Ferncroft Avenue – Block Pavers with Borders



25 Ferncroft Avenue – Block Pavers



25 Ferncroft Avenue – Block Pavers with Border



35 Ferncroft Avenue – Brick Paving in Herringbone Pattern with Border



36 Ferncroft Avenue – Block Pavers

Our research has also shown that a variety of properties have timber bin and cycle screened facilities facing the highway. Please refer to the images below.



36 Ferncroft Avenue – Bin and Cycle Enclosure



18 Ferncroft Avenue – Bin Enclosure

Our clients design sets out to compliment the Conservation Area and the proposed roof of the enclosure will provide an area for additional planting to improve the green space in the front garden. Please see the example below.



Bin and Cycle Enclosure Precedent Example with Planting above

In our professional opinion the overall 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 and overall landscaping design 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 car parking space on the driveway and there is also ample new storage facilities in the front garden for cycle parking spaces.

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 Frognal Neighbourhood Plan Policy SD2 (Redington Conservation Area)
- Redington and Frognal Neighbourhood Plan Policy SD4 (Sustainable Development and Redington Frognal Character)

- Camden Planning Guidance (Amenity)
- Camden Planning Guidance (Altering and extending your home)

- Redington and Frognal 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 and fence 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 and landscaping examples that can be found in the area.

10. PROPERTY PLANNING HISTORY

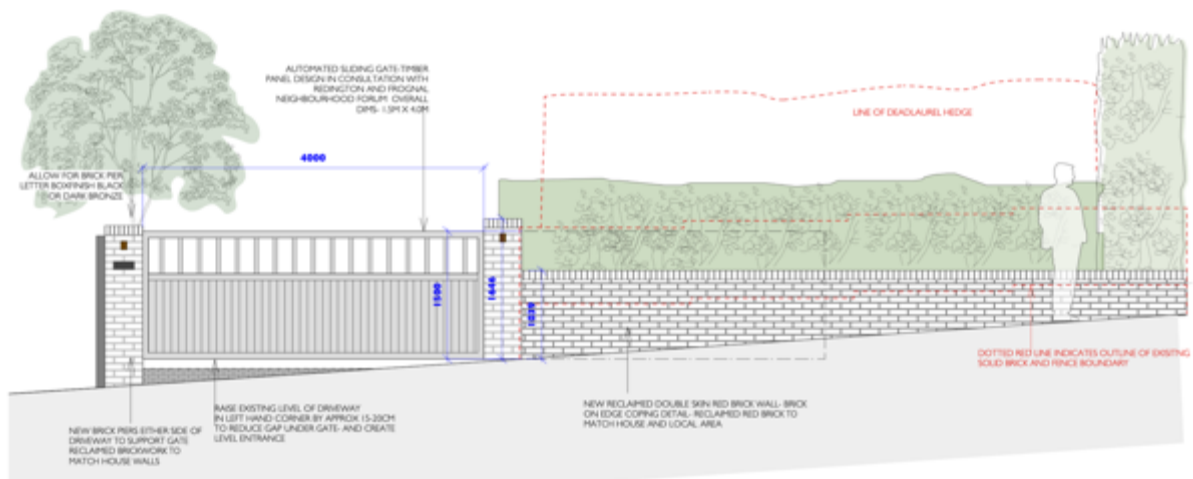
- 37264 – Change of use and works of conversion to form a self contained maisonette on the basement / ground floor and self contained flat on each of the first and second floors (Approved 1984)
- 2017/1953/P – Erection of lower ground and ground floor infill extension at rear (Approved 2017)
- 2020/0905/P – 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)
- 2025/0854/P – Replacement of the front boundary treatment including the installation of the front boundary, pedestrian gate, driveway and brick piers – (Awaiting Decision)

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 19th 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.



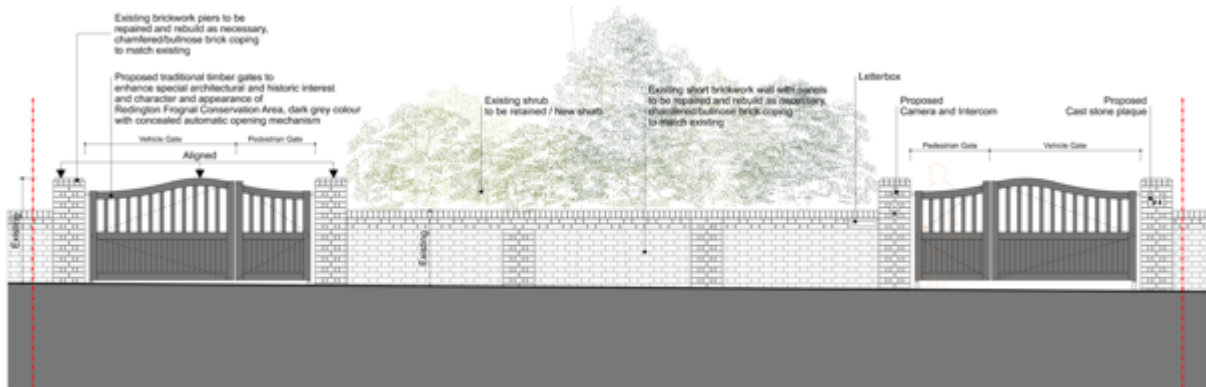
Approved Elevation (10 Ferncroft Avenue)



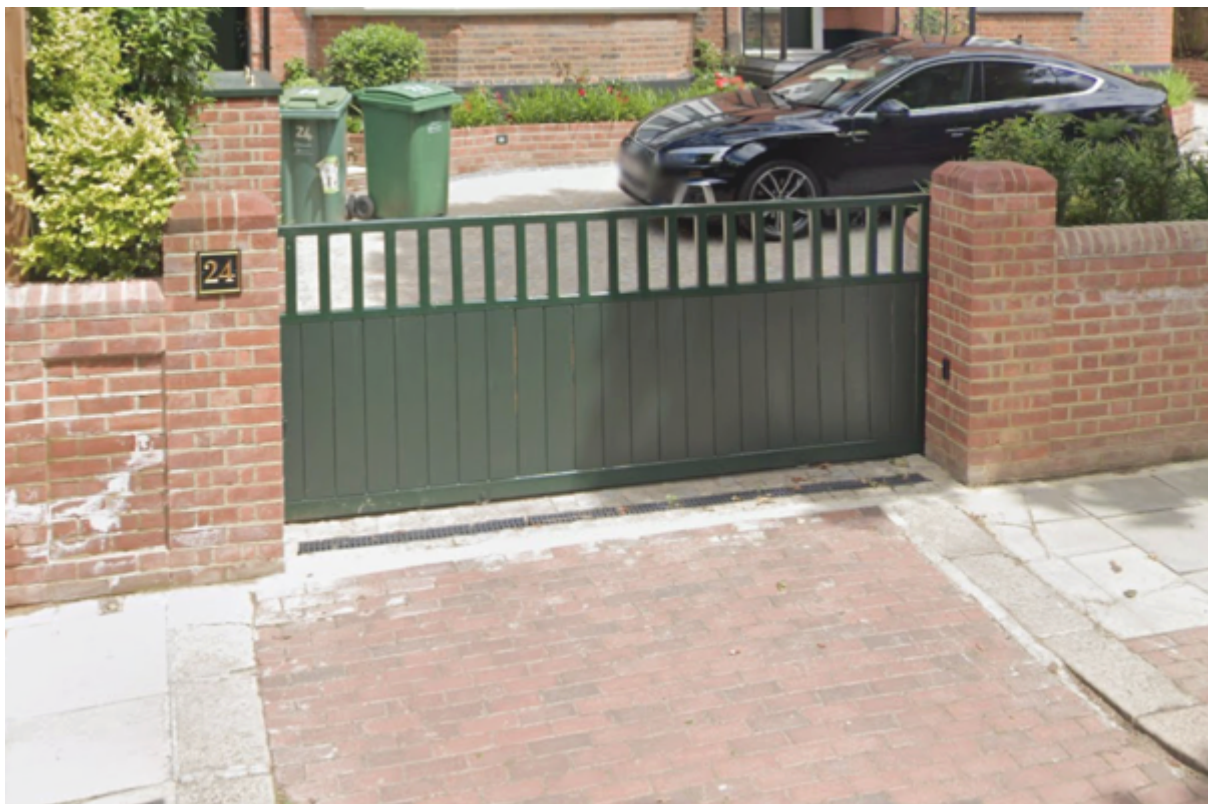
As Built Photograph (10 Ferncroft Avenue)

24 Ferncroft Avenue

On 11th 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.



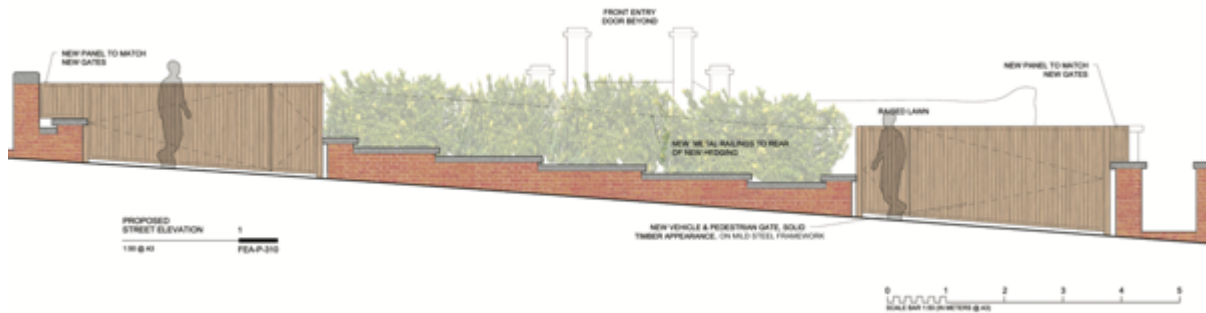
Approved Elevation (24 Ferncroft Avenue)



As Built Photograph (24 Ferncroft Avenue)

28 Ferncroft Avenue

On 11th 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 Driveway Drawings
- 2439_E03 – Existing Site Plan
- 2439_E04 – Existing Front and Side Access Plans
- 2439_E05 – Existing Rear Site Plan
- 2439_P01_Rev C – Proposed Driveway Drawings
- 2439_P02_Rev C – Proposed Front and Side Access Plans
- 2439_P03_Rev C – Proposed Rear Site Plan
- 2439_P05 – Proposed Site Plan
- 2439_P06 – Proposed Bin and Cycle Store
- 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 Design and Town Planning.

The proposed development respects the character and appearance of the Redington and Frognal 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

BA(Hons), M(Arch), PGDip(Arch), ARB

For and on Behalf of MARKTX Limited