

# 81 AVENUE ROAD

PLANNING SUBMISSION



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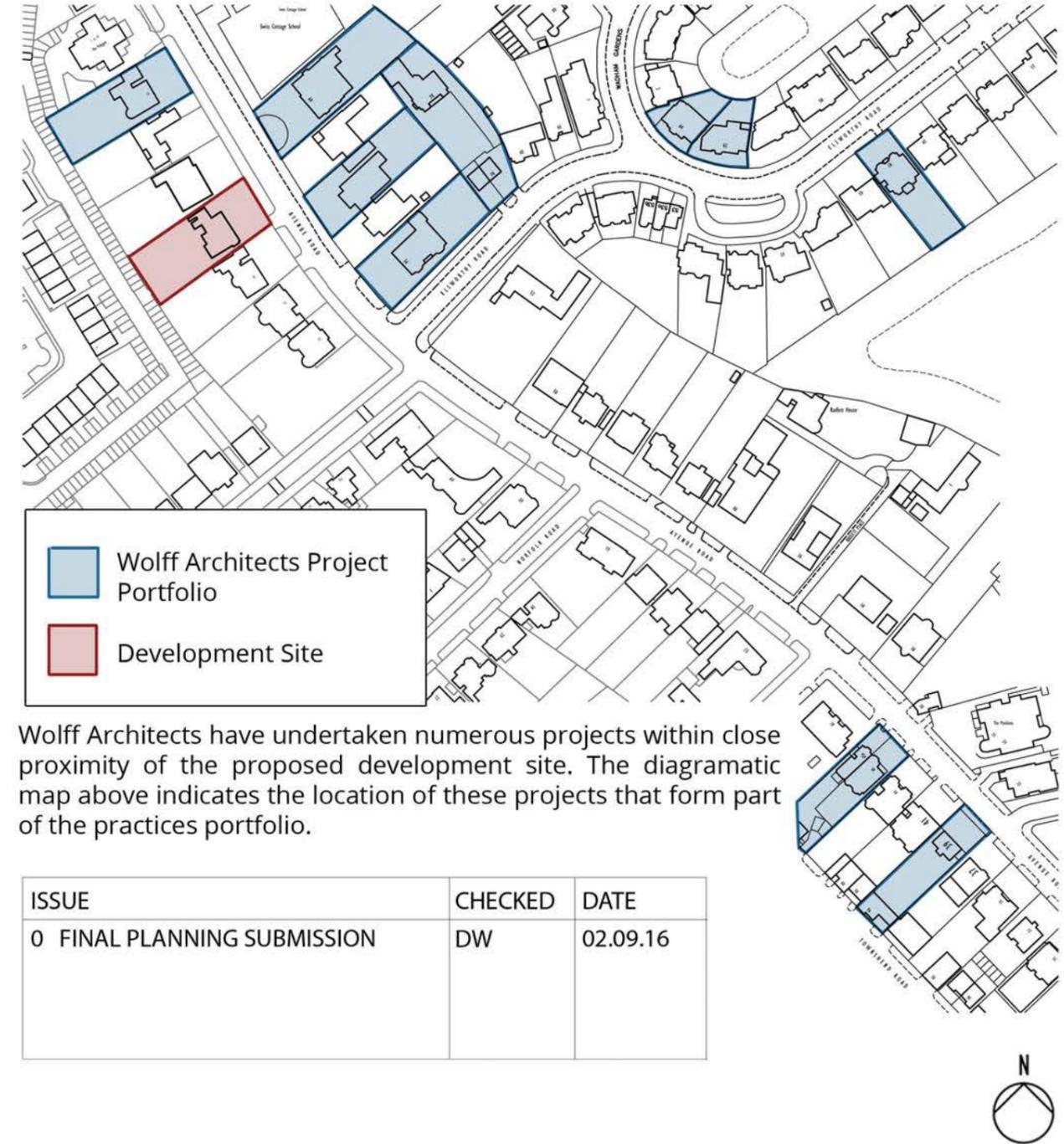
Wolff Architects have prepared this statement on behalf of our client in support of an application to redevelop 81 Avenue Road, NW8 6JD

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

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Wolff Architects have undertaken numerous projects within close proximity of the proposed development site. The diagrammatic map above indicates the location of these projects that form part of the practices portfolio.

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Analysis of the existing location plan indicating building lines and footprints.

Site outlined in red.

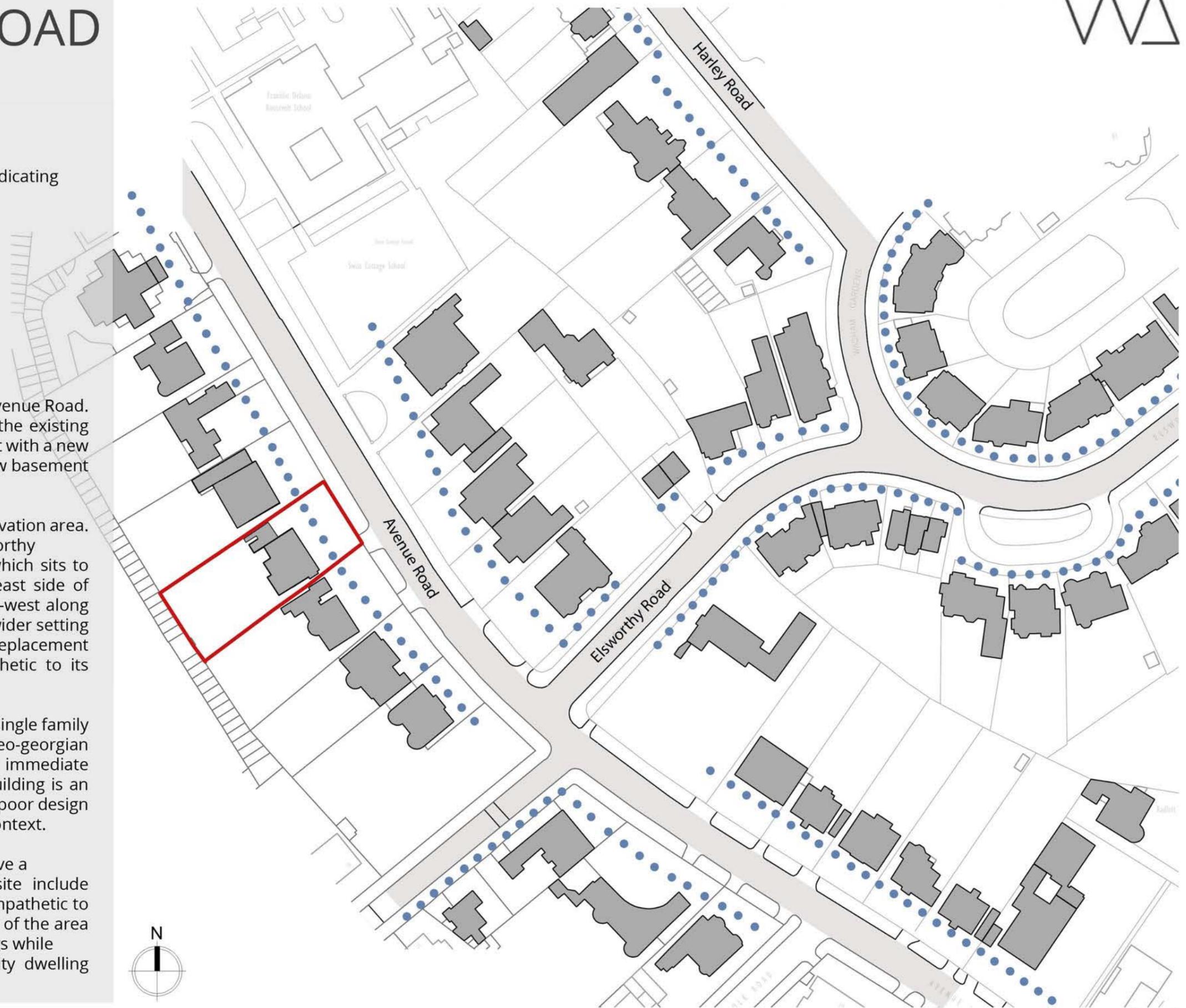
Existing building lines in blue.

The application site comprises no.81 Avenue Road. The proposal is for the demolition of the existing building on the site and its replacement with a new single family dwelling, comprising a new basement level.

The development is not within a conservation area. It is, however, located near to the Elsworthy Conservation area, the boundary of which sits to the rear of properties on the north-east side of Avenue Road and further to the north-west along Avenue Road. As such, it is within the wider setting of the Conservation Area, and the replacement building should therefore be sympathetic to its context, character and appearance.

Avenue Road is marked by large-scale single family dwellings in traditional styles, with neo-georgian and neo-classical buildings within the immediate surrounds of the site. The existing building is an uninspiring 1950's property which is of poor design quality and does not reflect the local context.

The design principles adopted to achieve a sympathetic redevelopment of the site include adopting an architectural language sympathetic to the context, character and appearance of the area and in particular neighbouring buildings while creating a well-designed and high-quality dwelling in its own right.



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Site outlined in red.

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

The existing site is located on Avenue Road and in close proximity to Elsworthy Road to the East. It is approximately 60 metres long at its greatest extent and 25 metres wide. The existing plot is generally level throughout.

The landscaping to the plot results in the access road to the site being level with the existing Avenue Road at the Eastern boundary. Numbers 79 and 83 Avenue Road are adjoined by a party fence wall to the rear garden.

In common with other properties in the area, the plot comprises a single large dwelling with direct access from Avenue Road. Private landscaped gardens are then located to the rear of the property.

The existing building sits behind a hard landscaped area to the front of the property, which fronts onto Avenue Road. This area accommodates vehicular turning and parking areas. The rear of the property accommodates an external swimming pool and landscaped garden.

The front elevation of the main dwelling house can be seen from Avenue Road, set behind an existing low-level brick boundary wall with railings above, with the private, secluded rear garden hidden from public view and only visible in private views from immediately adjacent properties.



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The existing property on the site was constructed in 1954. It is not statutorily or locally listed, and does not possess any specific architectural or historic merit. As such, demolition of the existing dwelling house is considered to be acceptable subject to the provision of an appropriate well-designed and high-quality replacement in keeping with the local context and streetscene.

The ground floor contains the main reception spaces, these include a dining area, living space, kitchen, utility and pool changing area. The main bedrooms are at first floor level with the master bedroom overlooking the main garden area to rear of the property. An additional bedroom is located within the second floor roof space, comprising a large dormer window to the rear elevation.

The dwelling house is of brick finish with timber framed sash windows and a clay tiled roof. The frontage to Avenue Road has a central painted stone portico to the main entrance door on ground floor level with two projected canted bays flanking the portico to the first floor level. The rear elevation includes glazed and timber framed doors to each of the three rear bays at ground floor level opening up onto the garden area, similarly with timber framed sash windows above at first floor level to each of the three bays. There is also a single storey garage with parapet roof as shown on the photographs opposite.

The front façade of the existing building is visible from Avenue Road through existing high-level metal gates and fencing set above a low lying brick boundary wall. This area provides cross overs to Avenue Road for vehicles to gain access to the property. There are no direct public views to the rear landscaped garden areas and swimming pool, and private views are limited to immediate neighbours.



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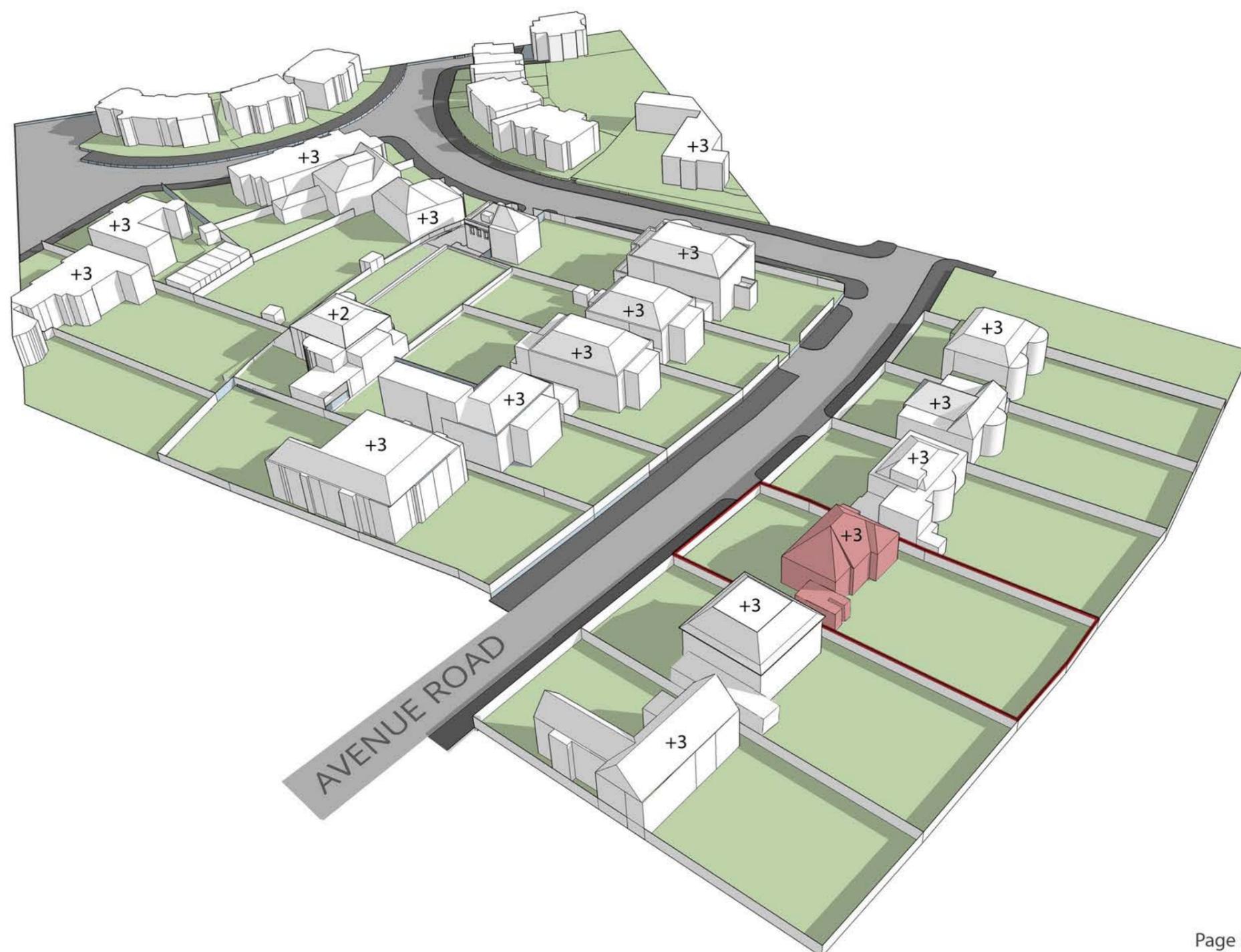


The surrounding context consists of numerous building types of varying overall mass. Generally, the immediate context consists of three storey (above ground) properties. More information on subterranean construction can be found later within this document.

The majority of the three-storey properties contain two principle floors with additional floor space located within the roof. Roof profiles vary along Avenue road, these range from traditional pitched roofs as seen at number 85 to Mansard roof forms with and without parapets.

Numerous properties have modern additions in the form of single storey volumes that have been more recently constructed. There are also examples of properties having two storey additions such as the neighbouring property of no.79 Avenue Road. Generally the surrounding context sits on a fairly level plateau with Avenue Road gaining in elevation as you move from south to north. This does not have much effect on adjacent properties sitting higher than one another. Generally the properties located on the eastern side of Avenue Road sit higher than those that are located to the west.

The large-scale single family dwellings of Avenue road do change in typology as you enter the Elsworthy Road Conservation Area further to the north-west along Avenue Road. More of an arts and crafts style vernacular has been adopted to the east with the overall building masses reducing as a result of the differing typology.



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Site outlined in red.

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

The existing front garden area between the main dwellinghouse and Avenue Road is hard landscaped very simply, with a limited area of planting immediately adjacent to the front boundary wall/fencing. This area features two small mature trees approximately 4m tall, which will be unaffected by the proposed development.

The existing rear garden area comprises a plain lawn with limited planting or shrubs – with existing trees located to the rear boundary. The proposed redevelopment of the site, and the proposed basement level under part of this existing rear garden will not therefore lead to the loss of a set piece form of landscaping or impact upon planting which forms part of the setting of the dwellinghouse.

Existing foliage to the boundaries of the site will be maintained. A full assessment of arboricultural matters has been undertaken and submitted as part of this application.



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### Proposed Basement

The proposed basement will accommodate many of the recreational and leisure facilities to be provided by the proposal. These include a games room, cinema, swimming pool, spa and gym areas. Two guest bedrooms will also be incorporated into the basement area as indicated on the floor plans opposite. Three discretely located lightwells are proposed to be introduced at well positioned locations around the building to provide natural light to the new basement level.

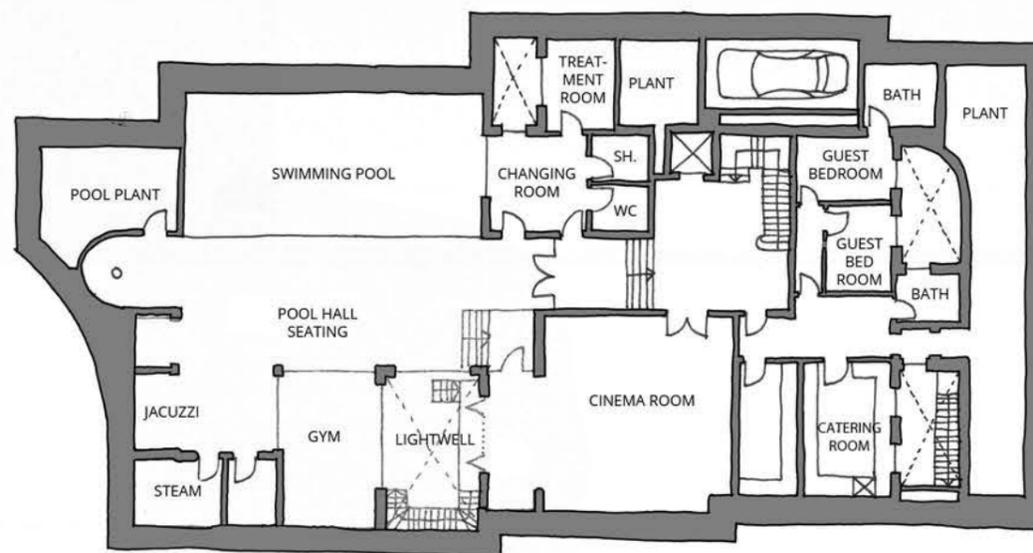
### Proposed Ground Floor

The proposed ground floor of the main house will accommodate many of the living spaces attributed to modern family living. A large entrance hall will lead to a reception area, family room and kitchen, these areas will all open out onto a rear terrace, similar to the as existing arrangement of the rear glazed doors. The main staircase will provide vertical circulation to the basement and upper floors.

The primary access to the proposal will remain to the eastern boundary with areas of soft landscaping separating the site from Avenue Road, enhancing the existing hard landscaped appearance in this location. There are high levels of natural screening around the existing property and it is proposed that this will be maintained by the proposed development.



PROPOSED GROUND FLOOR PLAN



PROPOSED BASEMENT PLAN

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Proposed First Floor

The proposed first floor will accommodate the master suite and two additional bedrooms. The two remaining bedrooms each have dedicated en-suites as indicated on the submitted drawings.

All fenestration has been orientated on a east-west axis as seen within the existing building. This limits overlooking onto adjacent properties to the north and south, there is a single window on the northern elevation within the stair zone which will have obscured glazing.

Proposed Second Floor

The proposed second floor accommodates a further four bedrooms with associated en-suites and wardrobe areas. In the central area there is an arrival space set within the heart of the floor plan with a roof light above.

Similarly to the first floor, dormer windows have only been included on the eastern and western elevations of the proposal. The small windows set within the north and south elevations will all have obscured glazing.

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The external appearance of the proposal is 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 will respond directly to adjacent properties as previously identified.

The general architectural style of the main building is sympathetic with 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 is repeated on the rear of the main house. Likewise, similar window surrounds and ornamental stonework is repeated around the building.

This is considered a successful approach in providing a suitable yet subtle architectural statement in keeping with the character and appearance of the area. The proposal has drawn precedent from the local vernacular in an attempt to harmonise with its surrounding context. The single dwelling as proposed will improve the frontage of the existing site whilst promoting high-quality architecture within this prestigious area of north London.



Proposed Principle Elevation from Avenue Road



Precedent Images

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The applicant is aware that any proposal for basement development is covered by Policy DP27 and CPG4, and that in determining proposals for basements the Council will require an assessment of the scheme's impact on drainage, flooding, groundwater conditions and structural stability.

The proposed basement has been set in from the boundaries of the application site on all sides. In doing this, any subterranean development is also set away from the existing mature trees found on the boundaries of the site. These trees will be protected during the course of development.

In addition, the containment of the basement level away from existing boundaries will also avoid any impact of the new development upon existing neighbouring properties.

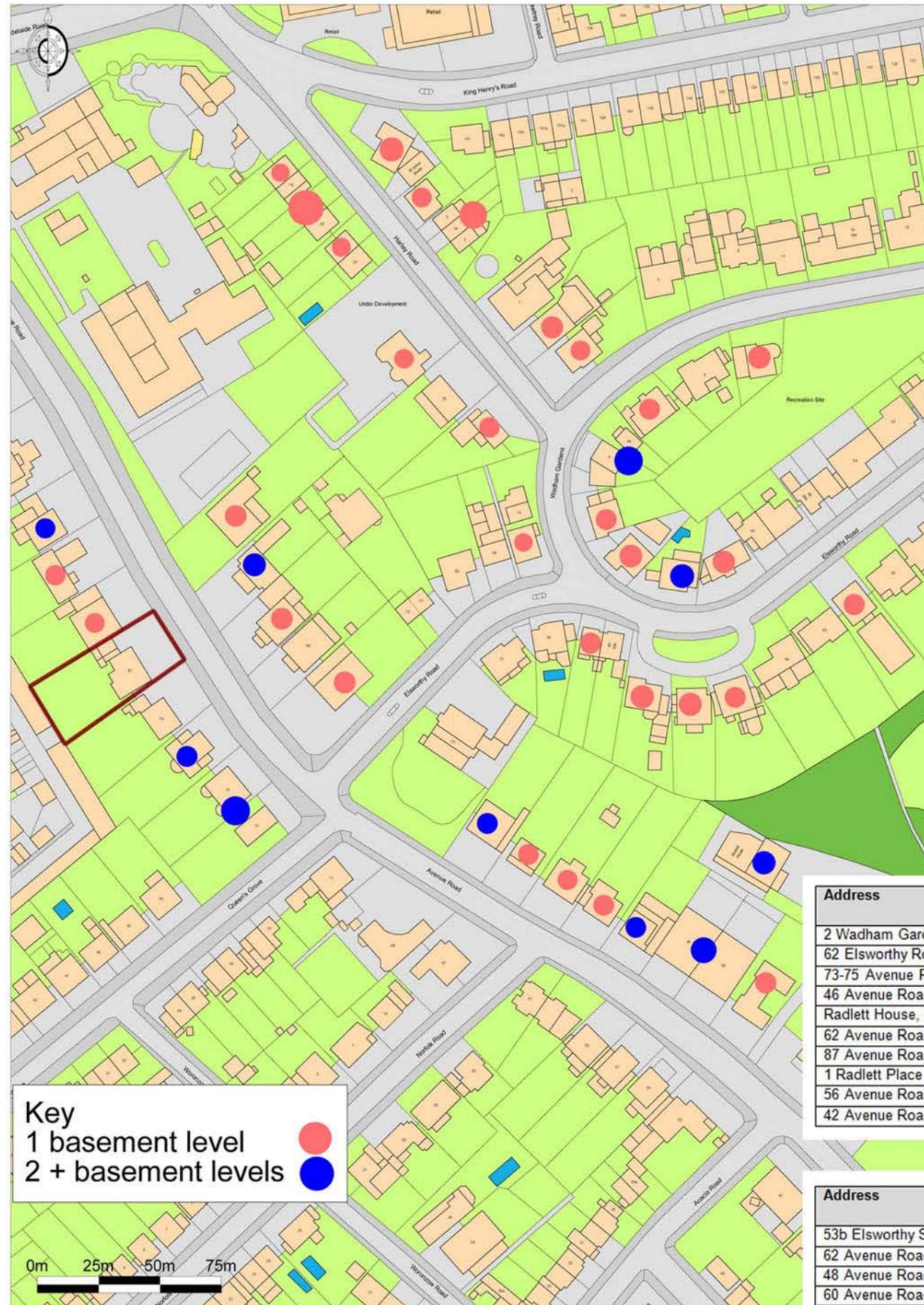
Subterranean development is not uncommon in the local area and has been considered as an appropriate form of development for households around this site. This proposal follows a similar theme.

A full Basement Impact Assessment has been prepared and submitted for independent assessment.

A review of recent planning permissions for subterranean development in the local area has been undertaken. Post-adoption of CPG4 in April 2011, subterranean development has been permitted at each of the neighbouring properties within Table A.

Since the revised version of CPG4 was adopted in September 2013, subterranean development has been permitted at local properties indicated within Table B.

We are aware of draft Policy A5 with the Council's emerging Local Plan, however notwithstanding this, the proposed basement development has been designed in accordance with the Council's adopted planning policies and guidance. It is also fully informed by written pre-application advice, which established that the proposed basement is acceptable in principle.



**Key**  
 1 basement level ●  
 2 + basement levels ●



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**Promap**

Table A

Address	Date approved	Number of basement levels
2 Wadham Gardens	30-11-2011	1
62 Elsworthy Road	26-01-2012	2
73-75 Avenue Road	28-03-2012	2
46 Avenue Road	30-03-2012	1
Radlett House, Radlett Place	30-03-2012	2
62 Avenue Road	15-06-2012	2
87 Avenue Road	25-02-2013	2
1 Radlett Place	25-06-2013	2
56 Avenue Road	12-07-2013	1
42 Avenue Road	02-08-2013	3

Table B

Address	Date approved	Number of basement levels
53b Elsworthy Street	24-11-2013	1
62 Avenue Road	15-08-2013	2
48 Avenue Road	18-09-2013	2
60 Avenue Road	23-05-2014	1
46 Avenue Road	08-10-2014	1
46 Avenue Road	21-01-2015	1
4/4a Wadham Gardens	17-02-2015	2



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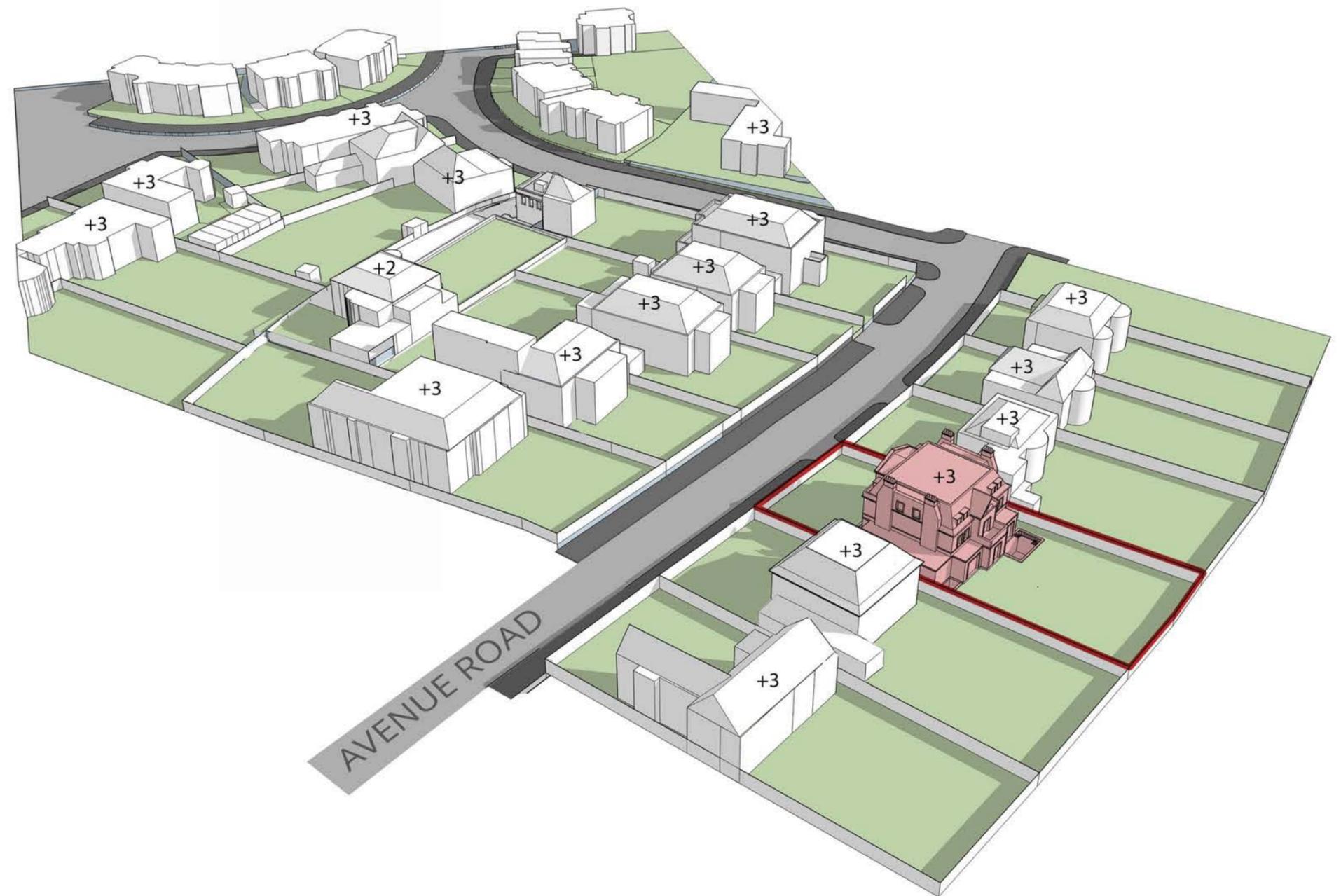
The design team is aware of the Council's CPG 6 and Development Plan Policy DP26 which states the need to protect residential amenity for occupiers and the potential effects of the scheme on any neighbouring properties.

The scheme has been designed to take account of privacy, overlooking and sunlight/daylight of neighbouring properties. With a large part of the proposed new accommodation found at basement level, this will inevitably have no material effect upon neighbouring residents in terms of overlooking and privacy matters.

The proposed development is supported by a full Daylight and Sunlight Assessment which demonstrates that the neighbouring residential properties and the proposed accommodation will receive good levels of daylight and sunlight. This also establishes that the proposed development will not give rise to any materially unacceptable daylight and sunlight effects in the context of the BRE guidelines and relevant planning policy.

With regard to accommodation above ground level, the proposed new dwelling occupies a similar placement as existing.

As previously mentioned, the positioning of windows within the proposal has been carefully considered and maintains the east-west aspect as existing. This will not give rise to any potential for increased or unacceptable overlooking to neighbouring residential properties.



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The development has been carefully considered based on a thorough investigation of the existing site context, recently constructed developments and recently approved schemes adjacent to the proposed site. The proposed development at 81 Avenue Road has been designed with careful consideration towards all aspects of the Camden planning policies. The proposals have been sensitively designed to take account of the site's opportunities and constraints while undertaking a sensitive design process, a sustainable and well-conceived response to the site's contextual constraints and the character and appearance of the area as a whole. The proposed development is also informed by a detailed pre-application submission to the Council and review of the Council's written pre-application advice.

The current proposals are considered to represent a practicable and sensitive addition to the existing housing stock which provides an improved residential living space suitable for the modern family lifestyle. It is considered to be similar in scope and scale to other recent developments in the immediate locality.

The scale of the scheme has been designed to be sympathetic to the adjoining properties as previously described. The development would be 'traditional' both in terms of detailing and materials.



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## Sustainability

The scheme will provide adequate waste and recycling storage within the site, taking into account the Council's aspirations within Core Strategy policy CS18 on 'Dealing with our waste and encouraging recycling'.

A full energy & sustainability assessment has been prepared and submitted as part of this application.

## Summary

This development proposes to replace the existing single dwellinghouse on the site with an alternative family-sized property. The proposed replacement dwelling is of greater mass than the existing property but responds to the size of neighbouring dwellings.

The proposed replacement dwelling is designed to respond to the broad architectural themes of properties in the local area. It is a traditional design that sits comfortably with its neighbours and the site. Existing boundary treatments will be maintained to re-confirm the separation between the development and neighbouring properties.

There is little material change in terms of public views in and around the site given that there are only very limited public views of the property. Like the existing dwelling, this development would be retained within an enclosed site.

This development will sit comfortably within its context and provide an enhanced dwellinghouse within a residential location.