



Clifford Pugh House, Lancaster Grove, NW3

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1.0 Introduction

This Design and Access Statement is submitted for a development of a new 15 unit residential block replacing the existing 5 – 7 Lancaster Grove (‘Clifford Pugh House’) which was used by UCL for student accommodation, and was sold in 2014.

The development will provide a mix of apartment sizes, all complying with the London Plan and LTH standards.

The footprint is largely the same as the existing building, with a partial projection to the rear which aligns with the adjoining building to its west.

In terms of design, we understand the importance of getting the design of the facades right. Our ambition is to create a contemporary take on the villa blocks along Lancaster Grove.

OPTIC REALM

The developer OpticRealm has historically specialised in the restoration and refurbishment of period property in the London area and is known for its high-end building and interior specification.

Great care is taken with their buildings, they have worked with heritage organisations on the sympathetic restoration and refurbishment of period properties. The specifications for newer developments is typically tougher than those expected by current building codes. OpticRealm developments are effectively insulated, use renewable technologies where practical and are designed to reduce energy consumption.

OpticRealm properties typically offer high-end living in popular and sought-after locations. Properties are maintained to a high standard and undergo checks and a schedule of improvements wherever necessary at the end of each tenancy.

PROJECT TEAM:

Client Developer - OpticRealm

Architect - John Pardey Architects

Planning Consultant – Paul Carter

Heritage Consultant - Turleys Heritage

Landscape Architect - Studio Engleback

Structural Engineer - Lyons O’Neill

Arboricultural Consultant - CBA Trees

Daylight, Sunlight Consultant - Syntegra Consulting

Sustainability Consultant - Syntegra Consulting

Public Affairs – GKA

Flood Risk Consultant - Three Counties Flood Risk

1.1 Site Description

Clifford Pugh House is a late 19th century villa block, substantially rebuilt following presumed bomb damage in the early 1950s, with a new street and rear facade stripped of all its original porches, bay windows and detailing.

Belsize Park established conservation area in London Borough of Camden (character area 1 of Belsize Square Conservation Area) but is neither listed nor identified as a contributor.

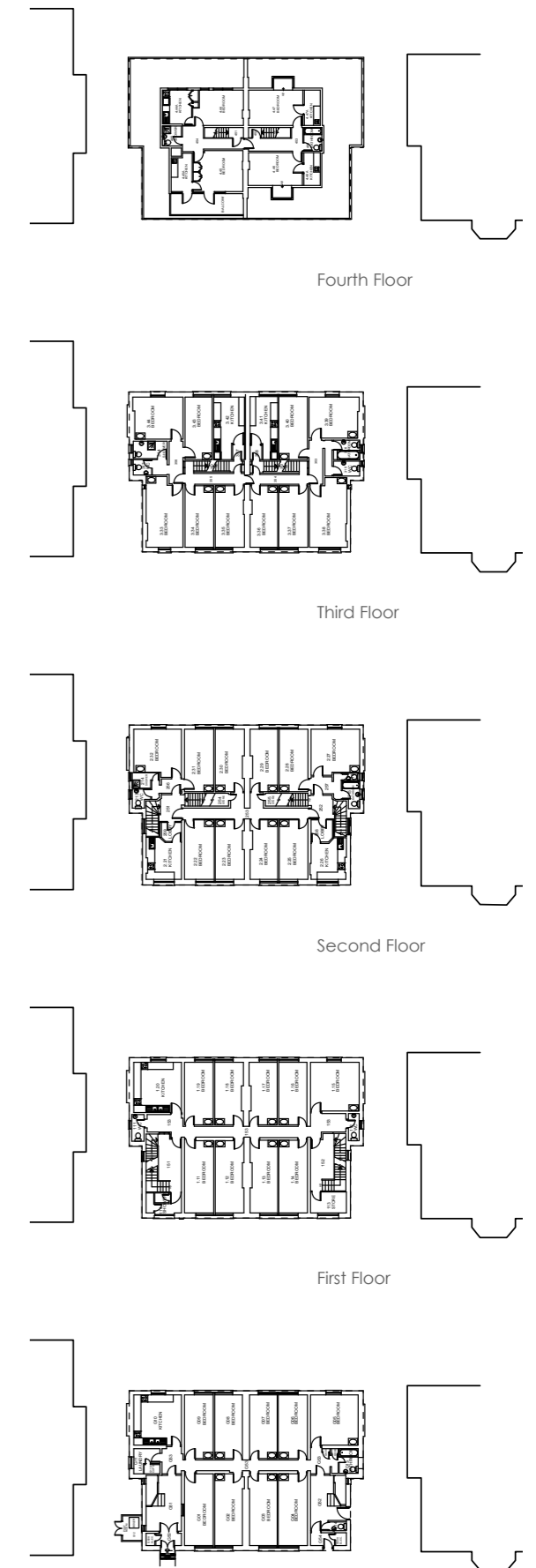
It lies in close proximity to the Grade II listed St Peter's on Belsize Square, and adjacent terrace 9-15 Lancaster Grove which is identified as a positive contributor to the Conservation Area.



Location plan



Existing building



Existing building plans

Ground



Site Plan
1/1250@A3



Site from the Crossfield Road



Aerial view of site from south-east



Aerial view of site from north-east



Existing Clifford Pugh House



Terrace to north of Lancaster Grove



Adjacent terrace 9-15 Lancaster Grove

1.2 Planning Context and Heritage

A series of planning applications were granted in the late 1940s and early 1950s for the demolition of no.5 where it was variously stated to be a “derelict dwelling house” that was “subject to a demolition order” due to sustained “war damage”. Drawings from this time indicate that the building retained the original front window bays, decorative finishes and details, entrance porticos and steps. However, these permissions were not implemented and in September 1956 planning permission was granted for significant changes to the external appearance of nos.5 -7 with new facing materials as “reinstatement after war damage”.

Over recent years, the property was owned by University College London and was used as providing post-graduate accommodation, with 38 studio rooms and 4 double rooms.

A separate Planning Statement, by Paul Carter Planning, accompanies this application.

Nos. 5-7 Lancaster Grove lies within the Belsize Park Conservation Area, first designated in 1973 and subsequently extended on several occasions since. The site lies within part of the conservation area designated in 1991 and within “Sub Area One: Belsize Park”, as identified in the local planning authority’s Conservation Area Statement (CAS), published in April 2003.

Lancaster Grove is included within the “Belsize Park/ Belsize Park Gardens/ Buckland Crescent and Belsize Square” separate character area. Here, the predominant building type of the paired villa is noted - with slab chimney stacks; hipped slated roofs with overhanging eaves supported on brackets; elevations with rusticated quoins; recessed sash windows with classically detailed surrounds; and canted three-light bays and steps up to porticos, all noted characteristics. The paired villas in Lancaster Grove share these characteristics with the villas in Belsize Square and Belsize Park.

For the purposes of planning control, it is the contribution that the building makes to the significance, in terms of character and appearance, of the conservation area, that needs to be assessed. Such contribution is derived from external appearance and use character, rather than any interior/internal characteristics.

A separate Heritage Statement, by Turley Heritage, accompanies this application.



2.0 Design Concept

The ambition is to create a new villa block that while true to its time, echoes and compliments the adjoining mid-19th century paired villa blocks. We seek to avoid pastiche or to attempt to recreate the original design as this would devalue the integrity of the original – rather make an entirely contemporary take on the 19th century villa block.

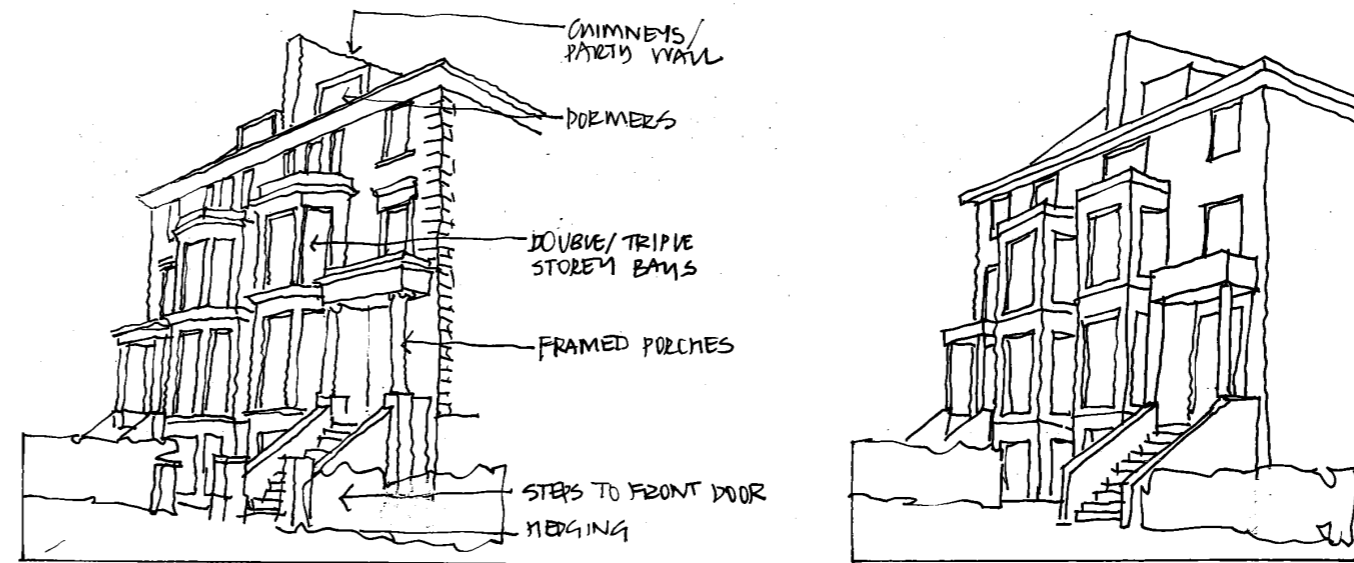
In form and massing, particularly to the street frontage, we seek to adhere to the architectural elements of projecting porch, bays and cornices, albeit in contemporary form. We pay particular attention to the alignment of key datums, such as eaves height and top of bays. We retain the hipped roof form and central 'chimney' structure.

These key 'elements' that make up the facades are therefore reinterpreted in the proposal.

In common with most mid 19th century villa blocks, the street elevation was symmetrical with two flights of steps up to two separate entrances. Our proposal eschews the symmetrical as this derives from a classical past that is no longer relevant, and embraces a subtle asymmetry.

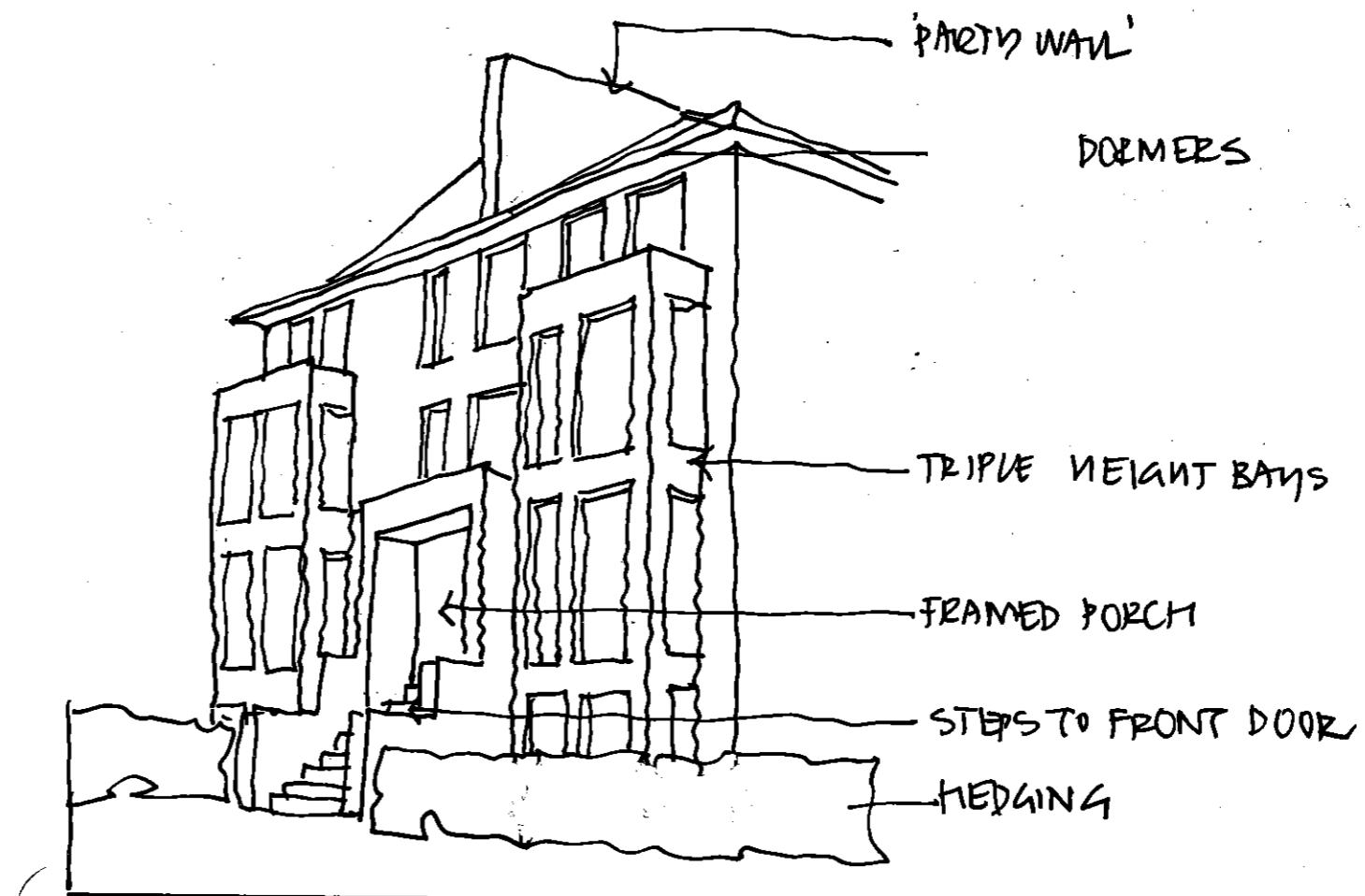
While the form and language to the street is carefully considered to respect the context, then so to the side and rear elevations, but with a little more freedom to the rear, to create two further 'bays' and a ground floor projection that aligns with the adjoining property (No 3).

On materiality, we again do not seek to mimic the adjoining villa blocks, rather create a building that fits comfortably within the streetscape, picking up on the local context, not just the immediate neighbours. Looking at the immediate context, houses are remarkably consistent in their use of projecting porches, steps to front doors, projecting bays and 'classically' proportioned window openings – but in materiality, this mixes London stock brickwork and render. Our design seeks to work alongside this.



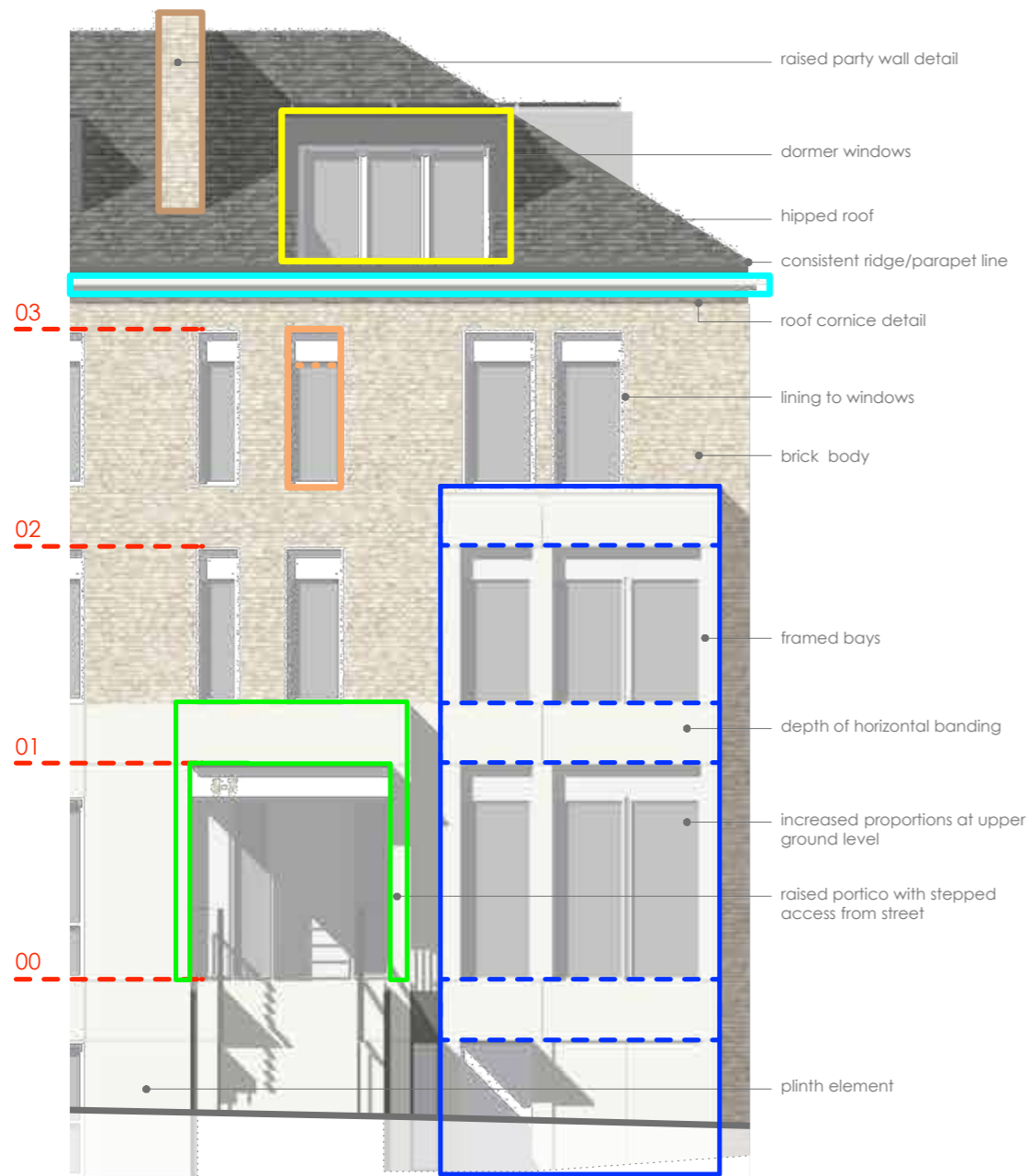
Key elements of adjoining villa block

Key elements of villa block abstracted



Concept sketch illustrating elements of proposed design

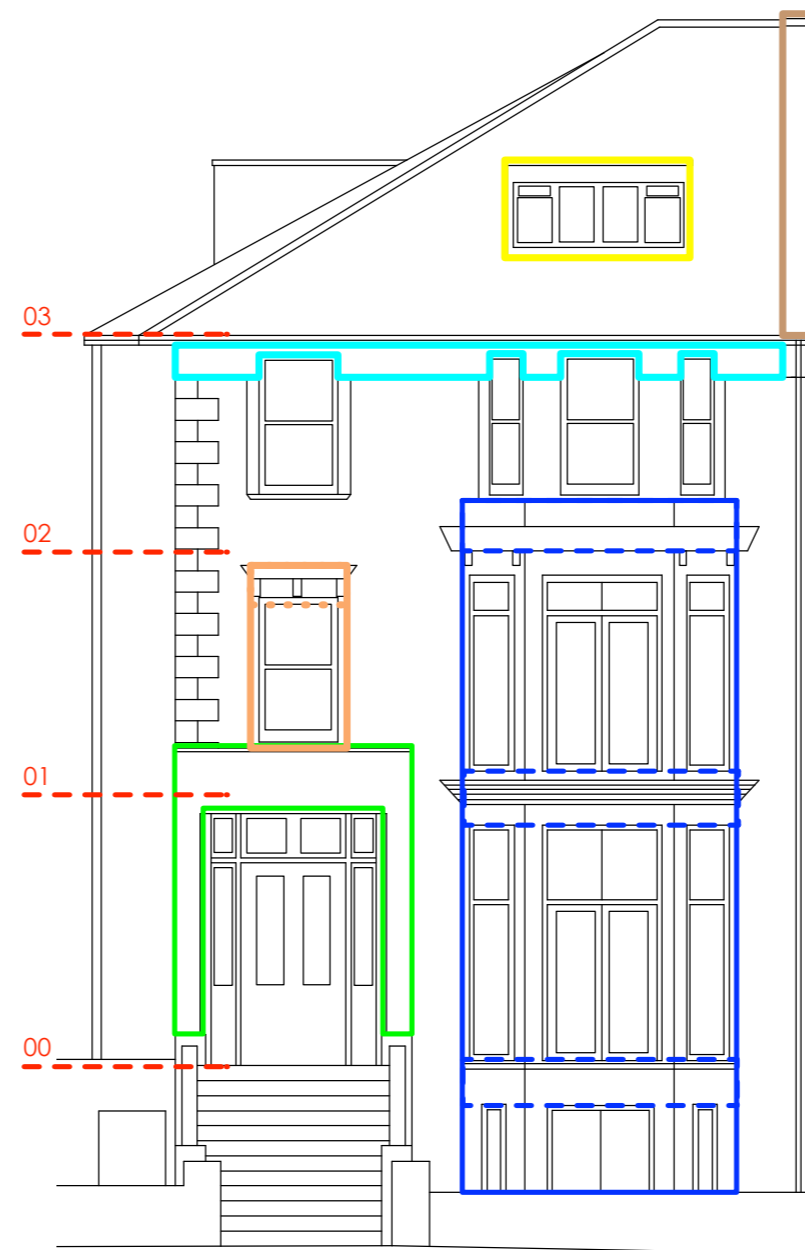
2.1 Street Facade – Design Language



5-7 Lancaster Grove - Proposed



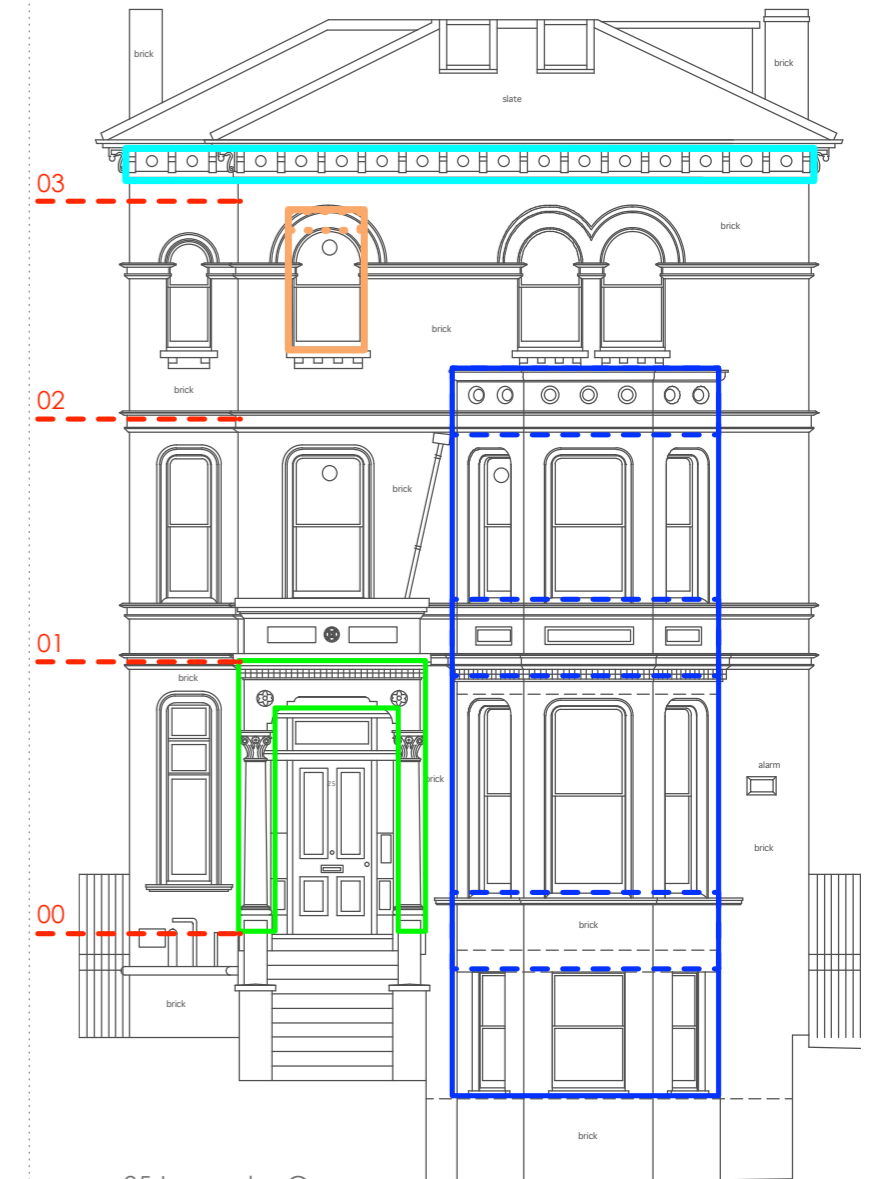
5-7 Lancaster Grove - Proposed



no.17 Lancaster Grove



Terrace at 9-15 Lancaster Grove



no.25 Lancaster Grove



2.2 Street Elevation

Elevational Principles:

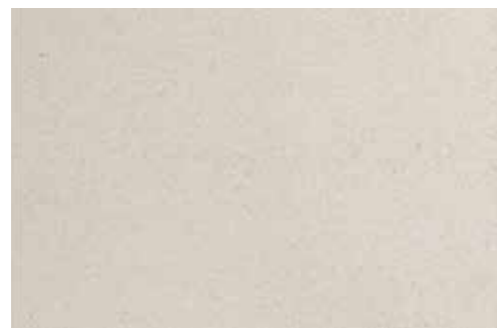
- Height and mass inline with existing and adjacent villas in the immediate context
- Ordered and proportioned facade
- Symmetry of projecting bays
- Raised entrance portico with stepped access
- Vertically proportioned openings
- Hipped roof with dormer elements
- Material palette to complement the context of Lancaster Grove



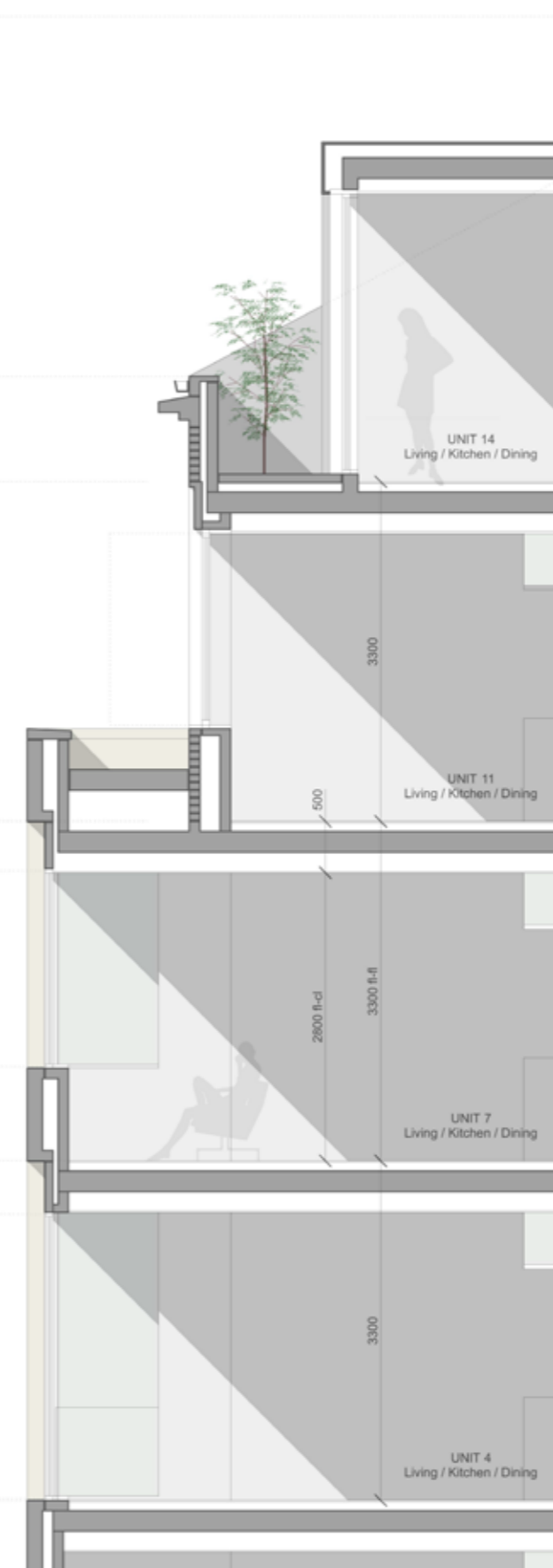
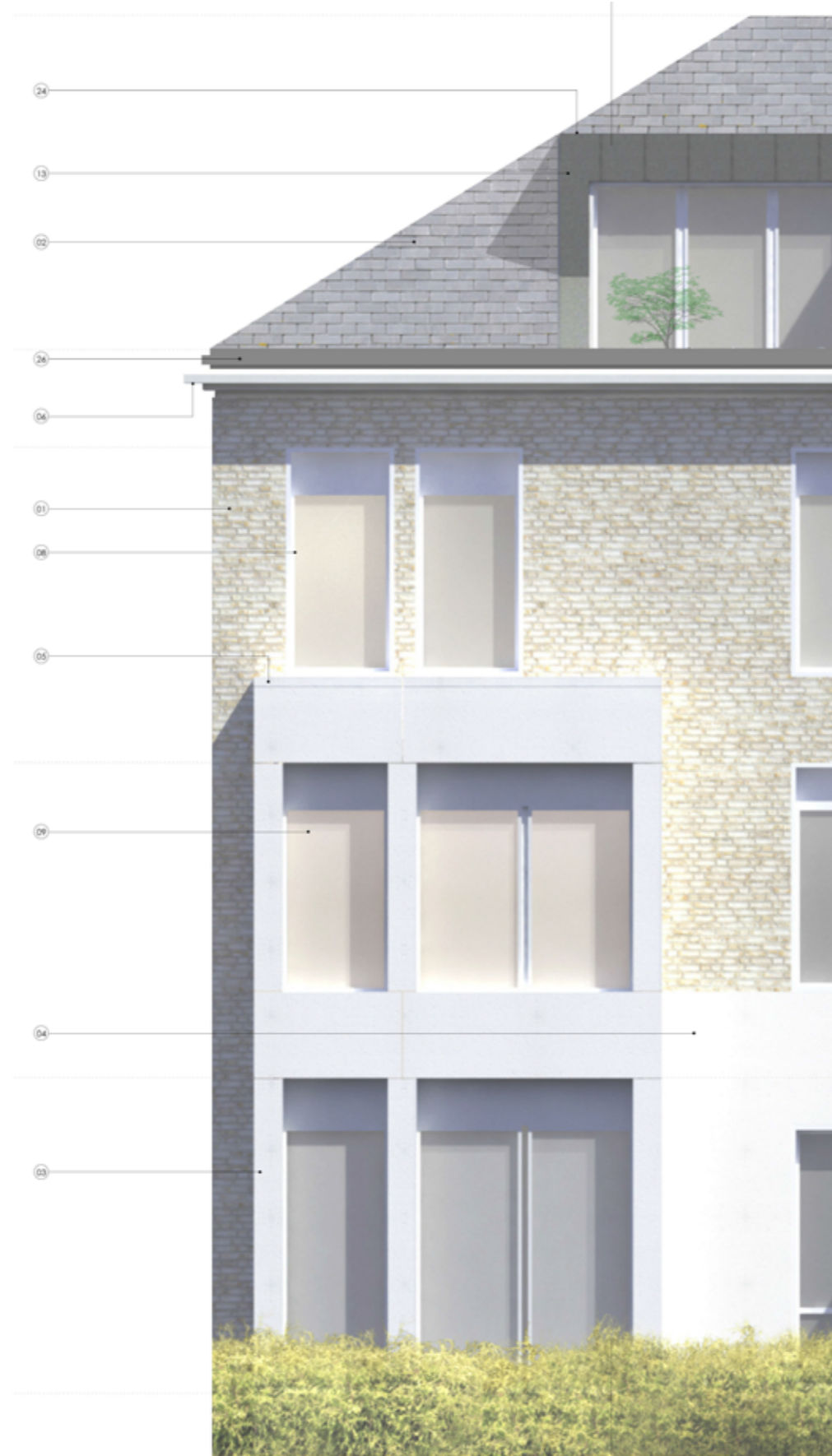
Existing street elevation

existing outline shown dotted - - - - -





Acid Etched Recon Stone Finishes



- MATERIAL LEGEND**
- 01] BRICK: rough surface, Brechin bond, flush painted natural rock colour mixed with London stock (Festoon leg D78 or similar alternative)
 - 02] ROOFING: natural stone fly mesh adjacent villa block
 - 03] PRECAST AWYS: flush painted, reconstituted stone panels, acid etched - colour white stone
 - 04] PRECAST PANELS: flush painted, reconstituted stone panels, acid etched - colour white stone
 - 05] PRECAST CORING: flush painted, reconstituted stone coping, acid etched - colour white stone
 - 06] PRECAST CORNICE: flush painted, profiled reconstituted stone coping, acid etched - colour white stone
 - 07] PRECAST COLUMNS: flush painted, reconstituted stone columns, acid etched - colour white stone
 - 08] WINDOWS/DOORS 1: windows with precast lining, outer finish light powder coated metal, with head and sill to match - colour light grey (RAL 7035), all lower floor level opening and accessible windows to be BS PAS 24:2012 with PIA rated laminated glass
 - 09] WINDOWS 2: outer finish powder coated metal, with head and sill to match - colour light grey (RAL 7035), all lower floor level opening and accessible windows to be BS PAS 24:2012 with PIA rated laminated glass
 - 10] WINDOWS 3: outer finish satin powder coated metal - colour brown/gray (RAL 7013)
 - 11] SPANDREL PANELS 1: flush painted, metallic panels, outer finish satin powder coated metal to match windows 3 - colour brown/gray (RAL 7013)
 - 12] WINDOWS 4: (cathedral windows) outer finish satin powder coated metal, with sill to match - colour light grey (RAL 7035)
 - 13] DOORER WINDOWS: metal with heavy gudge edge profile - colour dark grey to match stone, balcony door frame outer finish powder coated metal - colour color light grey (RAL 7035)
 - 14] ROOF LIGHT: outer finish powder coated metal - colour grey/brown (RAL 7013)
 - 15] ENTRANCE DOORS: solid core with insulated outer finish, metal powder coated - colour colour light grey (RAL 7035), flush frames metal side panels with outer finish powder coated metal - colour colour light grey (RAL 7035), to be BS PAS 24:2012 or acceptable enhanced security standards, integrated audio visual access control
 - 16] RESIDENTIAL DOORS: solid core with outer finish powder coated metal - colour light grey (RAL 7035), to be BS PAS 24:2012 or acceptable enhanced security standards
 - 17] SERVICE DOORS: metal framed door - colour light grey (RAL 7035), self closing and kicking
 - 18] COPING: anodised aluminium profiles
 - 19] CANOPY: metal canopy with signage
 - 20] BALUSTRADE: metal balustrade and handrail - colour brown/gray (RAL 7013)
 - 21] GREEN WALLS: generally vine planting in chain wire or mesh supports, free face green wall system at rear of building in vertical rain garden filtering roof water runoff. To landscape architect's specification
 - 22] GLAZES: metal vertical fins, painted finish, self closing and locking, colour brown/gray (RAL 7013)
 - 23] EXTERNAL STEPS: precast concrete with natural stone tiling
 - 24] PV PANELS: photovoltaic panels, mounted horizontally to domes
 - 25] BALCONY DECK: high performance steel system with insulation and paving units
 - 26] RAINWATER GOODS: Unob or similar alternative powder coated metal - colour brown/gray (RAL 7013 brown/gray)
 - 27] CHIMNEY: square party wall parapet element - brick to match main body with metal cap
 - 28] RAT BICH: integrated box - Schwager IFR or similar alternative

2.4 Scale and Massing

The new block sits on the existing footprint, and adopts the same profile to the street.

To the rear, we propose two projecting bays, three storeys high that align with the adjoining property to the west (1–3 Lancaster Grove) – at ground floor a further extension projects in to the garden.

The building is carefully scaled to align with the eaves of the adjoining villa (mid 19th century block) to the east, and the roof pitch also matches, along with projecting 'party' wall/ chimney structure.



South-East Aerial View



North-East Aerial View



2.5 Accommodation

The proposed development will accommodate 15 residential units. There is a mix of apartment sizes, all designed to meet the London Plan and Lifetime Homes standards.

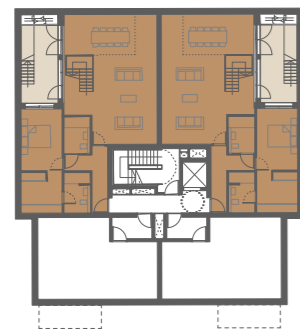
The mix proposed is 7 x 1 bed units (47%), 5 x 2 bed unit (33%) and 3 x 3 bed unit (20%).

	1B.2P [type 1] 50sq.m	1B.2P [type 2] 50sq.m	1B.2P [type 3] 54sq.m	1B.2P wc [type 4] 79sq.m	2B.3P [type 5] 62.5sq.m	2B.4P [type 6] 70sq.m	2B.4P [type 7] 77.5sq.m	3B.5P [type 8] 103sq.m	3B.5P duplex [type 9] 153.5sq.m	
BASEMENT										
L.GROUND	0	0	0	1	0	0	0	0	2	
U.GROUND	1	0	0	0	0	1	0	1	0	
FIRST	2	0	0	0	0	2	0	0	0	
SECOND	0	1	0	0	1	0	1	0	0	
ATTIC	0	0	2	0	0	0	0	0	0	
TOTAL	3	1	2	1	1	3	1	1	2	15 units

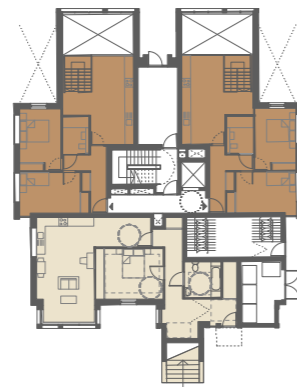
site area [Ha]	0.098
density [Units/Ha]	153
density [HabRms/Ha]	418

cycle provision	
1per 1+2bed / 2per 3bed	17

UNIT MIX		
1B	7	46.7%
2B	5	33.3%
3B	3	20.0%



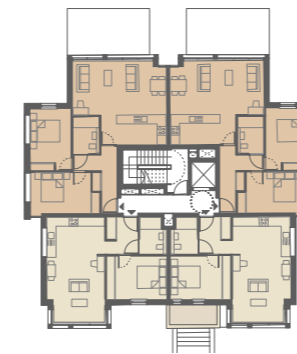
Basement



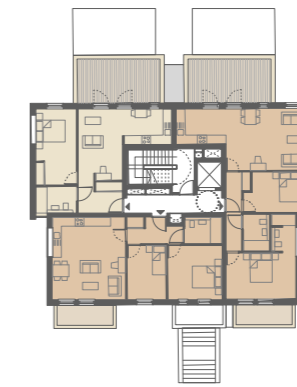
Lower Ground



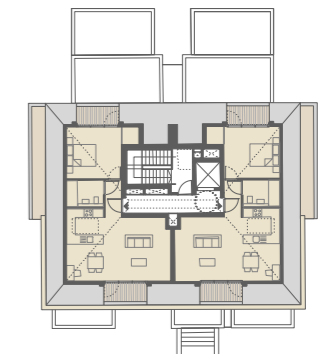
Upper Ground



First Floor



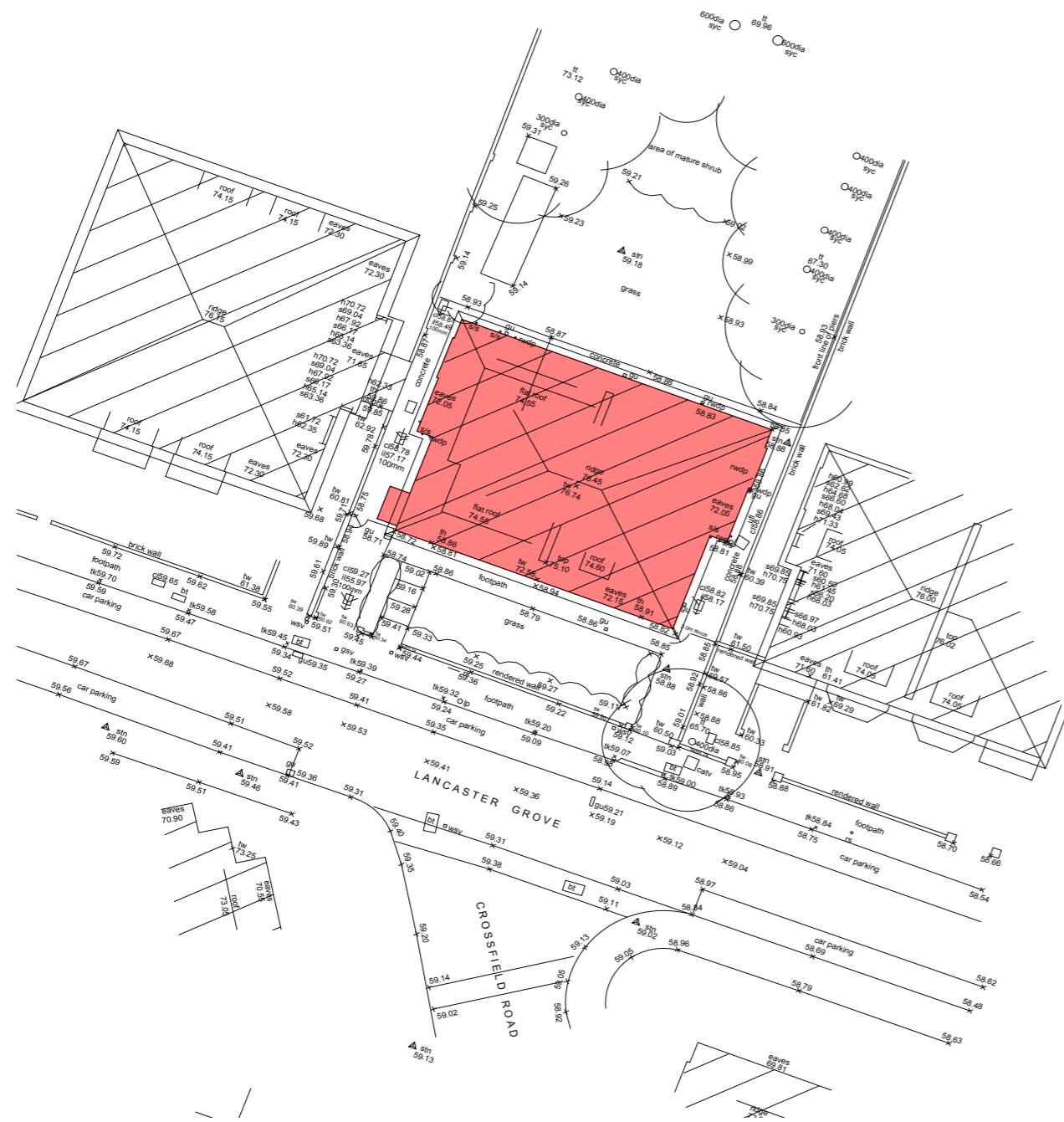
Second Floor



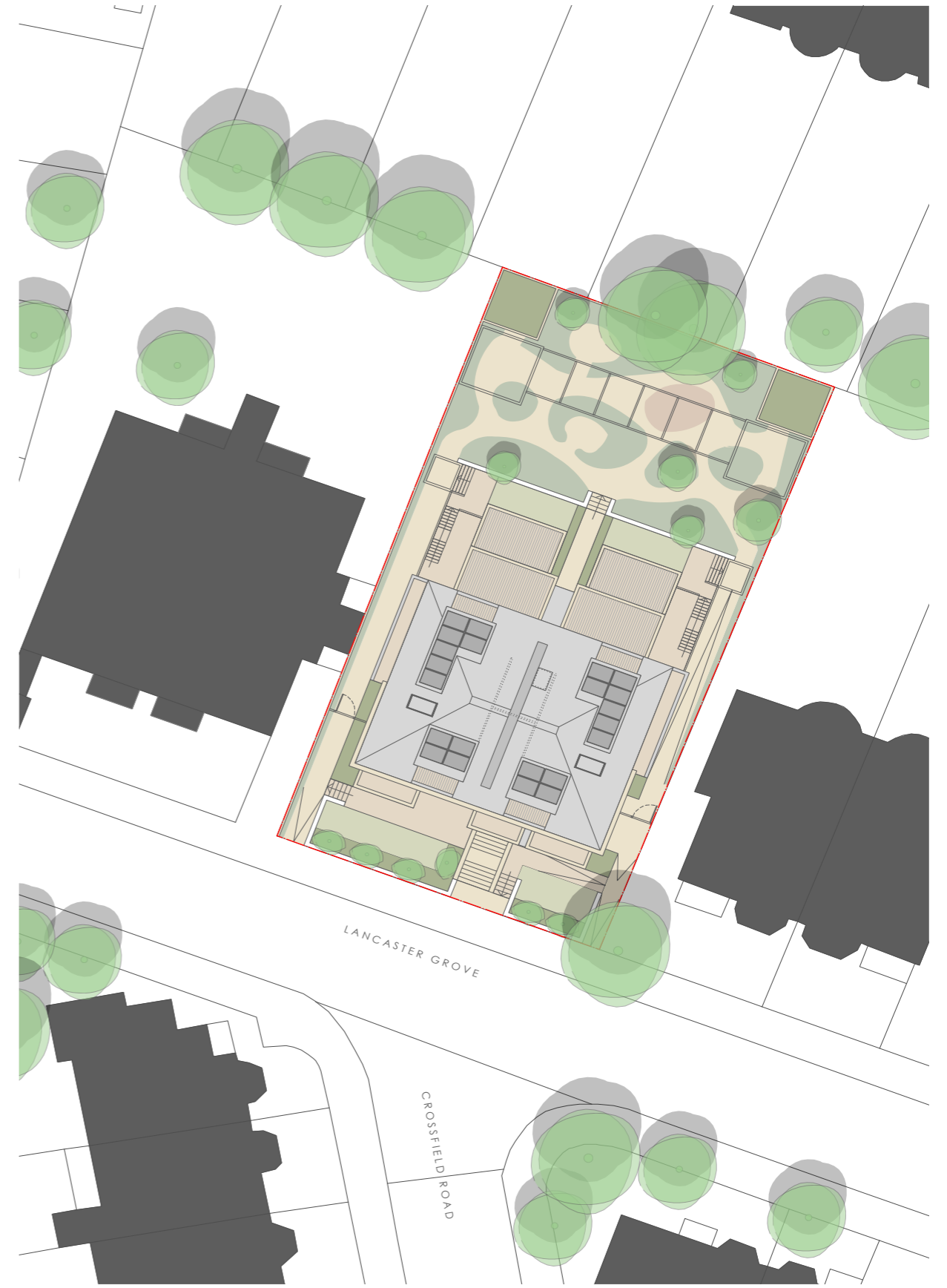
Third Floor

- 1 BED UNIT
- 2 BED UNIT
- 3 BED UNIT

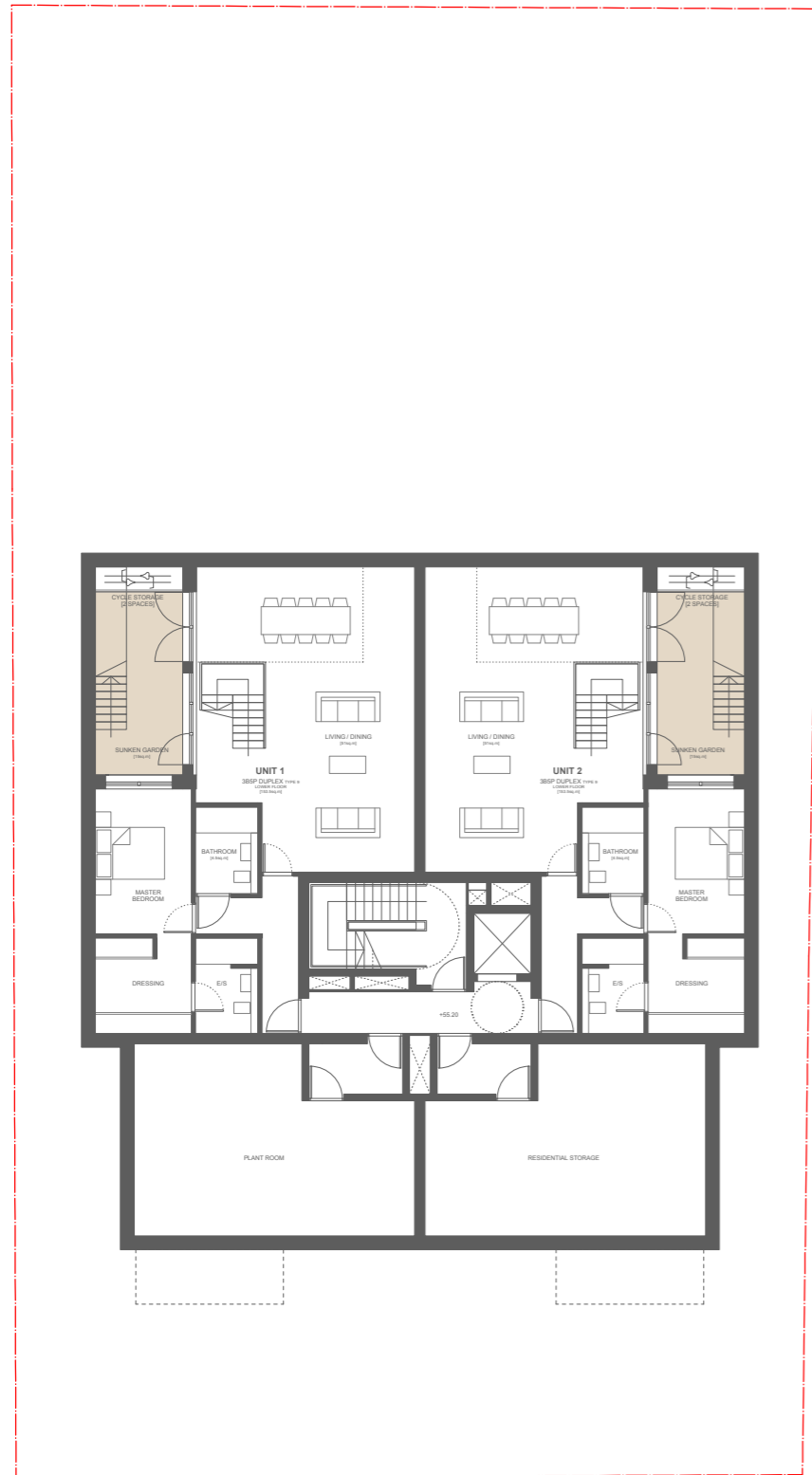
Residential Area GIA [sq.m]	Residential Backup GIA [sq.m]	
190.5	121.5	
219	72	
236	45.5	
253.5	28	
201.5	28	
116	28	
1216.5	323	1539.5 sq.m



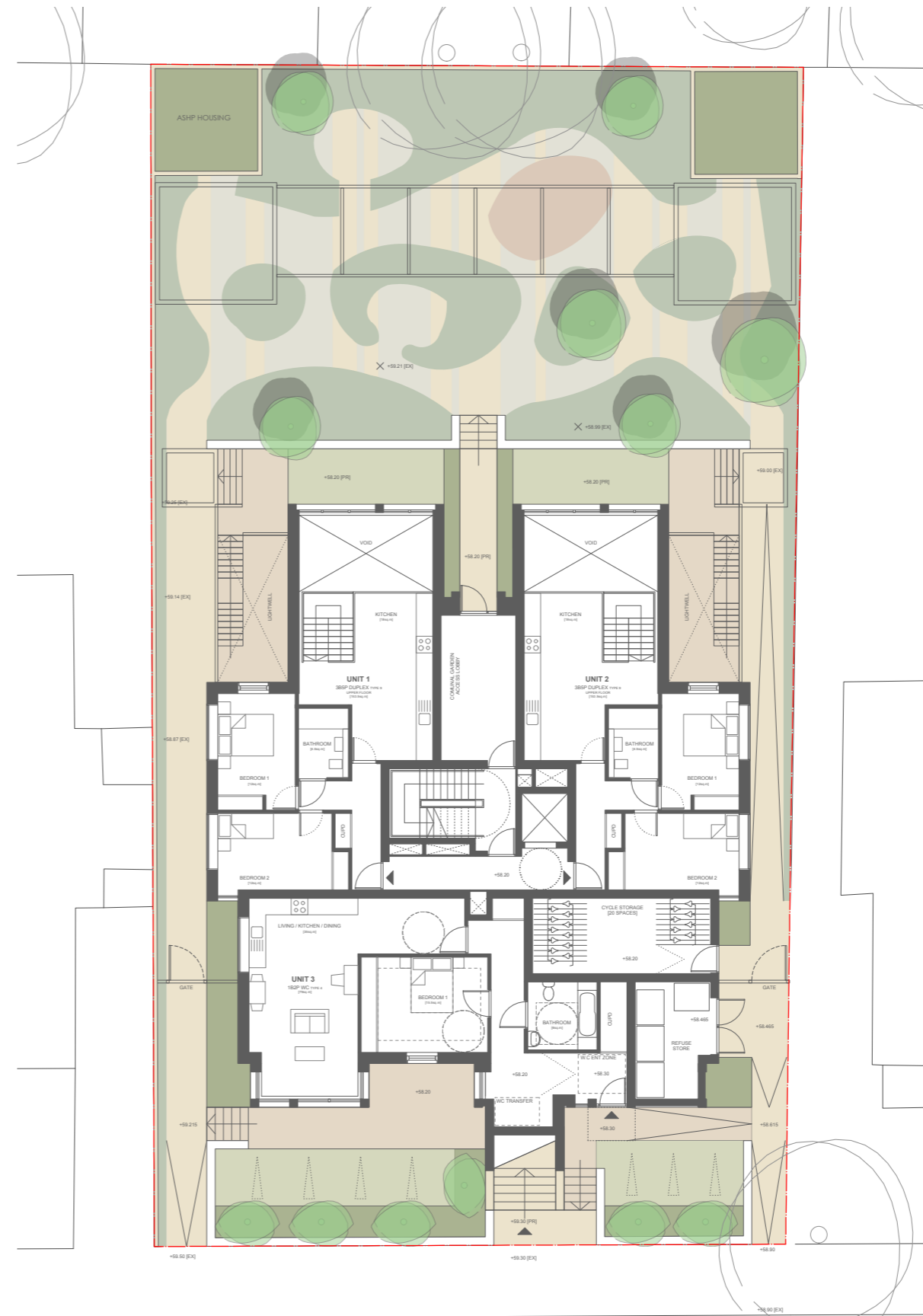
Existing site plan



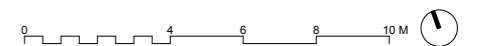
Proposed site plan

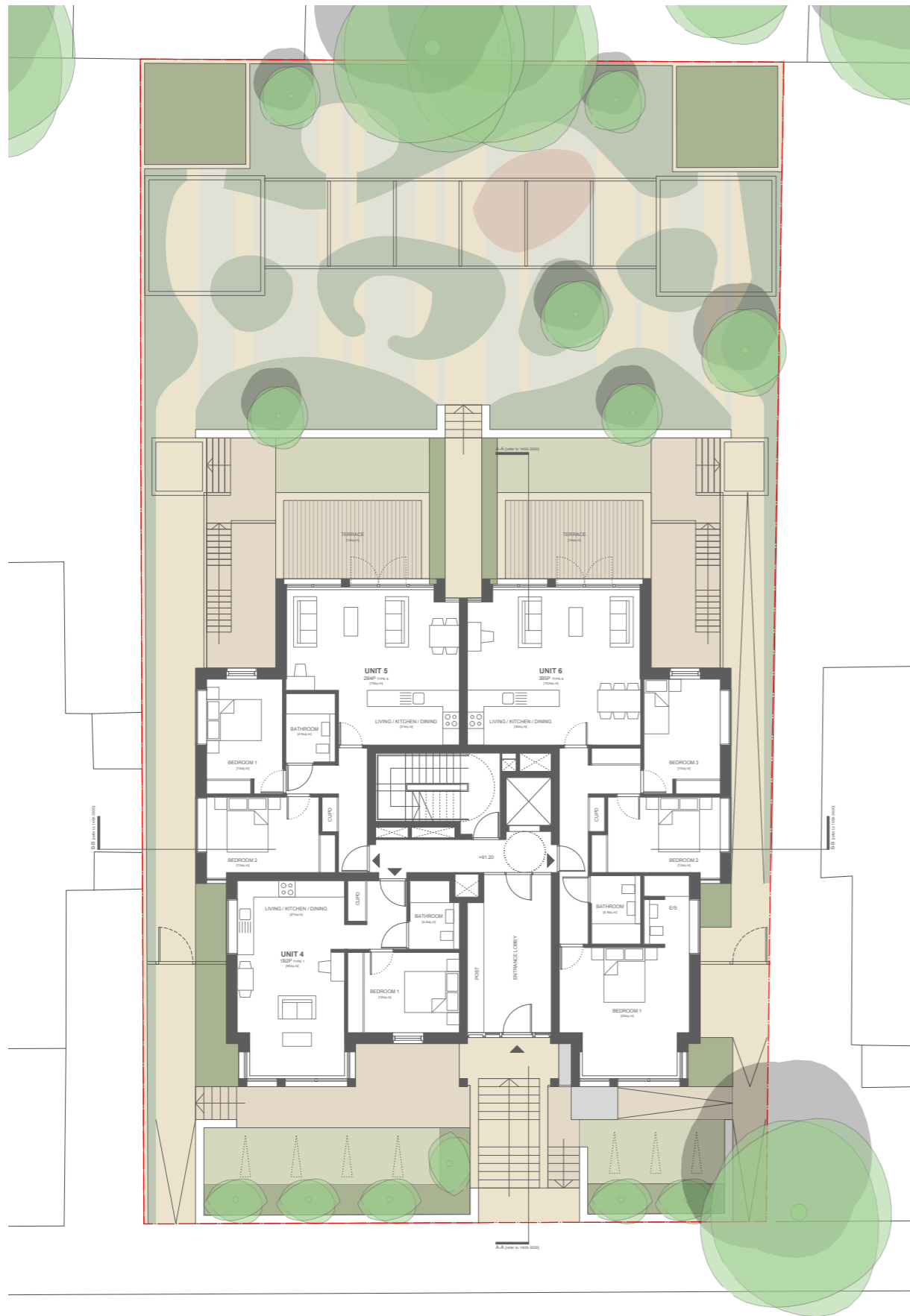


Proposed basement plan

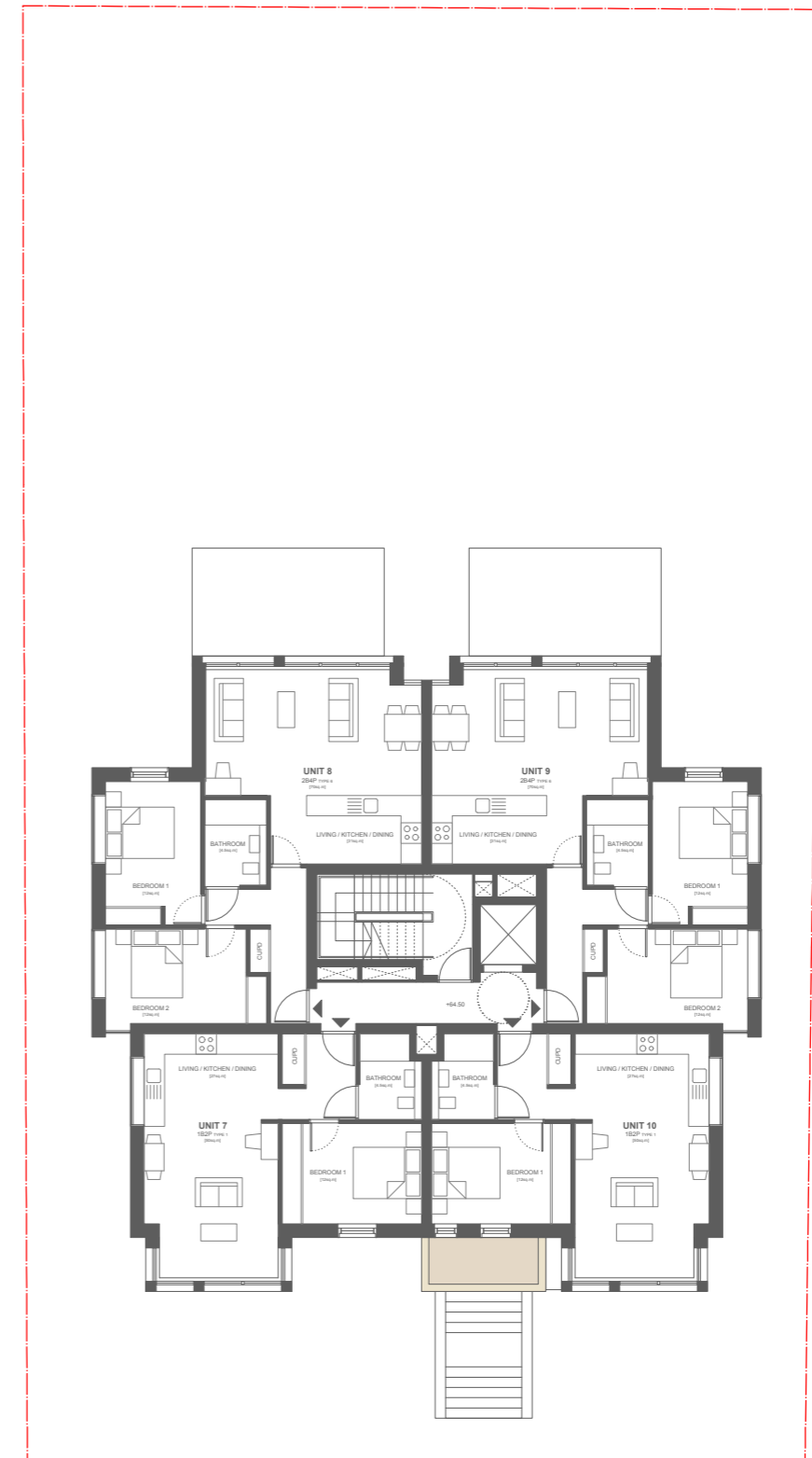


Proposed lower ground floor plan



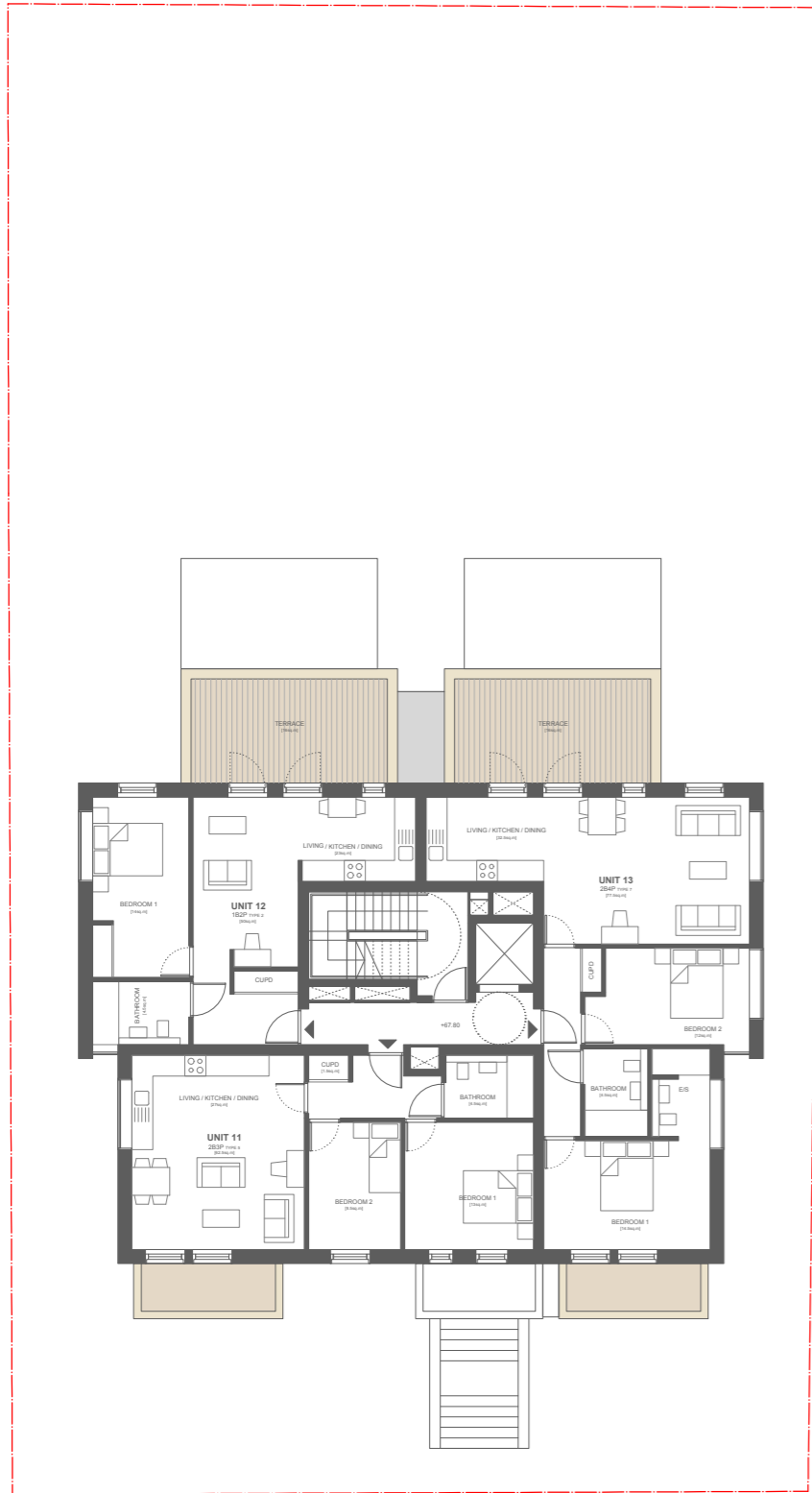


Proposed upper ground floor plan

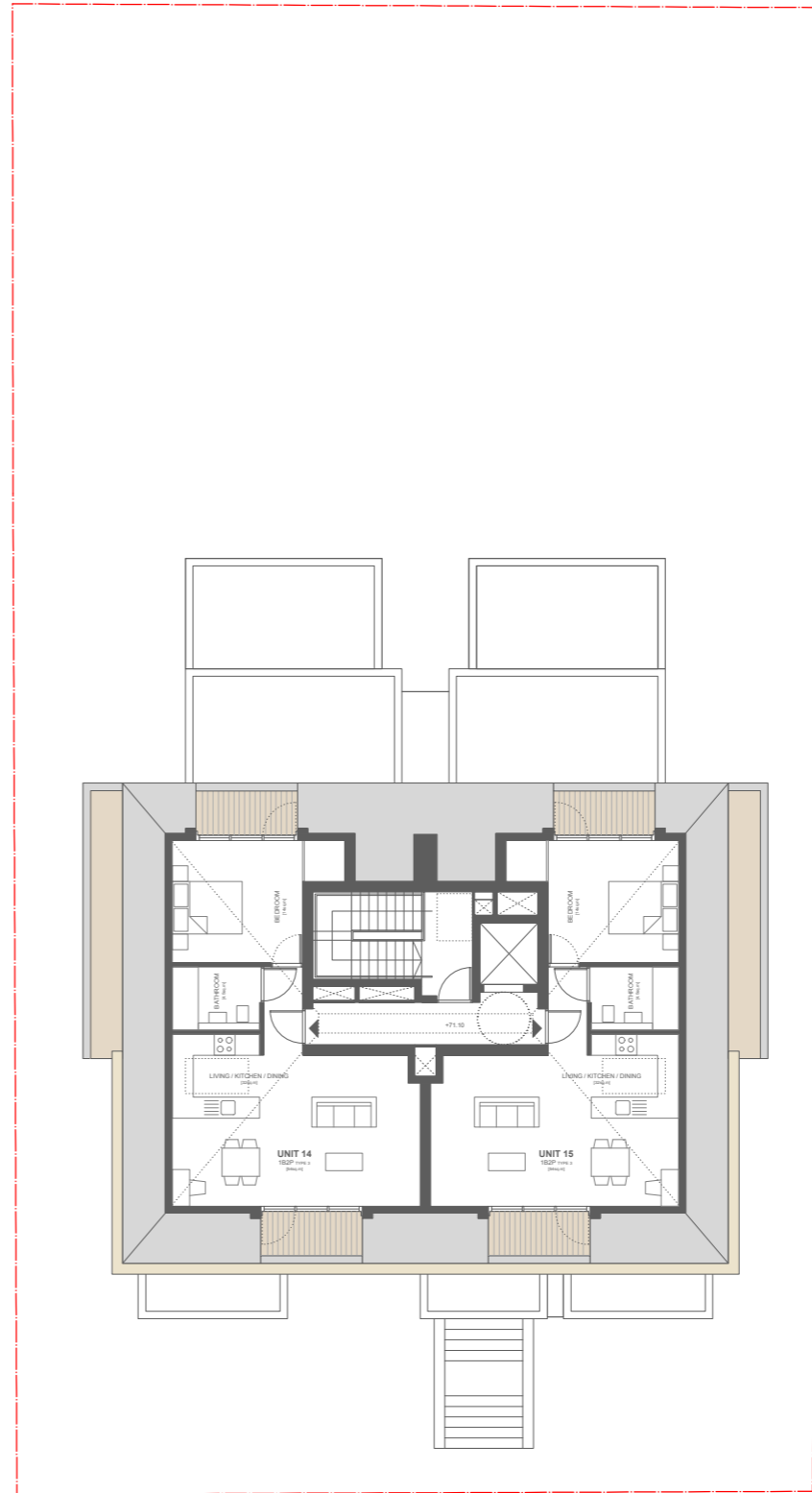


Proposed first floor plan

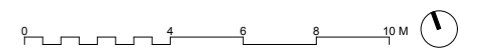


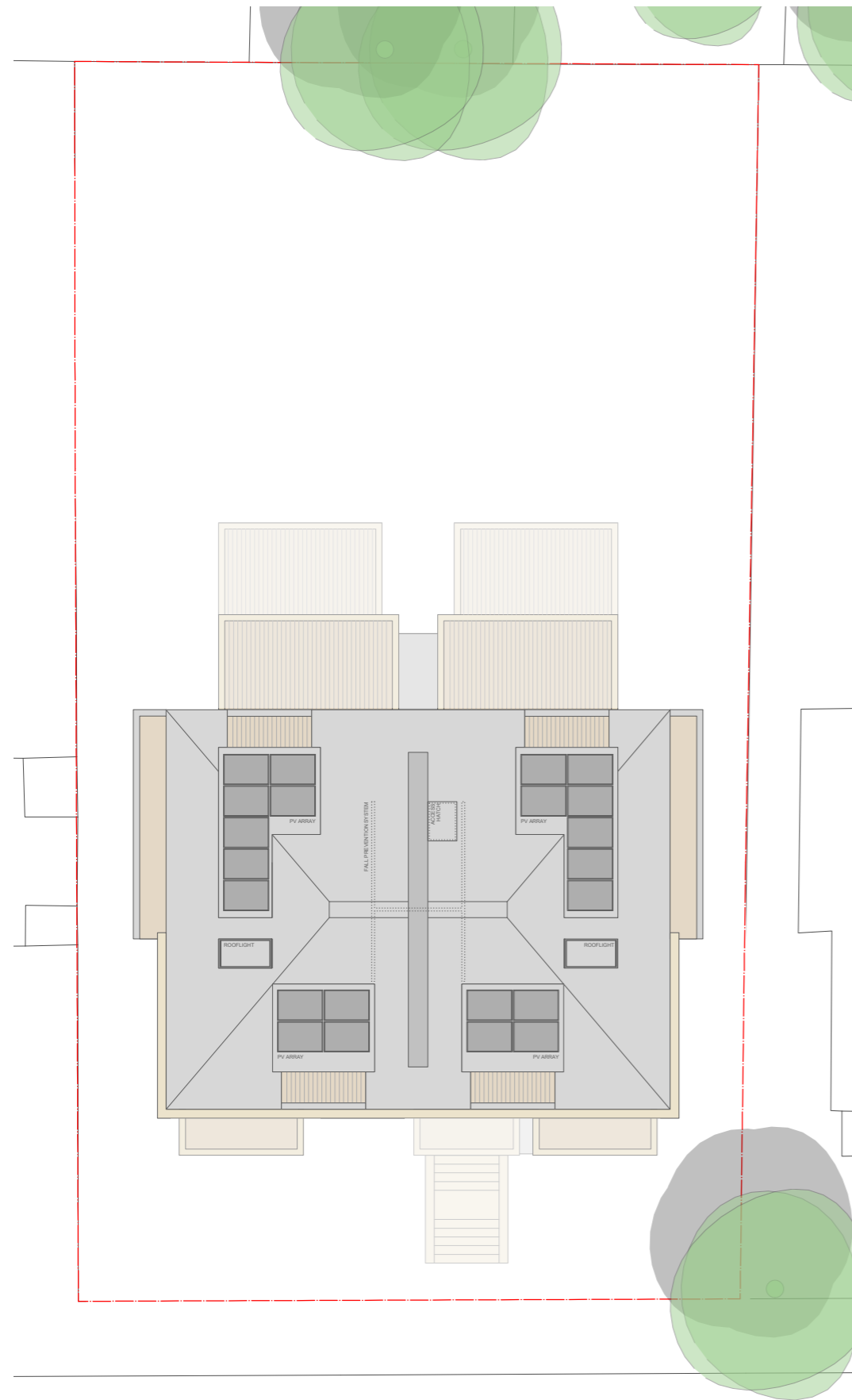


Proposed second floor plan



Proposed attic floor plan

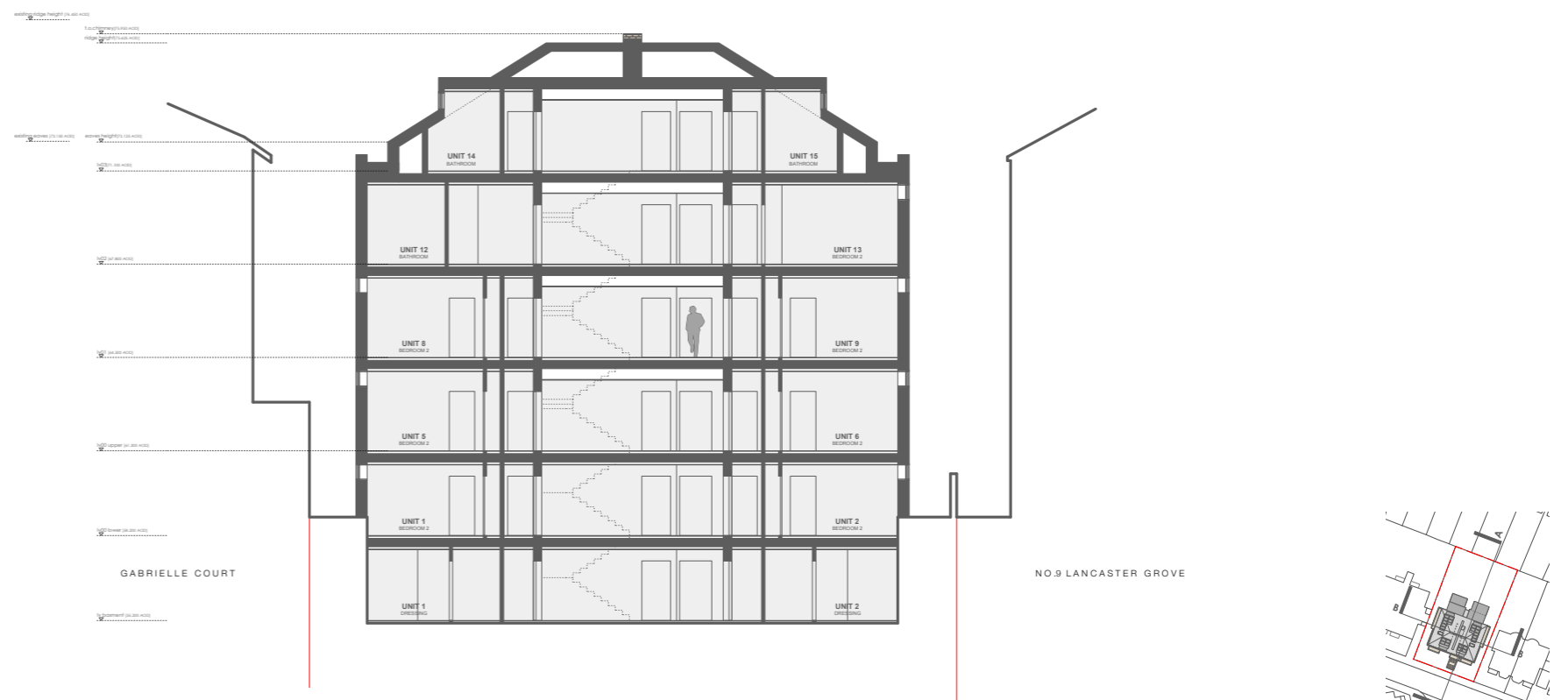




Proposed roof plan



Proposed section AA



Proposed section BB



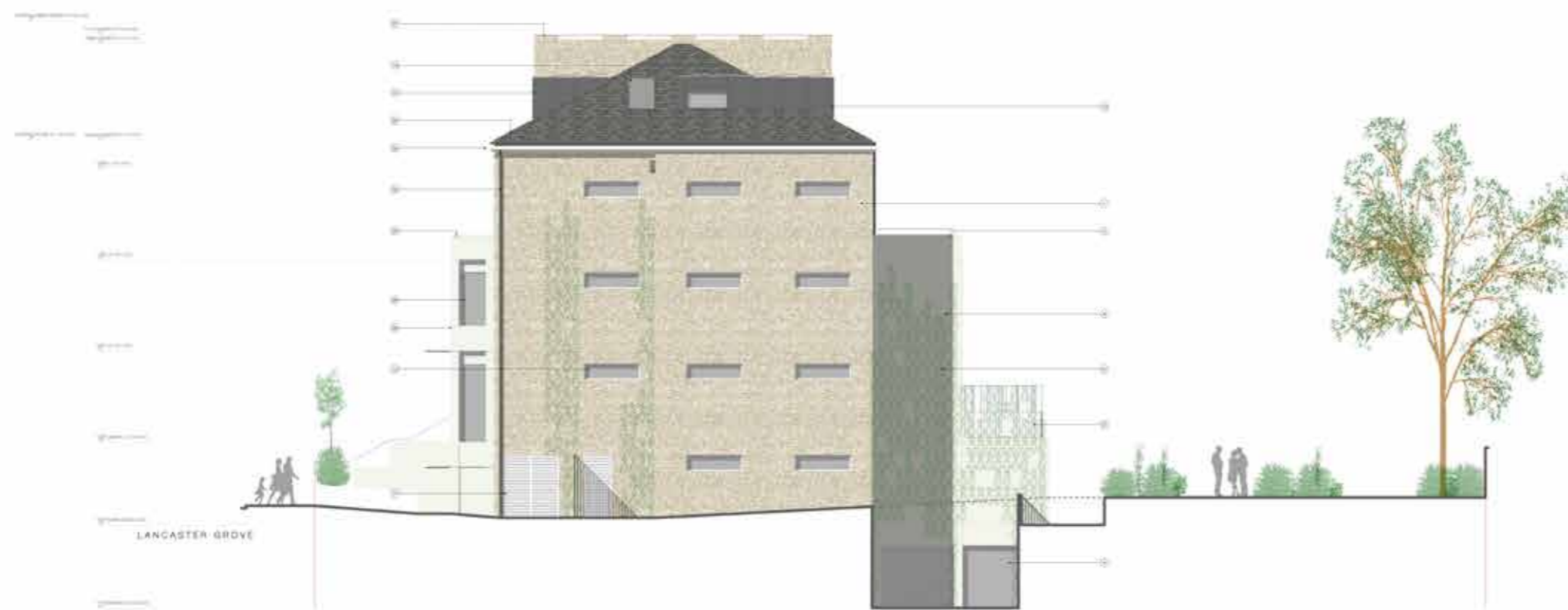
Proposed south-west elevation



Proposed north-west elevation



Proposed north-east elevation



Proposed south-east elevation