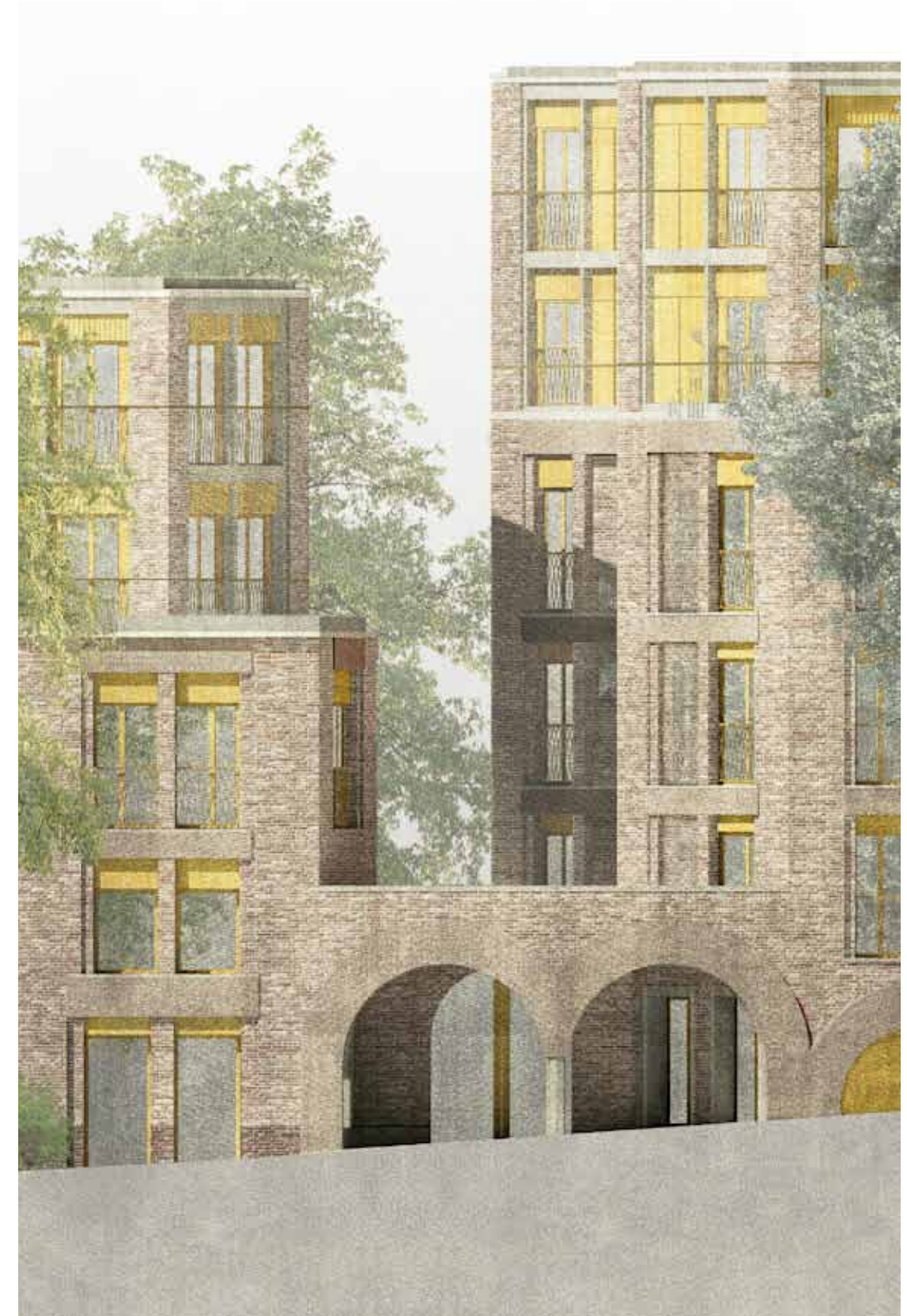


Fitzjohn's Avenue, NW3

Prepared for the London Borough of Camden

Planning, Design and Access Statement

Addendum Design Statement to accompany revisions, June 2015



Introduction

This report provides additional information and detail to justify the proposed design for specialist elderly living accommodation on a prominent site in Hampstead. It provides analysis and diagrams that support LBC's Planning Officer's report.

The premise of our approach is to establish a new mansion block within the conservation area of Fitzjohn's Avenue. As such it shares the characteristics of other mansion blocks within the vicinity-confident in massing and refined in detail.

Significant consideration and care has been given to the design of the building and its environment at all scales. The proposals have been developed in a continued and close dialogue with the urban designers, conservation architects and planning officers of the London Borough of Camden.

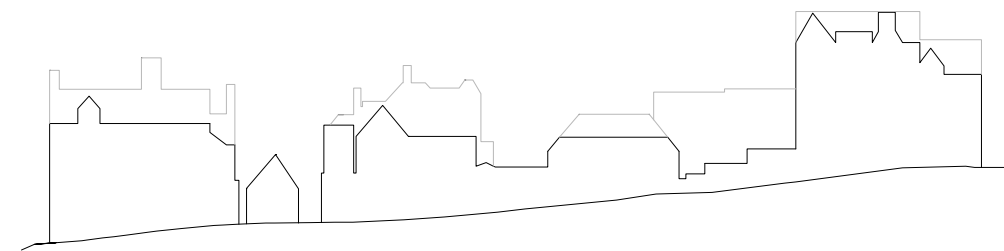
Height, bulk and massing Street townscape



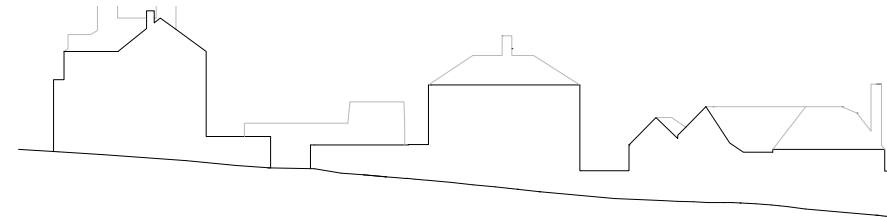
The immediate urban environment of Prince Arthur Road / Ellerdale Road / Fitzjohn's Avenue is characterised by great variance in height, bulk and mass so that there is no "general" or "typical" height to the surrounding built fabric.

The drawings illustrated show the existing and proposed unwrapped street elevations working their way around Prince Arthur Road, Ellerdale Road and Fitzjohn's Avenue on both sides of the road.

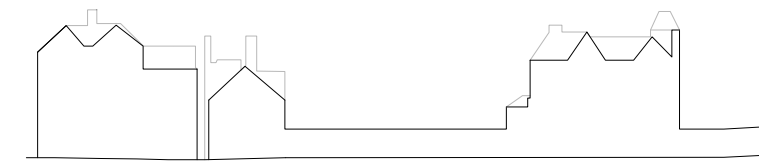
The drawings show that the proposed project fits into the general scale of adjustments and variance that already exist in the area.



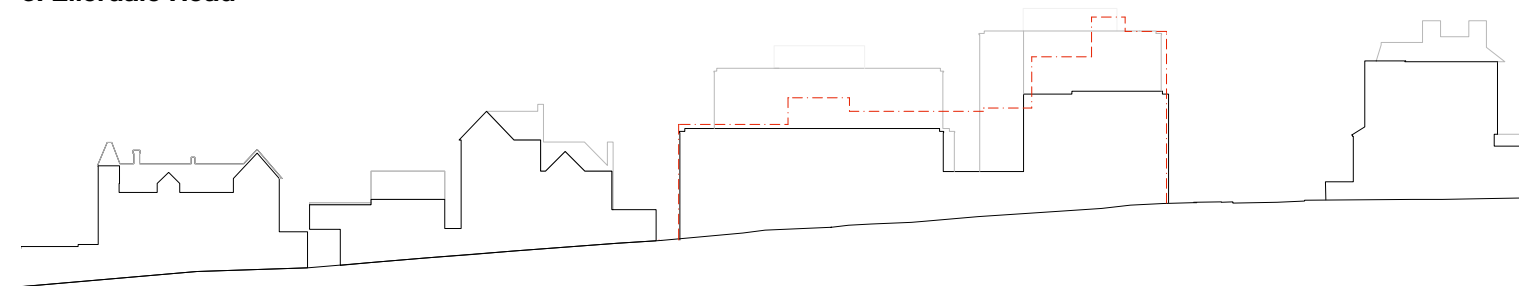
1. Ellerdale Road



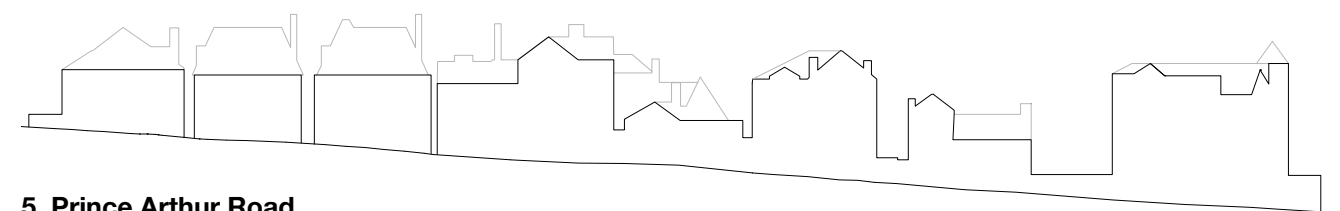
2. Ellerdale Road



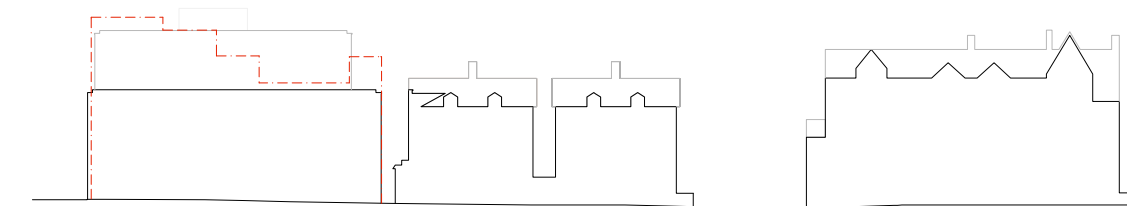
3. Ellerdale Road



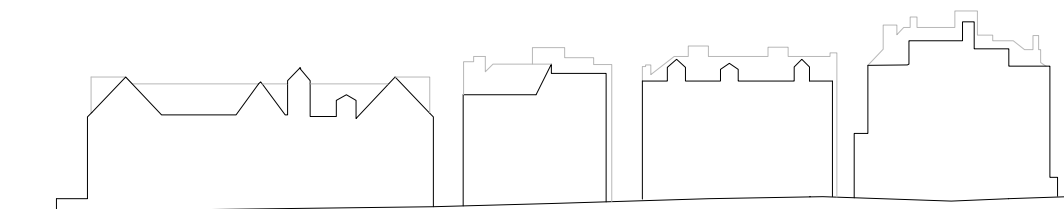
4. Prince Arthur Road



5. Prince Arthur Road



6. Fitzjohn's Avenue



7. Fitzjohn's Avenue

Mansion block analysis

As outlined in the Design and Access statement, the various Mansion Blocks that appear across Hampstead have been an important reference for the project.

They represent a residential institution rather than a single dwelling and have the corresponding status in relation to the surrounding urban fabric.

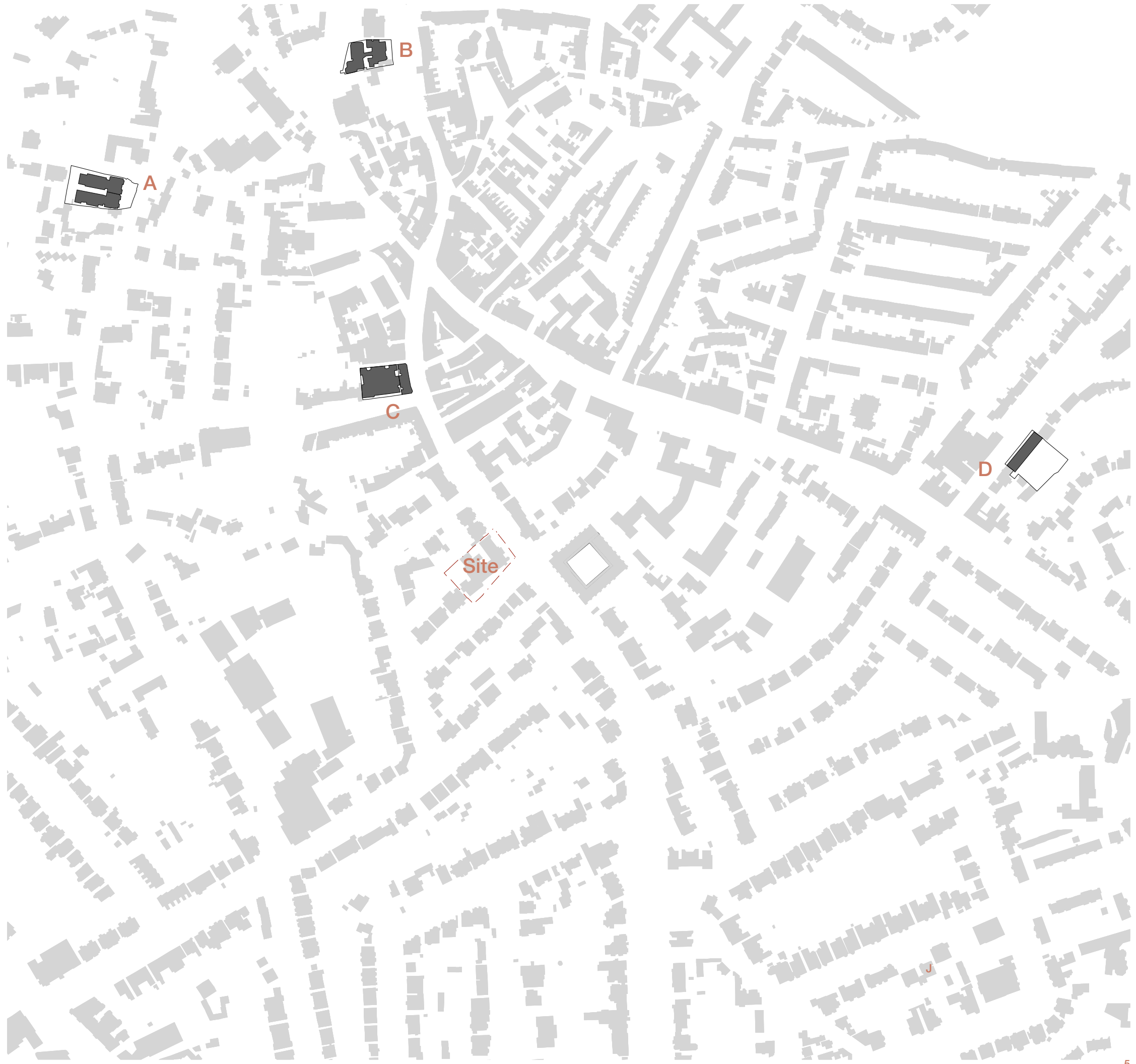
The following pages illustrate a careful analysis of a number of mansion blocks in the Hampstead area in terms of their bulk and mass in relation to their surroundings.

They show that their character is very often one of “standing out” - very rarely do they “blend in”.

Mansion block analysis
Hampstead

Figure ground plan of Hampstead

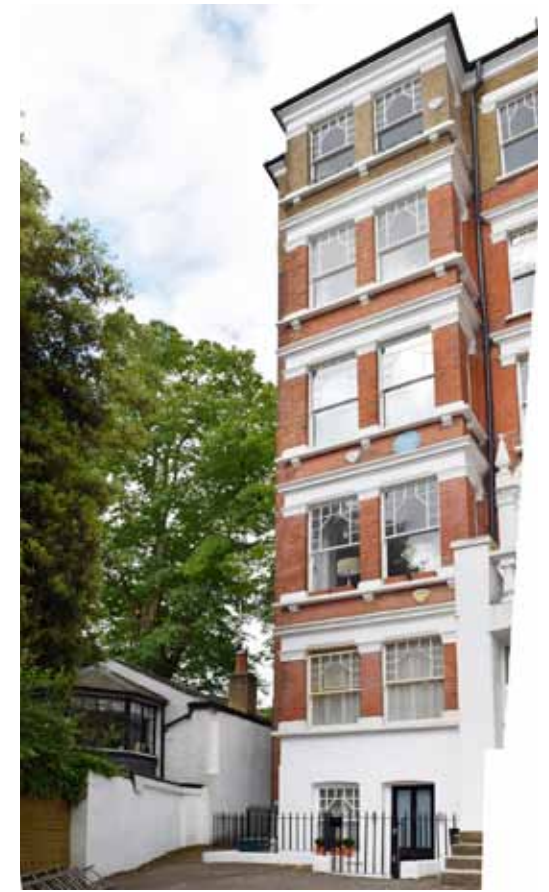
- A Frognal Mansions
- B Heath Mansions
- C Gardnor Mansions
- D Hamsptead Mansions
- Hampstead Hill Mansions



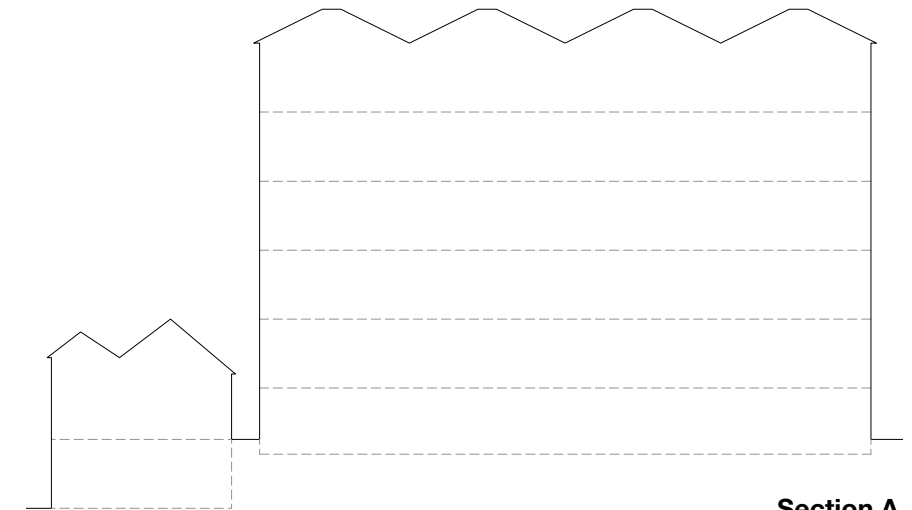
Mansion block analysis
Frognal Mansions



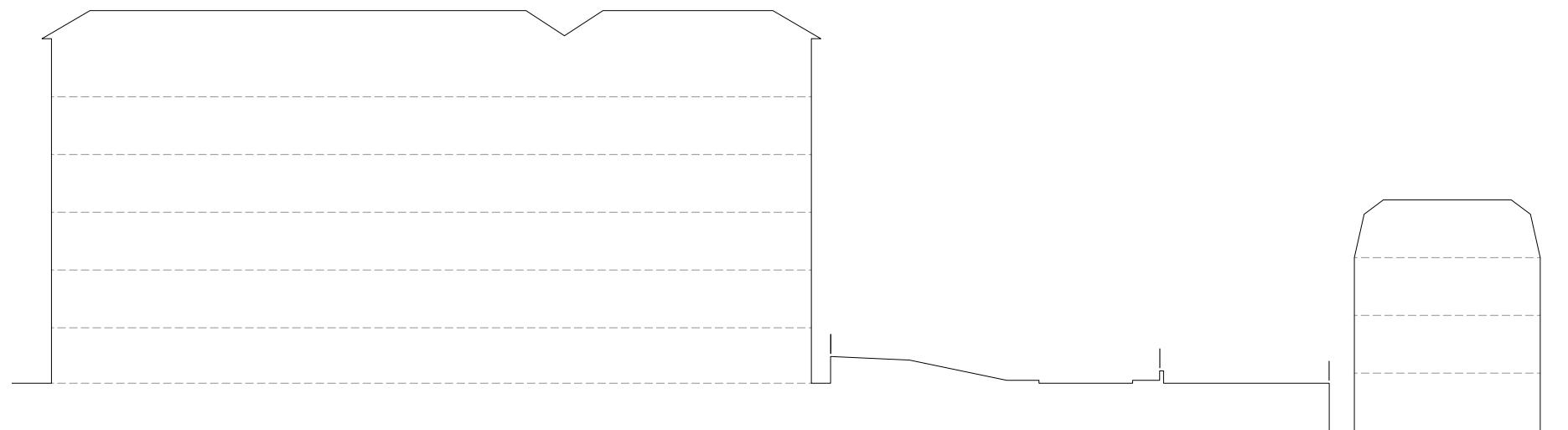
1



2

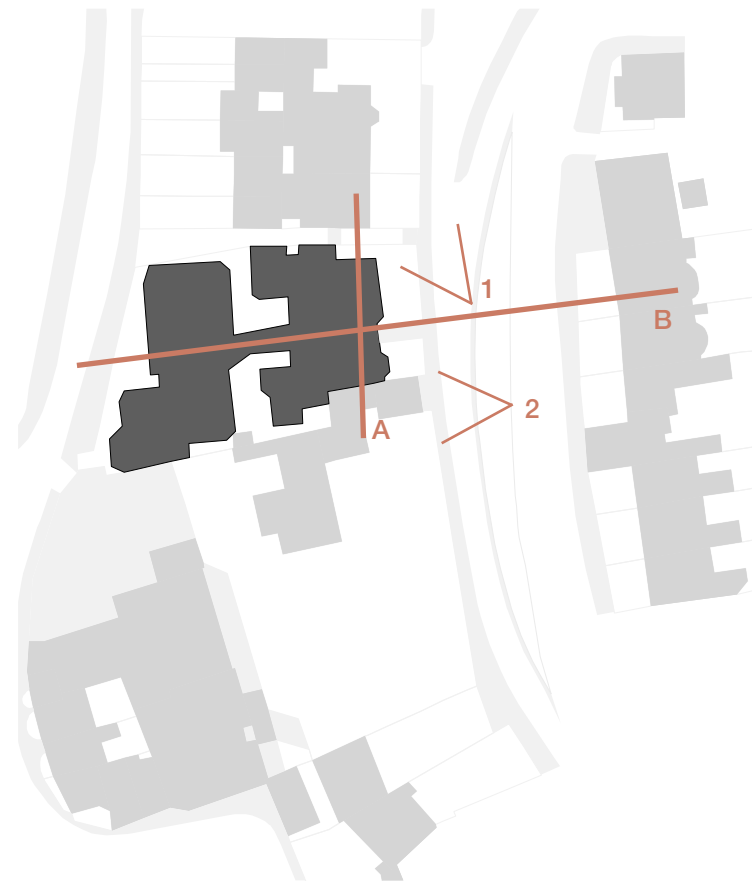


Section A



Section B

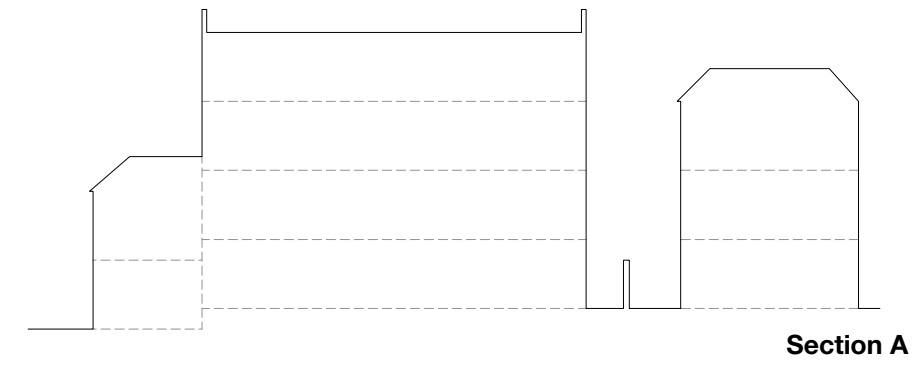
Mansion block analysis
Heath Mansions



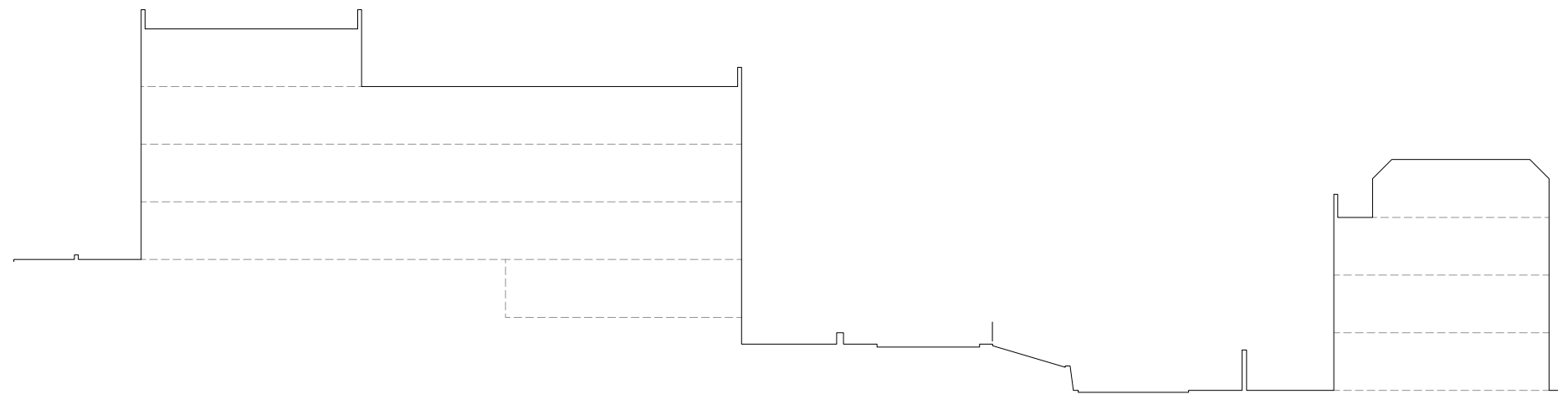
1



2

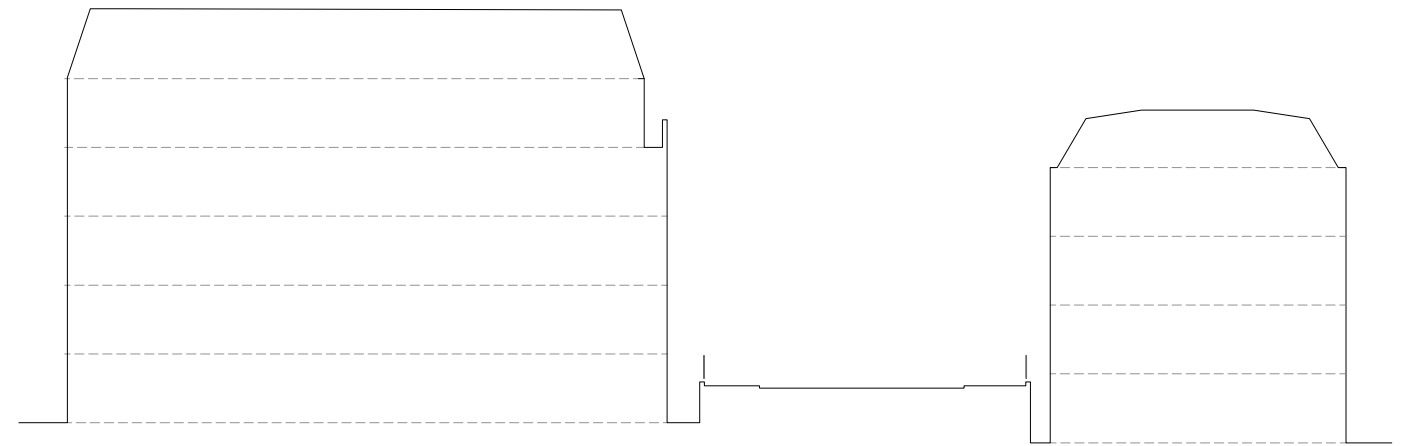


Section A



Section B

Mansion block analysis
Gardnor Mansions &
Hampstead Mansions

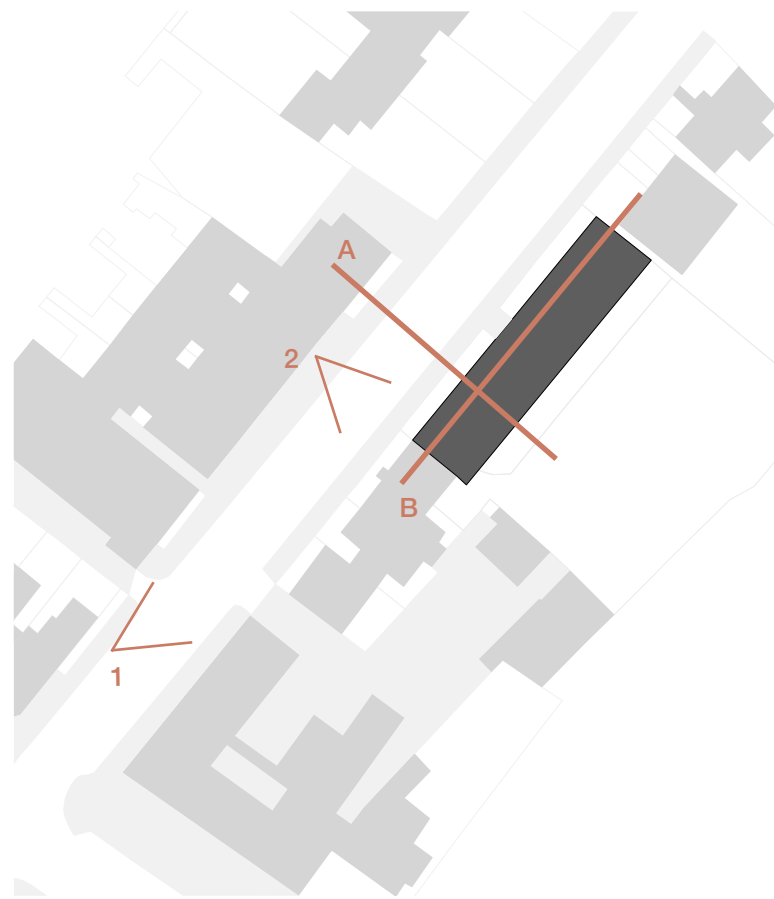


Section A



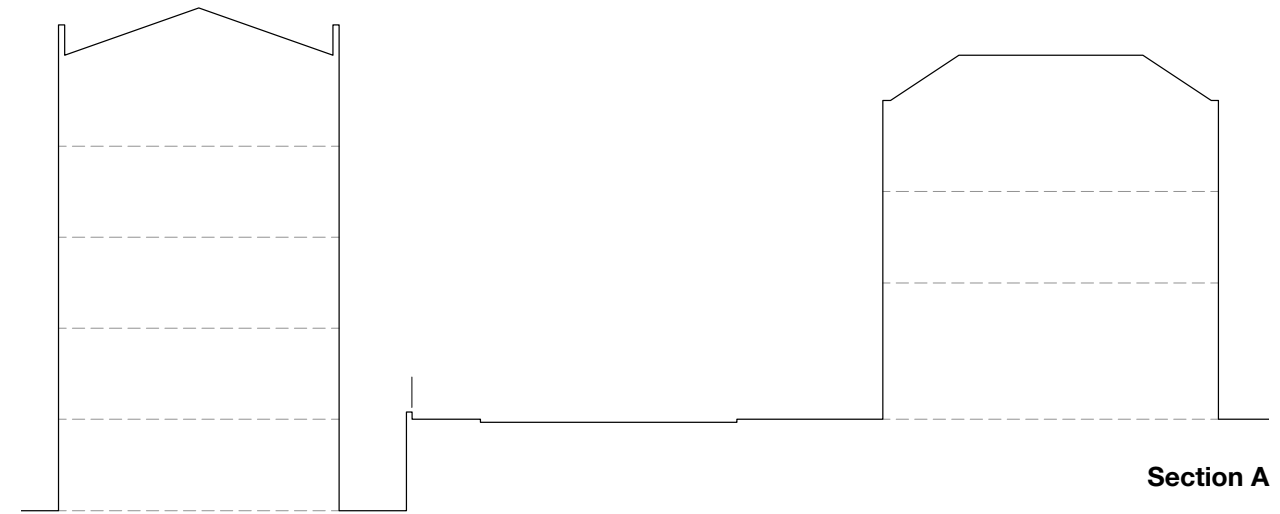
Section B

Mansion block analysis
Hamsptead Hill Mansions



1

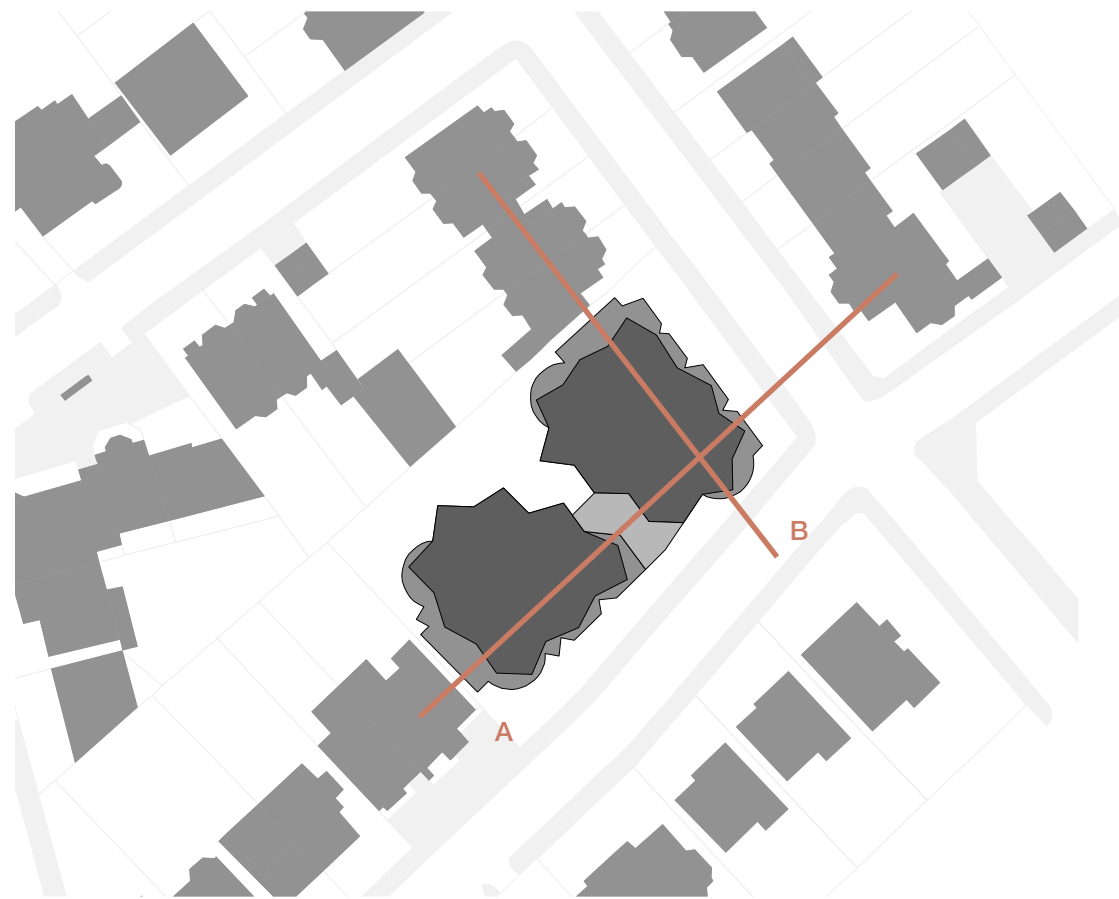
2



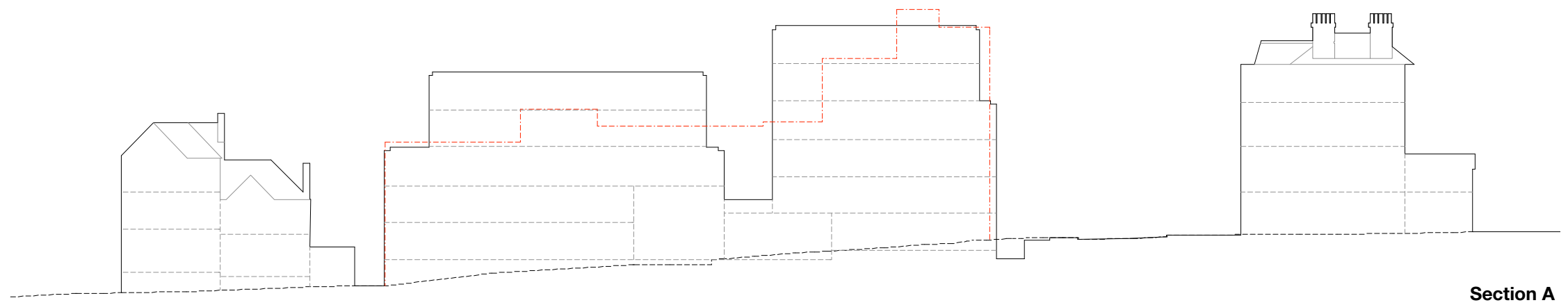
Section A



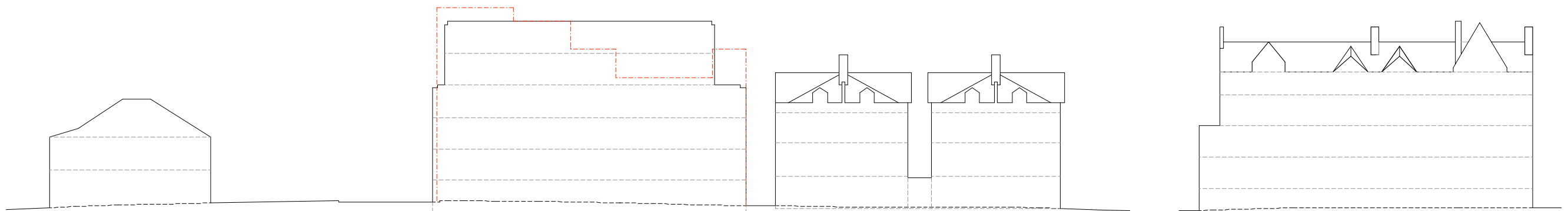
Section B



Mansion block analysis
Planning scheme



Section A



Section B

Unit size / mix

As outlined in the documentation already submitted, the proposal is specifically limited to older residents who will not have families. Furthermore, the existing use of Hyelm provided over 220 bed spaces at capacity which would represent far higher population density and potential occurrences of overlooking than the current proposal. Therefore, the various concerns raised by local residents regarding the size of population of the proposals are unfounded.

Nonetheless, we have been working further on the internal layouts to see where there are opportunities to reduce the number of rooms and thus decrease the numbers of residents or visitors occupying those rooms.

In addition, we have adjusted the proposed fenestration in a number of ways;

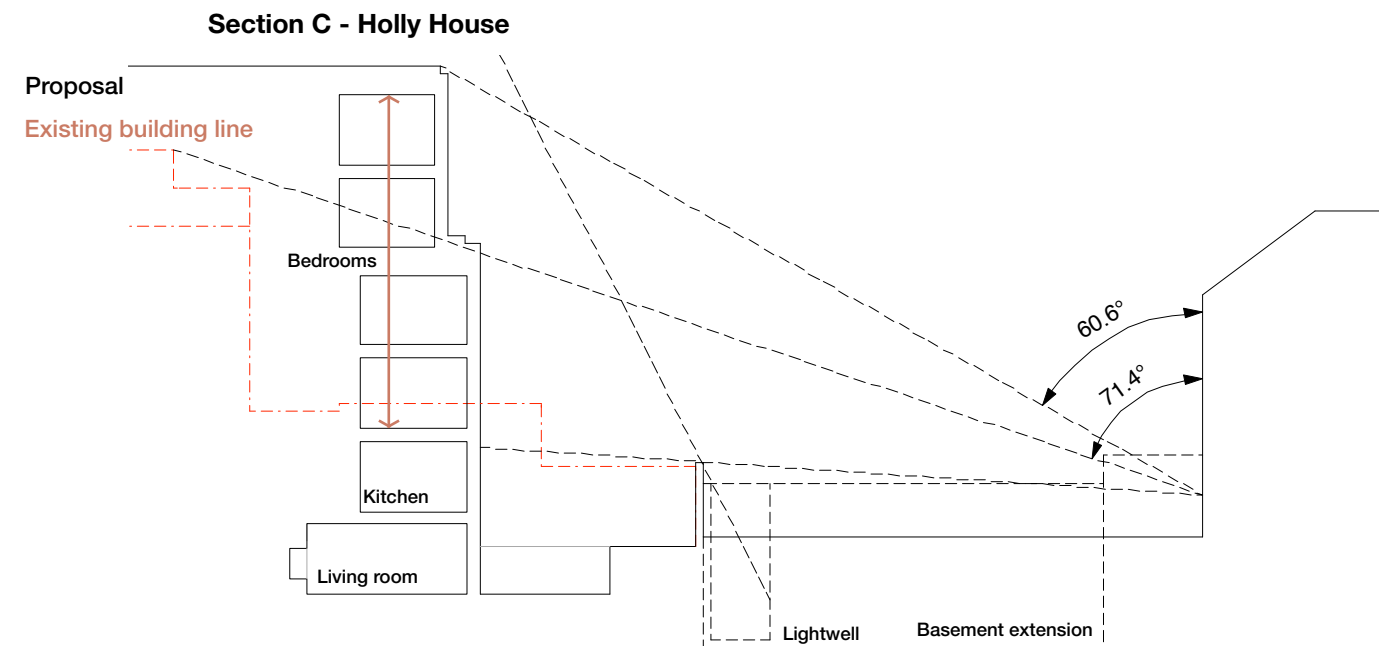
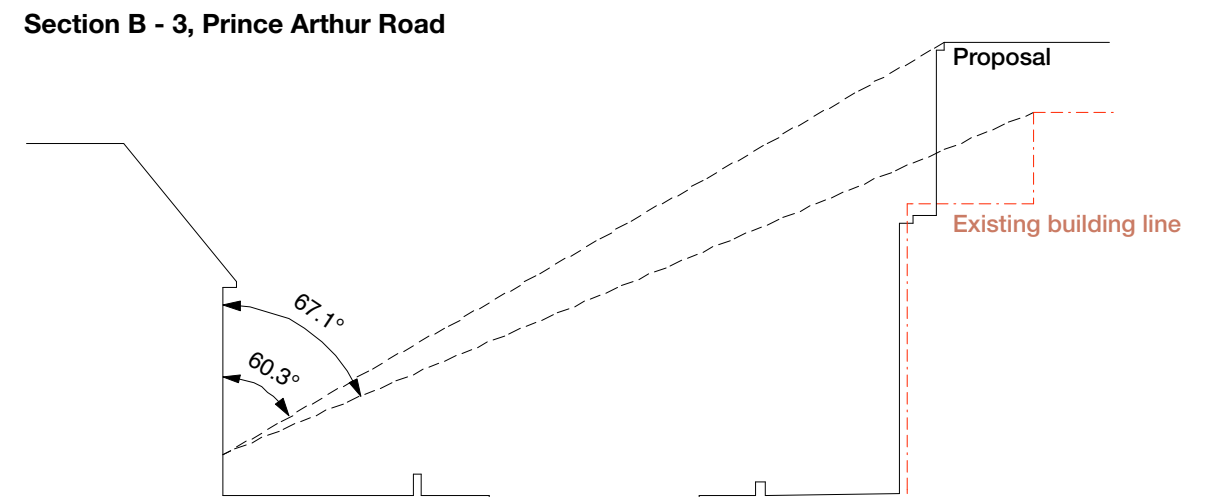
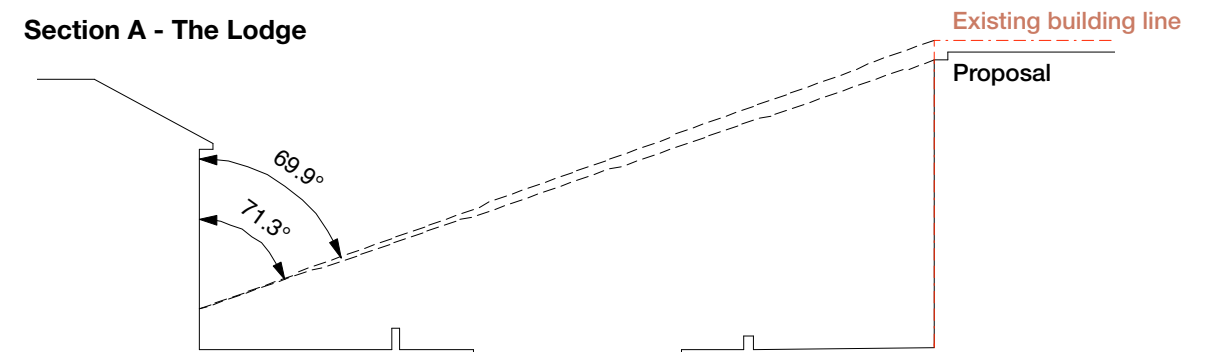
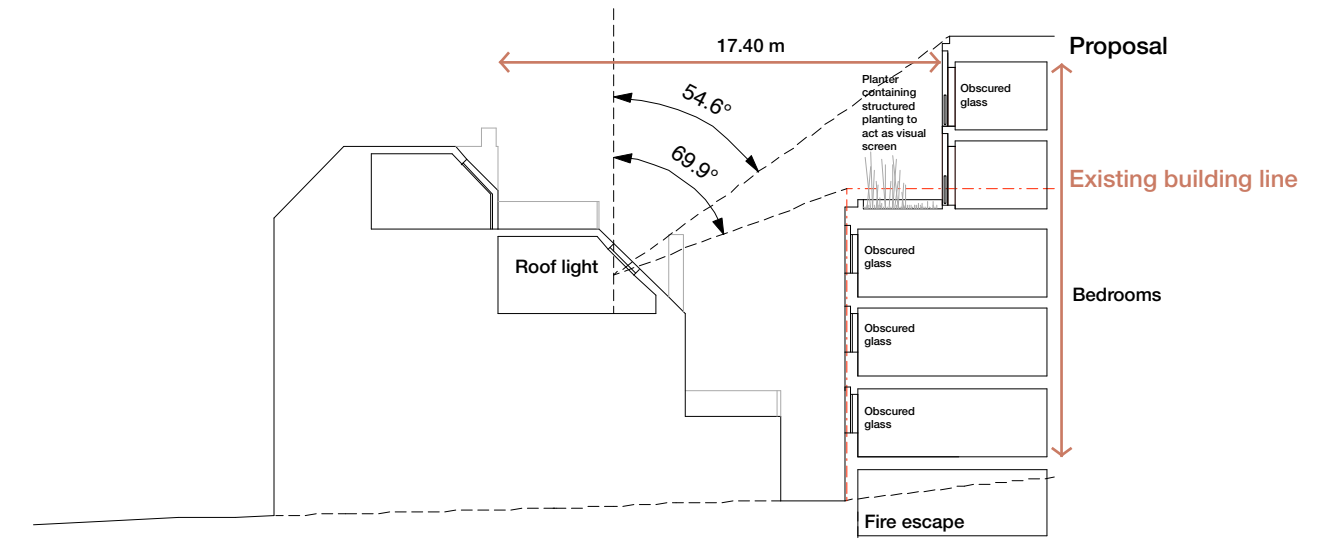
- Reduced number of windows by 35% to side elevations in order to minimise the instances of overlooking.
- Introduced obscure glazing to flank elevations to remove possibility of overlooking. Alternative windows have been introduced to ensure rooms retain good outlook.

Privacy and amenity - Overlook and enclosure



The Case Officer's report clearly sets out how in the majority of cases, the proposals meet Camden's guidance in terms of proximity and overlooking. There are a number of instances however where concerns have been raised by neighbours about the impacts the proposals would have on their dwellings and/or garden spaces.

The adjoining drawings show clearly the actual relationship in both the existing and proposed cases between the Arthur West House site and the properties in question. They indicate that the actual impact on the amount of clear sky visible from those properties is in fact very minimal when compared to the existing condition.



**Privacy and Amenity
Footprint, open space and green areas**



Existing building:

- Footprint: 1050 sqm.
- Site plot: 2072 sqm.
- Ratio: 50%

- A - Rear Garden: 337 sqm.
- B - Frontage green space: 502 sqm.
- C - Car park and BOH courtyard: 186 sqm.

- Total area of green spaces: **839 sqm.**



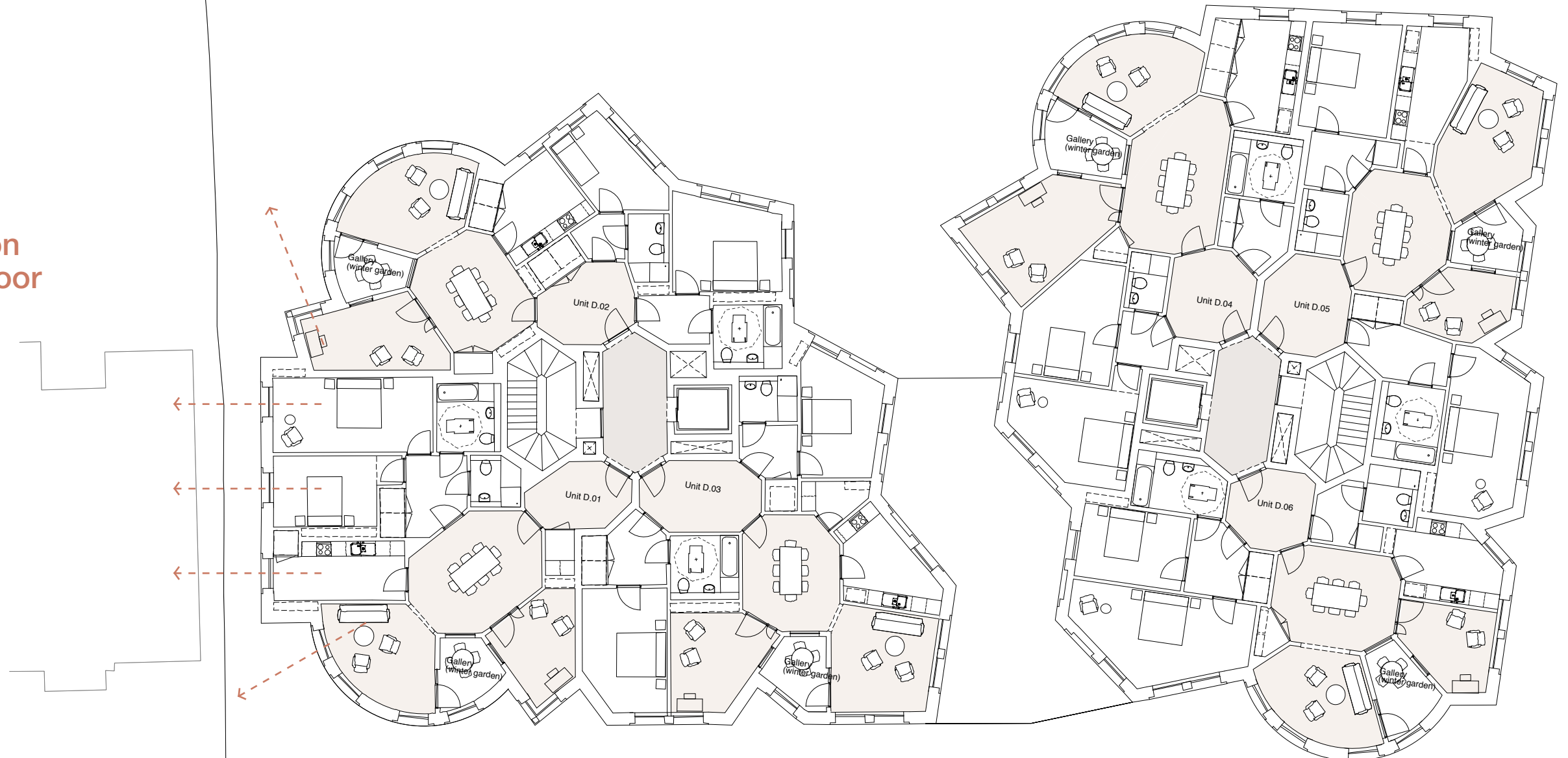
Planning application scheme:

- Footprint: 1189 sqm.
- Site plot: 2072 sqm.
- Ratio: 57%

- A - Rear Garden: 450 sqm.
- B - Frontage green space: 432 sqm.

- Total area of green spaces: **882 sqm.**

Plans comparison
Typical middle floor





Plans comparison
Typical top floor





West elevation comparison





Architectural quality

Architectural style is subjective.

However, it is possible to be objective about quality. The site is within a Conservation Area and therefore, quite rightly, policy demands design excellence.

Sergison Bates architects produce designs of exceptional quality with care and rigour. As can be seen on the following pages, their work has been recognised in both the UK and further afield and their designs have been recognised at a project-specific and a practice-wide level.



Practice Awards

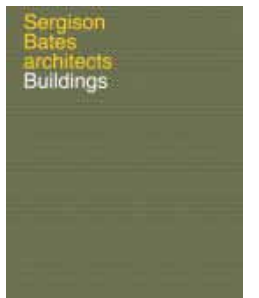
RIBA Architect of the Year Awards 2012 - International Breakthrough

Heinrich Tessenow Gold Medal for Architecture, 2006

Erich Schelling Medal for Architecture, 2006

BSI Swiss Architecture Award 2014, nominated

D&AD Yellow Pencil Award 2006 - 'Brick-work: thinking and making'



Project Awards



International Business School, London, UK
RIBA Regional London Award 2015



House in Cadaqués, Spain
Premis FAD 2012
Premis d'Arquitectura de les Comarques de Girona 2012
Premis Catalunya Construcció 2012
Ecola Awards 2012



BHP'14

Urban housing, Nordbahnhof, Vienna, Austria
European Union Prize for Contemporary Architecture 2015
Mies van der Rohe Award 2015
Bauherrenpreis 2014



Mixed-use development, Wandsworth, London, UK
Housing Design Award 2004



Urban housing and crèche, Geneva, Switzerland
Ecola Awards 2015
Distinction Romande d'Architecture, Shortlist, 2014
RIBA International Awards 2012



Self-build housing project, Tilbury, Essex, UK
Housing Design Award 2003
Wood Award 2003



Care home in Huise-Zingem, Belgium
WAN Healthcare Awards, Longlist, 2014
Worldwide Brick Awards 2013, Shortlist
Designs of the Year Awards 2012



Urban housing project, Shepherdess Walk, London, UK
Civic Trust Awards shortlist, 2002
Brick Award shortlist, 2001
Brick Award shortlist, 1999



Urban housing, Finsbury Park, London, UK
Ugo Rivolta European Architecture Award 2011
Affordable Home Ownership Award shortlist, 2009
Housing Design Awards shortlist, 2009
RIBA Award 2009
European Union Prize for Contemporary Architecture 2009
Mies van der Rohe Award 2009



Suburban housing project, Stevenage, UK
Housing Design Award 2000



Ruthin Craft Centre, Wales, UK
RIBA Award 2009
Ecola Awards 2010
Design Commission for Wales case study project, 2010
RICS (Royal Institute of Chartered Surveyors) Wales Awards 2010
Dewi - Prys Thomas Prize 2009
National Eisteddfod Gold Medal for Architecture in Wales 2009
European Union Prize for Contemporary Architecture 2009
Mies van der Rohe Award 2009
Arts Fund Prize finalist 2009



Public house, Walsall, UK
CAMRA best pub award 1999 (new-build category)



Sergison Bates Practice profile

Sergison Bates are an international practice in outlook and staff composition, with studios in London and Zurich. Aware of our British roots, we are interested in making work that is sensitive to place and cultural context and engages meaningfully with the wider architectural debate. All our projects are informed by a sensitive approach to place, the experiential potential of materials and construction and a concern for the environmental, social and economic aspects of sustainability.

We have extensive experience of working with all dimensions of architectural and urban design and are involved in a wide range of projects at different scales, ranging from urban planning and regeneration to public buildings and housing. Over the years we have developed particular expertise in residential projects for public and private sector clients, including mixed tenure housing, affordable housing, assisted living apartments and care homes both in the UK and mainland Europe.

Collaborative practice is at the heart of our approach to architecture. We have successfully completed a number of projects in partnership with offices based in various European cities that have attracted international recognition. Recently completed projects include an apartment building and crèche for the City of Geneva, Switzerland (RIBA International Award 2012, Distinction Romande d'Architecture 2014) and a residential development in Vienna, Austria for a local housing association (Bauherrenpreis 2014, nominated for Mies van der Rohe Award 2015).

More generally, our work has won international recognition for 'innovative developments in architecture' (Erich Schelling Medal for Architecture) and architectural excellence (Heinrich Tessenow Gold Medal for Architecture), and we curated 'Feeling at home', an exhibition on social housing at the Venice Architecture Biennale in 2012.

We are committed to a research-based approach, which is supported by the partners' involvement with some of the most prestigious architecture schools in the world. Stephen Bates is currently Professor of Urbanism and Housing at T.U. Munich, Germany; Jonathan Sergison is Professor of Design and Construction at the Accademia di Architettura, Mendrisio, Switzerland and together they recently held a visiting professorship at the Harvard University Graduate School of Design.

The quality of the relationship we establish with the client, the co-ordination between consultants and quality control on site are our prime concerns. The practice founders, Jonathan Sergison and Stephen Bates and partner Mark Tuff are closely involved in strategic design decisions on all projects and committed to cultivating a strong working relationship with clients and stakeholders in the development of all projects.