

No.57 Elsworthy Road

Design & Access Statement

14th April 2025

dmba.co.uk



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01 Introduction

Introduction

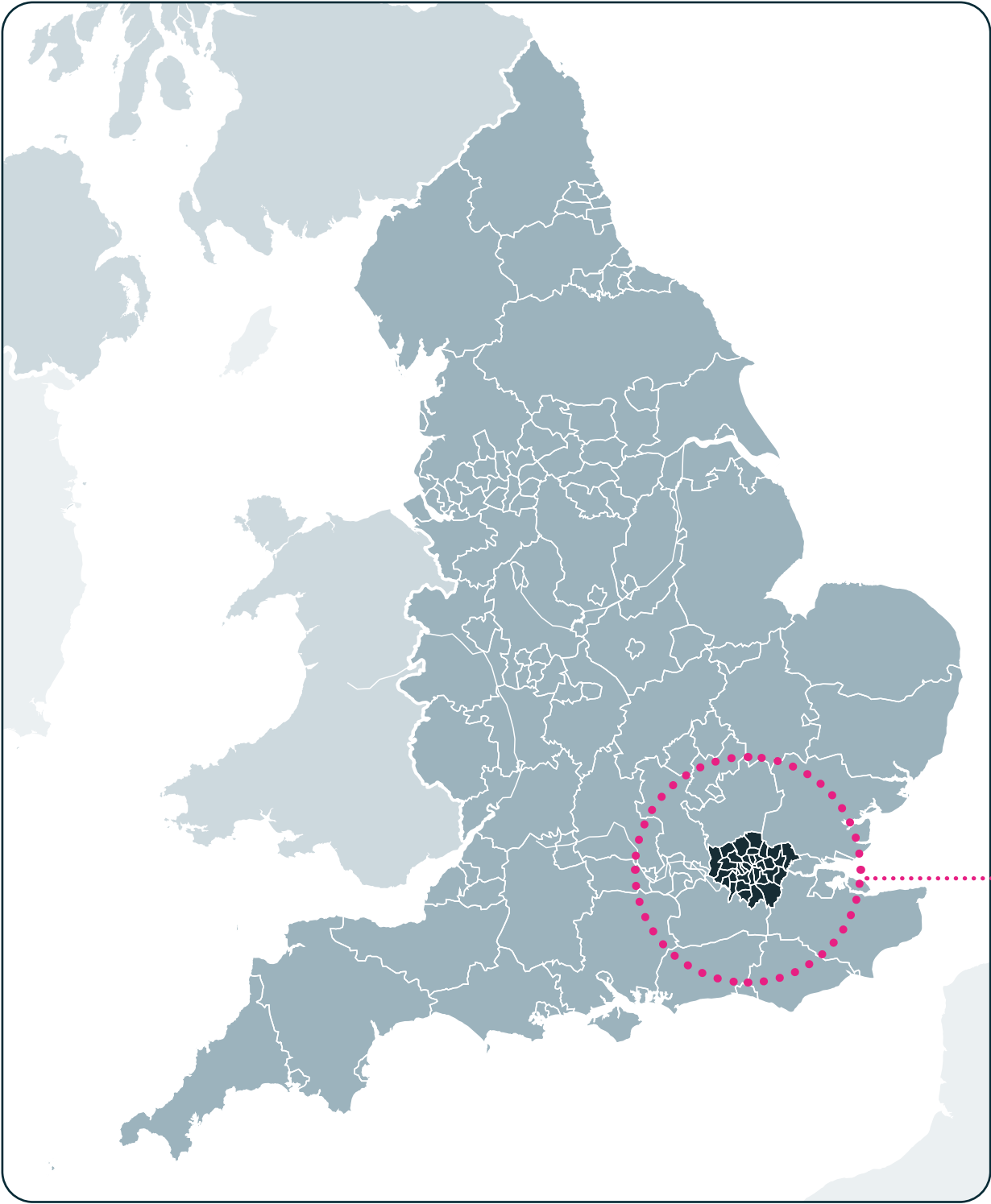
1.1 Project Overview

Property Name	No.57
Street Address	Elsworthy Road
Postcode	NW3 3BS
Ward	Primrose Hill
Local Planning Authority	London Borough of Camden

Elsworthy is a detached dwelling which falls within the Primrose Hill ward of the London Borough of Camden. The house was constructed during the late 19th to early 20th century. This application will outline the alterations DMBA proposes to make to the existing garage, due to the upgrade and relocation of internal MEP services.



No.57 Elsworthy Road: Aerial View



Introduction

1.2 Existing Property: Garage

KEY:

--- Area of Focus

The property features a strong arts and crafts aesthetic, however the current garage door presents a dated and visually heavy appearance that detracts from the architectural quality of the property's frontage. Its solid mass and tired finish offer little to no contribution to the streetscape and stand in contrast to the more refined and coherent treatments of the property and found elsewhere within the Elsworthy Road Conservation Area.

Replacing this door with a well-detailed louvred panel will bring several key benefits:

1. Visual Lightness and Architectural Rhythm

Louvres introduce texture, depth, and a sense of visual lightness. Unlike the current solid panel, the new design will break up the surface, allowing the door to read more like a finely detailed façade element rather than a utilitarian feature. This improves the elevation's composition and integrates the garage into the overall architectural language of the house.

2. Improved Ventilation and Functionality

The louvred format allows for passive ventilation to the garage space behind, disguising the unsightly grilles or cut-outs that are often added to older doors, for the MEP equipment housed within. This practical advantage is achieved without compromising aesthetics.

3. High-Quality, Sympathetic Materiality

The louvred door will be constructed in high-quality, durable materials (such as powder-coated aluminium or timber with a painted finish) chosen to complement the colour and tone of the existing façade. This ensures the design respects the conservation setting and aligns with nearby examples, such as the contemporary metal gate opposite at No. 70 Elsworthy Road.

4. Precedent Within the Conservation Area

There is a clear precedent for contemporary frontage treatments within the Elsworthy Road Conservation Area. Nearby properties have introduced modern interventions — including metal gates, basement light wells, and sensitively reconfigured façades — that demonstrate how thoughtful, well-executed modern design can enhance, rather than detract from, the historic character of the street.



No.57 Elsworthy Road: Existing Front Elevation

02 Assessment



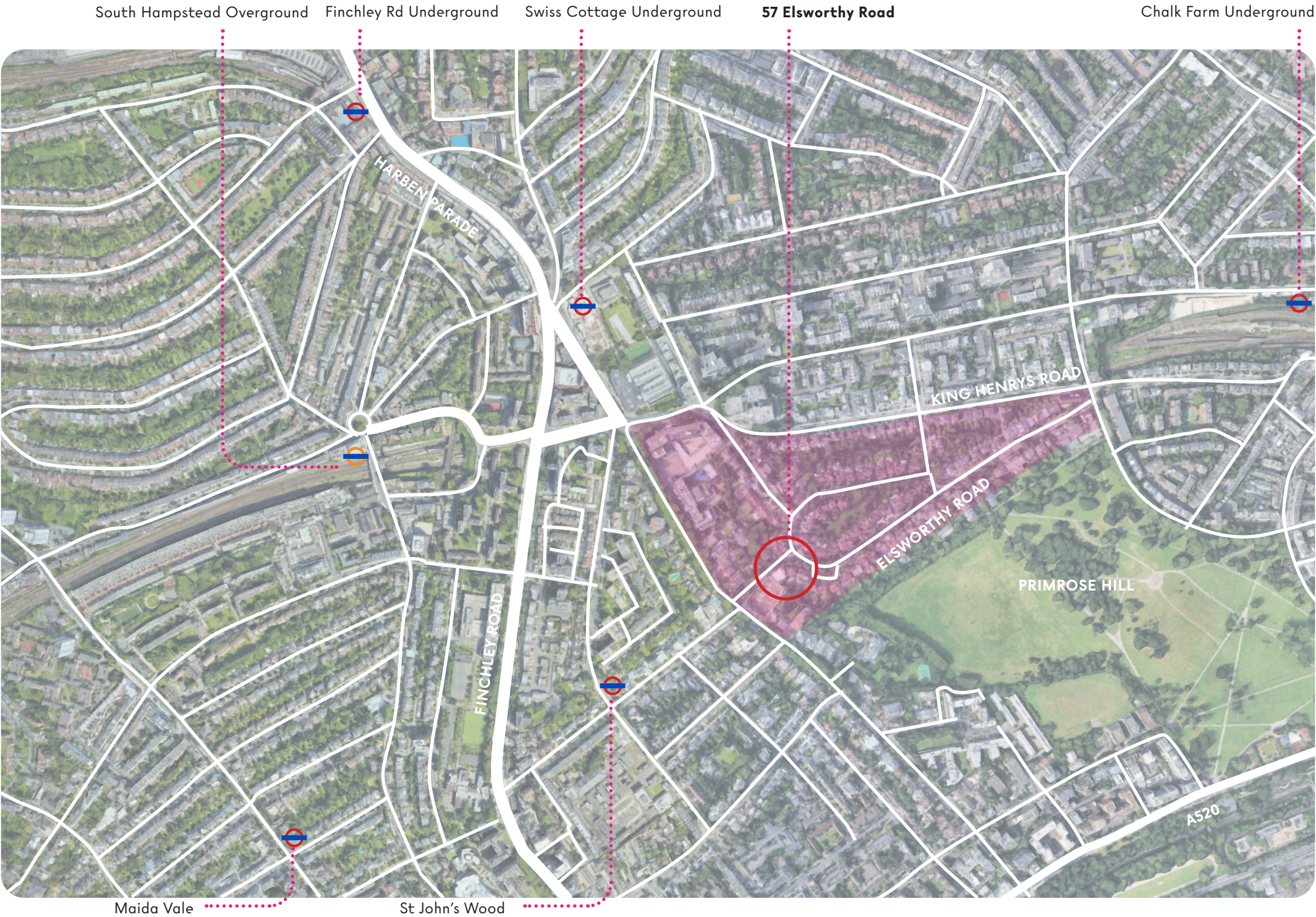
Assessment

2.1 Site Analysis: Boundary & Location

KEY:

Site

Elsworthy Road Conservation Area



57 Elsworthy Road is located in the London Borough of Camden, within the Primrose Hill area. Elsworthy Road is known for its elegant residential properties, many of which date back to the late 19th and early 20th centuries. The street is characterized by substantial detached and semi-detached houses, often featuring distinctive architectural details such as ornate brickwork, bay windows, and decorative gables.

The surrounding area offers a blend of urban convenience and natural beauty. Primrose Hill itself is a prominent green space offering panoramic views of central London. The neighbourhood boasts a variety of boutique shops, cafés, and restaurants, contributing to its vibrant community atmosphere.

According to the Elsworthy Road Conservation Area Appraisal and Management Strategy (July 2009), the area’s character is defined by its wide, tree-lined streets and the generous proportions of its plots. The site sits within Sub-Area 3 of the Conservation Area, known as the Willett Development—a historically affluent residential suburb. This area remains characterised by low-rise, detached red-brick houses with a strong horizontal emphasis, typically two to three storeys in height.

Architectural features include steeply pitched roofs with tall brick chimneys, gabled ends, canopied porches, and a variety of windows—many with small panes or bay forms. Decorative brickwork, plaster detailing, bespoke white stone dressings, and white-painted timber work contribute to the area’s rich visual character.

Boundaries are typically marked by low walls topped with hedges and timber gates, which help green the streetscape and soften views. Any proposed alterations are expected to respect this established character and enhance the appearance of the Conservation Area.

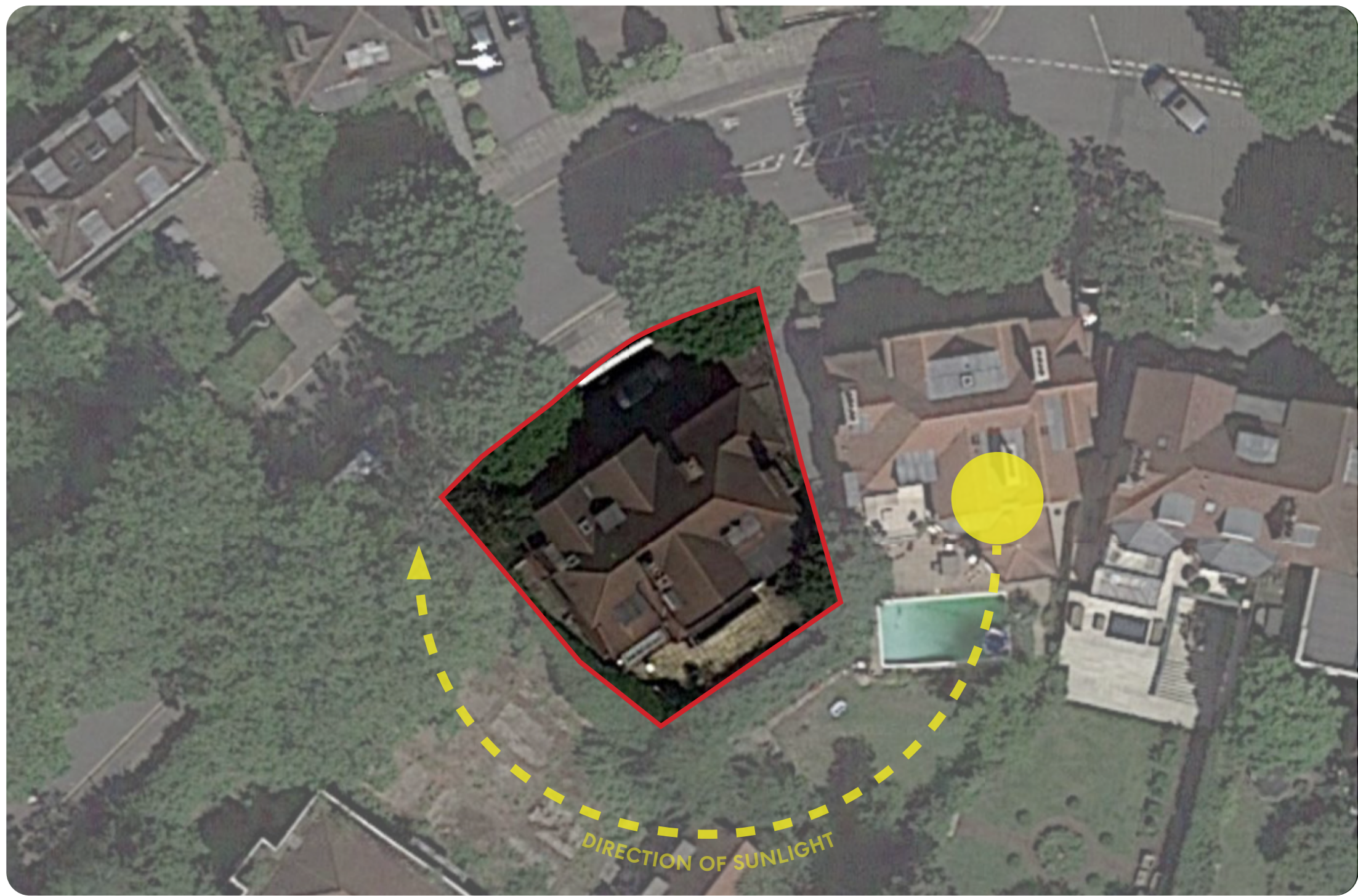
Assessment

2.2 Site Analysis: Boundary & Location

KEY:

— Site Boundary

— Direction of Sunlight



No.57 Elsworthy Road: Aerial View

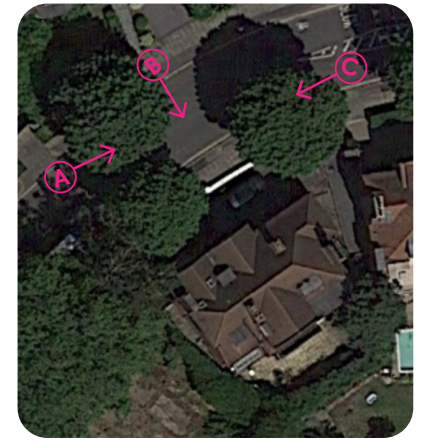
57 Elsworthy Road is a substantial detached Victorian residence located in the prestigious Primrose Hill area of North West London. The North West facing site is encompassed by dense foliage and mature trees, and sunlight hits the rear facade of the property as the day progresses.

Situated just off Avenue Road, Elsworthy Road is a short walk from both St John’s Wood Station and Primrose Hill Park. The area is known for its tranquil residential character while offering easy access to central London.

Assessment

2.3 Existing: Street View

KEY PLAN:



A. From Elsworthy Road (SW)



B. From Elsworthy Road (N)



A. From Elsworthy Road (NE)

Assessment

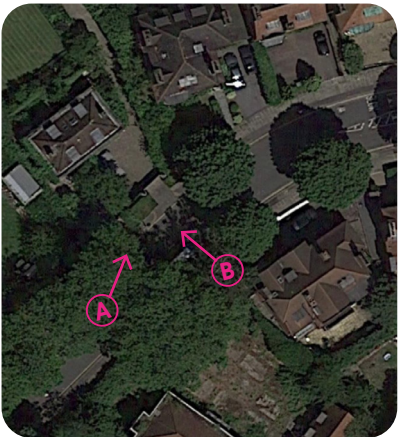
2.4 Local Precedents: Modern Alterations

We wish to draw attention to the property directly opposite 57 Elsworthy Road, identifiable by its prominent, modern metal sliding gate. This property, which we understand to be No. 70 Elsworthy Road, sits within the same conservation area and provides a clear precedent for contemporary interventions that respect the overall character of the street while allowing for modern functionality.

The large metal sliding gate at No. 70 features a bold, contemporary aesthetic, making use of clean lines and high-quality materials. Its visual prominence and successful integration into the streetscape demonstrate that sensitively designed modern additions can coexist with the historic fabric of the conservation area. Importantly, this intervention does not appear to have harmed the character or appearance of the area—in fact, it contributes to the architectural richness and diversity of the street. The same can be said for the gate at No.72, - the property again features a solid metal gate, finished in a solid black RAL.

In light of this, we believe the proposed louvred garage door at our property is both appropriate and contextually sympathetic. Louvres offer a softer and more visually lightweight appearance than solid metal panels, providing a sense of transparency and texture. The design will be executed in materials and finishes that complement the surrounding architecture, and it will sit discreetly within the elevation, respecting the scale and rhythm of the existing frontage.

Given the acceptance of bold, contemporary elements such as the sliding gate at No. 70, we respectfully submit that our proposal is consistent with the evolving character of the conservation area and should be supported as a modest and high-quality addition.



A. No. 70 Elsworthy Road: Front Gate (2025)



B. No. 72 and No. 70 Elsworthy Road: Front Gate (2025)



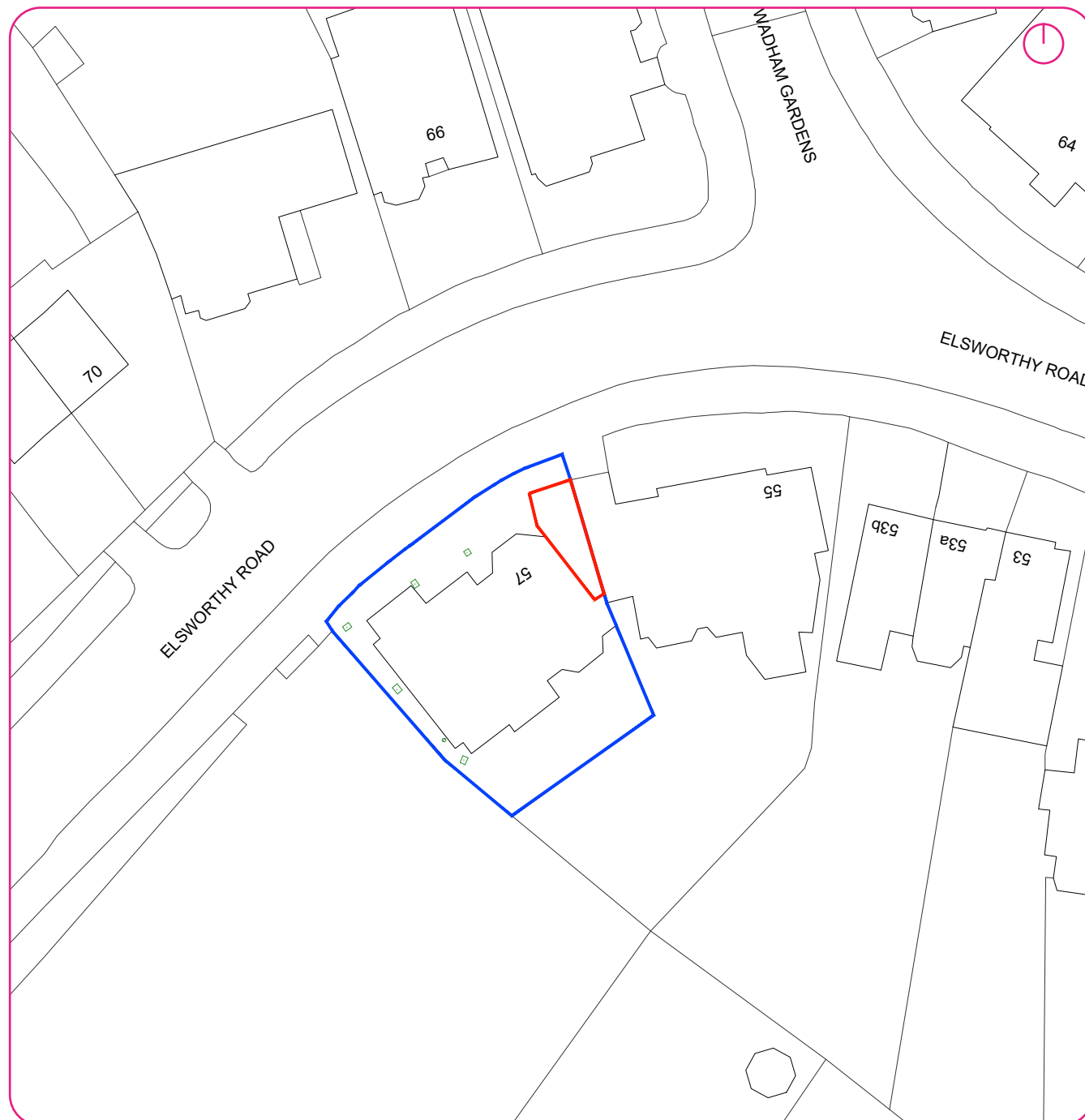
Layout

3.1 Location Plan: Existing and Proposed

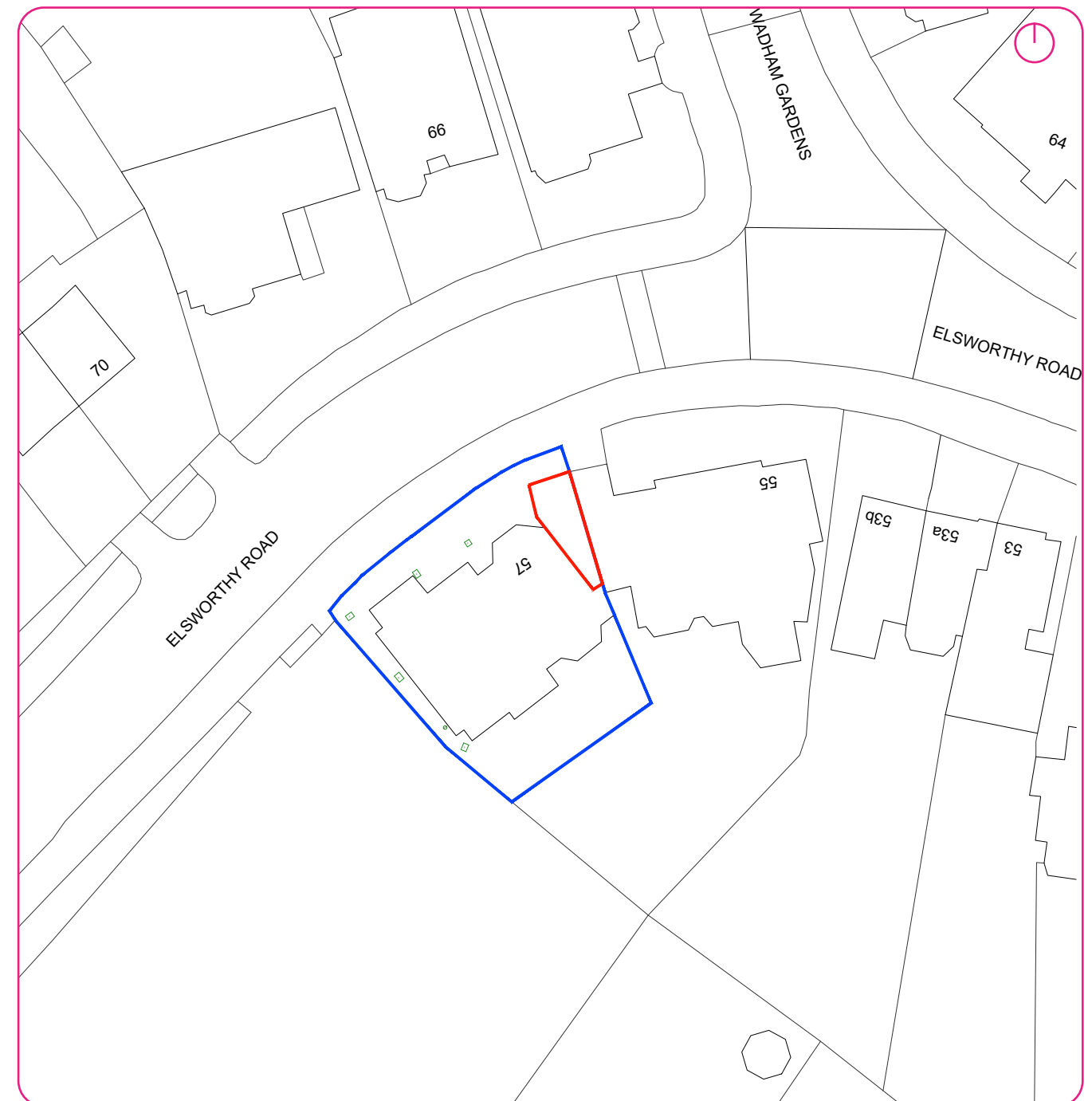
The plans below illustrate how the proposed plan will remain the same as the existing.

KEY:

- Application Boundary
- Ownership Boundary



EXISTING



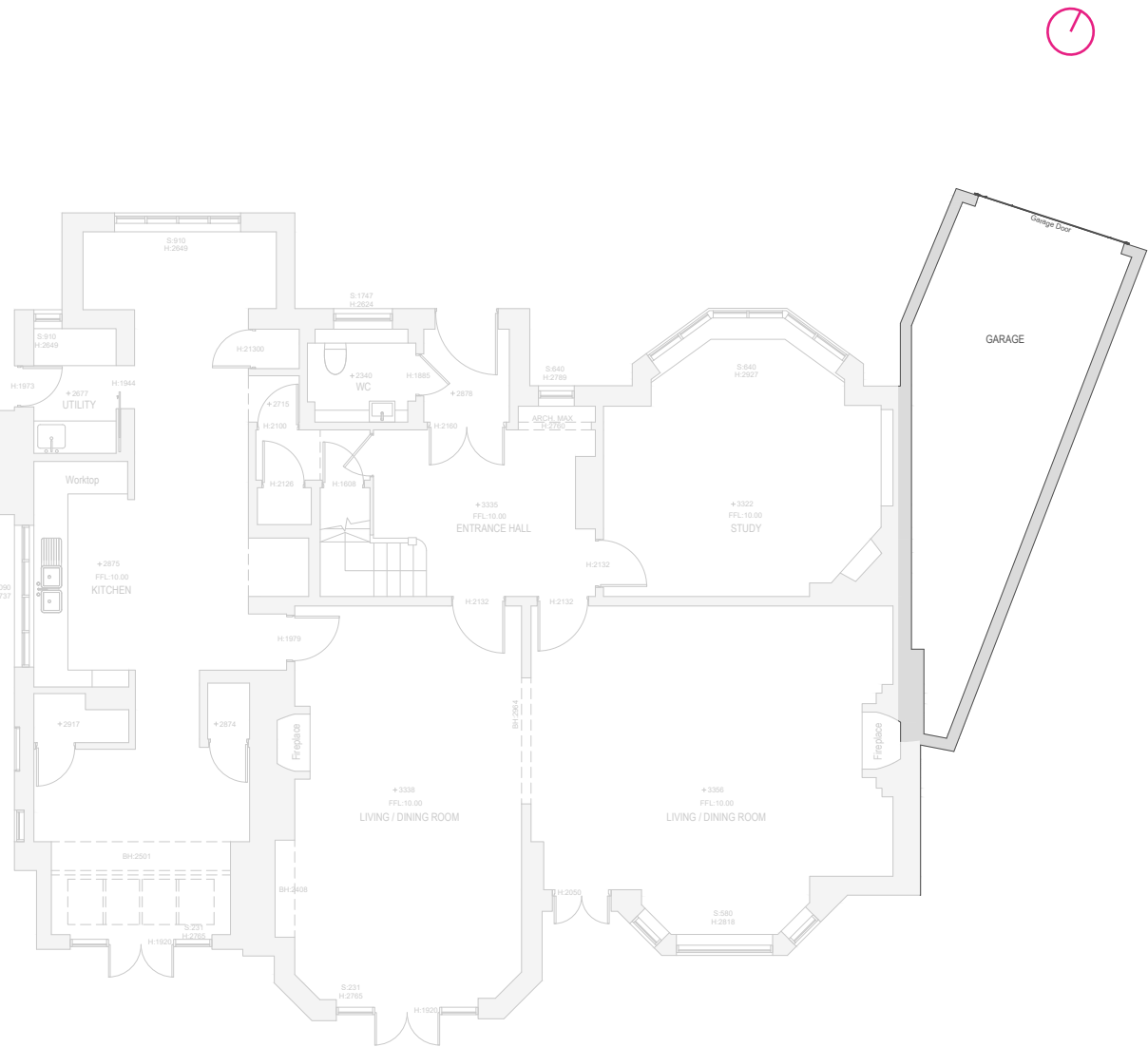
PROPOSED

Note: Drawing not to scale. Please refer to appended scaled drawings

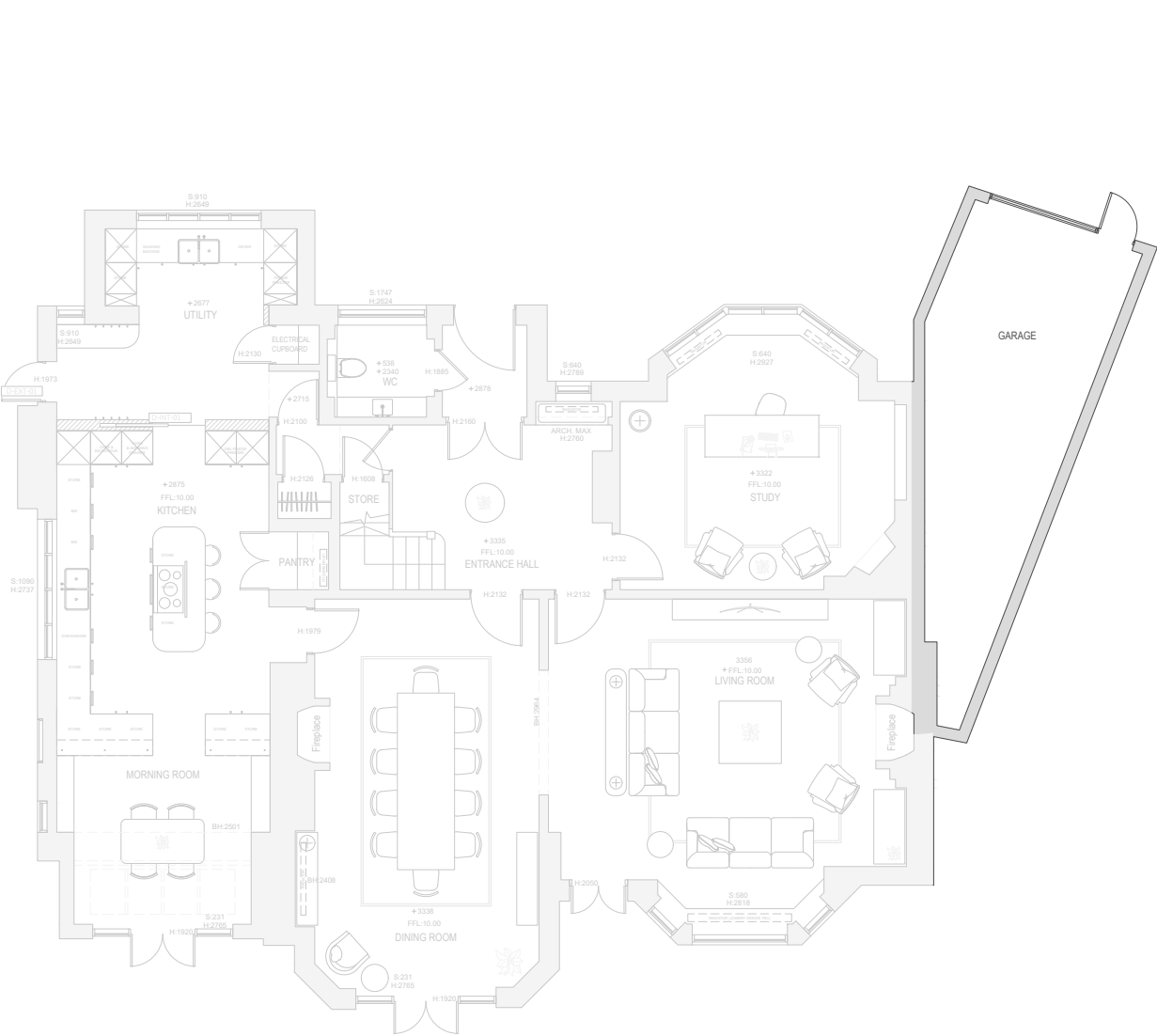
Layout

3.2 Ground Floor Plan: Existing VS Proposed

The existing footprint and area of the garage will remain the same. The singular element changing is the garage door, to provide an aesthetically appealing screen for the MEP equipment within.



EXISTING GARAGE



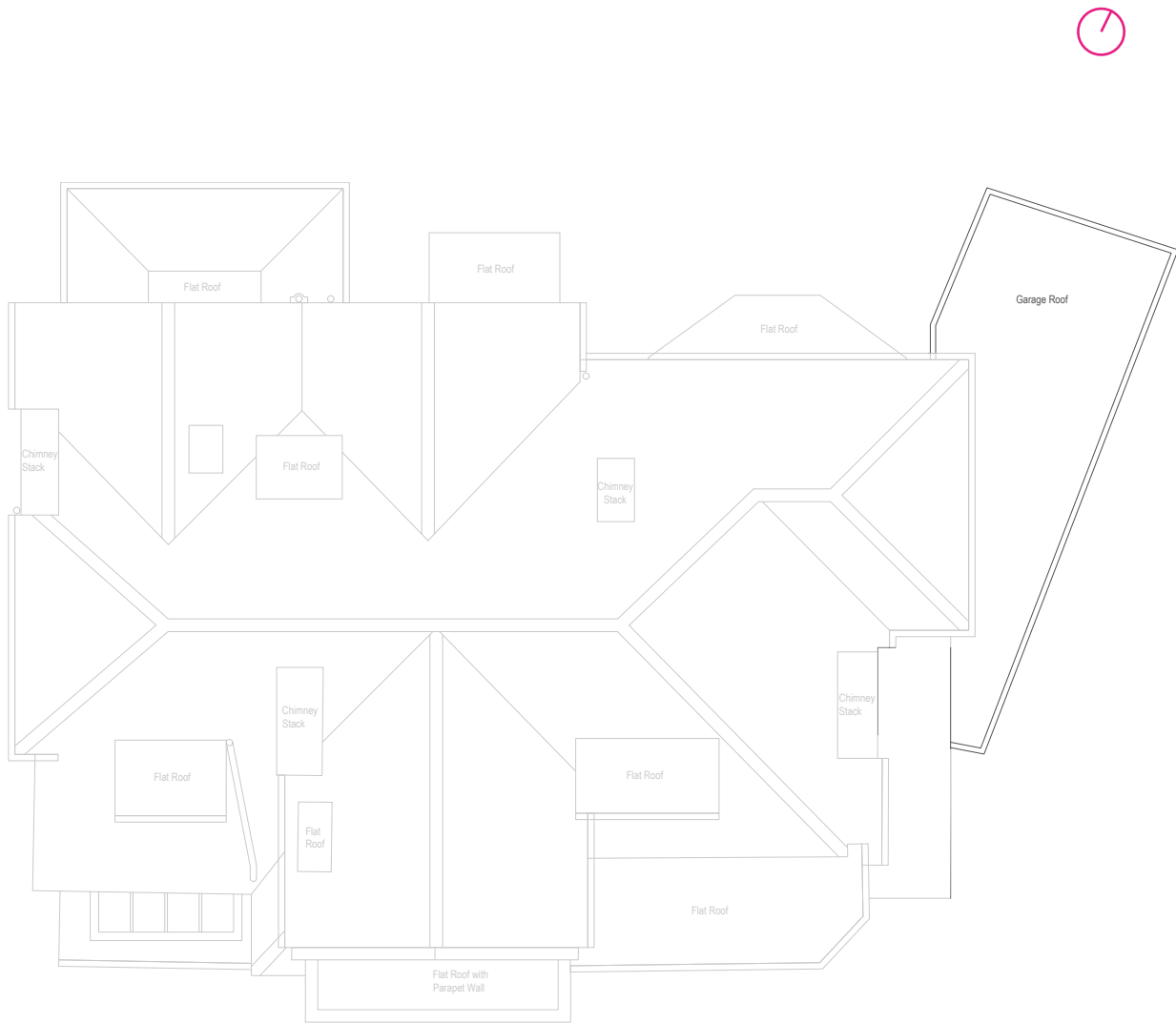
PROPOSED GARAGE

Note: Drawing not to scale. Please refer to appended scaled drawings

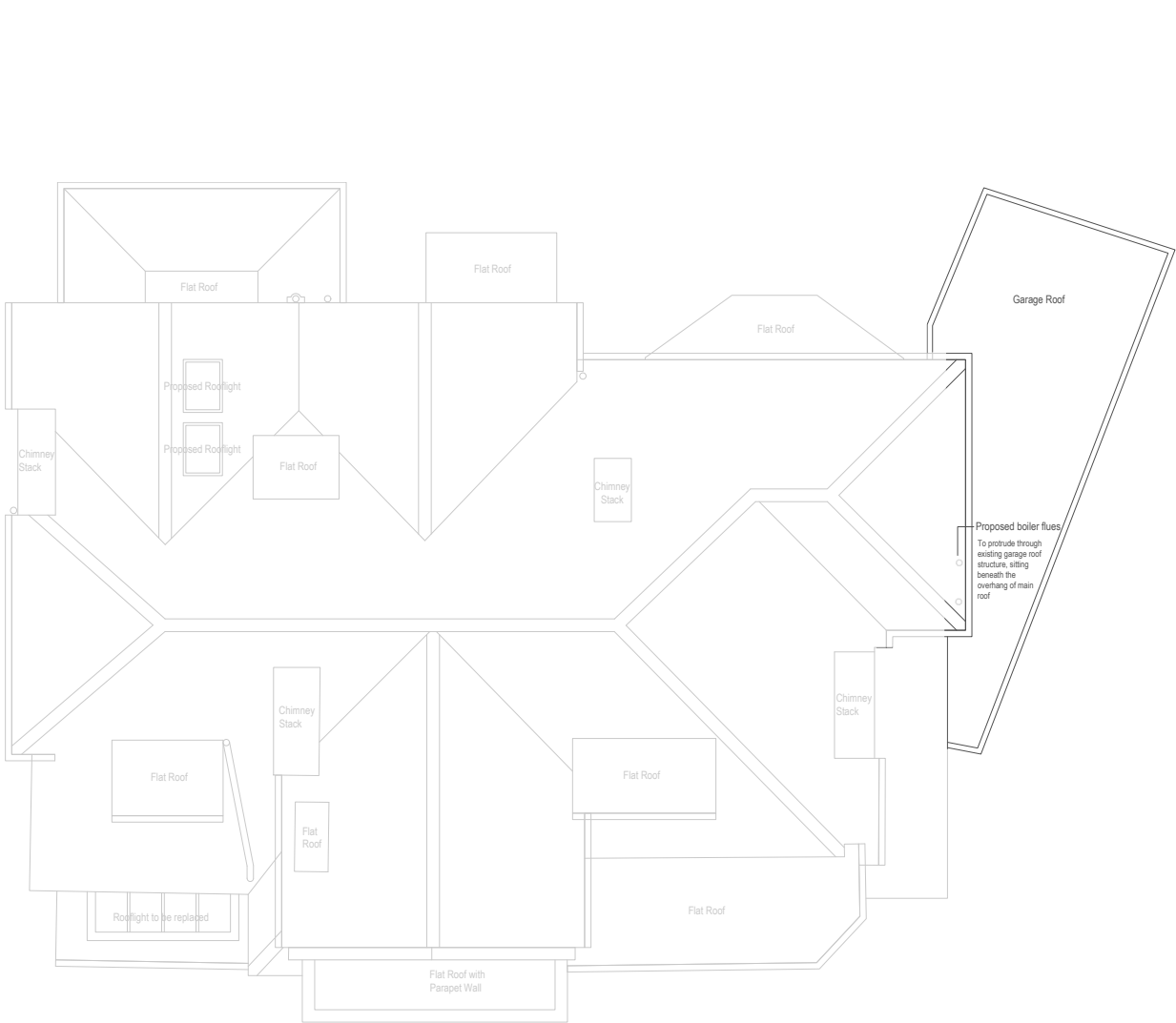
Layout

3.3 Roof Plan: Existing VS Proposed

Vertical Boiler flues have been introduced to the scheme , which will protrude through the existing garage roof structure, as shown on the Proposed Roof Plan, sitting beneath the overhang of the main roof.



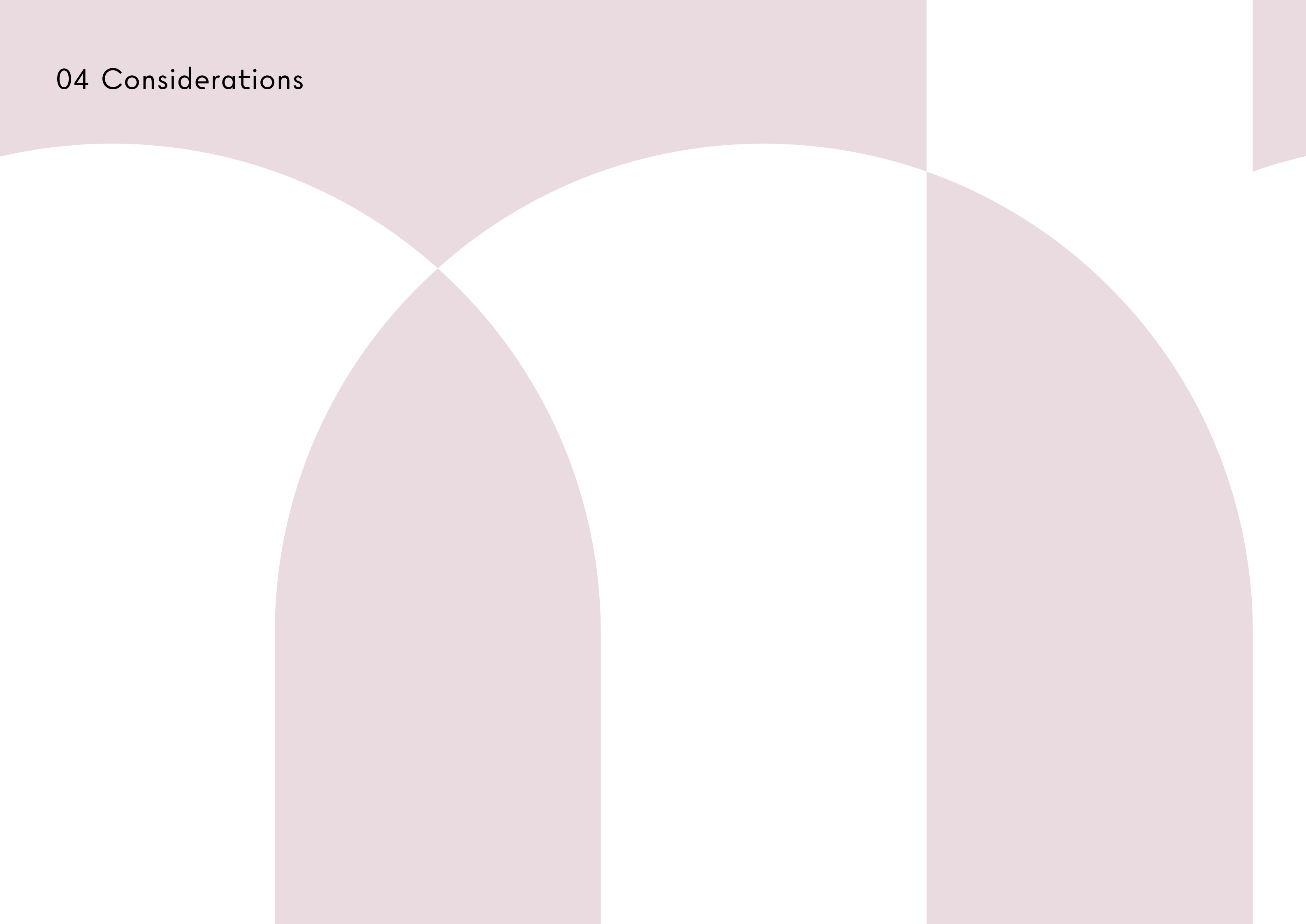
EXISTING



PROPOSED

Note: Drawing not to scale. Please refer to appended scaled drawings

04 Considerations



Considerations

4.1 Retained Ecology

The proposal aims to utilize the existing access to the garage. Furthermore, as the property sits within an area known for its greenery, we are committed to preserving any mature foliage etc. that envelops the site. Without creating a new opening on the facade, we are able to retain the dense foliage on the side of the garage, maintaining the green profile of the surrounding area.



Existing dense foliage to be retained

No.57 Elsworthy Road

05 Appearance



Appearance

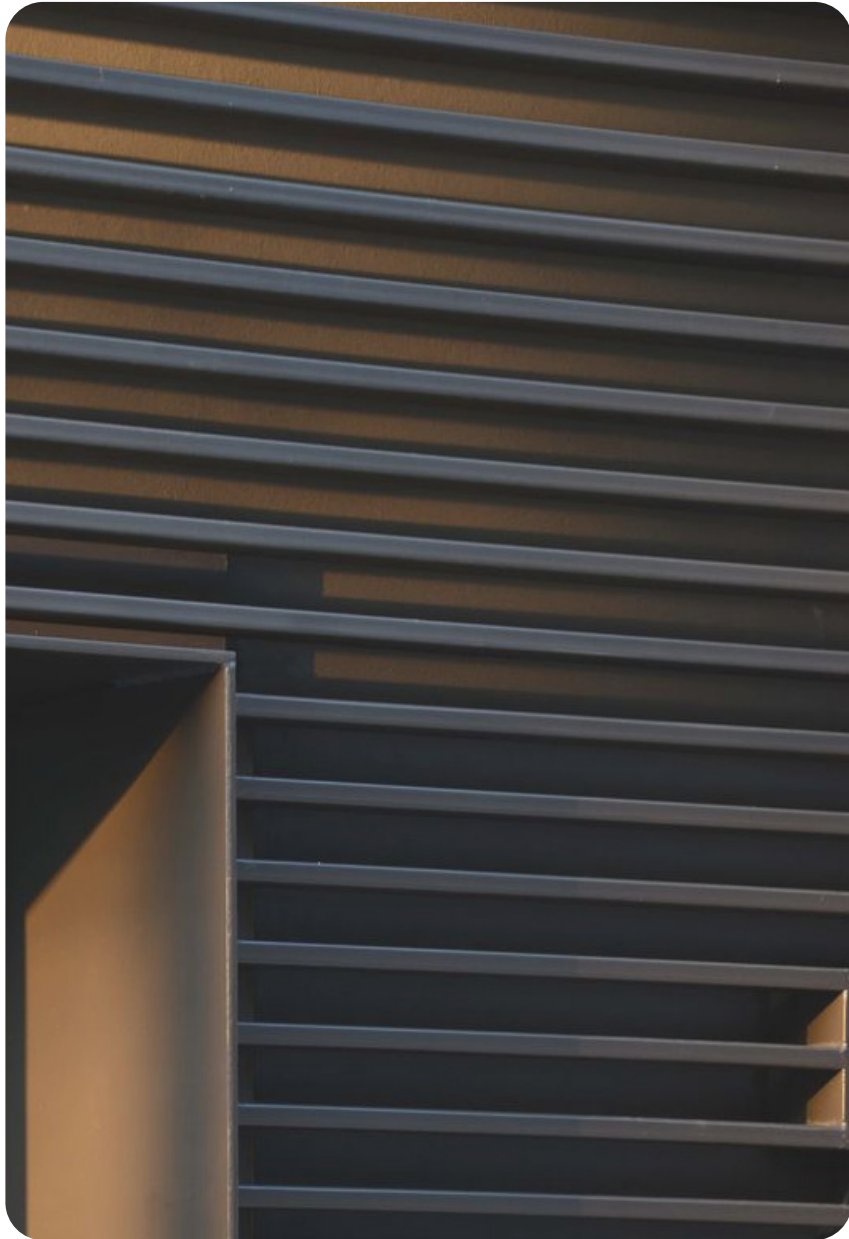
5.1 Materiality and Main Features

The proposed garage door will be constructed from high-quality, durable materials carefully selected to harmonise with the existing architectural character of the property and the wider Elsworth Road Conservation Area. The door will feature a louvred design, comprising horizontal slats with fine, consistent spacing to create a clean, contemporary rhythm across the surface.

The main material being considered is Powdercoated Aluminium. This option offers a sleek, contemporary appearance with excellent longevity and minimal maintenance. The aluminium will be powder-coated in a matt or satin finish, in a colour carefully matched to the tones found in the existing façade — such as deep bronze, off-blacks, or heritage green tones — ensuring visual integration with the overall streetscape. The material's crisp edges and sharp detailing will reflect modern craftsmanship, while the finish and colour will ensure the panel does not appear overly stark or industrial.



BOILER FLUE



POWDERCOATED ALUMINIUM LOUVRES



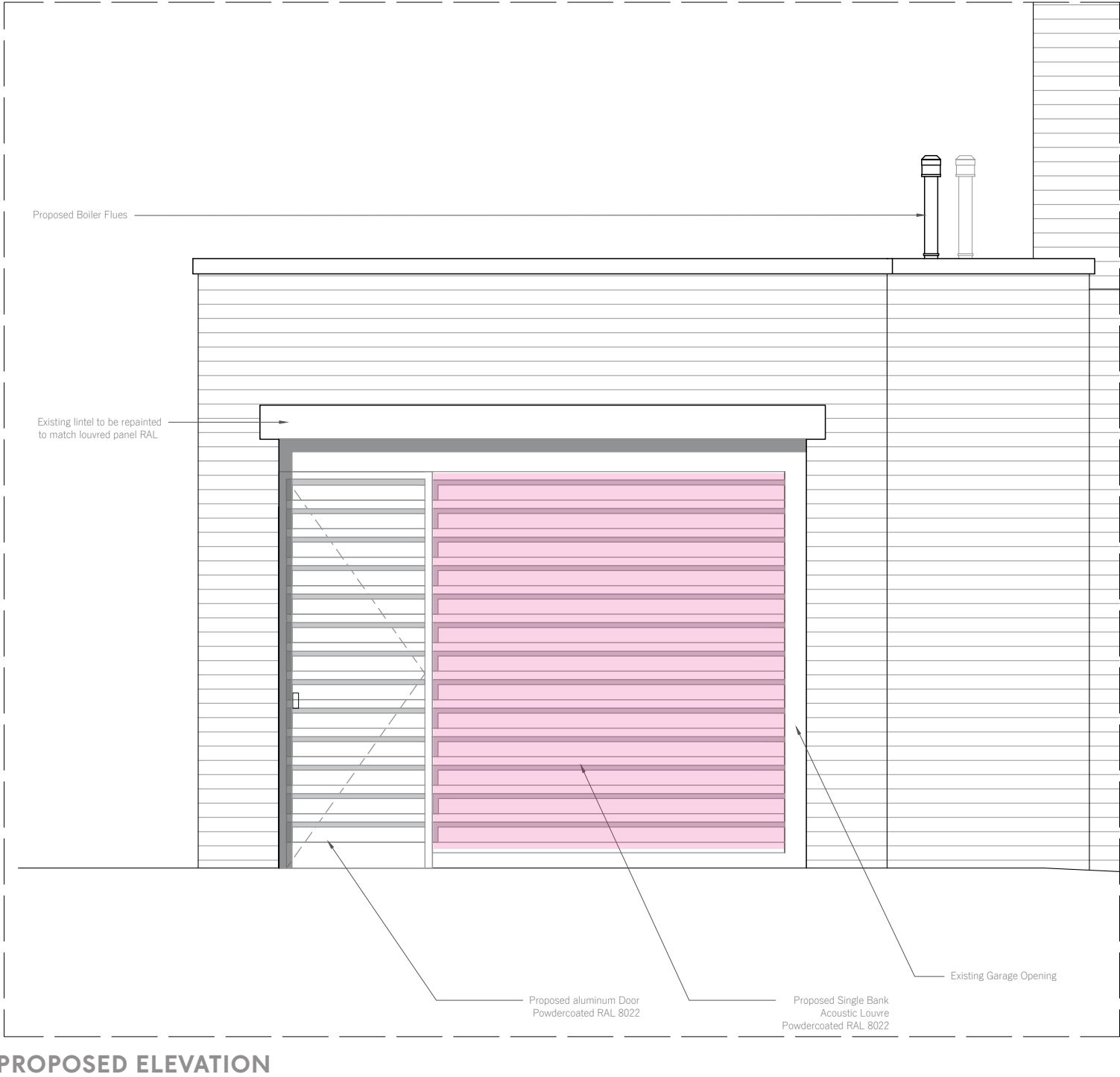
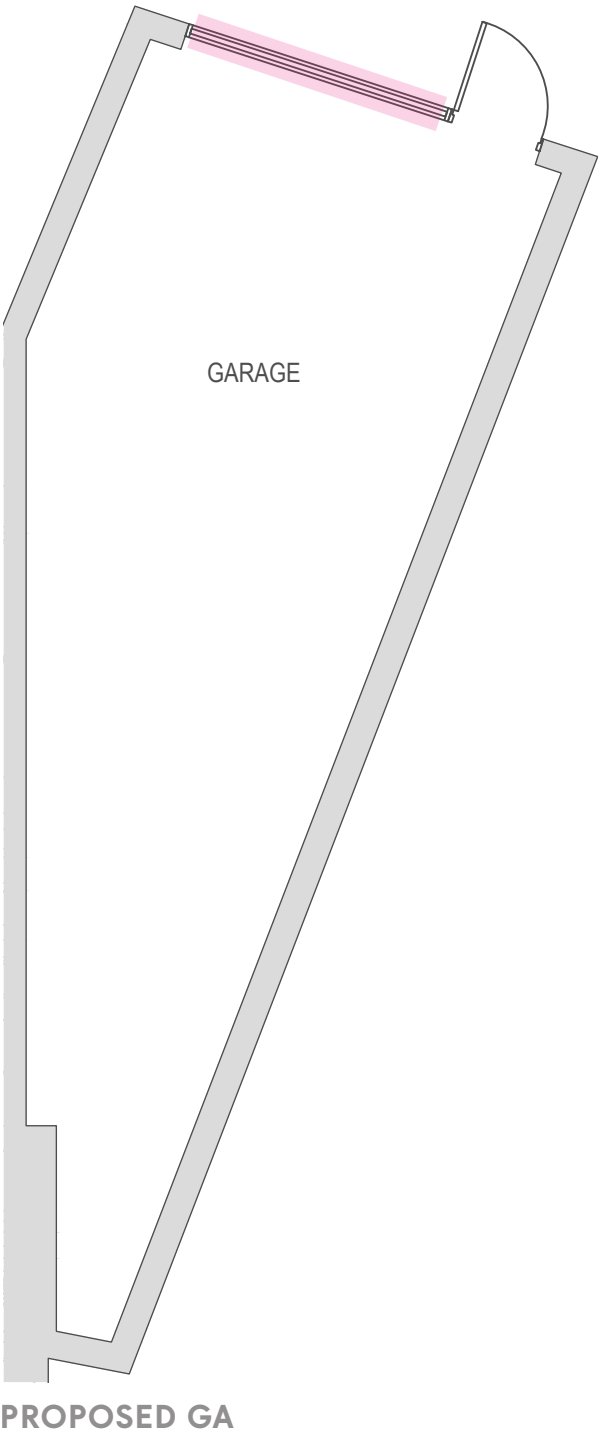
RAL 8022

Appearance

5.2 Ventillation Zones: Proposed Garage

KEY:

Proposed Ventillation Zone



Note: Drawing not to scale. Please refer to appended scaled drawings

Appearance

5.3 Elevations: Existing VS Proposed

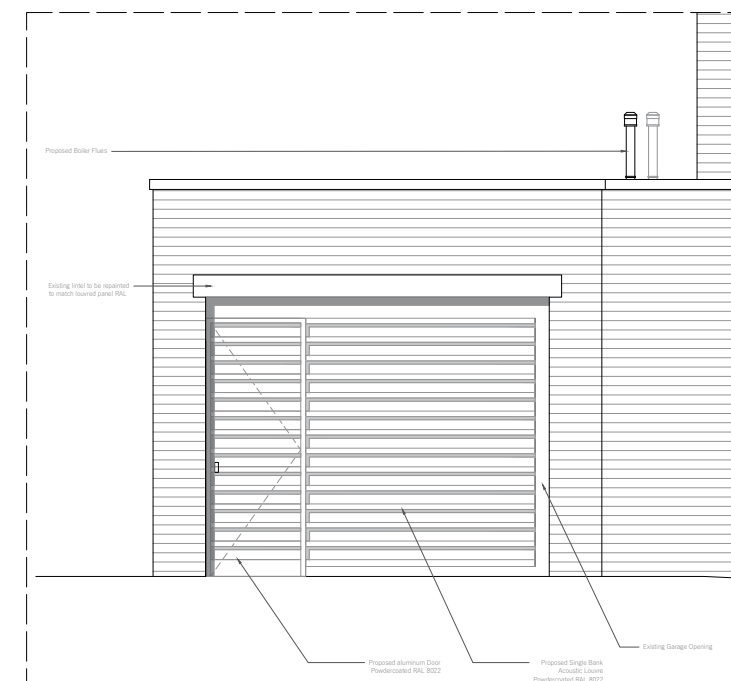
KEY PLAN:



EXISTING NORTH




PROPOSED NORTH



PROPOSED NORTH

The proposed design will retain the existing lintel and structural opening. This will mean there is no reason for another opening to be created within the facade, therefore reducing the amount of time and architectural amendments made to the existing building.

Note: Drawing not to scale. Please refer to appended scaled drawings



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