



## DESIGN & ACCESS STATEMENT

Proposed Conversion of Existing Garage  
103 Priory Road, West Hampstead, London NW6 3NN

**Client**  
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## 1.0 INTRODUCTION

This Design and Access Statement has been prepared in accordance with the Full Planning Application for the proposed conversion of existing garage, at 103 Priory Road, LONDON NW6 3NN.

This statement also looks to address how the proposal sits in relation to the surrounding context of the adjoining properties on Priory Road and Compayne Gardens, in addition to the South Hampstead Conservation Area – Character Appraisal and Management Strategy.

## 2.0 SITE ANALYSIS

The application site is located within a three-storey mansion block of flats, and is in keeping with the remainder of the existing Priory Road streetscape. These rows of residential blocks all have a similar extensive rear garden plot, as well as a regular spatial distance between the respective boundary walls.

The site is located within the South Hampstead Conservation Area; however the application property itself is not a listed building.

The western section of the conservation area is predominantly comprised of large two and three storey detached buildings with a very typical mid nineteenth century mix of style – while broadly Gothic in form they often enlist fashionable classical revival details.

## 3.0 PLANNING HISTORY

### 2016/5225/P [27-09-2016]

Planning permission had been granted for the erection of single storey rear extension at second floor level (Flat No.05).

### 2015/7172/P [18-01-2016]

Planning permission had been refused for the erection of second floor side and rear wraparound extension with hipped roof and side dormer window (Flat No.05).

### 2015/6229/P [09-11-2015]

Planning permission had been granted for the erection of second floor rear infill extension (Flat No.05).

## 4.0 EXISTING BUILDING

Garage: An existing single storey render structure with lean-to roof that is in a deteriorating condition, and is therefore currently used as an ancillary storage room.

## 5.0 DESIGN PROPOSAL

The proposed application is for the demolition of the existing garage, and for the erection of a single storey flat roof structure in order to provide a home office / study for the owners at ground floor level.

The proposal intends to provide a modest extension that is to be contained within the existing footprint, in the form of a home office / study- and adjoining WC area- suitable for remote working professionals.

The proposed footprint of the extension is to be no more than as per the existing.

The scheme is designed in order to ensure that the side proposal remains subordinate in its appearance, as it maintains the same footprint as that of the existing structure. The proposal is also set back from the host building, and therefore would not appear dominant to the street scene.

The main elevation material is to match the facing brick finish as that of the host building- complete with a stone plinth to match the colour of the render in the existing building.

This is to include the external door and window openings as indicated on the enclosed details. The double leaf entrance door is to match the material and colour as found in the existing building. This would be in keeping with the architectural style of the building and therefore will help to enhance the visual appearance of the property when viewed from Priory Road.

The overall height is to match the highest point of the existing main roof and therefore the appearance of the side extension would still remain subordinate in character to that of the host building.

## 6.0 ADDITIONAL CONTEXT

The site is situated within the South Hampstead Conservation Area and the proposals have been considerate in respect to its location.

The Character Appraisal and Management Strategy for the South Hampstead Conservation Area was published in February 2011. It sets out an assessment of the special interest of the conservation area in order to ensure that its key attributes can be protected and a management strategy put in place to ensure its appropriate enhancement.

No.103 Priory Road and the properties to either side are considered to make a positive contribution to the conservation area. The houses in this part of the conservation area are considered to be just as attractive as the other houses within the conservation area but distinctly more commercial in their build, comprising stock brick with stone / render and slate roofs – and typically mid Victorian in style with domicile details.

The spatial character of South Hampstead is derived from the interplay of wide streets lined with mature trees and large and rhythmically spaced brick buildings. These properties are set back from the street in verdant front gardens. The elevations are carefully modelled, using recession and projection and decorative details to great effect. There is also a variety to balance the height and mass of properties and to retain an attractive, homely character.

## 7.0 ACCESS

Access to the application site from the public highway will not be affected by the proposal and remains as existing, and does not alter the pedestrian access to the property or the communal gardens to the rear.

## 8.0 CONCLUSION

We consider that the proposed scheme fully meets with the Council's development plan policies and does not cause any harm to the appearance and character of either the existing building or to the character and appearance of the conservation area.

The scheme is designed in order to ensure that the side proposal remains subordinate in its appearance, as it maintains the same footprint as that of the existing structure. The proposal is also set back from the host building, and therefore would not appear dominant to the street scene.

The extension is designed to a high standard and does not cause harm to the amenities of either the occupants or of the adjoining properties.

We consider that the proposed scheme will not only enhance the appearance and character of the existing building, but also improve the usable space available to the owners, and would also be in accordance with the planning policies of the local authority.

We therefore trust that this planning application will be supported on the aforementioned grounds.