

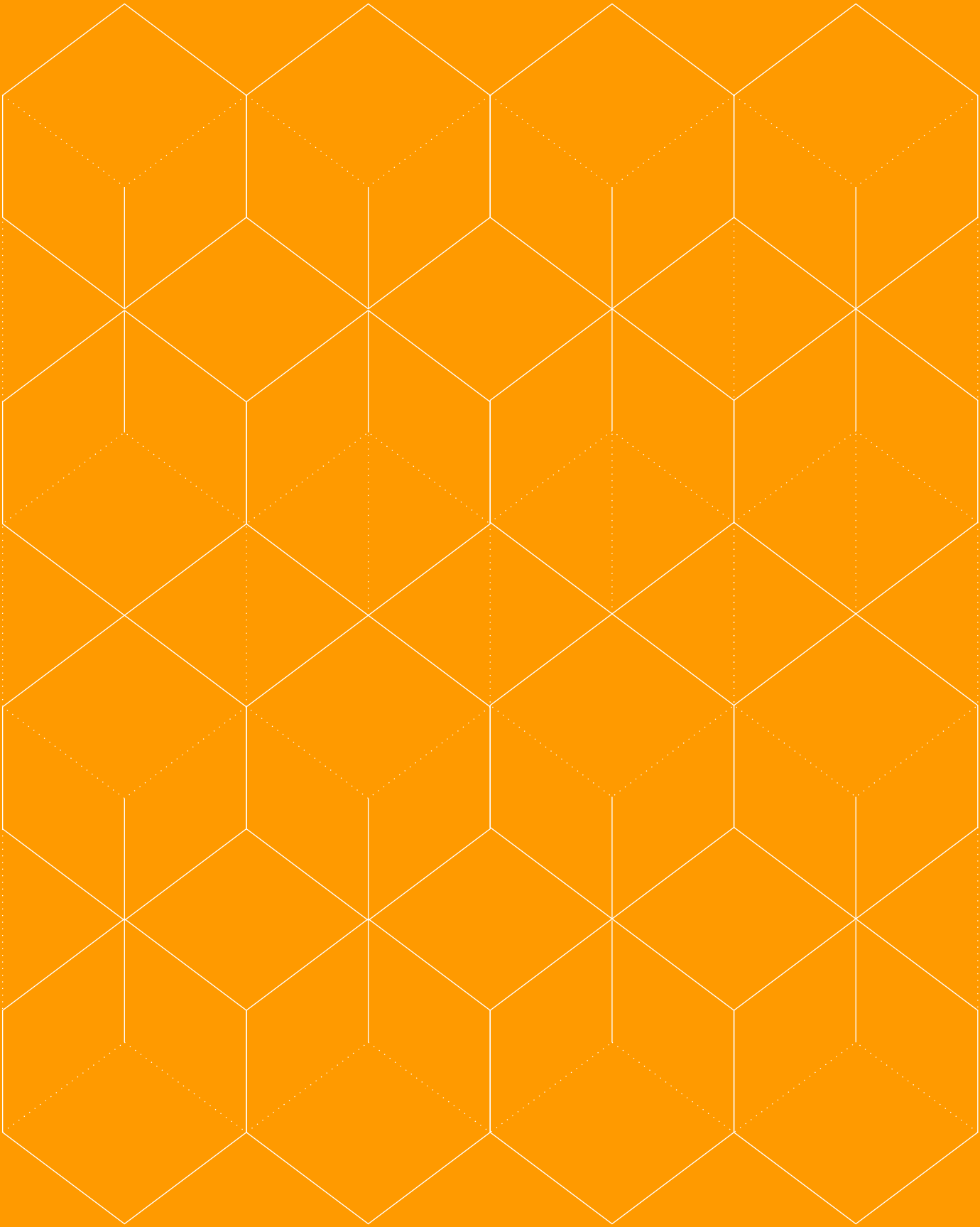
DESIGN STATEMENT

PROJECT:

FLAT 2
191 FORDWYCH ROAD
LONDON
NW23NH

CLIENT: Rob McGovern
PROJECT NUMBER : A17-003
DOCUMENT TITLE: DESIGN STATEMENT

DOCUMENT NUMBER: 100
ISSUE STATUS: PLANNING
SCALE: NTS
SHEET SIZE: A3
REVISION: -
DRAWN BY: PJ
DATE: February 21, 2017



CONTENTS

1.0

INTRODUCTION

1.1

JUSTIN SMITH ARCHITECTS

1.2

Project brief

2.0

SITE

2.1

Aerial Photography

2.2

Introduction to existing site

2.3

OS Historical development of Stone Farm

3.0

CONTEXT

3.1

Physical

3.2

Social

3.3

Economic

3.4

Planning Policy

4.0

DESIGN

4.1

Use

4.2

Amount

4.3

Layout

4.4

Scale

4.5

Appearance

4.6

Landscaping

4.7

Design Inspiration Precedents

5.0

CONCLUSIONS

5.1

Summary

1.0 INTRODUCTION

1.1 JUSTIN SMITH ARCHITECTS

Who we are

Justin Smith Architects is a dynamic architectural practice that specialises in designing and delivering stunning projects.

"We place great importance in developing and maintaining a positive rapport with our clients."

We exercise a consistent balance of artistic flair and technical quality to achieve unrivalled results. Our experience in a variety of sectors has provided us with the project management skills and professional contacts to guid projects comfortably fro inception to completion, ensuring the finished project meets every expectation.

REPORT STRUCTURE

This design report is structured as follows:

- Section 1 Provides an introduction to the project and the project Architects
- Section 2 Provides a description of the site and its context
- Section 3 Sets out the context of the application & relevant local and national planning policies.
- Section 4 Sets out the details of the house design, materials and architectural precedents.
- Section 5 Sets out a summary and conclusions.

This Design Report has been prepared by Justin Smith Architects.



A Sample
of our
projects.

1.0 INTRODUCTION

1.2 Project Brief

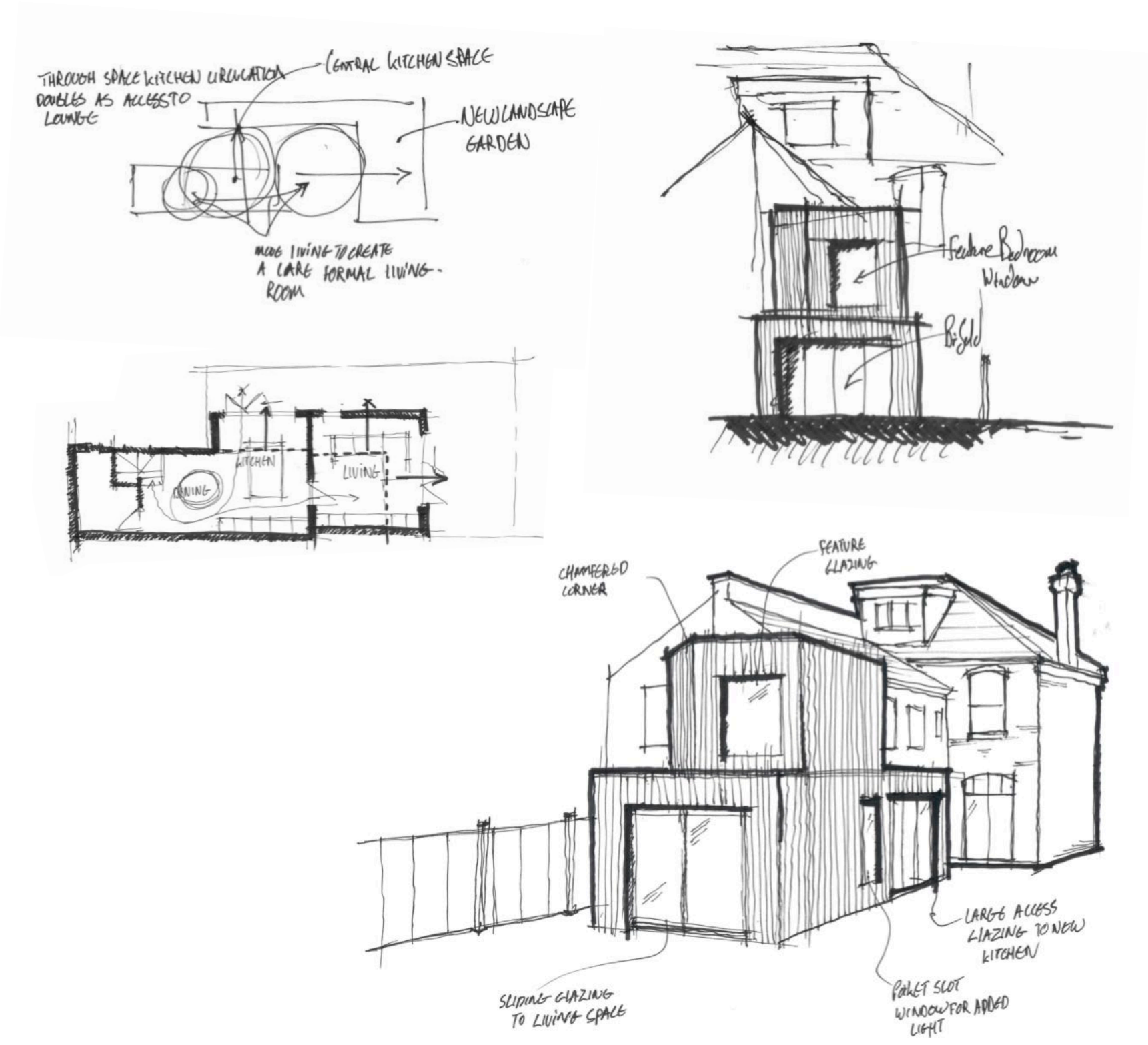
Justin Smith Architects have been instructed to submit a planning application for an extension and alterations to Flat 2, 191 Fordwych Road, London.

The design aims to improve the programming of spaces and connections between the newly proposed extension, the existing dwelling and the external environment. The design encourages increased natural day lighting, and an increase in functional space, all of which is outlined in this design statement and accompanying visuals documents.

The design brief from the client was set out by initial key design requirements which are the following:

Key design requirements.

- To create a contemporary style extension which will increase functional space within the confined of the existing dwelling
- To design a desirable family home, to accommodate future growth of the family.
- To create a more functional living, kitchen and dining area for entertaining and general day to day living
- Increase connections and access from the internal building footprint to the external garden area
- To create a more formal living area/ snug.
- To create a larger master bedroom suite with dressing area, storage and ensuite.



2.0 SITE

2.1 Aerial Photography



PROPOSED SITE PLAN NTS



Site Location



Neighbourhood Plan
(adopted) Fortune and West
Hampstead



Local Green Space Railway
Embankment

2.0 SITE

2.2 Introduction to Existing Site

The application site is accessed through a shared stairwell at first floor level via 191 Fordwych road, their is also access via the side of the dwelling No.191.

The property is located off Fordwych road with in the North West London Borough of Camden.

The sites location benefits from good connections to local amenities, with its close proximity to Cricklewood and connective links to central London.

The site is currently under the owner ship of the client and is highlighted in the location plan below.

The existing flat is highlighted in the images to the right and comprises of a traditional semi detached victorian villa, which has be converted into a series of flats. The flat No. 2 outlined in this document is located to the rear of the former Villa, and features a small garden area along with an existing ground floor single storey extension.



SITE PHOTOGRAPHY - REAR GARDEN



SITE LOCATION PLAN NTS

Site Boundary



SITE PHOTOGRAPHY - REAR GARDEN

3.0 CONTEXT

3.1 Physical

The surrounding character of neighbouring buildings consists largely of a residential context with a number of victorian villas which have either been similarly converted into flats or remain as semi detached dwellings. The majority of the building stock has be renovated and extended through roof dormers, side and rear extensions.

The main materiality feature of the street scene consist of traditional red brick ,render, slate roofs, along with victorian detailing on window cills, lintels, decorated eaves treatments and two storey bay windows.

3.2 Social

The extension to the existing dwelling has been designed to be of high quality contemporary architecture and design. Taking into account tricky access to the site, the proposed design lends itself to prefabrication off site for a quick erection on site reducing effects of traditional construction methods on site.

The design aims to evoke a high quality finish to the existing property, improving the aesthetic of the existing site appearance.

In accordance with the local authority design guidance for residential development, there should be no adverse effect on any nearby residents.

3.3 Economic

The proposal for the extension to flat 2, aims to produces a benchmark example of contemporary architecture and design and construction in the area, creating a desirable, efficient, and unique dwelling within it's surrounding context.
The scale and size of the proposed dwelling will contribute over a long period to the local economy. The new dwelling will provide construction jobs locally. Long term contributions to local shops and amenities will be provided by the dwelling occupiers.



SITE PHOTOGRAPHY - REAR GARDEN



SITE PHOTOGRAPHY - FRONTAGE STREET SCENE



SITE PHOTOGRAPHY - REAR GARDEN, NEIGHBOURING DWELLINGS



SITE PHOTOGRAPHY - FRONTAGE STREET SCENE



3.0 CONTEXT

3.4 PLANNING POLICY

Our proposal has been designed in accordance with national and local level planning policy guidelines. The main policies are as follows:

3.40 Local Policy

Local Planning Policy – Camden Borough Council - Draft Camden Local Plan 2015

Policy H6
Policy H7
Policy A1
Policy D1

3.41 NPPF

At the national level, the most pertinent areas of policy requirements in relation to the proposal are now contained in the National Planning Policy Framework (NPPF), which was published by the Department for Communities and Local Government on 27th March 2012. PPS1 (Delivering Sustainable Development), PPS3 (Housing), PPS5 (Planning for the Historic Environment) and PPG13 (Transport) were relevant to this application but were cancelled upon the publishing of the NPPF. Although these policy documents have been cancelled it is considered that, as many of the policies in the NPPF reflect policies that were contained in them, reference should still be made to them so as to show how themes within the policy documents have been carried on into the NPPF and that the proposed dwelling accords with both the old and the new policies.

Paragraph 6 - Contributing to Sustainable Development, Paragraphs 11-16 - Presumption in favour of sustainable development, Paragraph 37 - Aiming to balance land use, encouraging sustainable locations aiming for people to minimise travel distances, Paragraph 39 - Development accessibility, availability to public transport, Paragraph 50 - Delivering a wide choice of high quality homes ,

Paragraph 56
The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.

57
It is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes.

58
Local and neighbourhood plans should develop robust and comprehensive policies that set out the quality of development that will be expected for the area. Such policies should be based on stated objectives for the future of the area and an understanding and evaluation of its defining characteristics. Planning policies and decisions should aim to ensure that developments: will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development; establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit; optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses (including incorporation of green and other public space as part of developments) and support local facilities and transport networks; respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation; create safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion; and are visually attractive as a result of good architecture and appropriate landscaping.

60
Planning policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, origin ality or initiative through unsubstantiated requirements to conform to certain development forms or styles. It is, however, proper to seek to promote or reinforce local distinctiveness.

61
Although visual appearance and the architecture of individual buildings are very important factors, securing high quality and inclusive design goes beyond aesthetic considerations. Therefore, planning policies and decisions should address the connections between people and places and the integration of new development into the natural, built and historic environment.

4.0 DESIGN

4.1 Use

The proposal is for an extension and alterations to a class C3 Dwelling.

4.2 Amount

The existing site area is 98 sq. m

The total existing building footprint is 41 sq. m
The total proposed building footprint will be 60 sq. m that equates to an increase of 31.6% of exiting footprint.

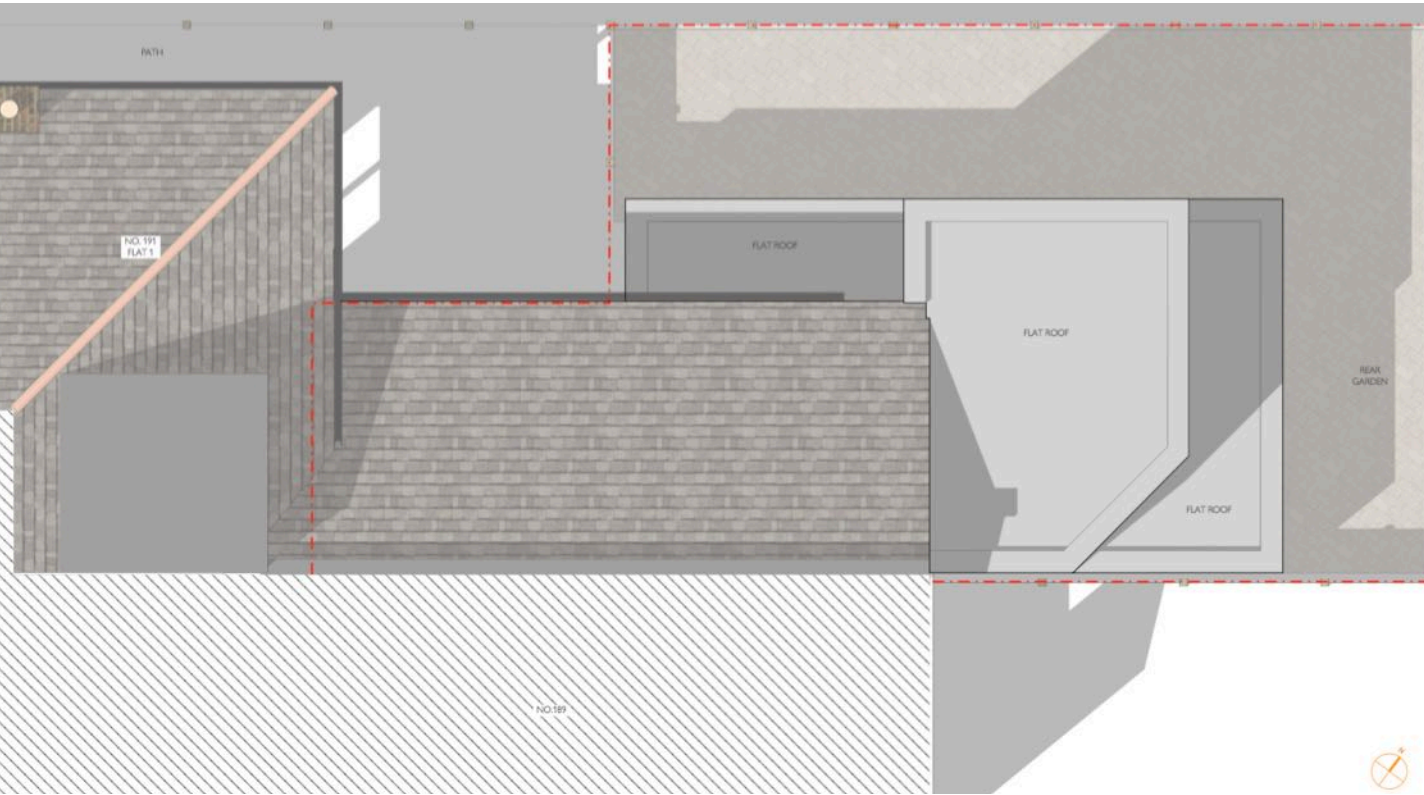
4.3 Layout

First floor

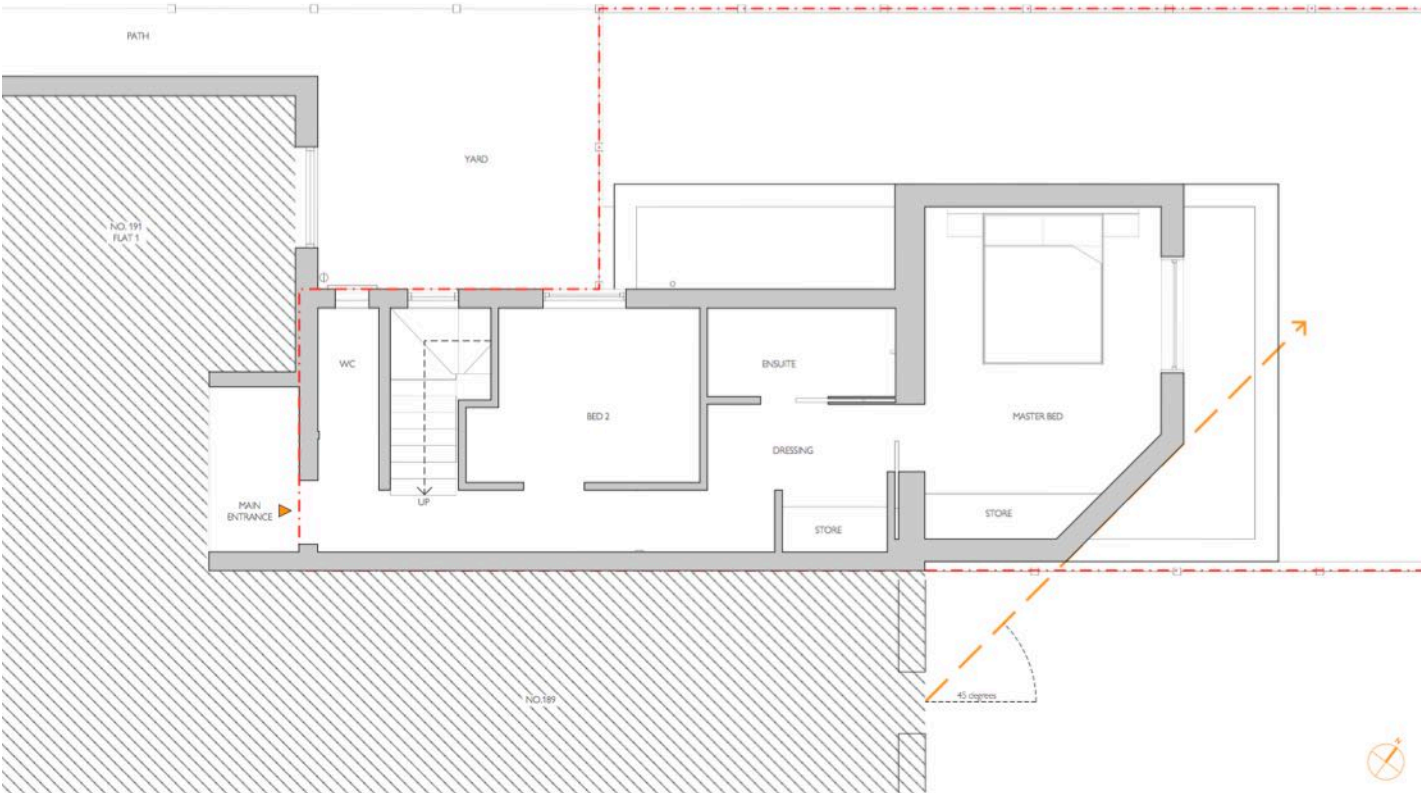
The layout consists of a 2 storey dwelling. The entrance from a shared access stairwell leads into a Hallway/ landing area with access to a W/C, bedroom 1, and a master bedroom with changing area, storage, and an ensuite shower room.

Ground floor

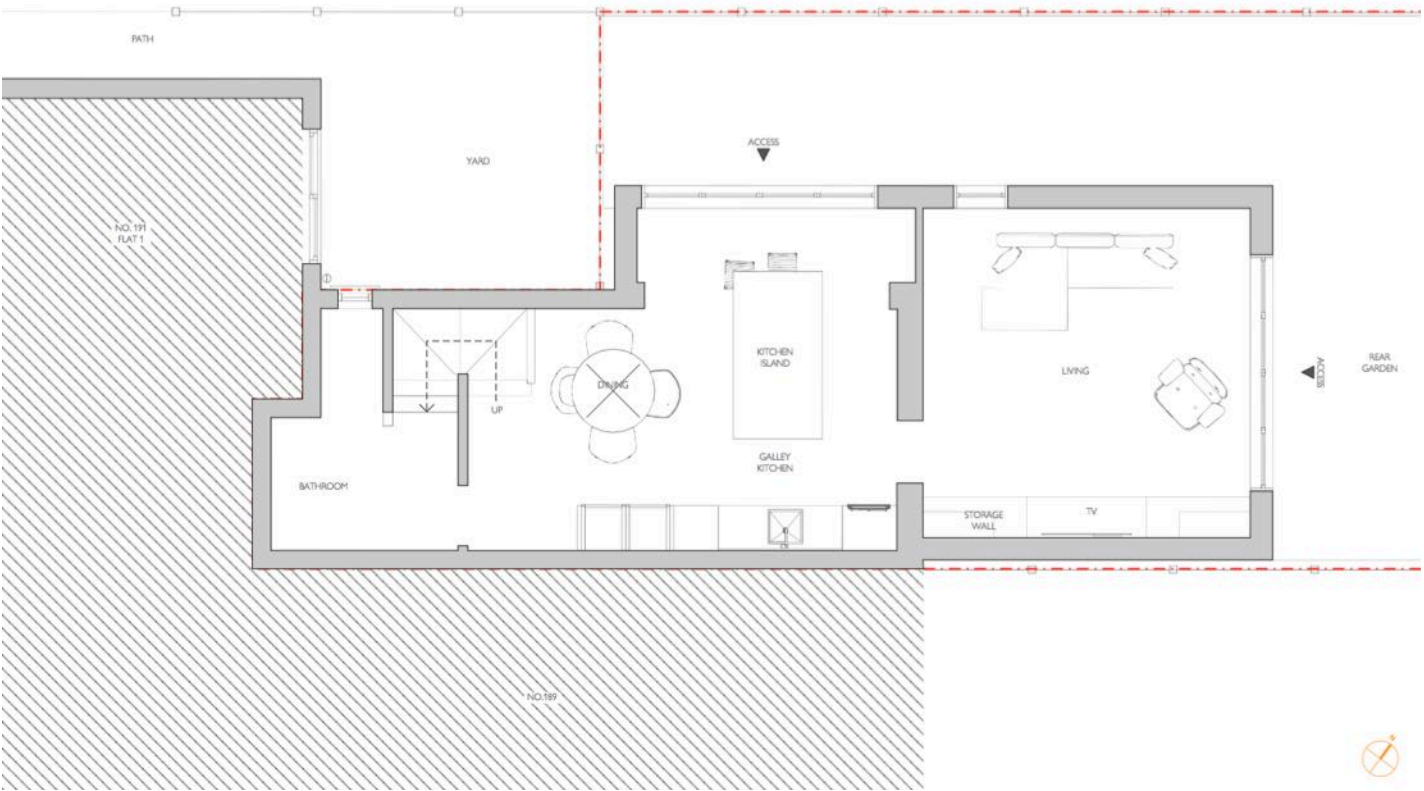
From the first floor level to ground floor the proposal for a new galley kitchen and dining area with added storage provides an improved entertaining space for the dwelling occupants and potential guests. The kitchen's circulation space leads onto a newly extended formal living area. Both living areas benefit from access out to the garden area.



PROPOSED ROOF PLAN NTS



PROPOSED FIRST FLOOR PLAN NTS



PROPOSED GROUND FLOOR PLAN NTS

4.0 DESIGN

4.4 Scale

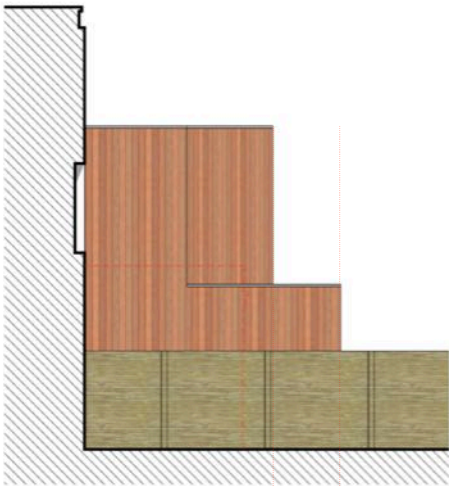
The proposed scale of development can be seen in the accompanying project visuals document and the elevation drawings to the right. The red dashed line shows the existing building outline marked over the proposed elevations. In regards to height, the proposal extends two storeys over the existing extension and remains single storey in the proposed kitchen area and out from the existing extension.



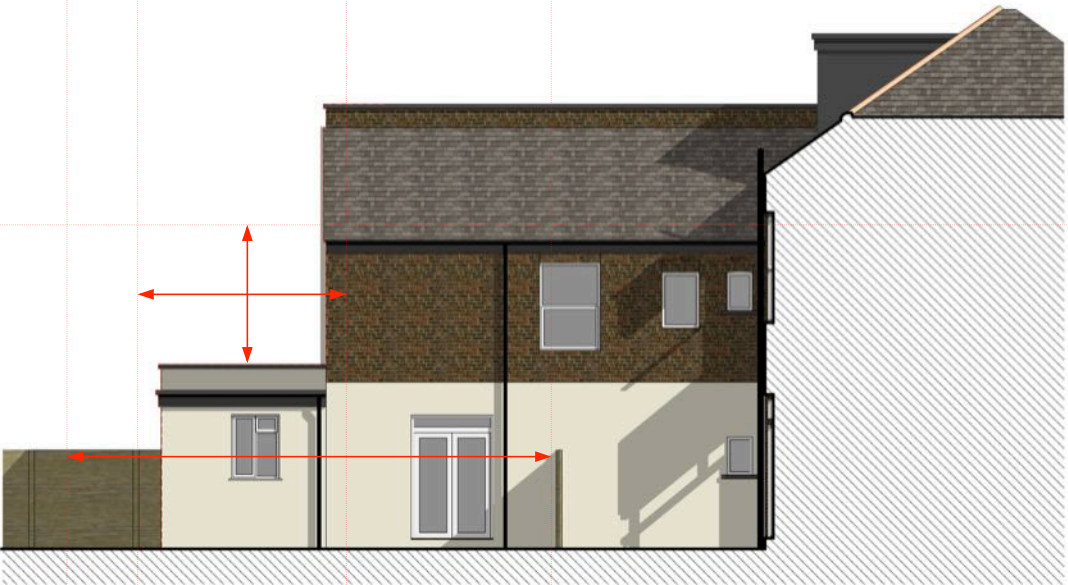
PROPOSED NORTH WEST ELEVATION NTS



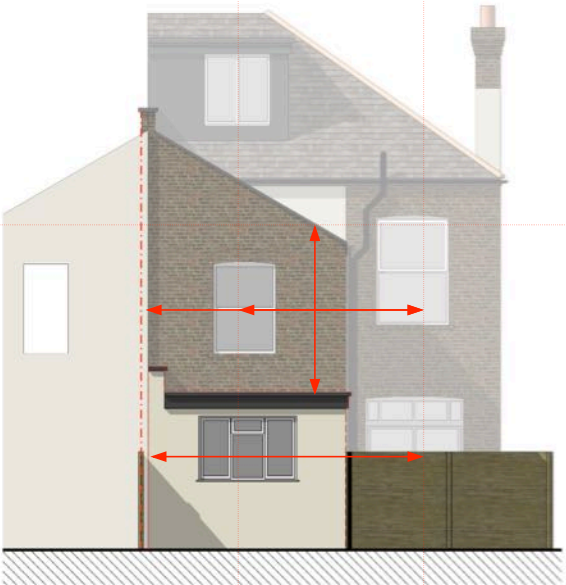
PROPOSED NORTH EAST ELEVATION NTS



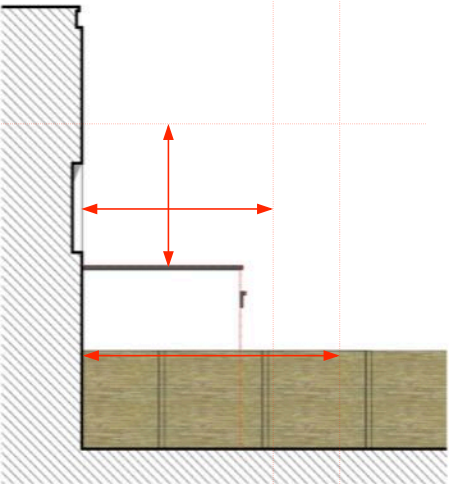
PROPOSED SOUTH EAST ELEVATION NTS



EXISTING NORTH WEST ELEVATION NTS



EXISTING NORTH EAST ELEVATION NTS



EXISTING SOUTH EAST ELEVATION NTS

4.0 DESIGN

4.5 Appearance

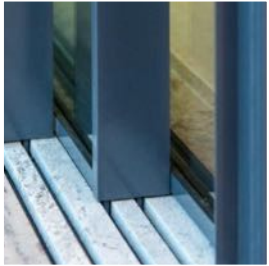
The proposal is highlighted in the images to the right and aims to evoke a contemporary flat roof cubic form, in-place of the existing single storey extension. The proposal will be clad in vertical cedar timber boards with a thin powder coated flashing detail, and feature fenestration elements.

Details of the proposed features and aesthetic can be seen in the top photo images to the right.

4.6 Landscape

The landscaping proposal is quite minimal and will feature a mainly hardscaped area with potted planting to create a relatively low maintenance external entertaining environment .

4.7 Precedent



Vertical Cedar timber cladding boards will encompass the proposed extensions as the main facade treatment. The detailing in the above images show the precedent for finishes to the proposal.

Grey polyester powder coated flashing details will finish the capping of the proposed vertical cladding as pictured above.

The cedar cladding will weather over time.

Grey polyester powder coated window casements are proposed for the feature fenestration, and bifold/ sliding doors



5.0 CONCLUSIONS

5.1 Summary

This Design Statement has shown that the applicant has assessed the site's full context, including physical, social and economic characteristics.

It is considered that the proposal would contribute positively to the visual amenities of the local context.

The proposal is considered to create an individual and harmonious dwelling of high quality contemporary architecture and design. In turn this would not cause any adverse impact on residential amenities through overlooking or overshadowing and would meet highways requirements. As such, the proposed extension and alterations are in accordance with the advice contained within Local and National Planning Policy.

The resulting scheme represents and provides a high quality living environments both visually and environmentally. The individually designed dwellings will positively enhance the local area whilst providing excellent, safe family living accommodation.

It is submitted that the proposed extension and alterations complies with relevant planning policy and as such should be duly recommended for approval.

