



Artist's impression of front elevation at night



Artist's impression of rear elevation at night



Artist's impression of rear elevation



Artist's impression view down Radlett Place



Artist's impression view from Primrose Hill in Summer

3.6 EXTANT SCHEME

MMM Scheme

An existing planning approval for a large contemporary house has been enacted for the site.

This scheme makes full use of two below ground floor and tree floors above ground as well as a fully detached gym structure in the rear garden. Primary living areas are set on the lower ground floor, leaving the ground floor for formal entertaining.

Flat roofs and a plethora of cladding materials dominate the scheme. A significant portion of the buildings bulk is placed very close to the boundary with Primrose Hill.

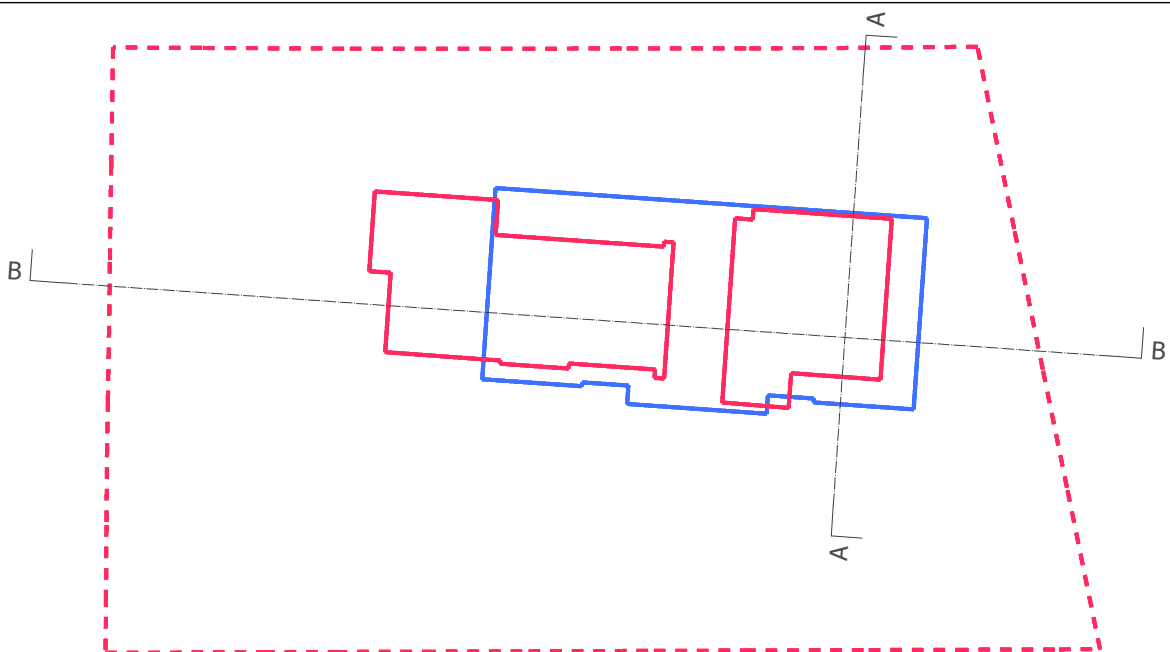


3.7 COMPARATIVE ASSESSMENT

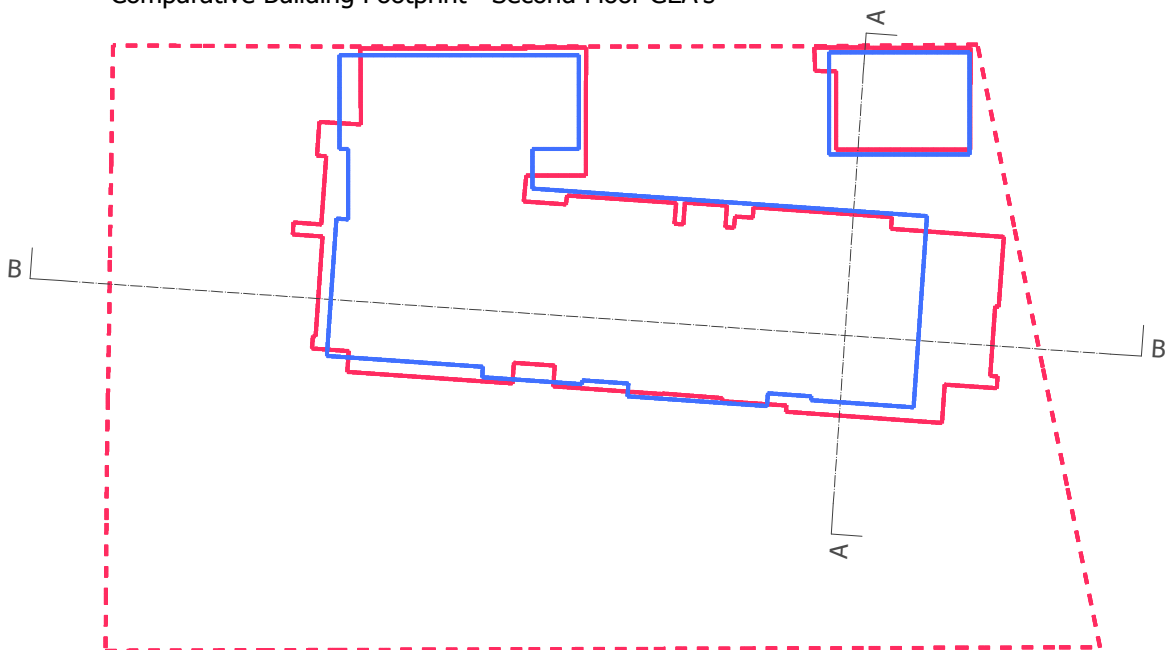
AREA COMPARISON

The proposed scheme is slightly smaller than the consented. More importantly, the mass has been re-distributed from the second floor, which is visible from the neighbouring properties and Primrose Hill, to the ground floor, which is not visible.

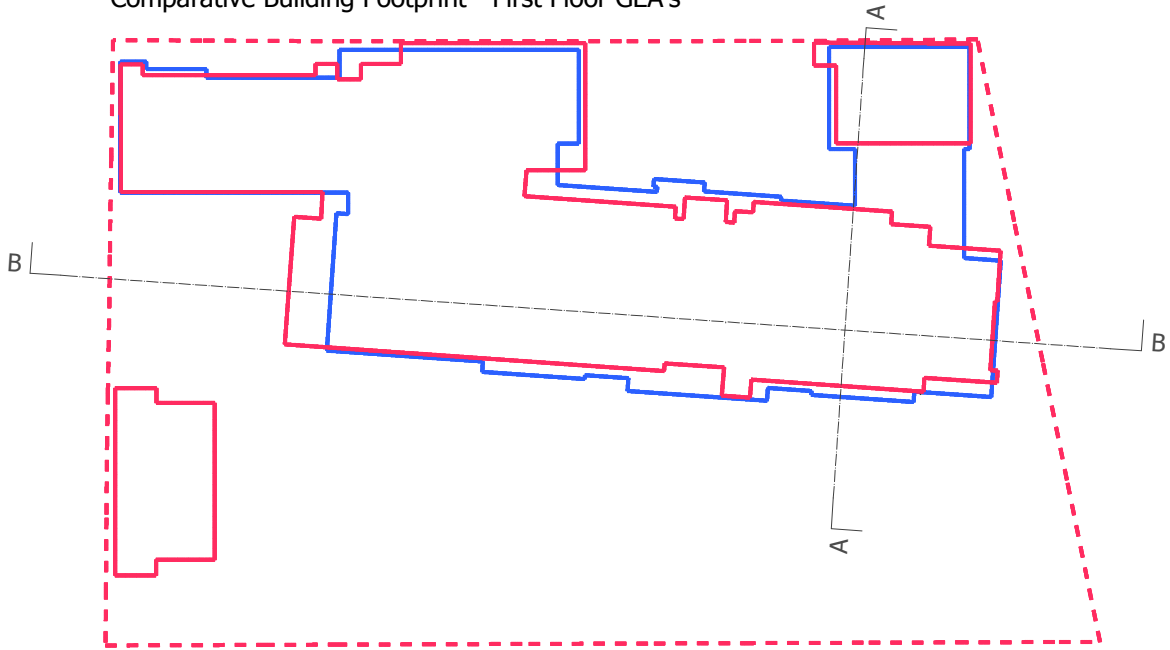
The proposal is for a single family dwelling as the approved scheme, which broadly sits within the envelope previously approved.



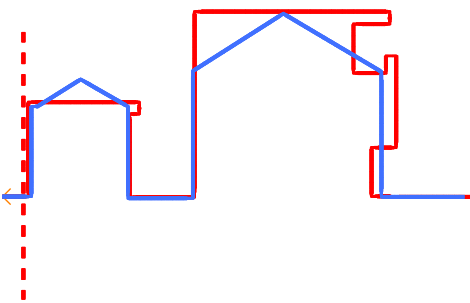
Comparative Building Footprint - Second Floor GEA's



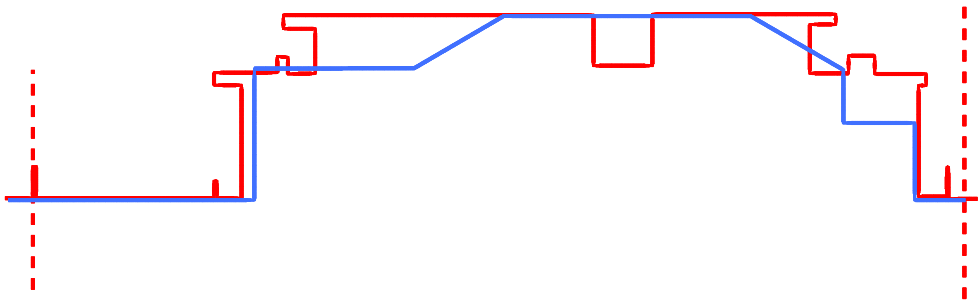
Comparative Building Footprint - First Floor GEA's



Comparative Building Footprint - Ground Floor GEA's



Section A - A



Section B - B

Areas	(m ²)	(ft ²)
Built Footprint (GIA)		
2nd Floor Consented	211.5 m ²	2,276 ft ²
2nd Floor Proposed	150.3 m ²	1,618 ft ²
1st Floor Consented	564.1 m ²	6,072 ft ²
1st Floor Proposed	471.1 m ²	5,071 ft ²
Ground Floor Consented	611.1 m ²	6,578 ft ²
Ground Floor Proposed	720.3 m ²	7,753 ft ²
Lower Ground Consented	1069.9 m ²	11,516 ft ²
Lower Ground Proposed	1114.5 m ²	11,996 ft ²
Basement Consented	846.6 m ²	9,113 ft ²
Basement Proposed	846.6 m ²	9,113 ft ²
Total Area (GIA)		
Consented	3303.2 m ²	35,556 ft ²
Proposed	3302.8 m ²	35,551 ft ²

Areas	(m ²)	(ft ²)
Built Footprint (GEA)		
2nd Floor Consented	285.0 m ²	3,068 ft ²
2nd Floor Proposed	356.0 m ²	3,832 ft ²
1st Floor Consented	732.1 m ²	7,880 ft ²
1st Floor Proposed	654.1 m ²	7,041 ft ²
Ground Floor Consented	792.7 m ²	8,533 ft ²
Ground Floor Proposed	850.3 m ²	9,153 ft ²
Lower Ground Consented	1424.1 m ²	15,329 ft ²
Lower Ground Proposed	1354.1 m ²	14,575 ft ²
Basement Consented	937.6 m ²	10,092 ft ²
Basement Proposed	933.5 m ²	10,048 ft ²
Total Area (GEA)		
Consented	4148.0 m ²	44,648 ft ²
Proposed	4154.8 m ²	44,722 ft ²

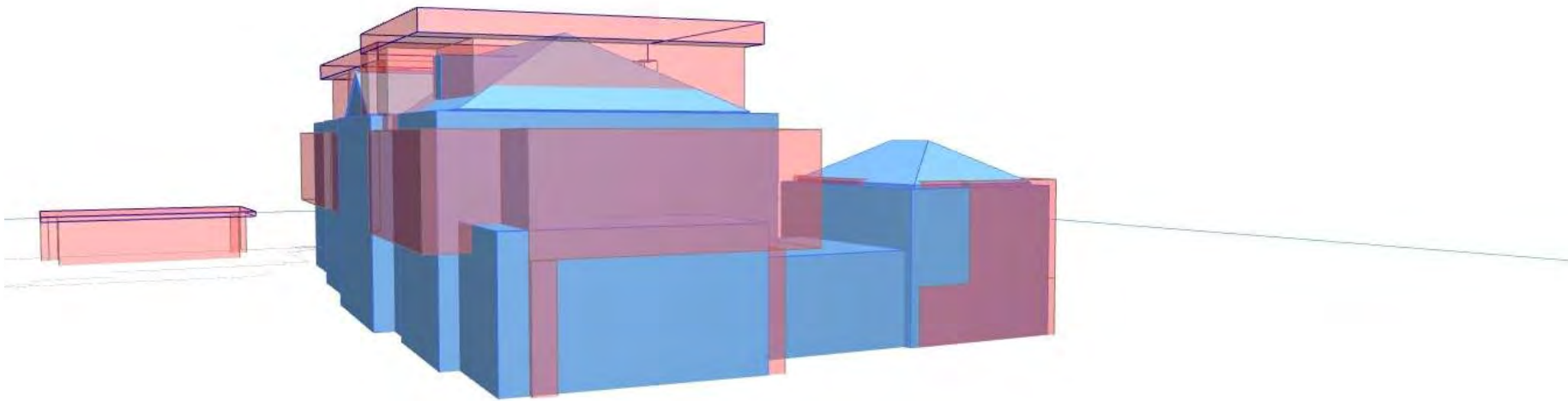
- Key
- Property boundary (red dashed line)
 - Consented building footprint (red solid line)
 - Proposed building footprint (blue solid line)

3.7 COMPARATIVE ASSESSMENT

MASSING COMPARISON

While the overall square footage of the proposed scheme is only marginally smaller than the approved, the traditional hipped roof forms make for a drastically smaller appearance from the surrounding properties and Primrose Hill.

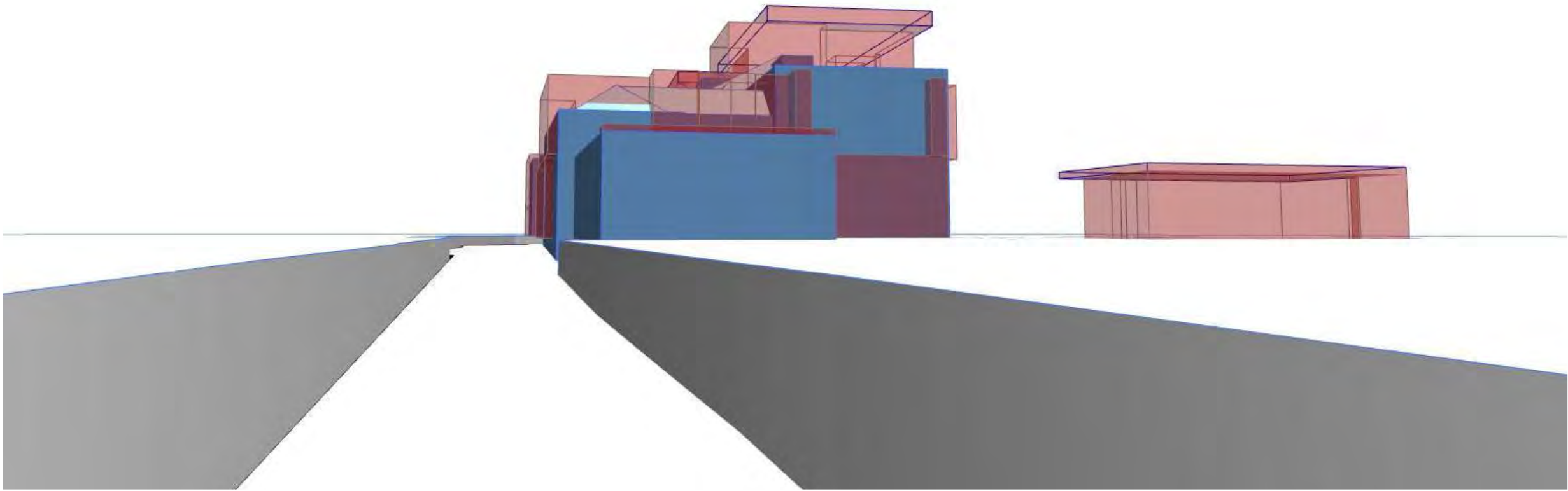
Additionally, the built envelope has been pulled in from the Primrose Hill boundary at first floor level to avoid existing tree crowns and reduce the visual bulk when viewed from the park.



Comparative Massing viewed from Primrose Hill
nts

Key

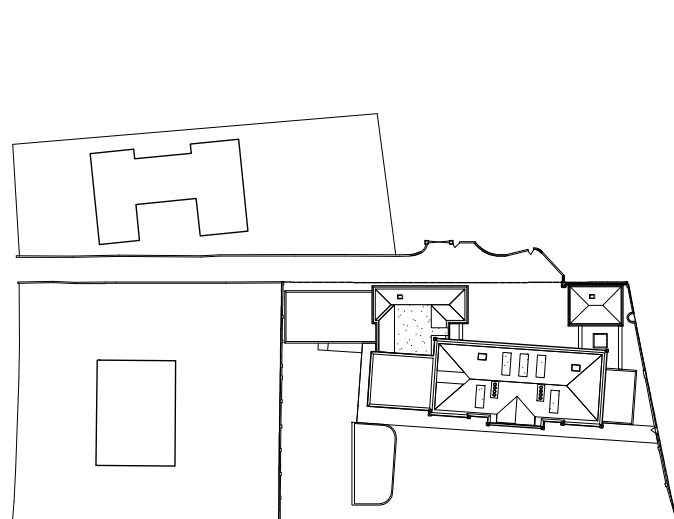
- Red = Consented Building Mass
- Blue = Proposed Building Mass



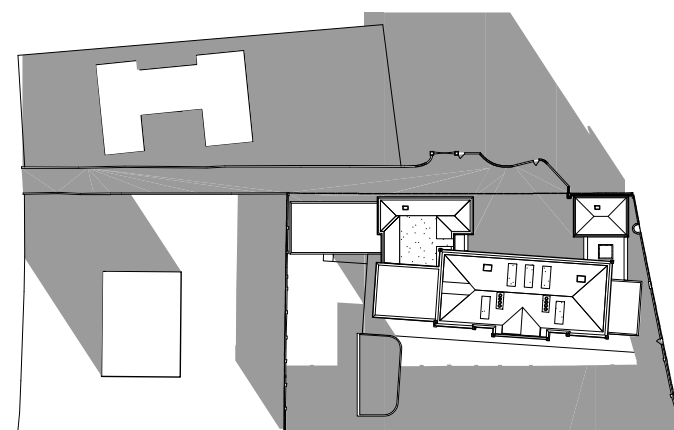
Comparative Massing viewed from Radlett Place (driveway entrance)
nts

3.8 SUN TRACK

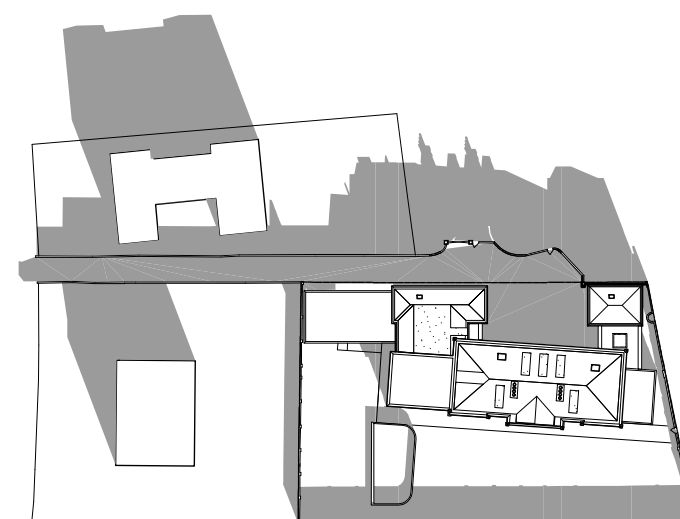
22 March. Trees removed for clarity.



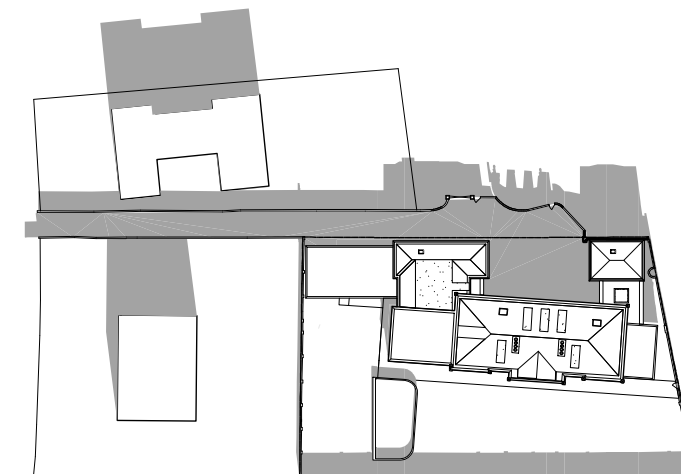
6.00 am



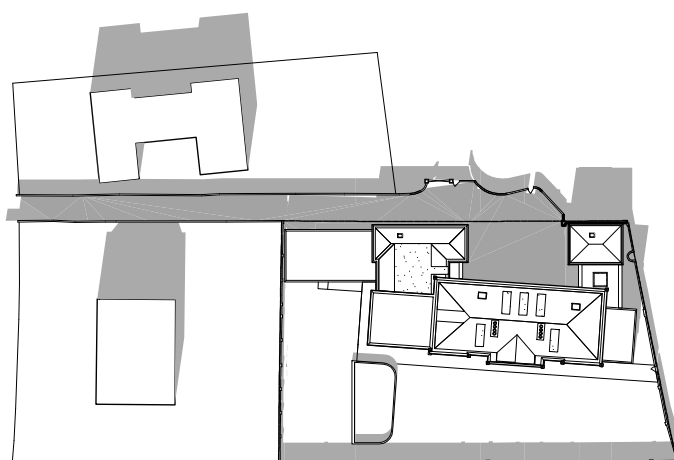
7.00 am



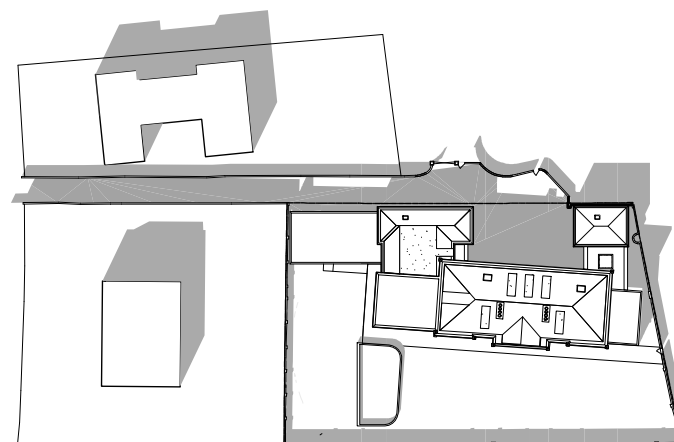
8.00 am



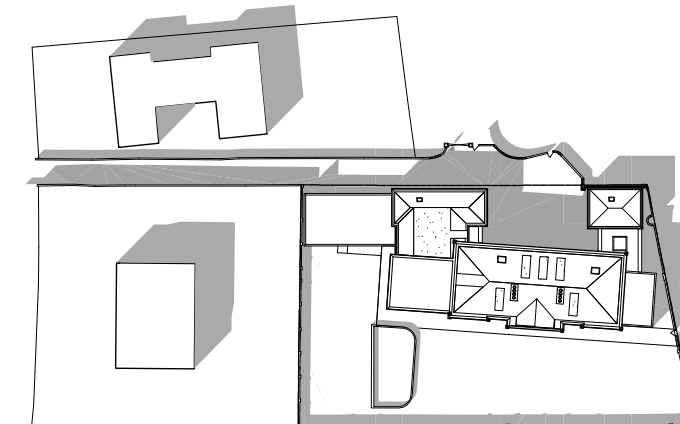
9.00 am



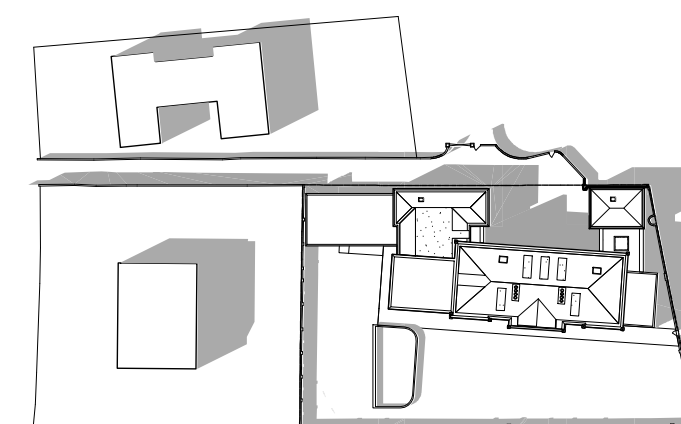
10.00 am



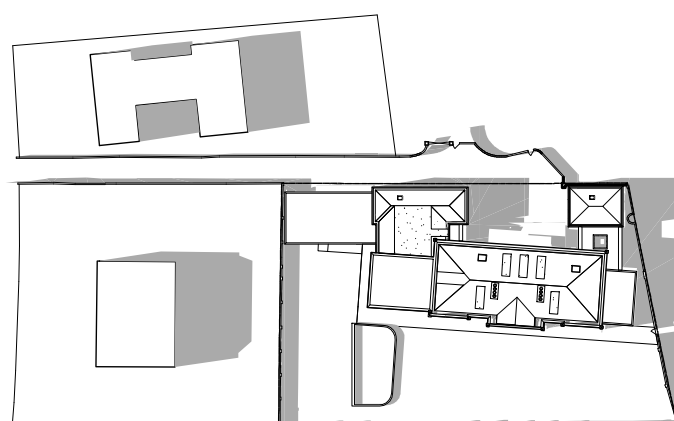
11.00 am



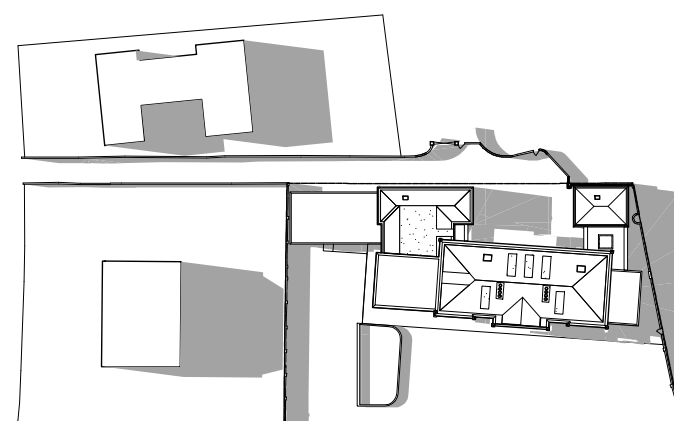
12.00 pm



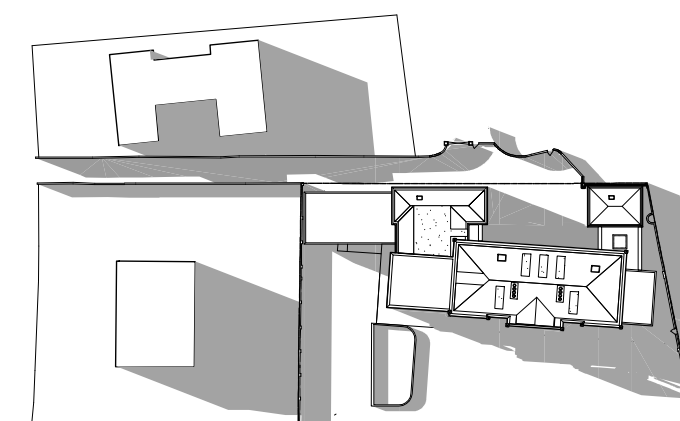
1.00 pm



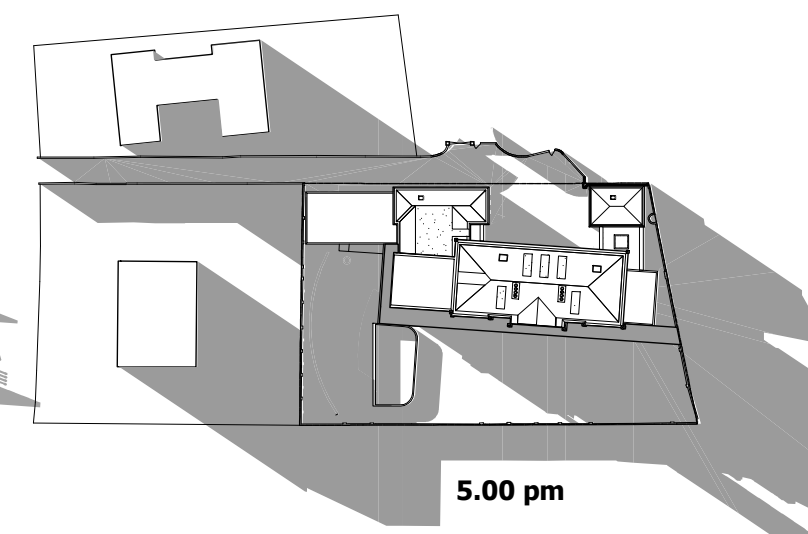
2.00 pm



3.00 pm



4.00 pm



5.00 pm

3.9 LANDSCAPE

On site trees

There are 3no. significant London Plane trees on site. Immediately adjacent the site the Primrose Hill side of the North-Eastern boundary is lined with trees, and there are some substantial specimens in the rear gardens of no.30 and no.34 Avenue Road. The impact of the proposed works has been assessed by an Arbouriculturalist, Arbtech, and their report included in this submission.

Proposed Landscape

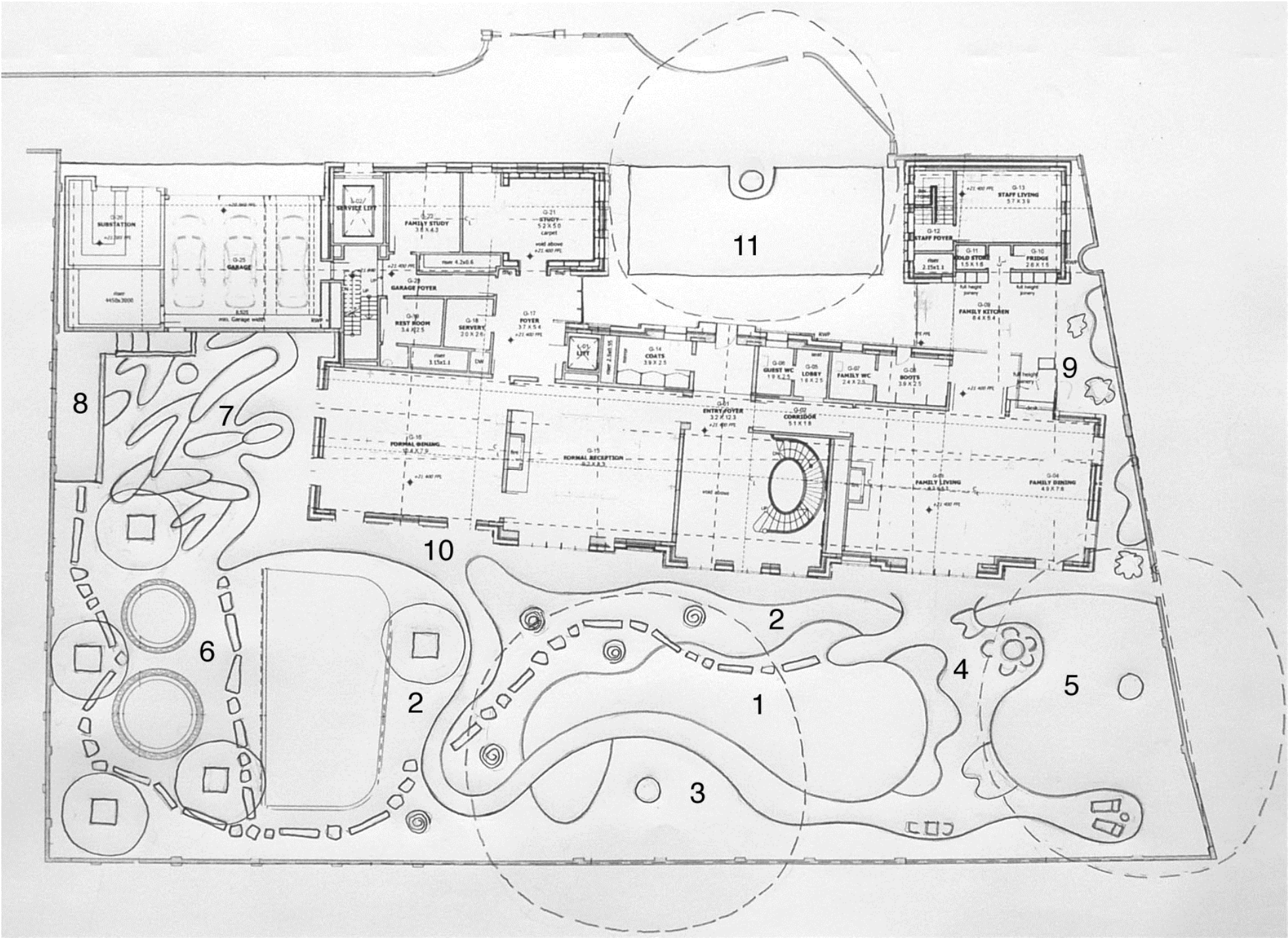
This is a family garden with an emphasis on providing diverse plant communities, a rich visual experience when viewed from inside the house and opportunities to sit, entertain and explore within the garden. Additional plant communities of sedum and indigenous wild flower mixes are provided at three flat roof area.

There are 11 key components to the garden, notated on the concept plan and identified below:

- 1 The main lawn area, approx 150m2, including bulb planting.
- 2 Herbaceous plant displays with selective clipped evergreen forms and informal paths through the planting.
- 3 More shade tolerant planting along the east boundary wall and under the existing plane tree canopy. Paths under existing trees will be laid on cellweb tree root protection systems.
- 4 Outdoor entertainment area opposite the family living area. To include planting, seating, small water feature.
- 5 Shade tolerant herbaceous and shrub planting under existing tree canopy and to screen north east boundary.
- 6 Wild flower meadow above the swimming pool including some herbaceous perennials with informal walks through the meadow planting. 5 small specimen trees (hawthorn or fruiting trees) in large pots within the meadow planting.
- 7 Parterre garden opposite formal dining room.
- 8 Brick screen 1.6m ht to hide compost area and garden store behind.
- 9 Selected shade tolerant shrubs and wall plants along this north boundary.
- 10 York stone and brick paving around the house elevations responding to the shape and arrangement of the garden.
- 11 York stone and granite setts to the entrance courtyard.

Planted Roof

Three large sections of flat roof are porposed to be finishes is a mix of sedum and wild flower planting to aid in biodiversity. The intention of the wildflower meadows is to use species prevalent in the area. Each of these planted roof areas will need maintenance every four months, with all clippings bagged and removed from site.



Proposed landscape site plan
scale NTS

3.10 SUSTAINABILITY

Our client has a strong desire to create a home with good environmental credentials, which sits well with Camden Council's sustainability policy. A number of sustainable measures are proposed within the scheme which are fully outlined in the Energy & Sustainability report prepared by ME7 as part of this application.

The scheme achieves Code for Sustainable Homes grade 4 when the building elements and sustainable measures are combined.

The proposal is to install the following sustainable measures;

- 'Green' sedum and 'wildflower' roofs to the flat roofed areas.
- Rainwater recovery system.
- Ground source heat recovery through bore holes in the rear garden for heating and cooling.
- Photovoltaic cells to provide power to the house and back to the national grid at periods of low use.
- Thermally efficient building elements throughout resulting in low energy use.



Ground Source Heat Pump Green and Brown Roof Planting Rainwater Collection

4.0 ACCESS STATEMENT

d&a statement

ACCESS

Density

The proposal maintains the existing site use as a single family dwelling.

Vehicular Site Access

Access onto site from Radlett place occurs at the same location as for the demolished house. The forecourt allows for vehicle turning to prevent the need to back down the long and narrow Radlett Place. It also allows for parking for 3no. visitors vehicles be they guests, delivery vans or maintenance vehicles. Secure parking for the home occupiers is provided in the form of the triple garage. It is set back from the edge of Radlett place to allow for the turning circles of executive automobiles.

There is no overflow street parking on Avenue Road. The nearest Pay and Display street parking is nearby on Acacia Road.

Locked bicycle storage is provided within the scheme in the lower ground floor. It is accessed directly off the goods lift, which itself opens straight onto Radlett Place.

Pedestrian Site Access

Pedestrians share Radlett place with vehicles. Sheltered and secure access in to the dwelling is possible from the garage through a pass door.

Public Transport

Site is 860m from Swiss Cottage tube and 690m from St Johns Wood tube, both of which being on the Jubilee Line. St Johns Wood is only one stop to Baker Street, which has connection to many other underground lines.

The nearest overground station is South Hampstead, being a 1200m walk. Finchley Road bus stops atre 800m from site.

Construction Access

During construction, access to the site will remain down Radlett Place. Acoustic Heras fencing panels will provide visual screening and acoustic protection whilst still being moveable to allow site access. The contractor will provide banksmen at either end of Radlett Place to prevent unnecessary traffic delays. Please refer to the detailed construction management plan submitted as part of this application.

Access for the less physically able

Level access is possible via the vehicle forecourt into the house, through the front door. This floor level contains a wheelchair accessible WC and rooms which could easily be converted to sleeping quarters at a later date. A part M compliant passenger lift is being provided.

The house is designed to comply with the following Lifetime Homes Guidelines;

- 1a) Parking width.
- 2) Approach to dwelling.
- 3) Approach to entrance.
- 4) Entrance.
- 5b) Lifts.
- 6) Corridor & door widths.
- 7) Circulation space.
- 8) Entry level living space.
- 9) Potential for entry level sleeping quarters.
- 10) Entry level shower & WC drainage.
- 11) WC & bathroom walls.
- 12) Potential for through floor lift.
- 13) Potential for hoists in bedroom/bathroom.
- 14) An accessible bathroom.
- 15) Glazing.

Open Space

As well as having a sizable private garden, the plot benefits from direct access through a locked gate onto Primrose Hill. Additionally Regent's Park and London zoo are a short (650m) walk away.



Map of Open Space

Not to scale, source: Google Maps (26.03.2012)



Map of Transport Links

Not to scale, source: Google Maps (26.03.2012)