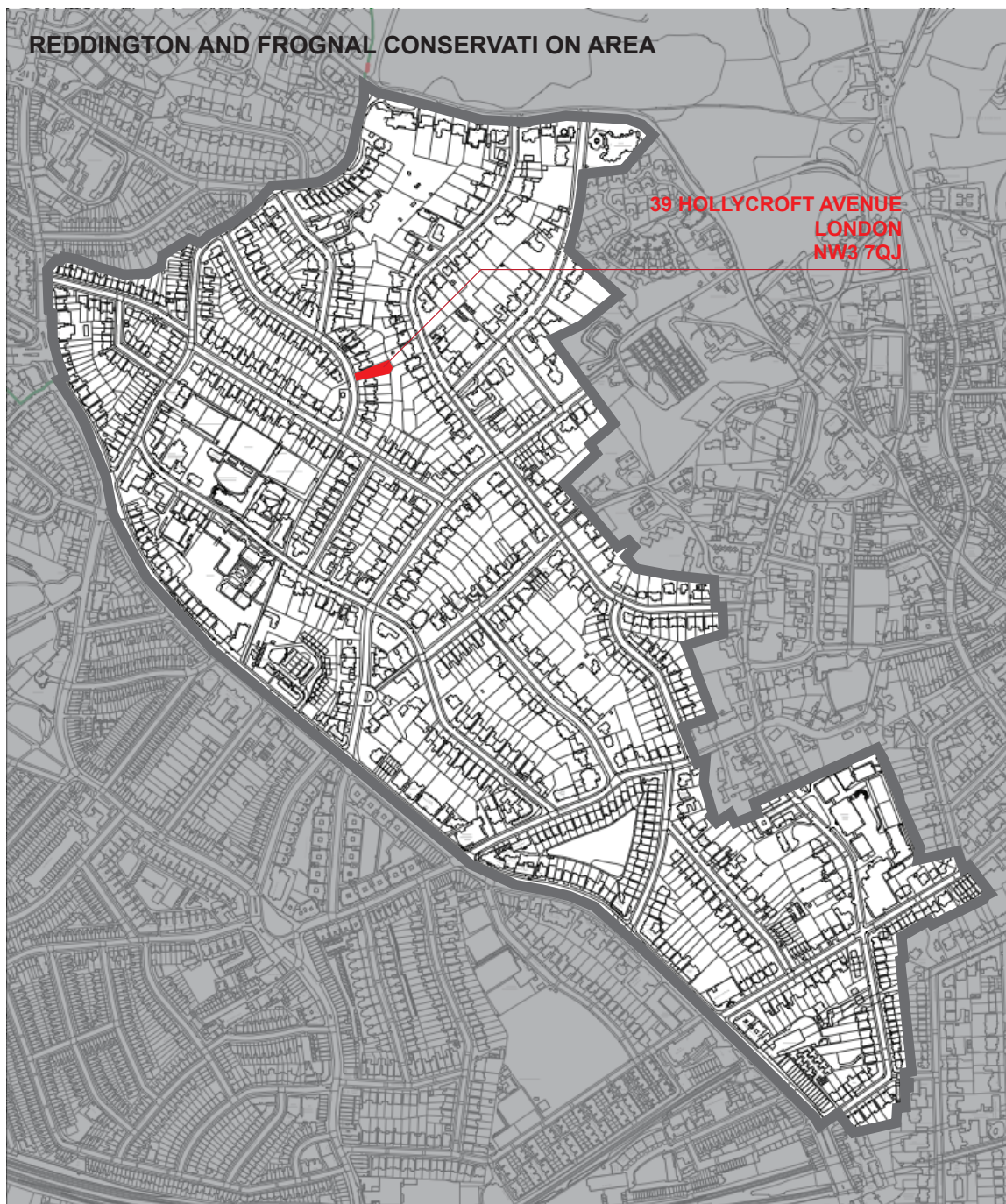


DESIGN & ACCESS STATEMENT

APPLICANT: Mr & Mrs Ozin
SITE ADDRESS: 39 Hollycroft Avenue, London, NW3 7QJ
PROPOSAL: Basement excavation involving front lightwell.
Internal alterations.
AGENT: Akita Komar Architects
DATE: 28. 06. 2017



SITE LOCATION PLAN

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1. INTRODUCTION

This is 'Design & Access' statement with the basis of the acceptability of these proposals in relation to national guidance, regional and local policies in force governing the determination of planning applications. This is in relation to Basement excavation involving front lightwell. As well as internal alterations.

2. SITE ANALYSIS

2.1 LOCATION

Redington/Frogna Conservation Area

The conservation area is situated on the slope to the west of Hampstead as they fall towards Finchley Road the Conservation Area is defined by the relationship of the streets and houses to the contours of the hills. These slope contained a number of tributaries of the Westbourne River which rises at the top of the Heath. When the area was developed the streams were culverted and now flow underground.

2.2 PLANNING HISTORY

The bulk of the Redington/Frogna Conservation Area was originally designated in June 1985, including Hollycroft Avenue. It was described in the report to the London Borough of Camden, Planning and Communications Committee as *"an exceptional example of consistently distinguished Victorian and Edwardian architecture"*.

2.3 HISTORICAL DEVELOPMENT

The architectural character of a large amount of the Conservation Area is the result of highly prolific partnership between two men: the architect Charles H.B. Quennel and the Irish builder-developer George Washington Hart. Due to their dominance in the production of house in the northern part of the Conservation Area, accounting for roughly one hundred houses over a period of sixteen years, it has been dubbed "Quennel-land" by Service (1989) and Cherry and Prevster (1998). In 1896 Hart took up land on either side of Platt's land including Briardale and Clorane Gardens to the north and Rosecroft, Hollycroft and Ferncroft Avenues to the south. Whilst not all of this area was developed by the Quennel/Hart partnership, their houses make up a large proportion of the dwelling on each road. Quennel adopted a variety of styles for his houses ranging from restrained Art and Crafts to formal Neo-Georgian. He used rich red and soft orange brickwork, clay roof tiles, occasional areas of tile hanging and render, gables, and bay and dormer windows.

During the development of the Redington/Frogna area, Hart set up an on-site sales office - first on the corner of Ferncroft and Hollycroft Avenue and later on the corner of Redington Road and Templewood Avenue.

2.4 SUB AREA : "THE CROFTS" (FERNCROFT, HOLLYCROFT AND ROSECROFT)

The "Crofts" represent the second phase of development of the northern part of the Conservation Area at the turn-of-the-century. Largely complete by 1910 these avenues incorporate a range of domestic styles with differing degrees of formality.

Hollycroft Avenue is more modest in scale than Ferncroft and has a more informal feel as a result plus the fact that it curves along its length and has irregularly spaced trees of varied type and age. The roofline is a particularly important element of this Avenue. The gaps between the semi-detached pairs reinforces the rise and fall of the slope and is echoed by the tall chimneys and gable end walls. The houses are predominately red/orange and semi-detached incorporating areas of white painted render, tile hanging and bay and dormer windows. Quennel designed nine houses at Nos. 33-49.

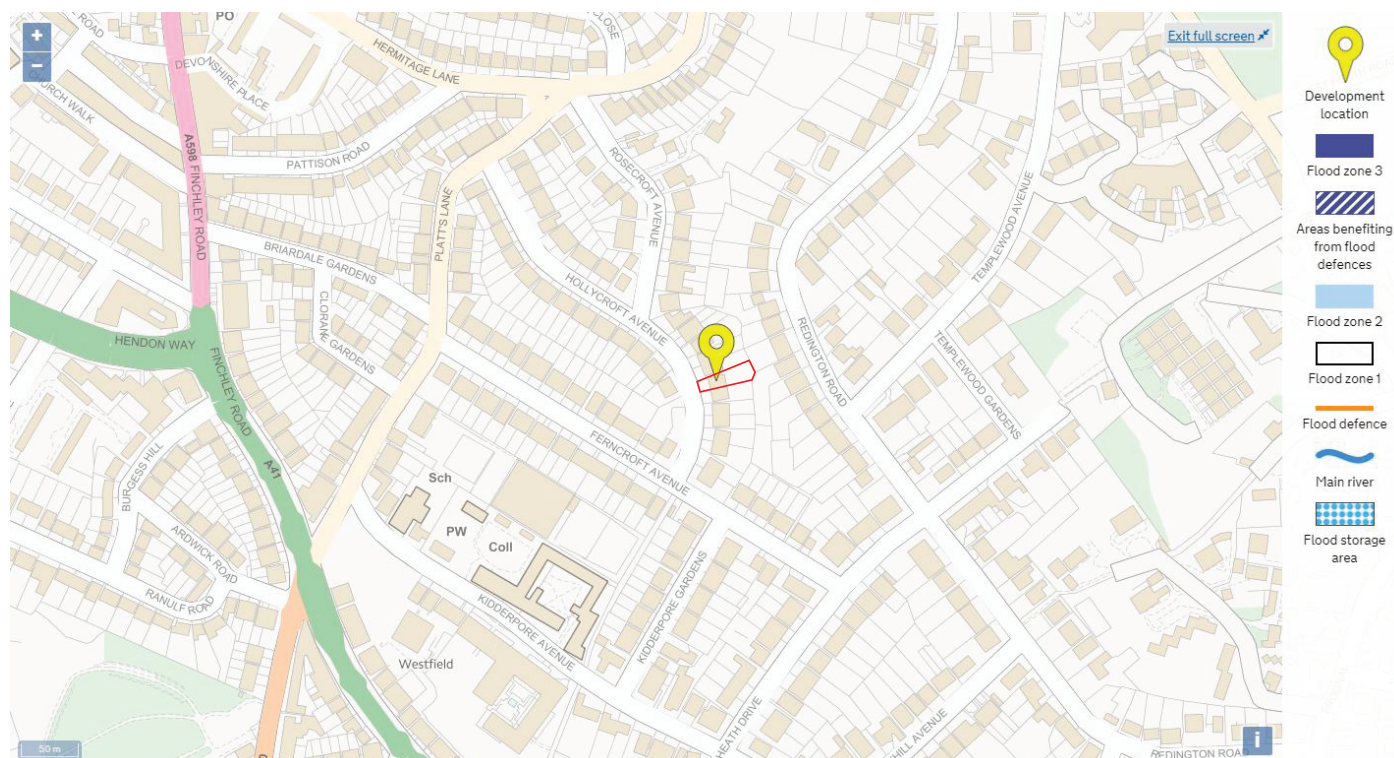
2.5 REVIEW

- Buildings and groups of buildings that make a positive contribution to the Conservation Area

The district quality of Redington/Frognaal is that it largely retained its homogenous late 19th / early 20th architectural character. For this reason, most of the buildings make a positive contribution to the character and appearance of the Conservation Area and the general presumption should therefore be in favour of retaining such buildings. (including 38 Hollycroft Avenue)

2.6 FLOOD RISK

The site is on Zone 1 - Low Probability ; Land having a less than 1 in 1,000 annual probability of river or sea flooding.



FLOOD MAP FOR PLANNING - <https://flood-map-for-planning.service.gov.uk/> (05/07/2017)

3. DESIGN FACTORS

3.1 SCALE

Our design proposes a basement excavation involving front lightwell, as well as internal alterations. The proposal will be contained entirely within/under the footprint of the original building. Therefore, it will not visually affect the size/scale of the existing property.

3.2 APPEARANCE

From the street view, the internal alterations to the property and the formation of new front lightwell will be not seen.

The proposal is consistent with other basement developments within the area and have previously met with the approval of Camden Conservation Officers.

3.3 LANDSCAPING

There is no requirement for additional external landscaping.

3.4 USE

The proposed space will be for the sole use of the current occupier.

4.SUSTAINABILITY

Thermal insulating materials will be used in the walls to meet and exceed current Building Regulation requirements. All the new glazing will be fitted with thermally efficient double glazed timber, high quality units to match the existing from a high quality supplier TBA.

The proposed windows at the rear and lightwell will improve natural ventilation and the levels of natural light into the basement area of the property thereby reducing the need for electrically powered ventilation and lighting.

Our design proposes green walls at the lightwell. This will also improve passive cooling systems as well as amenity of the dwelling.

5. ACCESS

There will be no change to the entrance point of the property.

6. NEIGHBOURLY ISSUES

We do not believe that the proposed development will have any detrimental effect on the proximity to the neighbouring property.

7. CONCLUSION

The design seeks to create a usable area of the basement floor whilst maximising natural light. We have not enlarged the footprint of the existing structure. As we will only excavate below the original building, the proposal will be not seen from the street level. The proposal will not visually affect the landscape of the Conservation Area.

We believe that our design will be a notable addition to the property while keeping the feature of the landscape of the Conservation Area.

8. REFERENCE DOCUMENTS

Reddington and Frognal conservation area statement (2003)