



Design & Access Statement

39 Hollycroft Avenue, London NW3 7QJ

Proposed Rear Elevation Alterations

[Our Reference: P1430]

A. Proposed Works:

Alteration of window openings to the garden facing rear elevation.

B. The Existing Property:

The property is located on the northeast side of Hollycroft Avenue within the Redington & Frognal Conservation Area. More specifically the conservation area statement (2003) refers to this location as sub area 2 'The Crofts'.

Within the above statement 'The Crofts' are described in detail and with particular mention to the influence of designers and builders the Quennell / Hart Partnership. Their detailing contributing a consistency of appearance to the area, in particular the characterful and dominant roof forms and predominant use of red/orange brick, interspersed with render panels and tile hanging.

The property, No. 39, is a semi-detached family dwelling house with roof accommodation. Designed by Quennell, the property dates from the early 20th Century and is constructed in the arts and crafts style consistent with immediate 'sub area' context. While not listed, the house is identified as making a positive contribution to the conservation area.

The external appearance of the property is reasonably well preserved in respect of the original building character, this being the essence of any historical significance and its contribution to the conservation area. The exception being more recent alterations made to ground and lower ground floors on the rear garden facing elevation, as demonstrated in the 'before and after' photographs below.



As can be seen from the photographs and submitted drawings of the existing façade; the alterations to windows at ground and lower ground floor levels do not contribute or enhance the property. In particular, we would argue, the irregular positioning and eclectic mix of window styles in the forward projecting bay are incongruous and detract from the property.

The conservation area statement describes the potential cumulative harm caused by incremental changes to the original character of these existing properties. However it also notes that no Article 4 directions have currently been applied.

Please note that from our research of the local authority web site we have found no more recent Article 4 policy changes. This application is made on the basis that Permitted Development for rear elevation window alterations MAY have been restricted.

C. Relevant Planning History:

Application 2011/6243/P - Approved by delegated decision [Application not implemented].

Description: *Extension of two storey glazed rear extension at lower ground and ground floor levels in connection with existing dwelling house.*

The officer's report stated that the main planning issues associated with this proposal relate to the visual impact on the character and appearance of the conservation area and residential amenity.

The report acknowledges that the lower ground floor and ground floor have been altered over time by the insertion of new glazing. Also that the proposals would introduce a modern element to the



building, in replacement of previous alterations, whilst preserving the more significant historical features of first floor and roof space.

The report concluded that the proposals, on balance, were appropriate and would preserve the character of the building and conservation area.

This permission was not implemented and now a less significant intervention is being proposed which will aim to work harmoniously with the existing building.

D. The Proposals:

Our proposal is driven by our client's desire to create greater connection and interaction between the property interior and their garden.

Due to the natural topography the rear garden is set a whole storey below the front garden and entrance location. This means that the main reception areas at ground floor look down upon the garden beyond.

To enhance the visual connection and access to the garden we propose opening up the rear façade at both ground and lower ground floors.

As mentioned above, this facade has already been significantly and unsympathetically altered in these locations. Furthermore a recent planning approval had been granted for a more imposing extension of the façade with a projecting two storey contemporary glass structure.

Our proposal seeks to harmonise the rear elevation by bringing a greater consistency in appearance to ground and lower ground floor levels whilst also offering a clear distinction with the preserved character of the first floor and roof profile. We aim to preserve the integrity of the original building heritage through a clear distinction with the more modern alterations.

The existing two storey bay window featuring three full (two storey) height windows is to be retained. The adjacent, forward projecting part of the façade will be opened up to create a two storey aperture of similar proportion to the retained bay window. Within this new aperture we propose full height glazing at each floor level with an articulation of the glass framing to create two vertically aligned feature doors which echo the proportion, and vertical emphasis, of the retained bay window.

The feature window element described above will be accentuated through use of deeper framing in a bronze colouring. This will create a focal point on the elevation and serve to bind the composition of the modern interventions (both proposed and retained) together.



D1. Materials:

The proposed fixed windows will be of clear glass with slim profile aluminium framing. The aluminium will be powder coated with a metallic paint colour similar in appearance to brushed aluminium.

The feature sliding door / window element will be of clear glass with a deeper aluminium frame powder coated with a metallic paint similar in appearance to untarnished brass.

The transom panel between ground and first floor windows will be of powder coated aluminium to maintain the sharp edged detailing of the proposed windows and create a clear distinction with the preserved original brickwork.

Areas of render will be removed to reveal the original brick surfaces behind, cleaned to match the existing facing brickwork.

D2. Sustainability:

The new windows will conform with contemporary standards and will therefore out-perform the earlier altered windows both thermally and acoustically.

The windows will provide more natural light to the building interior whilst improving the outlook and connection of interiors with the well screened garden beyond.

E. Policy Background:

In making our proposals we have paid due regard for the general policy background and we highlight the following policies specifically:

Local Policies:

Core Strategy Policy CS14
Development Plan Policies DP22, DP24 -26
SPD Camden Planning Guidance CPG 1

E1. Planning Precedents:

We have also researched recent alterations to properties within the immediate context subject, perhaps, to the similar conservation area restraints. This exercise has been to establish planning precedent for alterations likely to be acceptable to the local authority.



The following applications are for substantial rear extensions featuring contemporary glazing features:

2014/7227/P - 15 Rosecroft Avenue
2012/2548/P - 69 Redington Road
2012/3738/P - 22 Redington Road

A more historic and direct precedent for the proposed two storey window feature is the immediate neighbour at 37 Hollycroft Avenue. A visible two storey extension of this property, in a raised position over the boundary with No. 39, features a two storey glazed element.

F. Heritage Statement:

The property is located on the northeast side of Hollycroft avenue within the Redington & Froggnal Conservation Area. More specifically the conservation area statement (2003) refers to this location as sub area 2 'The Crofts'.

Designed by Quennell, the property dates from the early 20th Century and is constructed in the arts and crafts style consistent with immediate 'sub area' context. While not listed, the house is identified as making a positive contribution to the conservation area.

The external appearance of 39 Hollycroft Avenue is reasonably well preserved in respect of the original building character, this being the essence of any historical significance and it's contribution to the conservation area. The exception is the more recent alterations made to ground and lower ground floors on the rear garden facing elevation.

Earlier planning approvals (2011/6243/P) for alteration of the rear façade have been granted on the basis that such alterations have been limited to these areas which no longer retain any character of historical significance. The proposals submitted are similarly limited to these previously altered areas.

Furthermore our proposal will remove the inappropriate render treatment at lower ground level and re-instate the original brick finish to the corners of the rear projecting bay, enhancing it's integrity as an element.

Overall we suggest that the proposals will, on balance, offer an improved presentation of the rear façade and enhance the heritage asset through restoration of original character.

G. Policy Response:

CS14 & SPD-CPG1 - Promoting high quality design and conserving heritage.

Our design will use high quality glazing products with refined detailing to offer a clear distinction between modern interventions and the preserved original building elements. We believe this strategy is the best way to respect and protect the integrity of the heritage asset.

We have carefully proportioned the proposed new window aperture to bind together the composition of the ground and lower ground floor. Refer also to section D above.

DP22 - Promoting sustainable design and construction

Please refer to section D2 above.

DP24 - Securing high quality of design

Please refer to our response to CS14 above.

DP25 - Conserving Camden's heritage

Please refer to section F above.

DP26 - Impacts upon neighbours

The only impacts upon neighbours could be any impact arising from increasing the size of window openings upon the nearest neighbour at 37 Hollycroft Avenue. We suggest that the presence and distribution of existing windows means that any such increase would create a negligible impact.

Furthermore, as can be seen from the photographs and the submitted drawings, 37 Hollycroft Avenue is uphill from No. 39 with a significantly raised garden level. A two storey extension of the original neighbouring property also creates a forward projection relative to the rear building line of No. 39.

Mature landscape screening and fixed fencing at the boundary ensure that the rear of No. 39 is well enclosed and enjoys very little overlooking. The proposed window alterations will, by virtue of this 'enclosure', be very discreet.



In Conclusion:

This application is made on the basis that Permitted Development for rear elevation window alterations MAY have been restricted.

In making this proposal we have paid due regard for planning policy and believe that the resulting proposal will preserve and enhance both the existing property and the conservation area.

There is also planning precedent for modern extension and alteration of rear facades for properties within the conservation area. There is a more direct, although more historic, precedent for a two storey feature on the immediate neighbour's property.

We believe that the proposals submitted will provide a positive enhancement of the property, removing incongruous earlier alterations, without negative impact on neighbours or on the visual appearance of the setting.

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4th June 2015