

70 Elsworthy Road

PLANNING SUBMISSION

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Wolff Architects have prepared this statement on behalf of our client in support of an application to redevelop 70 Elsworthy Road, London, NW3 3BP.

This report should be read in conjunction with the Wolff Architects drawings submitted as part of the development including existing, demolition and proposed layouts. Reference should be made to the latest relevant Wolff Architects issue sheet for a full schedule of these drawings.



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Analysis of existing location plan indicating building lines and footprints.

Site highlighted in red.

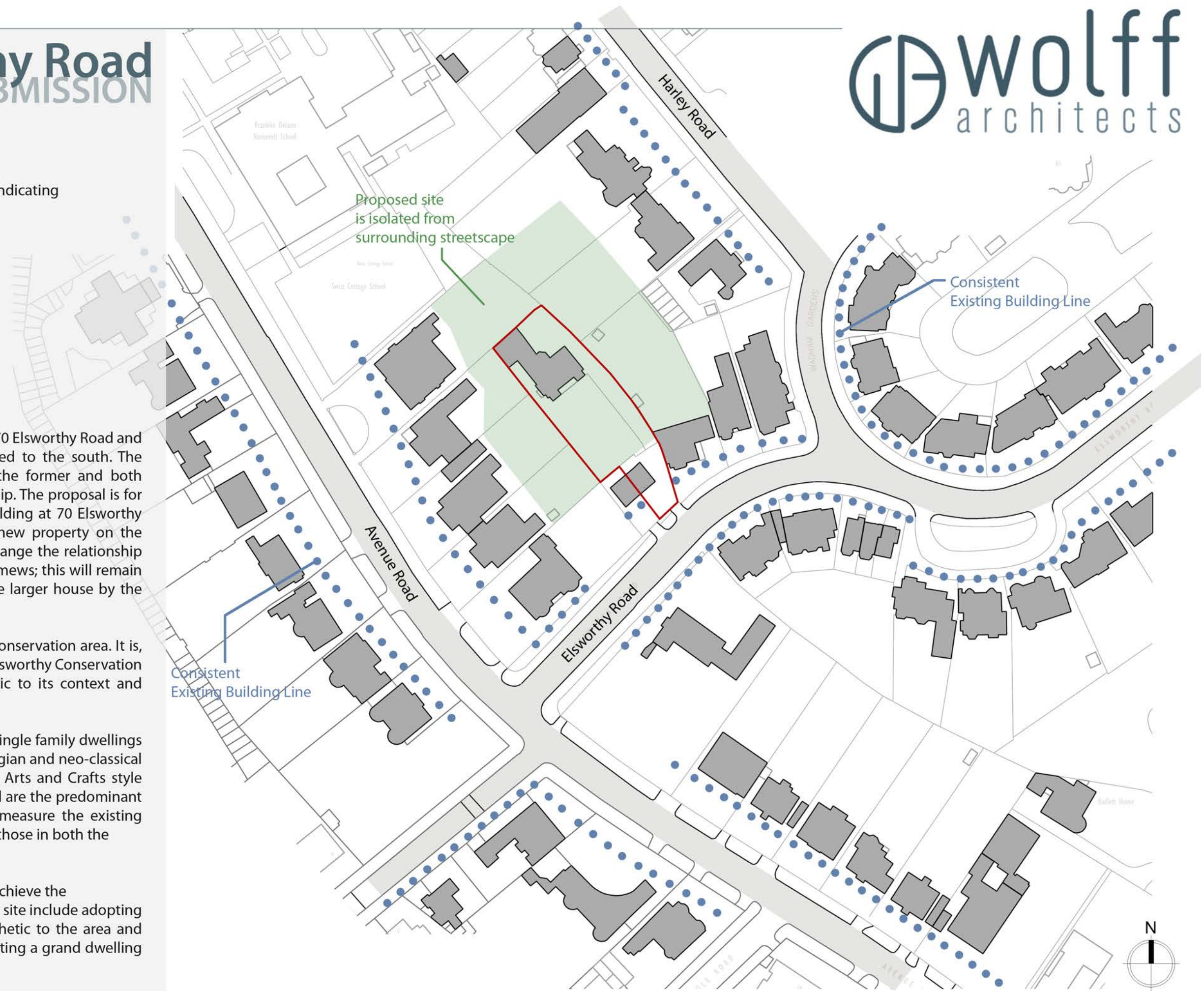
Existing building lines in blue.

The application site comprises no.70 Elsworthy Road and its ancillary mews property located to the south. The latter was constructed to serve the former and both buildings are in the same ownership. The proposal is for the demolition of the existing building at 70 Elsworthy Road and the construction of a new property on the same site. It is not proposed to change the relationship between the main house and the mews; this will remain an ancillary structure linked to the larger house by the basement.

The development is not within a conservation area. It is, however, located adjacent to the Elsworthy Conservation area and therefore be sympathetic to its context and their character and appearance.

Avenue Road is marked by grand single family dwellings in traditional styles, with neo-georgian and neo-classical buildings in proximity to the site. Arts and Crafts style properties also front the street and are the predominant style to Elsworthy Road. By this measure the existing buildings on the site are typical of those in both the immediate locality and wider area.




The design principles adopted to achieve the sympathetic redevelopment of the site include adopting an architectural language sympathetic to the area and neighbouring buildings while creating a grand dwelling in its own right.



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Site highlighted in red.

-  Existing vehicular access
-  Direction of view from dwelling
-  Extent of Approved Planning Applications

The existing site is located on Elsworthy Road and in close proximity to Avenue Road to the West. It is approximately 77 metres long at its greatest extent and 25 metres wide. There is a general slope to the plot running north to south resulting in a difference in levels across the site of 2m.

The landscaping to the plot results in the access road to the site being level with the existing Elsworthy Road at the southern boundary. Numbers 56, 58, 60, 62, 64 Avenue Road are adjoined by a party fence wall to the rear garden as well as 68 Elsworthy Road and 28 Wadham Gardens. The existing mews building shares a party wall with 56 Avenue Road.

In common with other properties in the area, the plot comprises a single large dwelling with access from Elsworthy Road with a smaller mews house to the front. It appears that the mews and dual aspect arrangement was formed when number 54 Avenue Road was demolished as part of the Elsworthy Road development in the 1890s by William Willets Ltd.

The existing site is isolated and not seen from the main street-scape and landscaping is structured to suit the topography of the site. The front garden is located between the principle dwelling and the smaller mews house to the south. The main vehicular access to the dwelling runs to the East of the site as indicated on the drawing opposite. The approach road gently ramps up to the main building level to the rear of the site. The mews has a driveway to the front from which access to Elsworthy Road is made.

In summary, the site is hidden from the existing urban context providing a high-level of privacy to building occupiers.



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The existing property on the site was constructed in 1990 and, whilst not unattractive, does not have any specific or designated architectural merit. As such, demolition of the existing dwelling house is not considered to be of harm subject to the provision of an appropriate replacement.

The ground floor contains the main reception spaces with the main bedrooms at first floor level. The master bedroom overlooks the main garden area to the south as well as the approach road to the main house with an external balcony set between semi-circular bays.

The main house is rendered with timber framed sash windows and a clay tiled roof with parapets to circular bays. The frontage facing in the direction of Elsworthy Road has a tripartite arrangement with two semi-circular bays flanking a central glazed element with a balcony above. The rear elevation includes the main entrance door at ground floor level with timber framed sash windows. There is also a single storey element with parapet roof housing a swimming pool.

Furthermore, there are essentially no public views of the main dwelling house due to the back land location of the proposed development site. Any development will not lead to the alteration, replacement or loss of a dwelling that is visible from the public realm or forms part of an architectural set piece. The site is a standalone location.

The mews house is brick faced with timber framed sash windows and a clay tiled roof. The principle elevation is similar to 56 Avenue Road with three windows to the first floor and a full width garage to the ground floor reflecting its original use.

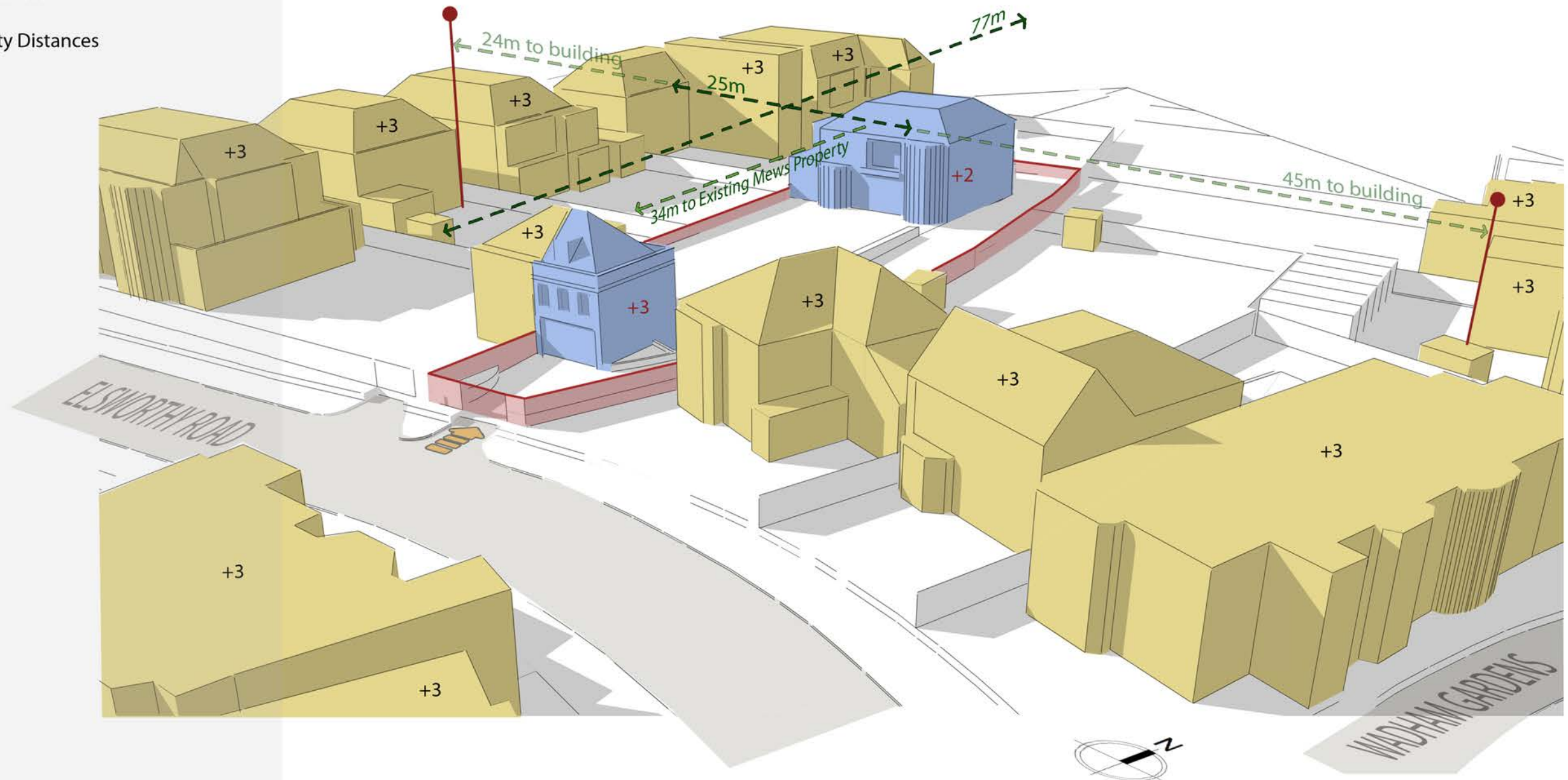


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Site highlighted in red.

-  Existing vehicular access
-  Residential Building Mass
-  Existing Building Mass
- +3 Number of Storeys
-  Existing Site Distances
-  Adjacent Property Distances

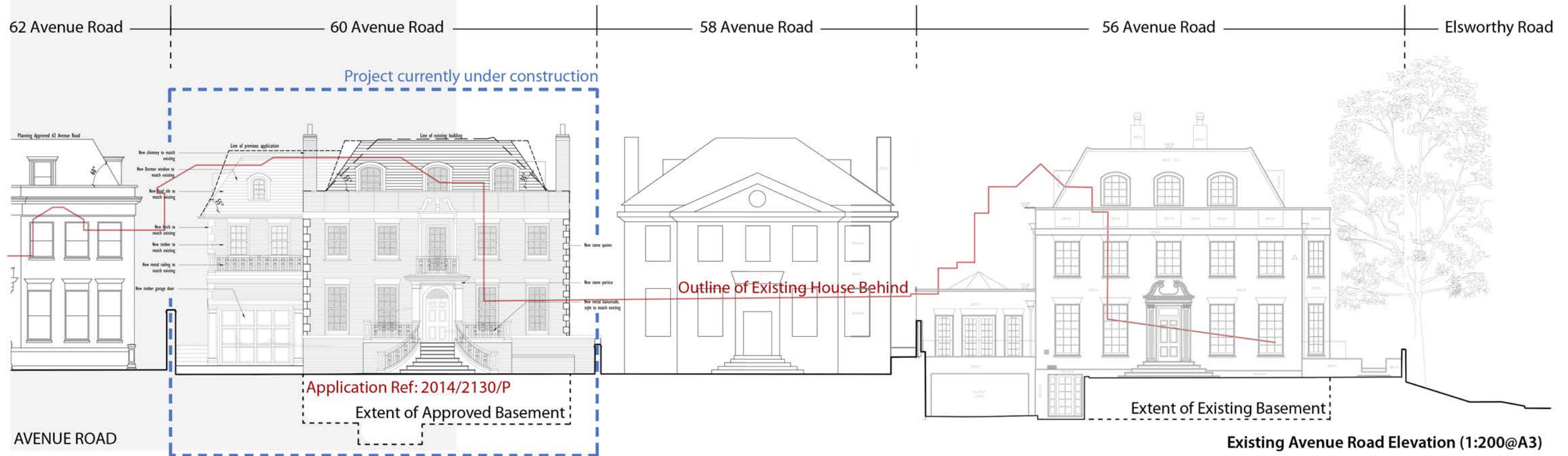


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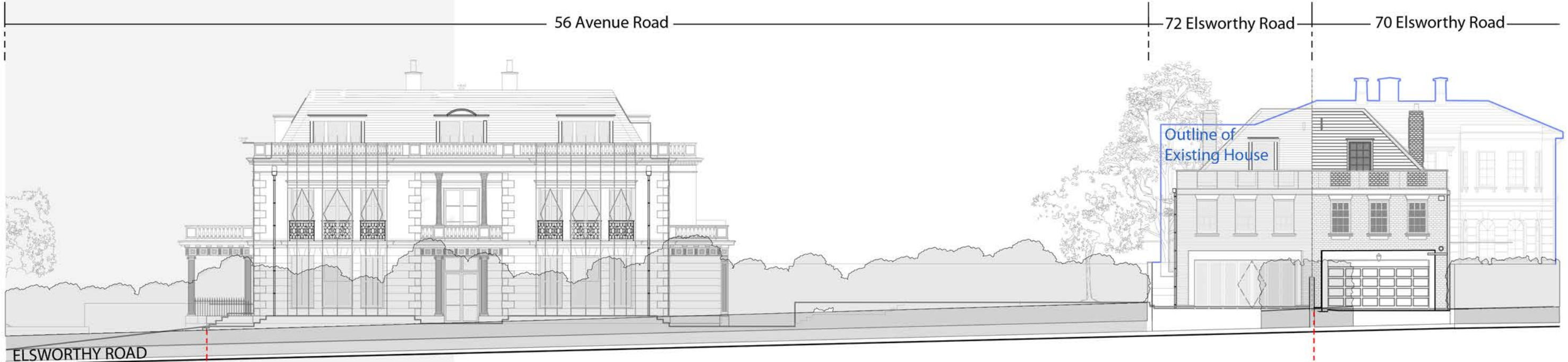
Existing Elsworthy Road Elevation (1:200@A3)



Existing Avenue Road Elevation (1:200@A3)

70 Elsworthy Road

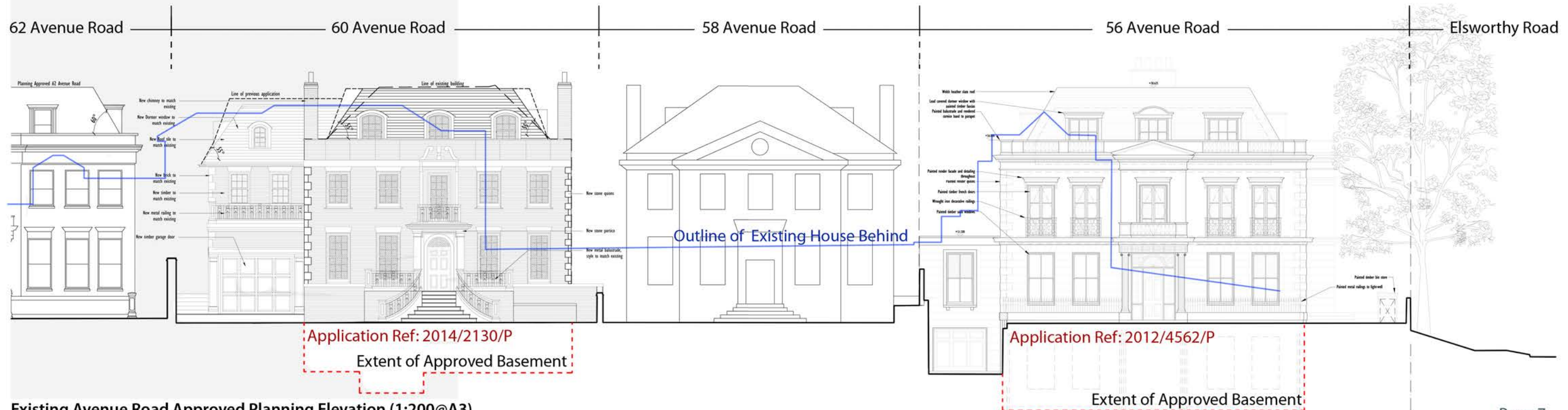
PLANNING SUBMISSION



Application Ref: 2012/4562/P

Extent of Approved Basement

Existing Elsworthy Road Approved Planning Elevation (1:200@A3)



Application Ref: 2014/2130/P

Extent of Approved Basement

Application Ref: 2012/4562/P

Extent of Approved Basement

Existing Avenue Road Approved Planning Elevation (1:200@A3)

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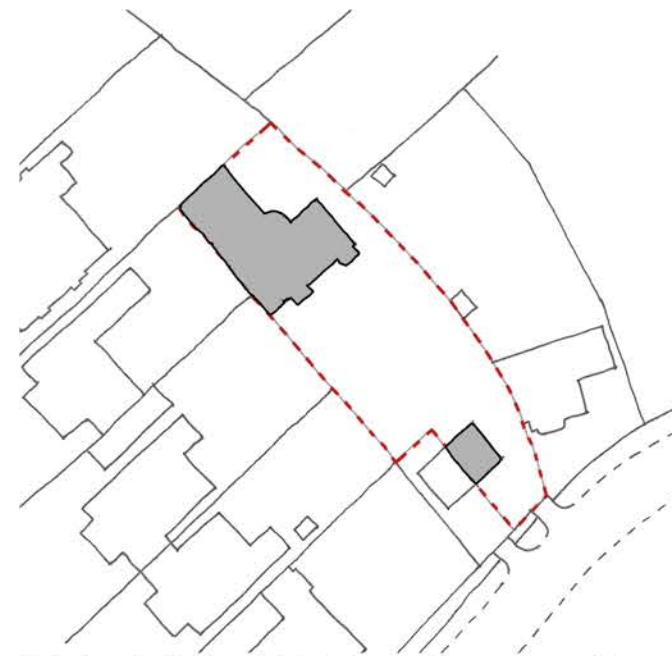
The current location of the main house limits the amount of amenity space to the rear of the property. The existing building is located within the north-west corner of the site as indicated on the diagram to the right.

The initial concepts carefully considered the approach to the placement of building mass and surrounding areas of the proposal to ensure that the building was offset from all boundaries sufficiently to allow additional amenity space to the north.

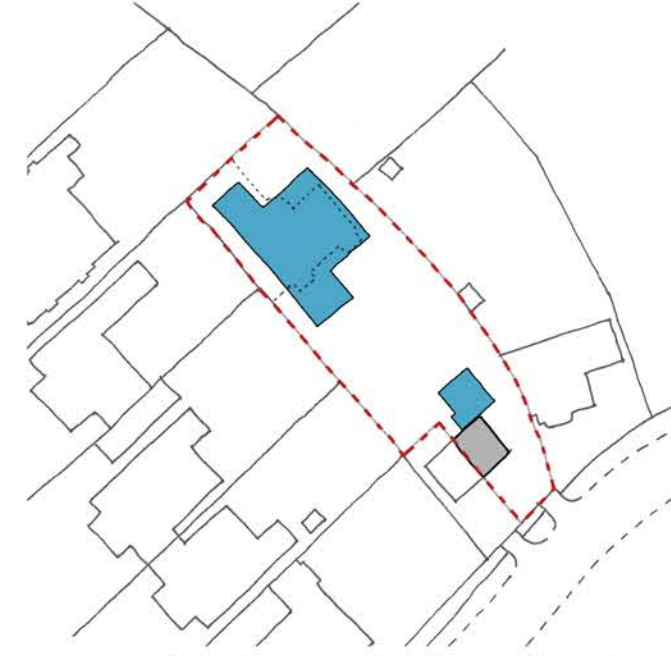
The proposal maintained the north-south orientation of the existing building with primary views facing south towards Elsworthy Road. The existing site is already well screened from existing properties by neighbouring trees on adjoining properties. It was also proposed to reduce the ground floor levels compared with existing; this was identified on the pre-application drawing package. It was envisaged that this would further assist with the impact of the development on the neighbouring properties. The proposed ridge line of the main house also align with adjacent properties around its immediate context.

The overall mass of the building has been carefully considered with the second floor of the house being accommodated within the roof space. A series of dormer windows will provide light and ventilation to these spaces. This has allowed the overall building mass to be reduced as well as aligning existing properties on Avenue Road. The effect on natural daylight to neighbouring properties has also been carefully considered throughout the design stages.

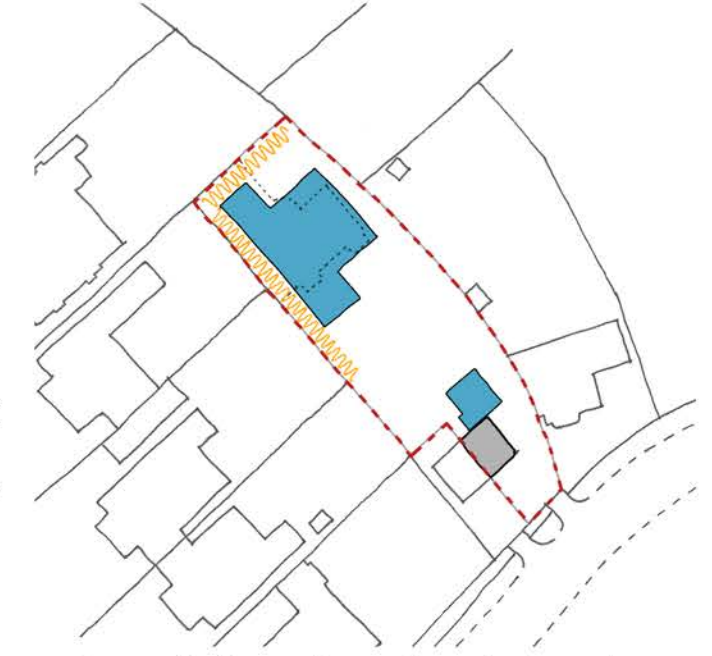
Vehicular access to the front of the property will be maintained, although it is proposed to locate all access and parking to the south of the property therefore introducing amenity space to the rear. The mews house to the south of the main dwelling will accommodate the garage areas that reflect its original use.



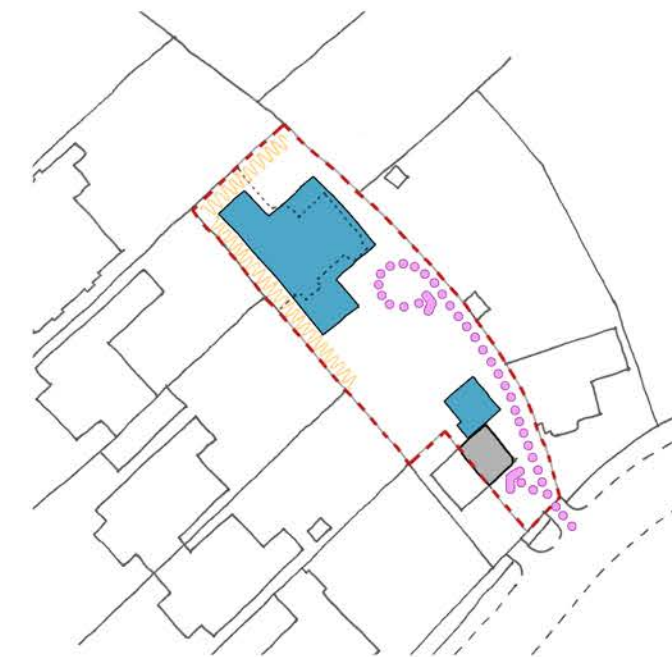
Existing building: Main House disconnected from surrounding streetscape



Proposed building footprint: Proposal re-aligned relative to existing footprint



Proposal relocated away from site boundary



Proposed vehicular access to the front of the proposed main dwelling



South facing garden maintained with proposed rear and western landscaped areas proposed









Strengthening connections between extended mews house and main dwelling

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Site highlighted in red.

-  Proposed vehicular access
-  Direction of view from proposed dwelling
-  Proposed Planting
-  Existing Building Outline
-  Proposed Building Footprint
-  Extent of Approved Planning Applications



The existing garden between the main dwellinghouse and the public facing mews property is landscaped very simply and features limited, if any, mature planting. The majority of the site is a lawn with limited planting of shrubs. Any proposal to develop this land will therefore not lead to the loss of a set piece form of landscaping or impact upon planting that forms part of the setting of the main dwellinghouse.

Upon completion of development, the existing garden would be restored with at least the minimum soil depth of 1.5 metres re-provided across the entire site. The overall appearance of the garden will therefore be maintained. The pre-application scheme incorporated areas of hard landscaping to the eastern boundary. These areas included the access driveway, turning circle as well as perimeter access to the rear of the main dwelling house. The main garden would link the dwelling house and mews with a small retaining wall elevating it from the driveway.

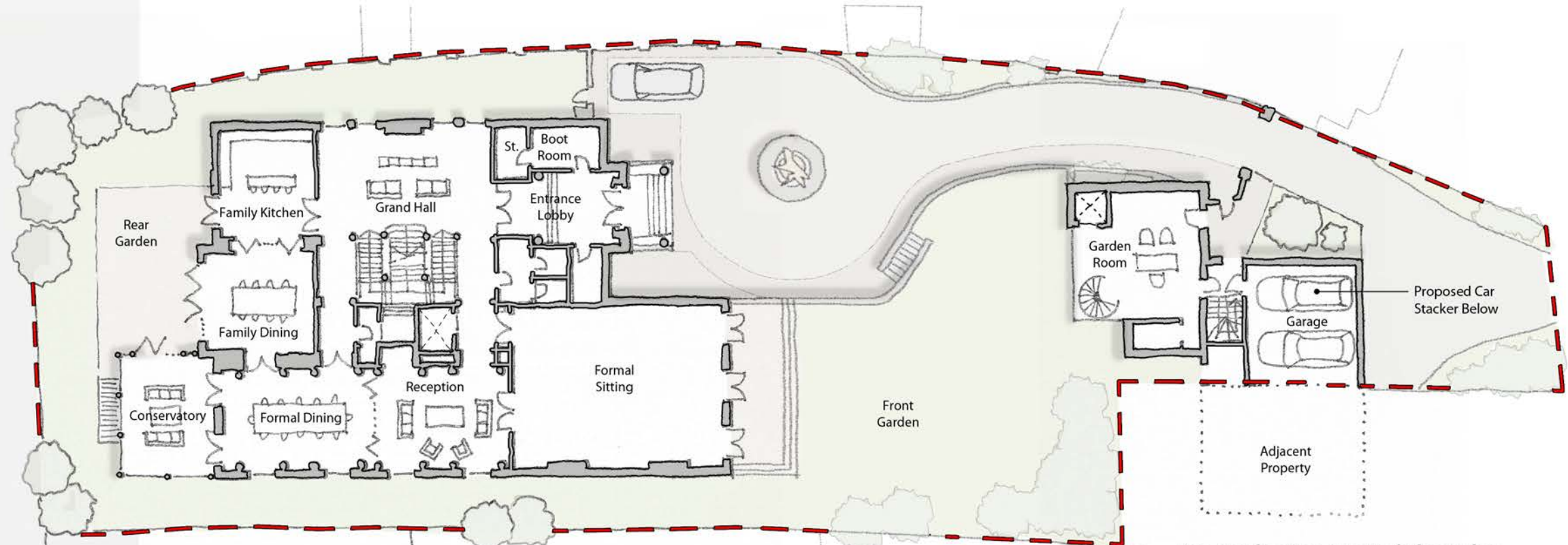
Existing foliage to the boundaries of the site were proposed to be maintained.



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Site boundary highlighted in red.

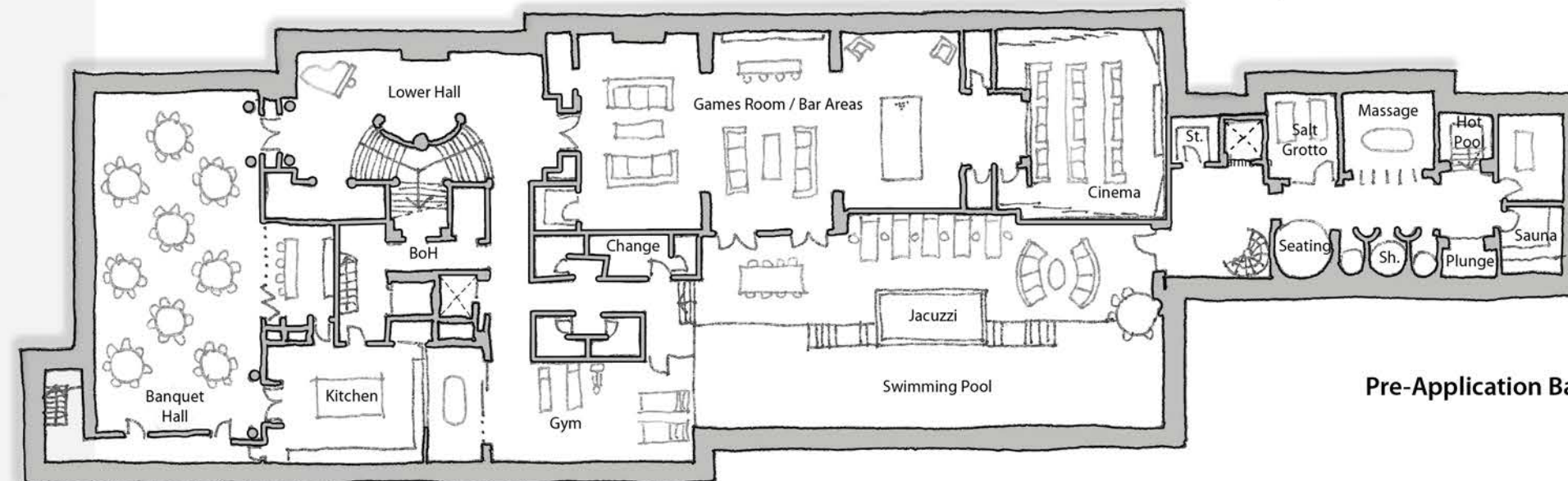


Pre-Application Ground Floor Plan

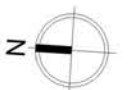
At the pre-application stage, the proposed basement accommodated many of the recreational spaces of the proposal. These included a games room, cinema, swimming pool, spa and gym areas. The proposed basement I provided a link between the main house and the mews house to the south.

The proposed ground floor of the main house accommodated a formal reception area and grand hall. A grand staircase provided vertical circulation to the basement and upper floors. Formal dining and sitting rooms were located to the east of the property with family kitchen and dining areas to the north. A large conservatory was located to the north of the proposal, increasing daylight penetration into the rear of the property.

A carefully landscaped garden area to the rear of the property was introduced with both the conservatory and family kitchen / dining areas opening up directly onto it. The formal sitting room then opened up directly onto the main garden area to the south.



Pre-Application Basement Plan



70 Elsworthy Road

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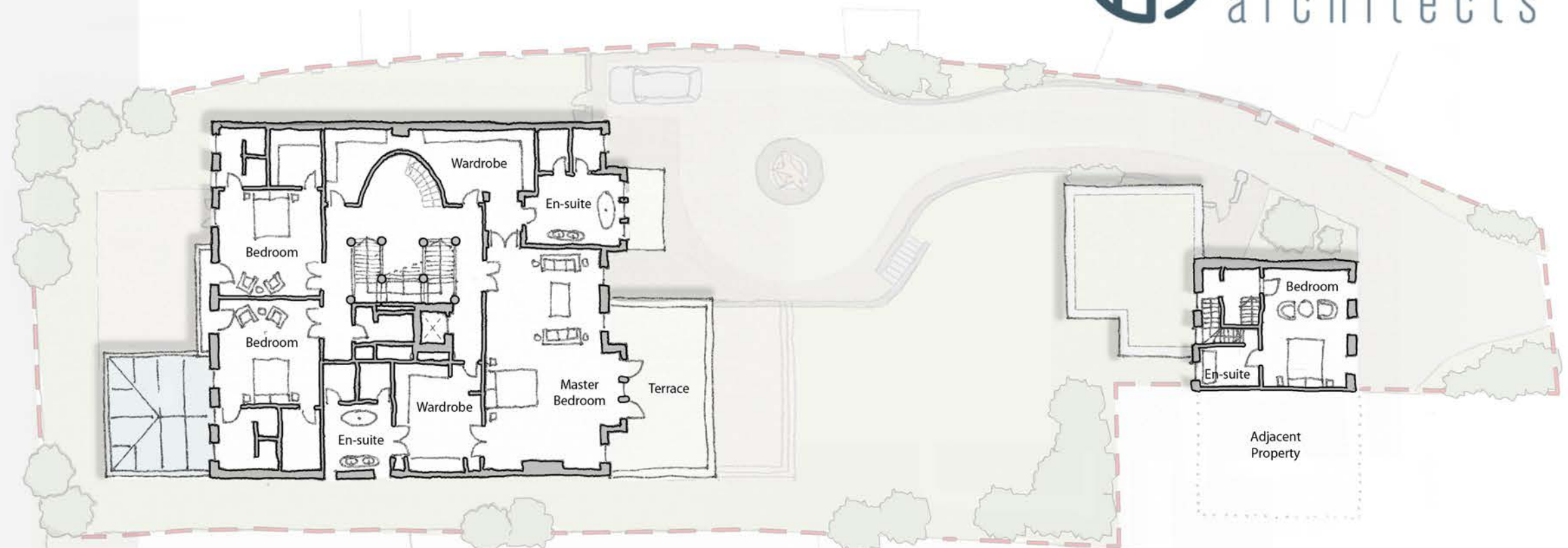
Site boundary highlighted in red.

The proposed first floor accommodated the master suite and two additional bedrooms. The master suite included his and her en-suites and wardrobes as well as opening up onto a private roof terrace overlooking the main garden at the pre-application stage. The two remaining bedrooms each had dedicated en-suites and wardrobes with each bedroom able to access a small north facing balcony as indicated on the drawings opposite.

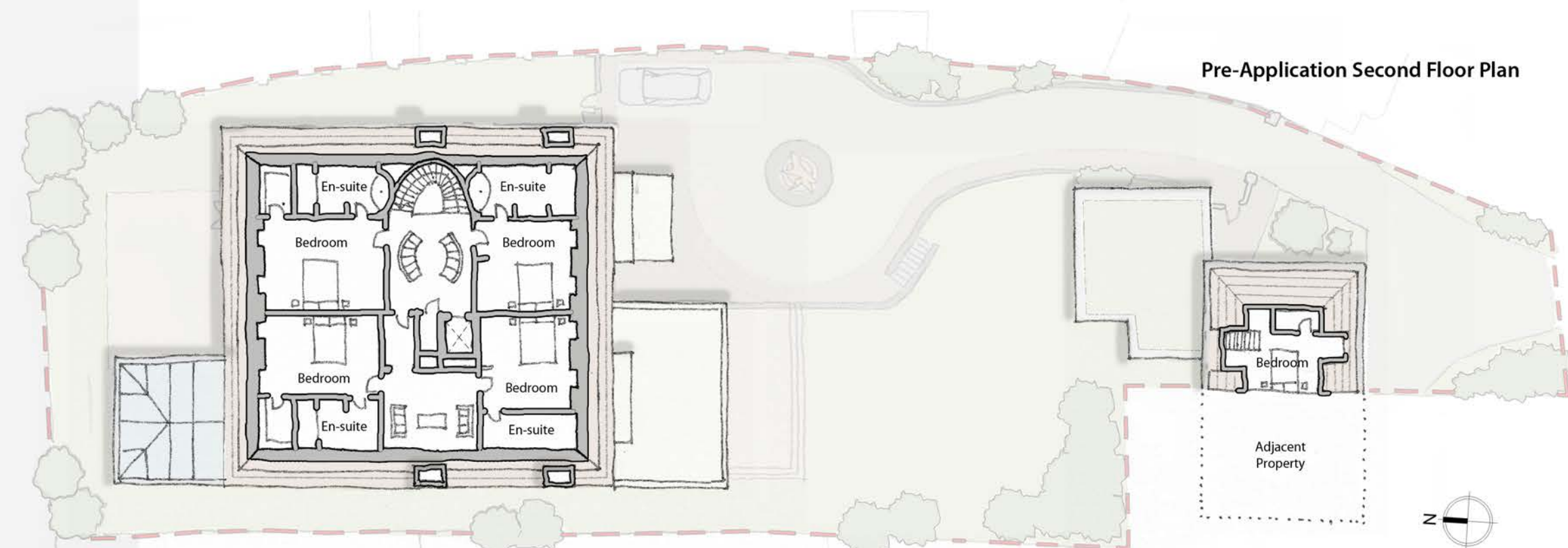
All fenestration was orientated on a north-south axis as seen within the existing building. This limited overlooking onto adjacent properties to the east and west, there were two windows on the western elevation to toilet areas. These incorporated obscured glazing to remove any overlooking issues.

The proposed second floor accommodated a further four bedrooms with associated en-suites and wardrobe areas. In the larger central areas there were a series of guest suite lounges that provide break out spaces to the bedroom areas.

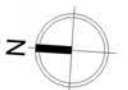
Similarly to the first floor, dormer windows were only included on the northern and southern elevations of the pre-application proposal.



Pre-Application First Floor Plan



Pre-Application Second Floor Plan



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The initial concept for the external appearance of the proposal was intended to harmonise with its surroundings as well as promote its high-quality design through careful and considered material choices. The overall massing and window locations responded directly to adjacent properties as previously discussed.

It was felt that the general architectural style of the main building was sympathetic to surrounding buildings with common detailing used to all elevations in order to create a coherent whole. The detailing of the entablature and columns to the front portico and ground floor facade was repeated on the rear of the main house.

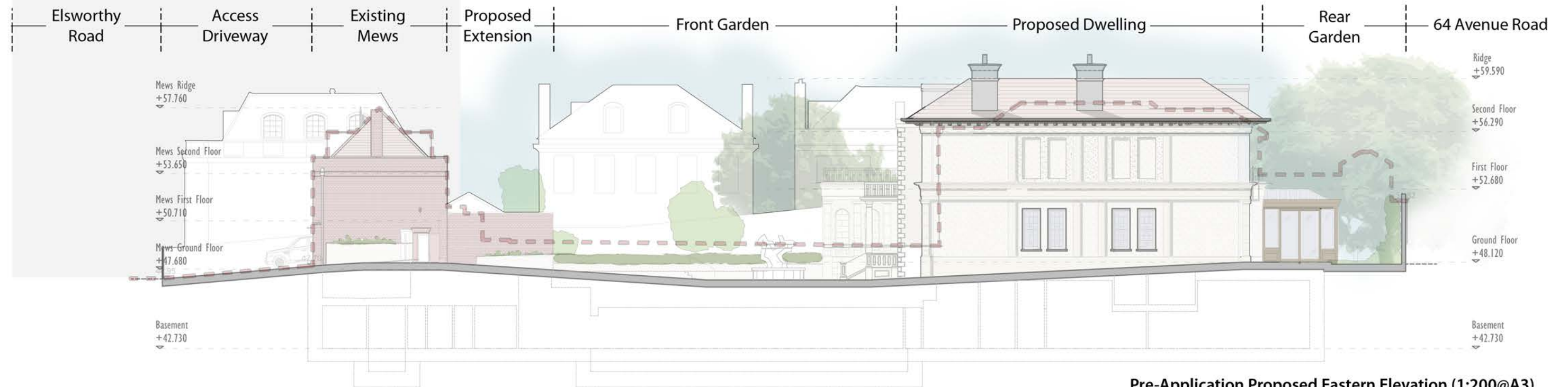
Likewise, similar window surrounds and ornamental plasterwork such as quoins were utilised in order to give each elevation a subtly different character.

At the pre-applications stage, this is considered a successful approach in providing a suitable yet subtle architectural statement in keeping with the character and appearance of the area.



Pre-Application Proposed South Elevation (1:100@A3)

— — — Outline of Existing Building on Site



Pre-Application Proposed Eastern Elevation (1:200@A3)