59 Maresfield Gardens, NW3 5TE

Design and Access Statement

Planning submission, June 2015

Presented by LOM architecture and design

Contents

01 **Introduction**

59 Maresfield Gardens
Introduction

This document seeks to explain the basis of a new planning application and application for Conservation area consent at the above property.

It is our client's wish to redevelop No.59 in order to create an environmentally exemplar family home and bring this site back into use.

The proposed design is contemporary in nature and carefully conceived in order to complement and enhance the Conservation area setting.

Proposal
This proposal seeks to combine the best attributes from the previous two approved schemes (see *03 Planning Context* for details).

The proposal therefore incorporates elevational proposals from the latest approved scheme, which benefitted from extensive consultation, and an amended basement design which is reduced in size from the original scheme approved through the planning appeal.

In light of previous approvals, and the reduced basement area, it is assumed that this approach will be welcomed as a logical way for the client to achieve her objectives whilst considering the sensitivities of the context.

Project team
Introduction

Client	**Ms Stefanie Drews** 59 Maresfield Gardens
Architect	**LOM architecture and design** The Glass House, 5 Sclater Street, London
Structural Engineer	**Elliot Wood Partnership** 241 The Broadway, Wimbledon, London
Environmental & Sustainability	**Hodkinson Consultancy** The Heights, 59-65 Lowlands Road, Harrow, London
Building Services	**Peter Deer and Associates** South Point House, 321 Chase Road, London
Arboricultural	**Landmark Trees Ltd.** 3 Princes Street, Tunbridge Wells, Kent
Planning & Historic Buildings	**CgMs Consulting** 140 London Wall, London

Supporting information
Introduction

This report should be read in conjunction with the following documents prepared by others:

Planning Statement & Heritage Statement
Prepared by CgMs
Planning & Historic Buildings Consultants

Basement Impact Assessment
Prepared by Elliot Wood Partnership
Consulting Structural & Civil Engineers

Code for Sustainable Homes Pre-Assessment Report
Prepared by Hodkinson Consultancy
Energy & Environmental Consultants

Arboricultural Statement
Prepared by Landmark Trees
Arboricultural Association Registered Consultant & Chartered Forester

Daylight, Sunlight & Overshadowing Assessment
Prepared by XC02 Energy
Specialist Consultants

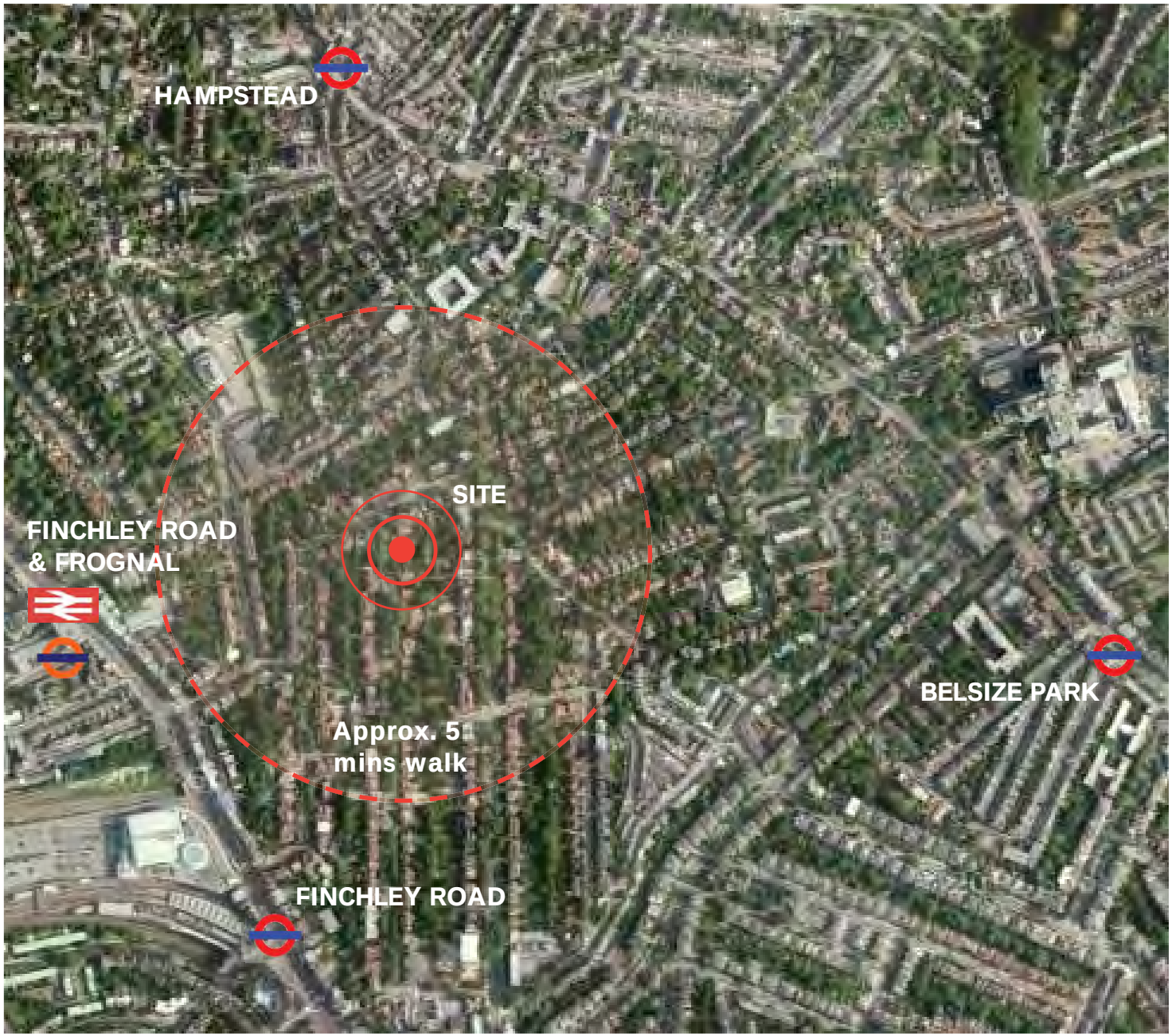
02 **Context appraisal**

Site location
Context appraisal

The site is located in the London Borough of Camden and is well served by public transport:

- Approximately ten minutes walk to Finchley Road underground station (Metropolitan and Jubilee lines)
- Approximately ten minutes walk to Finchley Road & Frognal overland and national rail station
- Less than twenty minutes walk to Belsize Park underground station (Northern line)

Local shops, amenities and facilities are available close-by in Hampstead, along Finchley Road and in Belsize Park.



The existing site
Context appraisal

No.59 Maresfield Gardens is located in a residential area in the London Borough of Camden.

The site is within the Fitzjohns Netherhall Conservation area.

The existing building
Context appraisal

No.59 is a brick built mid-1950's terrace house forming the end dwelling in a terrace of three. The terrace occupies a sunken site and the existing building / garden level is approximately one storey below street level.

The neighbouring two dwellings in the terrace, Nos. 55-57, are jointly owned and occupied by a single family.

The Fitzjohns / Netherhall Conservation Area Statement describes Nos. 55-59 Maresfield Gardens as being *"a mid 1950s two storey terrace, on a sunken site that has little relationship with the surrounding area'.*

Existing terrace - Nos.55-57 & No.59

Existing building - No.59

Surrounding context

Context appraisal

Street elevation - looking west

Street elevation - looking east

Surrounding context
Context appraisal

The area is characterised by a rich diversity of architectural styles and includes buildings from a variety of periods including:

- neo-Gothic,
- classical Italianate,
- Queen Anne,
- Jacobean,
- Domestic Revival
- Arts and Crafts
- Modernist and contemporary

A key feature is the number of properties built for individual owners.

Please refer to the separate Heritage and Planning statements which accompany this application.

Surrounding context
Context appraisal

Modernist villas
In the inter-war period Hampstead emerged as a hot-bed of new European modernism.

A number of modernist villas were built, starting in the 1930s with architecturally important one-off houses by Maxwell Fry, Samuel & Harding, Ernst Freud and others.

1 No.48 Maresfield Gardens, Camden NW3, H. Herrey-Zweigenthal, 1939

2 No.1-6 Frognal Close, Camden NW3, Ernst Freud, C 1936

3 Sun house, Frognal Way, Camden NW3, Maxwell Fry, 1936

4 No.13b Arkwright Road, Camden NW3, Samuel & Harding, 1939

Surrounding context
Context appraisal

Contemporary houses
The tradition of the Hampstead villa continues to the present day, with award-winning contemporary residences complementing and enriching the Conservation area.

Noteable examples include:

- The Priory by Rick Mather Architects, RIBA Award winner and Sterling Prize runner-up.
- Eldridge Smerin Architect's extension on Pilgrim's Lane, 2004 winner of a London Borough of Camden Building Quality Award.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1 No.5 Upper Terrace, Camden NW3, Rick Mather Architects, 1997

2 No.6 Redington Road, Camden NW3, John McAslan and Partners, 2007

3 No.50 Pilgrim's Lane, Camden NW3, Eldridge Smerin Architects, 2003

4 No.49a Downshire Hill, Camden NW3, Michael & Patty Hopkins, 1975

03 **Planning context**

Approved schemes
Planning context

There have been a number of previous applications for this site and two recent planning approvals which are referred to in this document as Approved Schemes A and B:

Approved Scheme A - Architect: 51% Studios
Application Ref. 2012/6795/P
Appeal Ref. APP/X5210/A/13/2201704

- Planning approval following appeal decision on 7th October 2014
- Established the principle of a contemporary dwelling as a suitable replacement to the existing end terrace house.
- Established above and below ground development parameters for the site.

Approved Scheme B - Architect: LOM Architecture & Design
Application Ref. 2013/7987/P

- Planning approval following Committee decision on 6th November 2014.
- Design and appearance developed and refined through an extensive process of engagement and consultation with neighbours, local interest and resident groups, planning and Conservation area officers.
- Established a design language and materials palette which received predominantly positive feedback during the application process.

Approved Scheme A - 51% Stu

Approved Scheme B - LOM Architecture & Design

New application
Planning context

This application aims to combine the two approved designs with the objective of making the following improvements to Approved Scheme A:

1. **Reduced and better configured basement.**

2. **Application of the (above ground) architectural appearance of Approved Scheme B which is considered to be a more refined design resultant of a rigorous consultation process.**

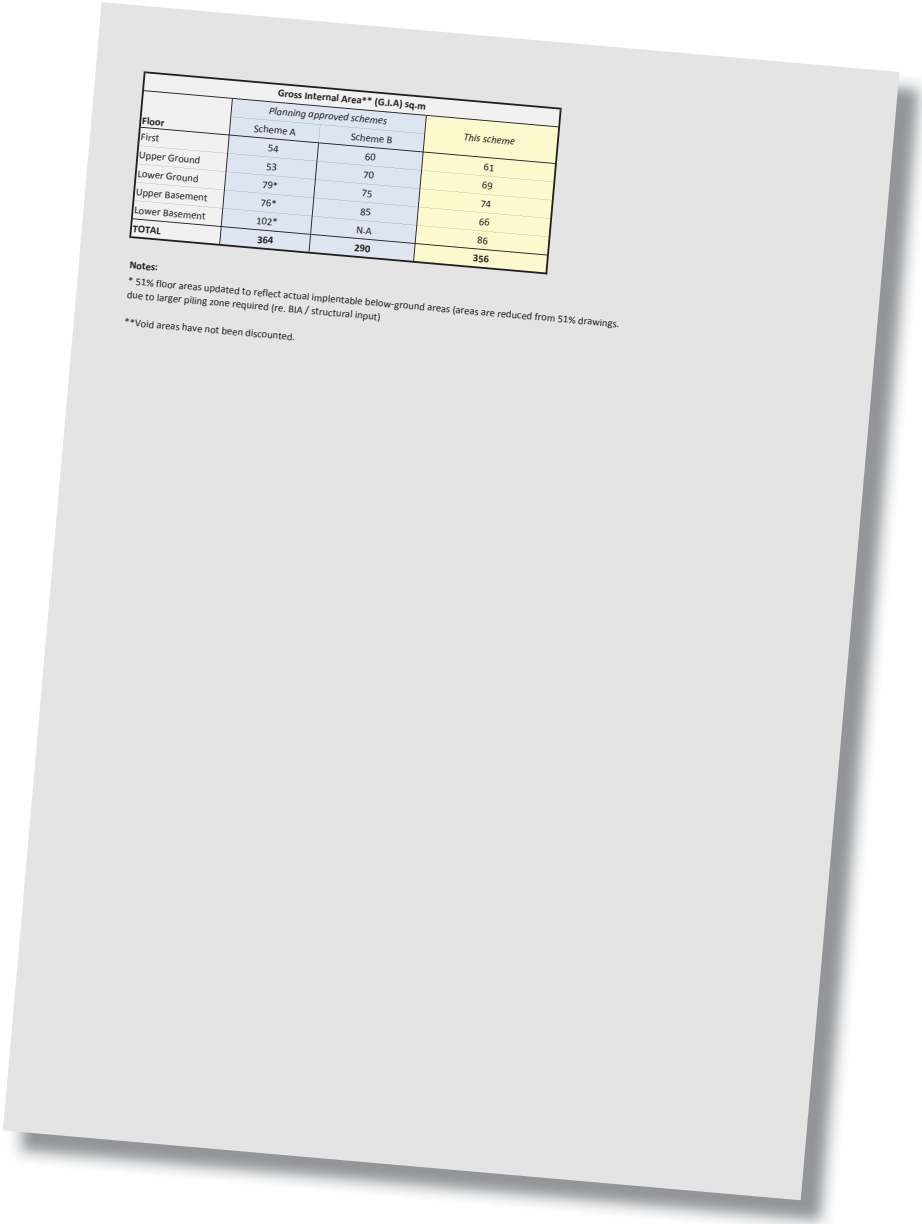
04 **Consultation**

Summary
Consultation

A consultation paper was prepared indicating that a new planning application was being developed, outlining the principle amendments proposed to Approved scheme A and the rationale behind the new application and amendments.

This paper was circulated to representatives of the Netherhall Neighbourhood Association on 7th April 2015 with the objective of gaining input and comment. The N.N.A was felt to be the most effective way to reach the target audience since the group is known represent a number of local residents.

At the time of submission no comments have been received from the N.N.A.



Gross Internal Area** (G.I.A) Sq-m

Floor	Planning approved schemes		This scheme
	Scheme A	Scheme B	
First	54	60	61
Upper Ground	53	70	69
Lower Ground	79*	75	74
Upper Basement	76*	85	66
Lower Basement	102*	N.A	86
TOTAL	364	290	356

Notes:
* 51% floor areas updated to reflect actual implentable below-ground areas (areas are reduced from 51% drawings. due to larger piling zone required (re. BIA / structural input)

**Void areas have not been discounted.

Consultation paper - 07.04.2015

05 **Brief**

Use & scope
Brief

The proposal is to replace an existing 3 bedroom dwelling (approx. 100 sqm G.I.A) with a new 4 bedroom dwelling.

The design proposal provides high quality residential accommodation incorporating well-designed layouts and rooms which improve upon LBC residential development standards. The accommodation is fully Lifetime Homes compliant (refer to Lifetime Homes statement later in this document).

The design proposal has a G.I.A of just over 350sqm which, as can be seen from the schedule opposite, represents a slight reduction from Approved Scheme A.

LBC have confirmed that Affordable Housing provision is not applicable due to the scope of the project.

Gross Internal Area** (G.I.A) sq.m			
	Planning approved schemes		*This scheme*
Floor	Scheme A	Scheme B	
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Floor area comparison

Environment & sustainability
Brief

Environmentally exemplar
The design proposals place environmental considerations at the forefront and embody the **Be Lean, Be Clean** and **Be Green** principles. Proposals meet the Government's energy efficiency targets and seek to exceed the requirements for Code for Sustainable Homes Level 4 classification.

The design seeks to incorporate a number of environmental principles and technologies including:

- **Renewables** enable approximately 20% of the dwelling's energy requirements to be met by energy generated on site via photovoltaic cells, a zero carbon energy source.
- **Low U Values and air permeability rates** reduce heat lost through the building fabric.
- **Natural ventilation** using large dual aspect window openings to provide cross-ventilation and regulate summer time temperatures.
- **Ground source heat pump** utilised for primary heating. In winter heat from beneath the building is transferred into the house via low temperature underfloor heating. In summer the system is reversed to replenish the heat sink below the building.
- **Air source heat pump** used to recover heat from the pool room ventilation system and use this to heat incoming fresh air.
- **Sustainably sourced / high performance materials** utilised such as FSC certified timber and thermally broken triple glazing.
- **Low energy usage and intelligent lighting systems** specified to reduce energy wastage and light pollution.
- **Low water usage** through reduced flow-rate water fittings.
- **Rainwater harvesting** provides water for garden use.
- **Solar control and privacy** regulated via occupant-controlled adjustable external screens.
- **Green wall** filters airborne pollutants and reduces V.O.C levels.
- **Landscaping** carefully specified to encourage wildlife and improve the local ecology through planting of native species
- **Lifetime Homes** compliant with all 16 Lifetime Homes criteria fulfilled.

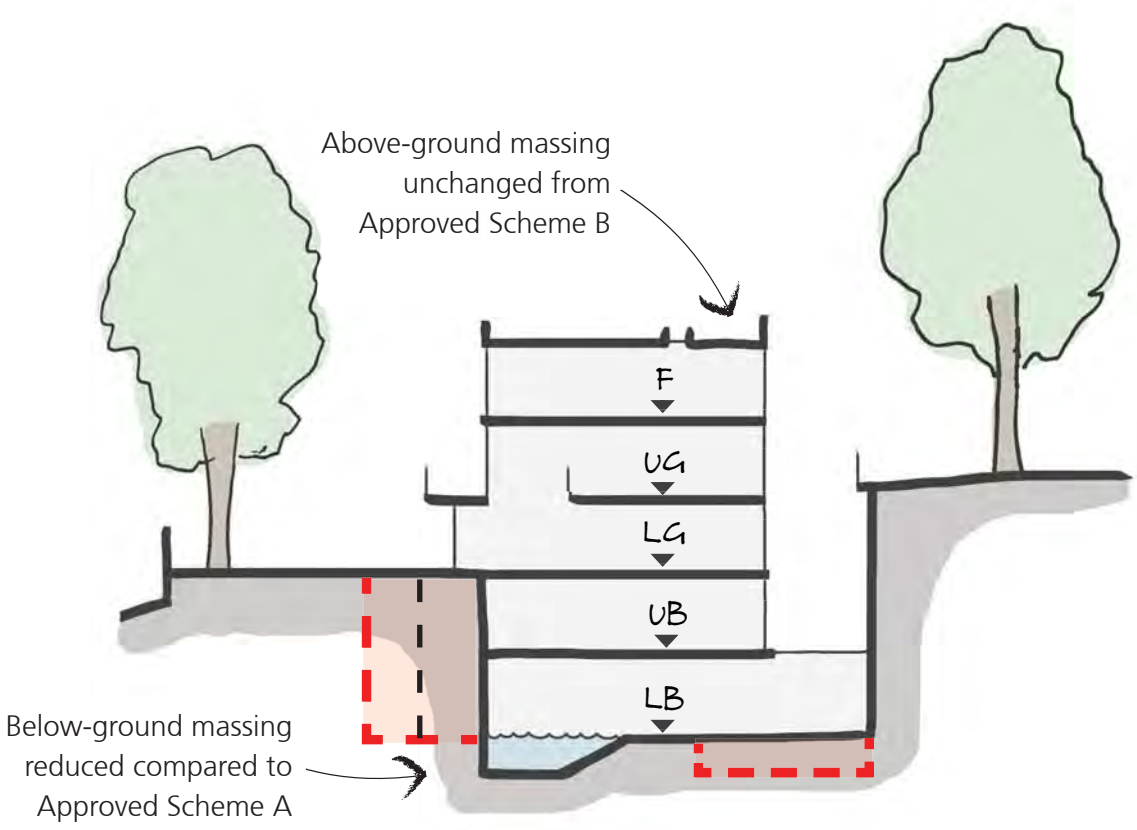
A Code for Sustainable Homes Pre-Assessment has been submitted in support of this application. Please refer to this document for further details.

06 **Scale, massing & context**

Massing comparison
Scale, massing & context

The new proposal fits within planning approved development parameters for the site. Key points are summarised below:

- Above-ground massing unchanged from Approved Scheme B.
- Proposed basement depth unchanged from Approved Scheme A.
- Proposed basement width unchanged from Approved Scheme A.
- Proposed basement length approximately 3.5m shorter than Approved Scheme A.
- Pool relocated to the rear to reduce excavation depth at the front of site as compared with Approved Scheme A.

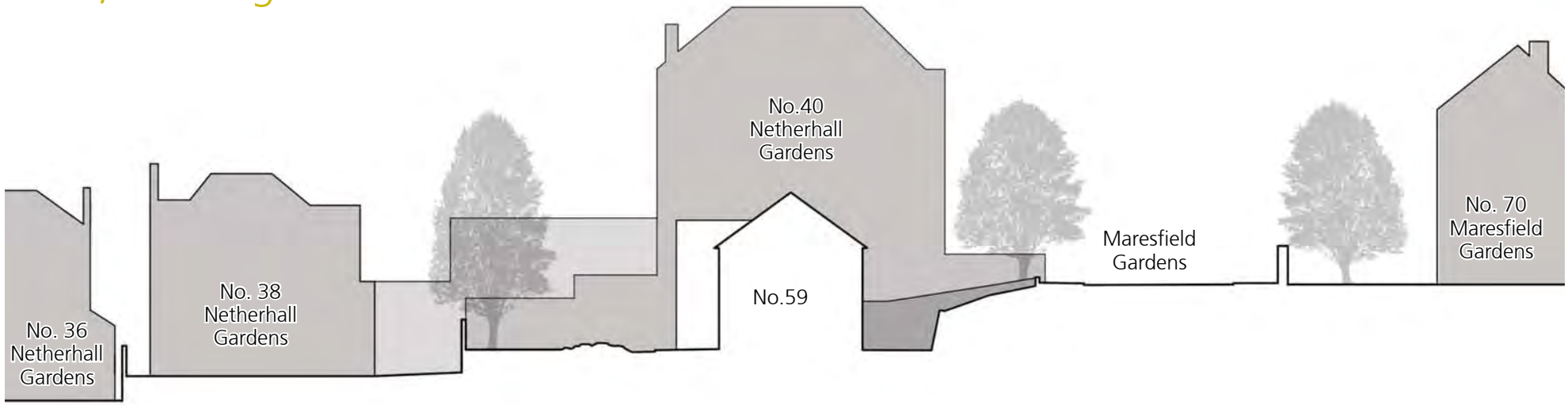


Proposed section

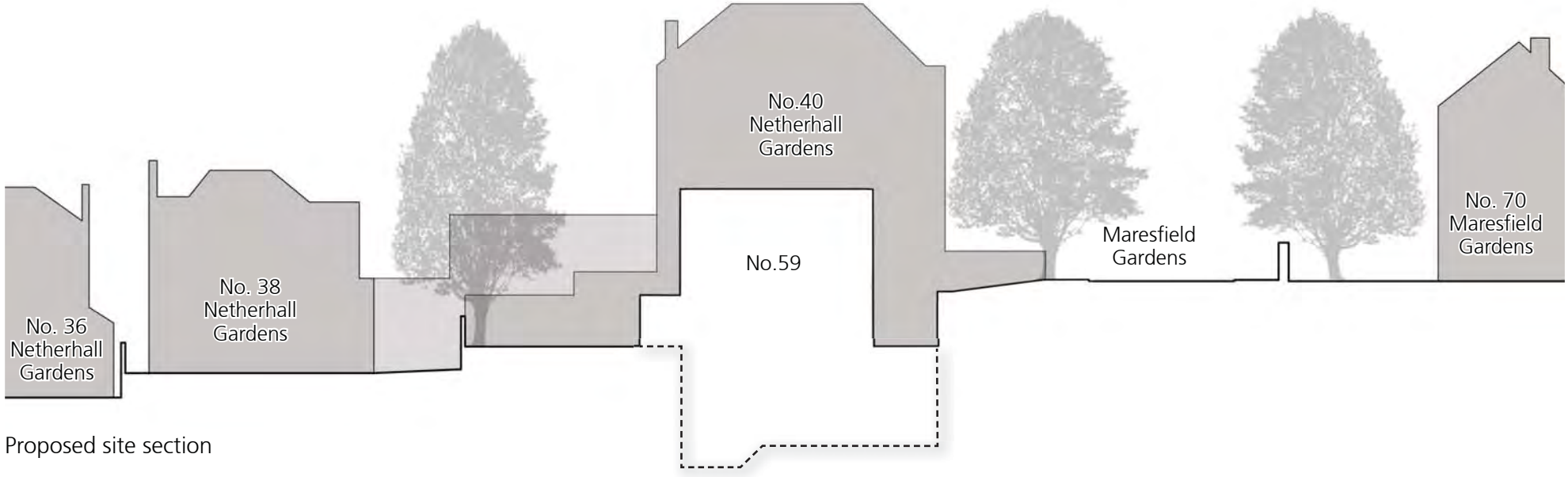
Proposed basement plan

Site section - looking north

Scale, massing & context



Existing site section



Proposed site section

07 **Appearance & materials**

Introduction
Appearance & materials

Key points
This scheme incorporates the architectural appearance of Approved Scheme B which is felt to be a more refined design proposal.

The design and appearance of Approved Scheme B was the product of an extensive consultation and engagement process with Planning and Conservation officers, resident groups, neighbours and residents.

A register of consultations undertaken throughout the design stage of Approved Scheme B is provided below for reference.

It is noted that Approved Scheme B generally received positive feedback throughout the consultation and application process.

Since the design rationale and architectural appearance is unchanged from Approved Scheme B, the following pages of this Design & Access statement are unchanged from the Approved Scheme B submission.

14th November 2013
Pre-Application meeting with London Borough of Camden (Planning and Conservation officers)

19th October 2013
Meeting with Councillor Spinella

9th October 2013
Consultation with Netherhall Neighbourhood Association (NNA)

2nd October 2013
Public Consultation event.

Approx.10 attendees including adjoining owner occupiers (No.55-57 Maresfield Gardens) and immediate neighbours (34 Netherhall Gardens, 38 Netherhall Gardens etc.)

- 540 printed invitation letters were delivered to all properties on Maresfield Gardens, Netherhall Gardens, Netherhall Way, Trinity Walk, Nutley Terrace.
- Soft copy invitations were sent to NNA, the Fitzjohns/Netherhall CAAC, Cllr. Spinella, Cllr. Mennear and Cllr. Knight.

23rd September 2013
Meeting with immediate neighbours (38 Netherhall Gardens)

5th September 2013
Meeting with neighbours (34 Netherhall Gardens)

9th September 2013
Meeting with Netherhall Gardens resident / NNA member

4th March 2013
Pre-Application meeting with London Borough of Camden (Planning, Conservation and Transport officers)

6th February 2013
Meeting with adjoining owner occupiers (No.55-57 Maresfield Gardens)

26th July 2012
Meeting with adjoining owner occupiers (No.55-57 Maresfield Gardens)

Approach
Appearance & materials

Historic context
We are designing within the sensitive and historic context of the Fitzjohns & Netherhall Conservation area. This area is characterised by large individual buildings which are large single houses or flat blocks.

There is a mixture of architectural styles including Arts & Crafts style buildings which display a rich diversity of architectural features and characteristics.

Arts & Crafts principles
This diversity is underpinned by a series of core principles, or common values, which we have identified below:

- Craftsmanship and artisans
- Quality and longevity of materials
- Applied decoration and attention to detail

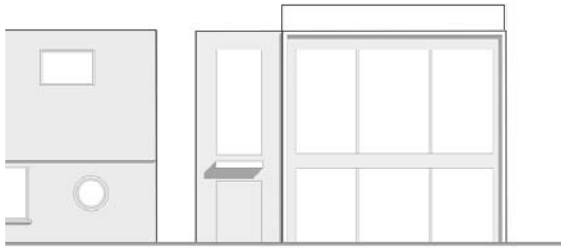
Contemporary interpretation
Our design approach continues this theme and employs the same core principles to inform a unique design response which is contemporary in style and complimentary to the Conservation area.

It is felt this is a more progressive approach than simply replicating the old which often results in pastiche design.

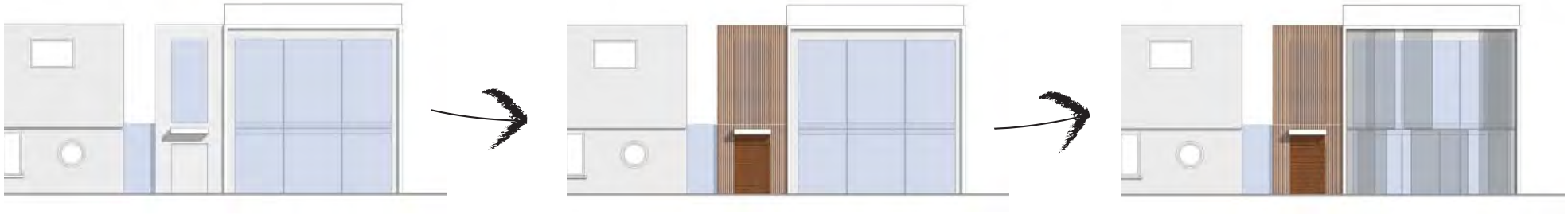




Materials palette
Appearance & materials



1.0 Massing



1.1 Glazing
- Full-height glazing to living spaces maximises natural light.
- Glass link at lower level, with a physical separation at upper levels, provides a visual break between differing styles of existing and new buildings.

1.2 Timber slat cladding
- Timber finish distinguishes circulation core from living spaces, providing 'legibility' in the design.
- Warm and natural material used in conjunction with engineered materials elsewhere (glass and steel) adds richness to the composition.

1.3 Sliding metal screens
- Exterior sliding metal screens provide privacy & solar control.
- Screen design references Conservation area motifs and adds richness & dynamism to the facade.

Materials - timber slats
Appearance & materials

High quality timber slat cladding

- Glazing behind slats allows light in whilst maintaining privacy and creating a rich ‘layered’ aesthetic.
- Environmentally conscious material with specification of sustainably-sourced FSC certified timber throughout.
- Applied coating utilised to maintain natural timber colour and minimise maintenance requirements.

1 Torquay House, Victoria, Australia, Wolveridge Architects

2-3 Casa en Xangrilá, Xan, Brazil, MAAM Arquitectos

Materials - metal screens
Appearance & materials

Sliding metal screens

- Sliding metal screens add depth and richness to the facade.
- Layered facade with interplay between transparency and opacity / openness and privacy.
- Fulfil practical requirements for privacy and solar control which can be controlled by the occupant.
- Laser-cut metal screen design is high-tech and innovative yet encapsulates the spirit of craftsmanship which characterises the Conservation area.
- Pattern design to be inspired by details and motifs found on surrounding buildings within the Conservation area.
- The intention is to engage an artist to develop an original artwork / pattern for use on the screens.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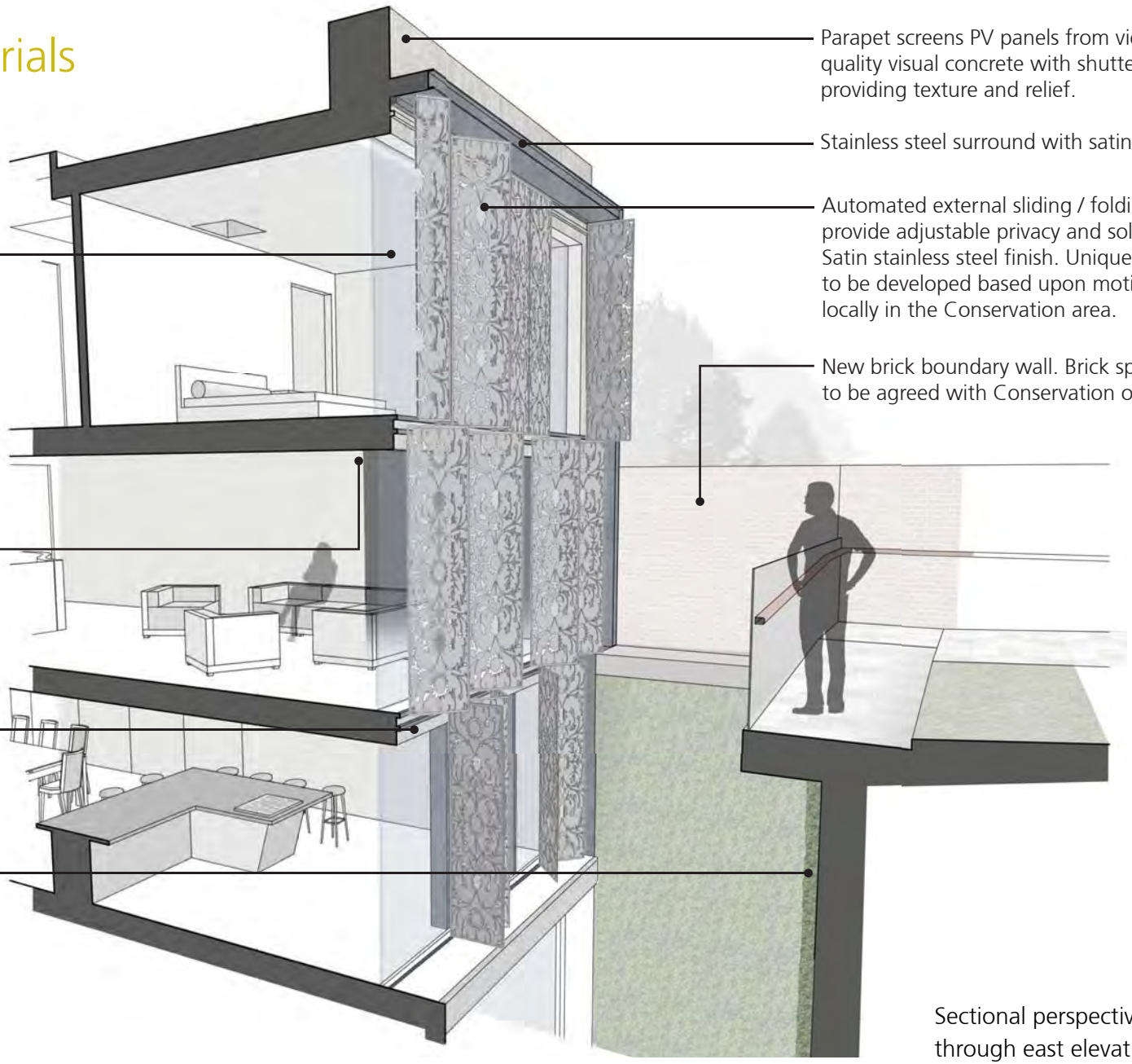
1-2 Hamptons Beach House, New York Aamodt Plumb Architects

3-5 Example of motifs found on buildings in the Conservation Area

Facade section

Appearance & materials



Sectional perspective - through east elevation

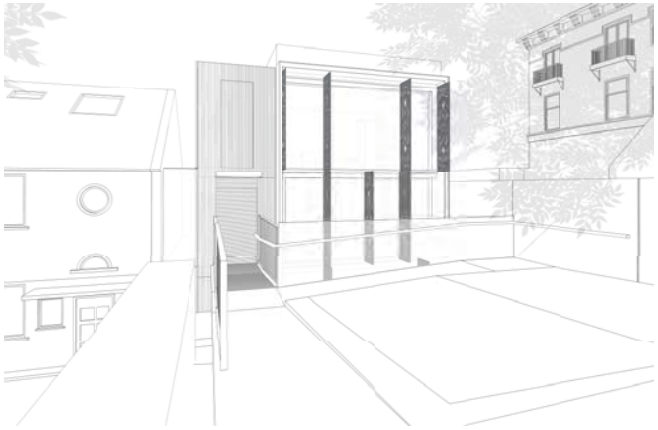
Articulation
Appearance & materials

Proposed sliding / folding screens create a dynamic facade which reflects the way in which the house, or individual floors or rooms, is occupied and according to the degree of privacy required.

The screen design has been developed to ensure that all potential configurations provide interest and articulation across the facade.

Even when all screens are fully open, for example, the screens become perpendicular ‘fins’ which segment the facade.

1. Fully closed



2. Fully open

3. In transition

4. Typical arrangement

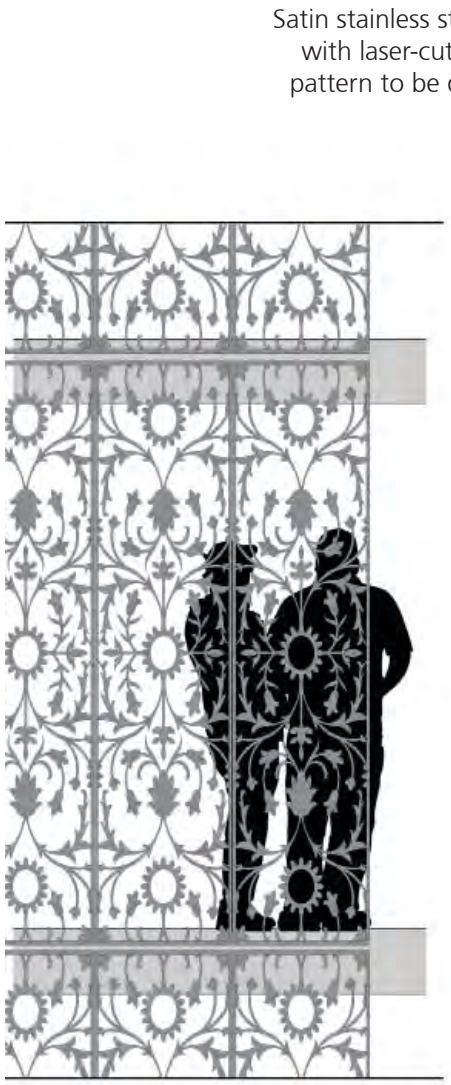
Privacy & solidity
Appearance & materials

Following Planning and public consultation feedback we have updated the screen design in order to provide additional privacy and greater solidity across the facade.

The ratio of solid to open has now been reversed which results in a significantly greater screening effect.

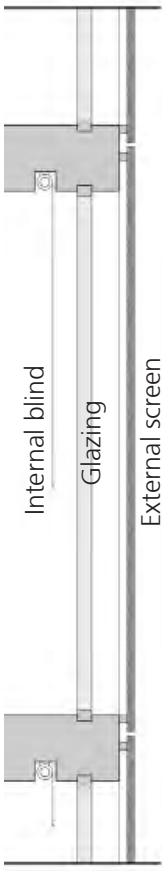
A ratio of 70% solid and 30% open will provide the basis for development of a unique pattern design undertaken at the next stage.

External screens, used in conjunction with internal blinds, allow the building occupants to tailor the degree of privacy on a room by room basis and according to preference or need.
- Full privacy / black-out (internal blinds down)
- Semi-private (external screens closed)
- Minimal (internal blinds up and screens open).



Original screen design
30% solid, 70% open

Updated screen design
70% solid, 30% open



Section Privacy

Precedent
Appearance & materials

1 Hamptons Beach House, New York. Aamodt Plumb Architects - laser-cut steel screen panel.

2-5 Maison Escalier, Paris. Moussafir Architectes Associés - sliding / folding screens.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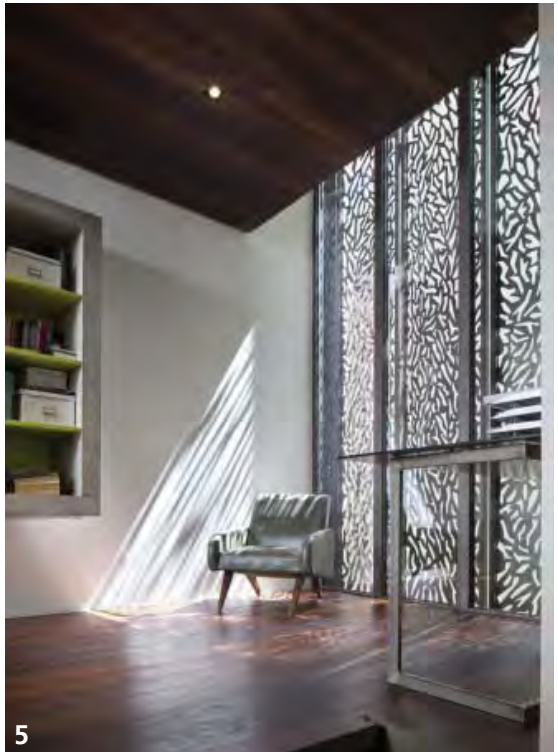
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Street elevation
Appearance & materials

Existing street elevation

Note: trees in foreground not shown for clarity

Proposed street elevation

Note: trees in foreground not shown for clarity

A ‘hidden gem’
Appearance & materials

A quiet building
The sunken nature of the site, and mature trees along the pavement, mean it would be easy to pass without noticing the site.

If you care to look, however, you are rewarded by a surprising and beautiful contemporary pavilion or “a hidden gem”, as described by one local resident during a consultation.

Proposed street elevation

Artists impression - view from the street

Appearance & materials

08 **Design considerations**

Lifetime homes
Design considerations

The design has been assessed against Lifetime homes criteria. A commentary against each criteria is provided below:

1a Parking on plot (non-communal) parking
• A parking area is provided with a 2400mm wide parking space and 900mm wide adjacent access path.

2 Approach to dwelling from parking
• Overall travel distance minimised (<10m). All paths are at least 900mm wide.
• Existing topographical constraints (sunken site) prohibit a 'level' approach from parking / street to main entrance. Principle approach therefore designed as 'gently sloping' with combination of 1:12 and 1:15 gradient ramps and level landings all in accordance with LTH specification.

3 Approach to all entrances
• See above. Approach to dwelling main entrance designed as 'gently sloping' in accordance with LTH specification.

4 Entrances
• All dwelling entrances have greater than 800mm clear width, incorporate level thresholds, are well illuminated and incorporate required clear space to the leading edge.
• In addition to above, the main entrance is covered by a canopy over adjacent level landing.

5 Communal stairs and lifts
• Not applicable as single dwelling.

6 Internal doorways and hallways
• All corridors / hallways are minimum 900mm wide.
• Minimum clear opening widths are in accordance with LTH specification.

7 Circulation space
• All LTH provisions are met in the plans.

8 Entrance level living space
• Living room located at Upper Ground floor (main entrance level).

9 Potential for entrance level bed-space
• Design allows for creation of an additional bedroom at Upper-Ground floor (entrance) level. Refer to plan indicated on following page).

10 Entrance level WC and shower drainage
• A WC is provided at Upper-Ground floor (main entrance) level. Drainage provided to provide capacity for future addition of shower.

11 WC and bathroom walls
• Suitable substrate will be provided in WC and bathroom walls to enable future installation of grab rails etc.

12 Stairs and potential through-floor lift in dwelling
• Zone identified for potential through-floor lift providing direct access to bedroom above with corresponding 'knock-out' panel provided in First floor slab above to enable future installation.

13 Potential for fitting of hoists
• Bedroom No.2 (identified for through-lift location) is directly adjacent to Main (accessible) Bathroom providing a reasonable route for a hoist.
• Structural design is appropriate to provide support for ceiling hoists if required in future.

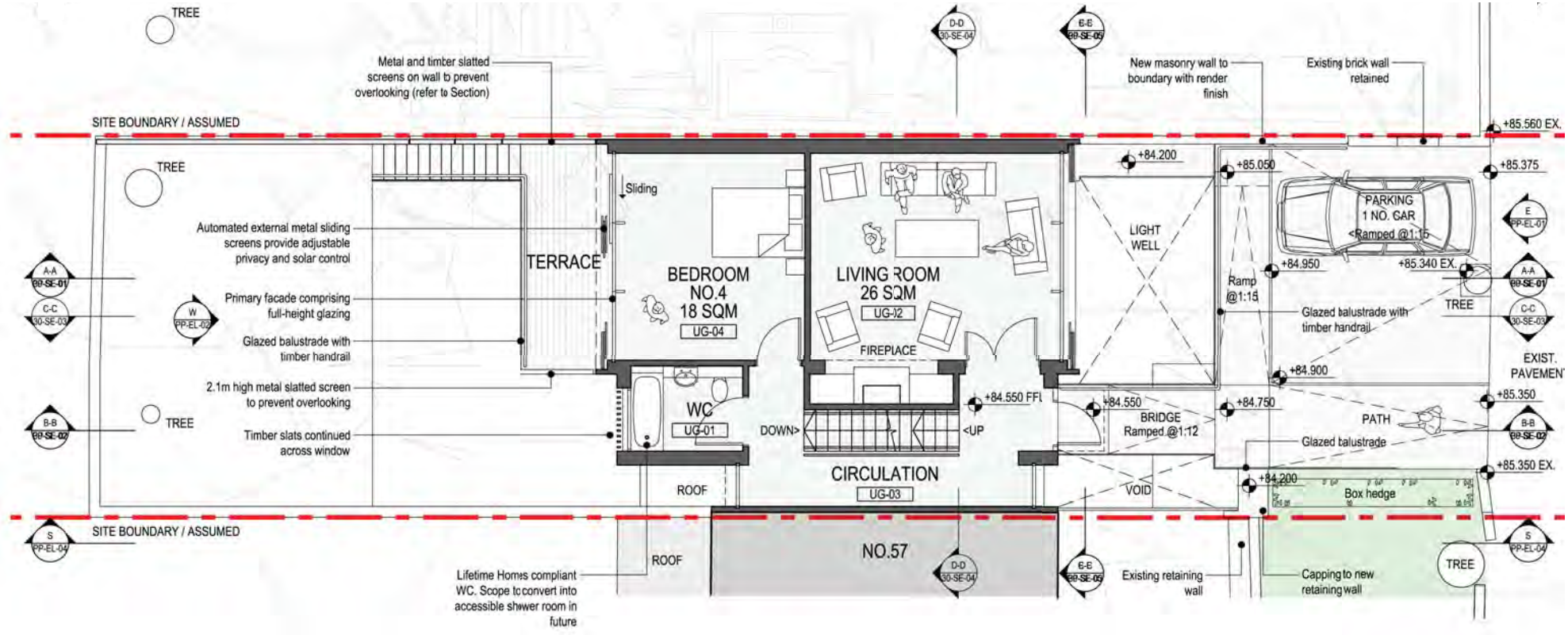
14 Bathrooms
• The main Bathroom is adjacent to Bedroom No.2 and is accessible in accordance with LTH specification.

15 Glazing and window handle heights
• Floor to ceiling glazing is provided in the principal living space. Handle heights on opening lights will be provided in accordance with LTH specifications.

16 Location of service controls
• Service controls will be provided within the zones specified by LTH.

Lifetime homes
Design considerations

Lifetime Homes criterion 9
The design allows for reconfiguration of the Upper Ground Floor (Entrance level) to provide a bedroom at dwelling entrance level. This offers flexibility to accommodate changing occupant needs over time.



Basement design
Design considerations

A comprehensive **Basement Impact Assessment** (B.I.A) report ref. J11251D has been prepared by GEA Geotechnical & Environmental Associates in conjunction with Elliot Wood structural Engineers. Please refer to this document for full technical analysis.

The report concludes that the basement proposal is fully compliant the requirements of LBC planning policy. A further outcome is that this application represents an improvement over Approved Scheme A. This is attributable to the reduction in basement length and amended basement disposition incorporated in this proposal.

It is noted that the previous B.I.A, for a larger basement proposal in Approved Scheme A, was independently reviewed by checking engineers ARUP on behalf of LBC who confirmed that the design and B.I.A were fully compliant with planning policy.

Construction management
Design considerations

It is vital that construction is well planned and well managed in order to minimise the impact on neighbours and local amenity.

For this purpose a detailed **Construction Management Plan** (CMP) will be prepared at the appropriate stage and submitted to the Local Planning Authority for review and approval prior to construction work beginning.

Scope of the CMP

It is normal for the CMP to be prepared after planning permission is granted rather than at application stage. For reference, the CMP will cover both demolition and construction phases and consider the following aspects:

- Start and end dates for each phase of construction
- Proposed hours within which vehicles will arrive and depart.
- Access arrangements for vehicles.
- Proposed routes for vehicles between the site and wider road network.
- Sizes of all vehicles and the frequency and times of day when they will need access to the site, for each phase of construction.
- Swept path drawings for any tight manoeuvres on vehicle routes to the site.
- Details of any highway works necessary to enable construction to take place.
- Parking and Loading arrangement of vehicles and delivery of materials and plant to the site.
- Details of proposed parking bays suspensions and temporary traffic management orders.
- Proposed overhang of the public highway (scaffolding, cranes etc.)
- Details of hoarding required or any other occupation of the public highway
- Details of how pedestrian and cyclist safety will be maintained, including any proposed alternative routes (if necessary), and any Banksman arrangements.
- Details of how traffic associated with the development will be managed in order to reduce congestion.
- Details of any other measures designed to reduce the impact of associated traffic (such as the use of construction material consolidation centres).
- Details of how any significant amounts of dirt or dust that may be spread onto the public highway will be cleaned or prevented.
- Evidence and details of consultation on a draft CMP with local residents, businesses, local groups and Ward Councillors.
- Details of any Construction Working Group that will be set up, addressing the concerns of surrounding residents, as well as contact details for the person responsible for community liaison
- Details of any schemes such as the "Considerate Contractors Scheme"
- Amelioration and monitoring measures over construction traffic including procedures for notifying the owners and occupiers
- Details of other construction sites in the local area and how your CMP takes into consideration the cumulative effects of construction local to your site.
- Any other relevant information with regard to traffic and transport.
- Statement of compliance with the CMP.

Arboricultural & landscaping
Design considerations

Tree protection
The proposals have been developed in consultation with an Arboricultural specialist in order to ensure that important trees on site, including the two TPO lime trees to the front and to the rear of the site, will be unaffected by the proposed redevelopment. Refer to the Arboricultrual statement prepared by Landmark Trees which accompanies this application.

Landscaping
Soft landscaping and planting will be carefully selected, with specialist landscaping and arboricultural input, such that natural habitats are maintained and enhanced.

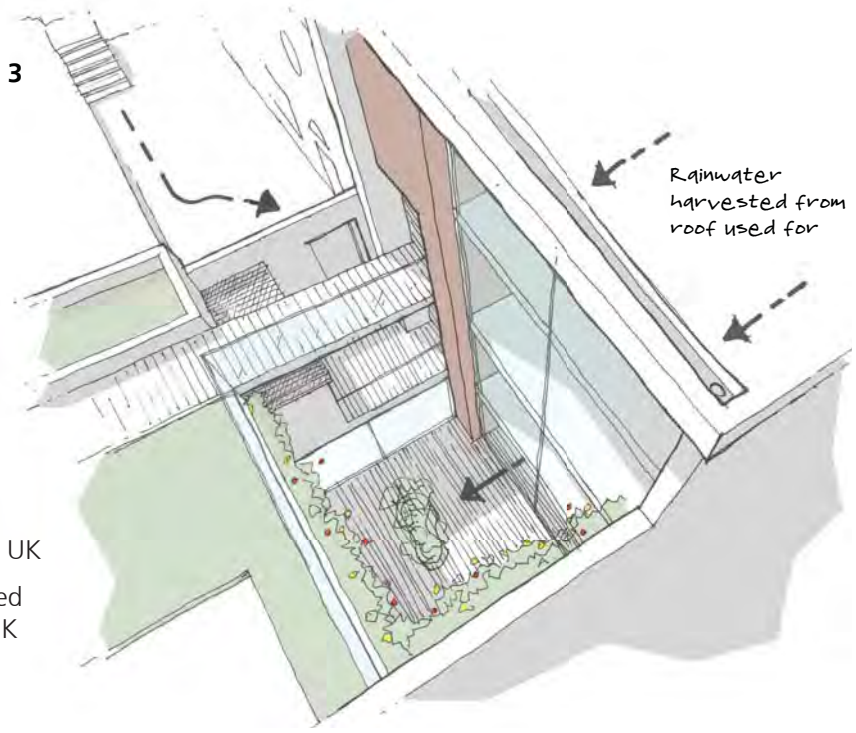
The proposals incorporate a 'vertical garden' in the front lightwell. A highly innovative soil-less hydroponic system is proposed, comprising modular vegetated panels pre-grown at a nursery in Sussex. The vegetated wall panels require only the minimum of resources and maintenance with water use limited to less than 2 litres per m^2 per day provided by rainwater harvested from the roof.

A vertical garden offers many benefits, including:
- Filtration of airborne pollutants and reduction of V.O.C levels
- Reduction of urban street temperatures (heat island effect)
- Increased urban ecological habitat and biodiversity
- Biophilia – Providing an uplift and a sense of environmental stewardship to people who engage with the wall

1

2

3



1 Vertical garden, London, Biotecture UK

2 Modular vegetated panel, Biotecture UK

3 Concept sketch: vertical garden in lightwell

Car & cycle parking, refuse collection
Design considerations

Car parking
Existing parking provision is maintained in the proposals.

Cycle parking
Design proposals incorporate secure cycle storage for 4 cycles which meets Camden Council policy requirements.

Refuse strategy
Existing refuse collection arrangements are maintained.

Proposals incorporate a dedicated exterior refuse store adjacent to the kitchen. Separate storage areas are provided for both household and recycled waste.

Refuse and recycling containers will be relocated to the hard-standing area adjacent to the pavement for Council collection at the designated time.

09 **Conclusion**

Summary
Conclusion

This scheme fits within development parameters established by previous planning approved schemes and seeks to bring together the best aspects of both approved schemes for the betterment of all parties.

The above-ground design, materials palette and appearance is unchanged from planning Approved Scheme B which is considered to be a more refined design resultant of a rigorous consultation process.

This scheme incorporates a reduced and better configured basement proposal which results in an improvement over Approved Scheme A in terms of minimising the potential impact on neighbouring properties.

The quality of the proposed contemporary design, with references to local detailing in the design of the proposed metal screens, will provide new interest in the street-scene resulting in an enhancement to the character and appearance of the Conservation Area.

The proposal replaces a building that has a neutral impact on the Conservation Area with one that will make a positive impact.