

3.0 Design Statement

3.1 General Strategy

Our revised proposal acknowledges the value and role No.91 Regent's Park Road plays within the Primrose Hill Conservation Area, and seeks to both preserve and enhance this through a series of facade improvements. Our aim is to unify the Post Office and Laundromat together in a more coherent mass; through a 2-storey extension over the Laundromat that is sympathetic with the host building. There will also be notable improvements to its shop front that helps better define the end-of-terrace block and active frontage on Erskine Road.

We will retain the established A1 usage to the Basement and Ground floors as commercial space. The existing two C3 residential units on the upper floors will be improved and reconfigured internally with the proposed extension to create in total 4x C3 units with improved communal circulation space.

Careful consideration has been paid to the comments from the Planning Officer, public consultees and the Primrose Hill Conservation Area Advisory Committee, and they have helped to inform this revised scheme.

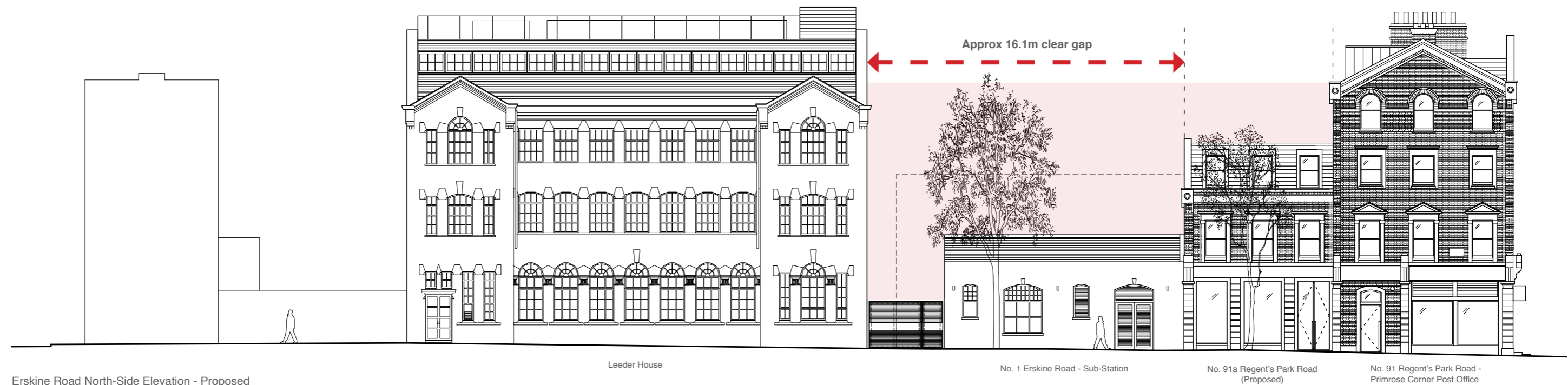
3.2 Type of Development

This development proposes to improve the quality of the existing A1 and C3 units, while providing an additional two C3 units. The proposal also provides revisions and upgrades to the access, circulation and common areas, with refuse storage and bicycle provisions.

3.3 Site Context

From the proposed street elevation below, it is evident that a considerable gap of approximately 16m would exist between our proposal and the adjoining Leeder House building. The proposed extension would only partially infill a small part of the gap, while a view of the rear elevations to Nos. 93-109 Regent's Park Road is still maintained and is not fully concealed.

The pattern of lower and higher massing that is characteristic of the conservation area would still exist, as would a sufficient contrast in height between the host building and proposed extension. This contributes to the sense of openness that is important to the area. By comparing the existing and proposed street elevations, it can be calculated that approximately 80% of the open gap between Leeder House and No.91 Regent's Park Road is still maintained (highlighted in pink). Further analysis to this is provided in our Addendum.



3.4 Scale

The scale of our proposal is appropriate for this location in Erskine Road which is unique to the Primrose Hill Conservation Area.

This is primarily governed by the proportions of the existing Post Office facade in relation to the adjacent buildings that form the street block. These proportions have informed the extension's height, scale and massing to create a balanced street elevation. It is evident that No.91 occupies a larger plot with a wider frontage that is un-planned and it appears to have been built separately to the rest of the terrace.

By stepping down a full storey in-line with key datum lines that strongly define the existing building, the proposal ensures that its massing is in harmony with its context.

This incremental stepping down softens the sharp transition in height between the existing Primrose Corner Building and the single storey sub-station.

The resulting massing is one that is appropriate for the specific circumstances of this particular site, and would not have an overbearing impact on its surroundings; rather it enhances the environment through considered design and unifies the overall building proportions and street frontage as a complete composition.



3.5 Proposed Alterations

3.5.1 Existing Front Facades - Regent's Park Road / Erskine Road

We are firstly proposing a number of heritage improvements to the the existing facades of the Post Office building which are in need of repair work and currently detracts from the appearance of the Conservation Area with patch brickwork repairs, unpainted concrete render, vents and loose unity cabling.

The two corner-facing facades currently have different external finishes (see facade photos 2.2) - the Regent's Park Road facing side has exposed London Yellow Stock Brick and a strip of unpainted concrete render, with brick arch detailing around the top floor windows. The Erskine Road side contrasts with this and is finished with a raw un-painted concrete render. In both cases the external render was applied at a later stage (prior to 1975) (For further details and analysis on this, refer to the 'Historic Environment Report' by Donald Insall Associates.)

With reference to PH10 of the Primrose Hill Conservation Area guidance, the existing/original architectural features and details of the building will be retained and kept in good repair with the aim to also restore and reinstate original features, pending further investigations into the facade. The proposal includes the following improvements:

- Repair of any damaged pointing to the existing brickwork with a matching lime pointed mortar to the same profile.
- Repainting and making good of window pediments.
- Repainting and/or overhauling of existing timber sash windows (where appropriate).
- Repainting and any required remedial work to cracks in the stucco pediment mouldings and corbels.
- Carefully removing the external render to reveal the original brickwork underneath (pending further investigation).

If this proves to be unacheivable, the concrete render will be painted to achieve a high-quality finish.



Proposed South-West Elevation

3.5.2 New Front South West Facade - Erskine Road

The facade of the proposed extension above the Primrose Valet Laundromat carefully respects and aligns to the proportions, rhythm and character of the existing Primrose Corner building elevation.

This is to ensure that it reads as a coherent, yet subordinate addition to the existing building in its design and detail. In doing so, the proposal does not compete or cause any harm to the character and appearance of the conservation area.

Key building lines have been referenced from the existing windows and pediments to inform the sizes of the new window openings. This offers a refined and elegant composition that is complementary to the character and proportions of the existing building. All proposed materials including the brickwork, slate, stucco and stone are to be of a high quality to match existing. The decorative details and classical stucco dressings of the existing building will be carried through onto the proposed extension. This includes the channelled brick quoins that frame the facade and the stuccoed brackets with circular motif.

The 3 pediments of the proposed first floor windows have been simplified as to read as subordinate with those of the existing building.

The top floor is pitched back, to soften the visual massing of the extension, with 3 no. lead dormers that are centred positionally with the 3 projected windows below.

The proposal seeks to upgrade the existing shopfront of the Primrose Valet which currently has heavy modern shopfront joinery and shutters that detract. The existing original fascia entablature of the shop front will be retained, overhauled, and made good. New painted timber windows with high quality glazing will be introduced as a more elegant improvement to the existing overbearing shopfront joinery. There will be internal shutters here which will offer a major enhancement over the current external projecting shutter boxes.



Composition of the new front South West Facade

3.5.3 North West Facade

The north-west facing elevation offers a pitched gable-end wall that mirrors the proportions and detailing of the existing gable walls on the south-west and south-east elevations. This provides a neat and suitable book-end to the proposal on the north-west side and ensures that the extension is consistent and complementary with the host building.

A single timber sash windowed opening is positioned towards the left-hand side of the elevation and set as far back as possible from the street front on Erskine Road. This is to take advantage of the diagonal north facing aspect of the site and surroundings and to minimise potential overlooking issues with immediate neighbours.

3.5.4 North East Rear Facade

The rear elevation and massing of the proposed extension and dormer has taken into consideration the close proximity of the immediate neighbouring terrace buildings and their rear facing bedroom windows.

The extension at the rear is articulated with a recessed link that aims to create a more delicate connection with the existing building, retaining more of the existing rear facade while also minimising any issues relating to overlooking from neighbouring windows.

Again, all detailing is expressed in the same language as the existing facades.

3.5.5 Roof Alterations - Existing Post Office Building

The proposal includes the conversion of the loft in the Post Office building with a new dormer extension to the rear. The dormer extension considers the overall building outline and its visual connection with the neighbouring buildings as per CPG 1, as well as the current pattern and relative proportions of dormer roof

developments to neighbouring properties. There is already an approved dormer scheme (that has yet to be carried out (2014/1720/P)). The rear facade and rear elevations of the terrace are considerably plainer than the street-facing elevations.

The roof line of No. 91 sits behind two prominent gable end walls that face Regent's Park Road and Erskine Road and is largely concealed at eye level from Regent's Park Road. A core strategy is to retain as much of the original existing features as possible, keeping as much of the structure of the existing roof form. The ridge of the roof is raised marginally, however as this is concealed behind the parapets of the gable walls along the 2 main street frontages, its impact is considered to be minor. The massing and size of the proposed single dormer is designed to be in keeping with the already established pattern of similar dormer extensions in the neighbouring properties that form the terrace block. The dormer is positioned centrally and is inset at either side by approximately 1.1m in from the parapet walls, allowing for a comfortable composition within the rear roofscape. The height of the dormer is stepped below the roof ridge to allow for adequate habitable space within.

The proposed materials for the dormer will be zinc with slim-profile metal framed windows in an anthracite colour to match the colour of the natural slate on the roof. These will visually blend in with the materials of the existing and neighbouring buildings in accordance with the CPG 1 (Section 5) guidance on roof level extensions and alterations. The use of materials to the new elements will be further considered through the detail design development process.

3.4 Cycle Storage

Secure cycle parking is provided within the proposed scheme. Recent changes to the London Plan have stated that two cycle spaces are to be provided for each residential unit in a secure and accessible location.

A provision of 4 secure cycle parking spaces will be allocated within the building provided at ground floor level within the

communal lobby and accessed via the front entrance to the flats. The immediate area is well serviced with regards to cycle parking, and there are currently 6 cycle parking stands within a 100 yard radius of 91 Regent's Park Road.

Waste Storage Provision

With reference to Core Strategy policy CS18 and DP26, Camden Council's guidance states that residential developments of 6 dwellings or fewer will typically be serviced by a kerbside waste and recyclables collection.

The existing Post Office and Primrose Valet building is currently served by a daily refuse collection. The proposal will allow for external storage provisions for both waste and recyclables for refuse to be placed outside the entrance on the footpath prior to daily collections in accordance with Camden City Council's refuse guidelines.

Internal storage areas for waste and recycling are designed into each residential unit within the kitchen and utility rooms, with provision for both mixed recyclables, organic kitchen waste and non-recyclable waste.

There will be no change to the existing refuse storage and collection arrangements for the ground floor commercial units.

Sustainability

It is our intention to create a best-practice project. Sustainability and design will be at the forefront of these proposals. These will include the following:

- Upgrading the insulation of the existing building fabric
- Installing energy efficient lighting
- Promoting recycling of waste materials, including adequate storage for each
- Water efficient sanitaryware

3.8 Local Plan

The following core strategy and development polices relate to this proposal:

- *CS5 - Managing the impact of growth and development*
- *CPG1 - Design*
- *CS14 Promoting high quality places and conserving our heritage.*
- *DP24 - Securing High Quality Design*
- *DP25- Conserving Camden's HeritageG1 Design*

Core Strategy guidance CPG1 confirms that Conservation area statements, appraisals and management plans should be used to guide the design of development in Conservation Areas and be taken into account when assessing planning applications. This guidance includes specific advice on design excellence, heritage, extensions and alterations.

The Development Plan requires development of the highest standard of design that respects local context and character and preserves and enhances heritage assets, including conservation areas (CS14 Promoting high quality places and conserving our heritage). All development should consider character and setting, the quality of materials, the provision of visually interesting frontages at street level and the provision of appropriate hard and soft landscaping, including boundary treatments (DP24 Securing high quality design).

CPG1-Design states that alterations should always take into account the character and design of the property and its surroundings. Windows, doors and materials should complement the existing building and rear extensions should be secondary to the building being extended (Key messages, Chapter 4). General principles (4.10) set out a series of guidelines for rear extensions. Rear extensions should be designed to:

- be secondary to the building being extended, in terms of location, form, scale, proportions, dimensions and detailing;

- respect and preserve the original design and proportions of the building, including its architectural period and style;

- respect and preserve existing architectural features, such as projecting bays, decorative balconies or chimney stacks;

- respect and preserve the historic pattern and established townscape of the surrounding area, including the ratio of built to un-built space;

- not cause a loss of amenity to adjacent properties with regard to sunlight, daylight, outlook, overshadowing, light pollution/spillage, privacy/overlooking, and sense of enclosure;

- allow for the retention of a reasonable sized garden; and retain the open character of existing natural landscaping and garden amenity, including that of neighbouring properties, proportionate to that of the surrounding area.

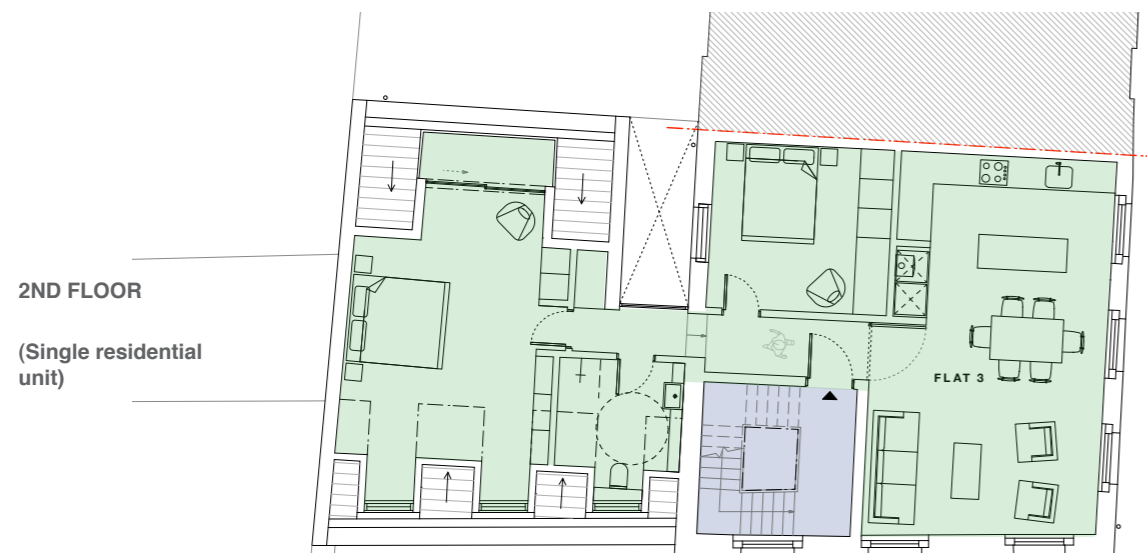
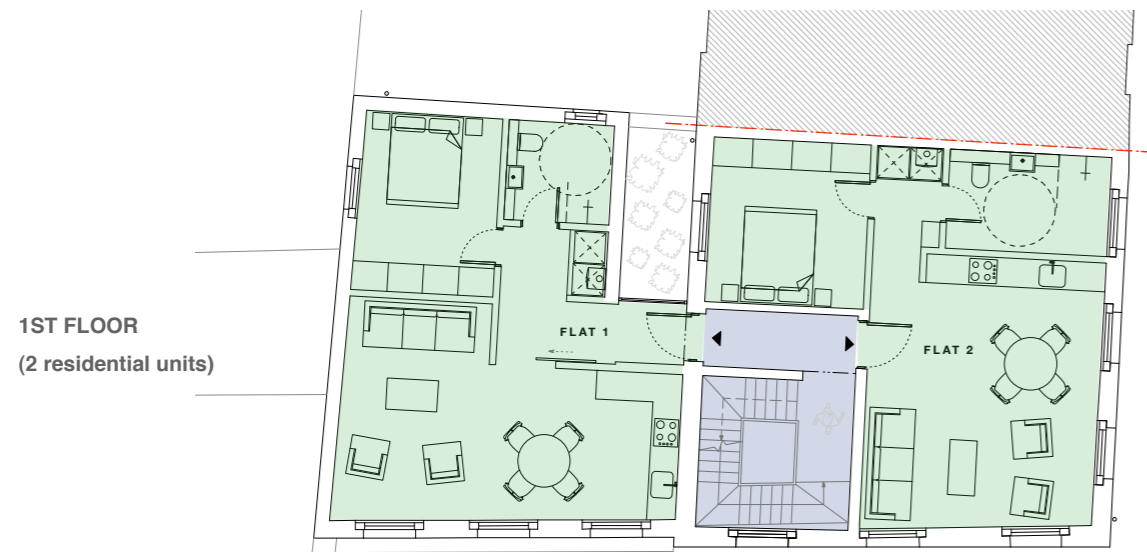
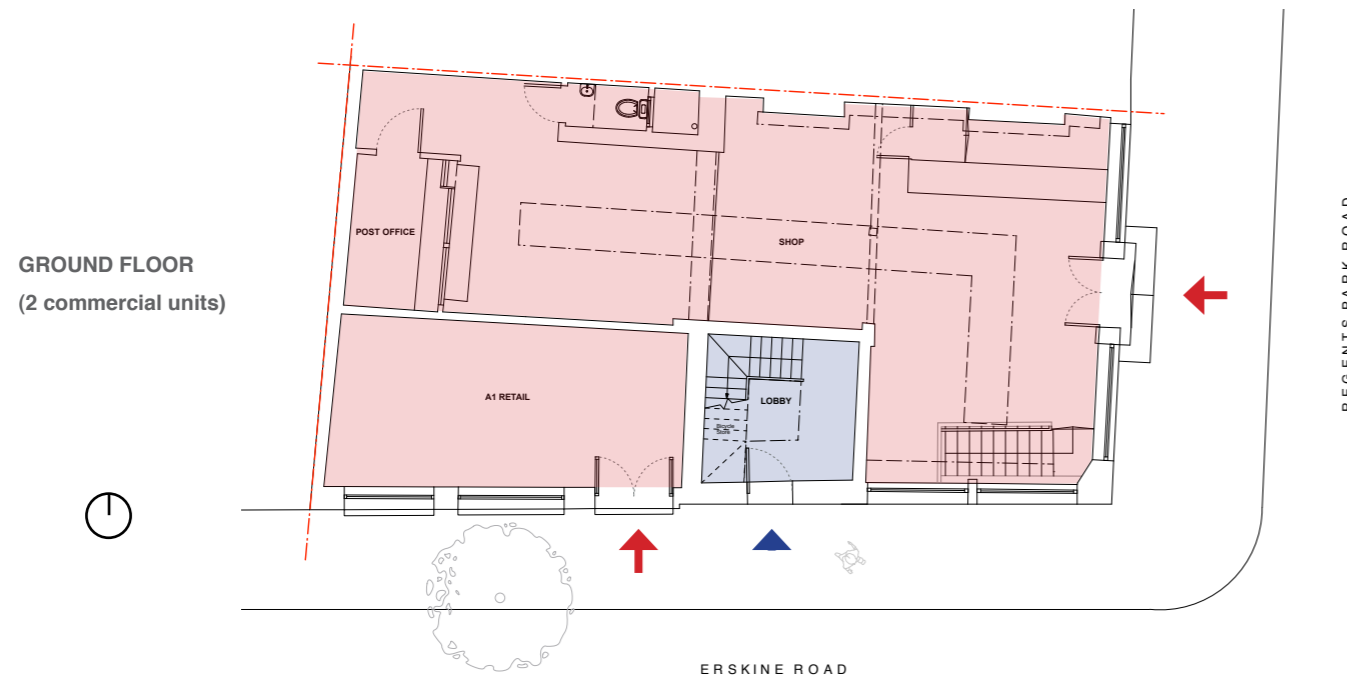
CPG1 (6.25) seeks to retain trees and vegetation, which contribute to the character of the site and surrounding area.

Response






The proposed rear and dormer extensions have been designed so that they are secondary to the building being extended, in terms of location, form, scale, proportions, dimensions and detailing. The proposals respect and preserve the original design and proportions of the building, including its architectural period and style. The scheme incorporates proposals to restore or reinstate lost historic features. Decorative features and chimneystacks will be carefully restored.

The scheme is derived from a careful analysis of the historic pattern and established townscape of the surrounding area, including the ratio of built to un-built space. The impact upon the amenity of adjacent properties has been considered and assessed

with regard to sunlight, daylight, outlook, overshadowing, light pollution/spillage, privacy/overlooking, and sense of enclosure.



Key

-  Entrance to Commercial Areas
-  Entrance to Residential Units
-  Stairs/ common areas
-  Commercial Units
-  Residential Units

4.0 Access Statement

4.1 Entrance

The proposal retains the existing entrance locations on Erskine Road to both the residential units and the Primrose Valet Laundromat.

The shared entrance to the residential units above will be retained as existing. There will be a level threshold at the main entrance, and entrances to all flats.

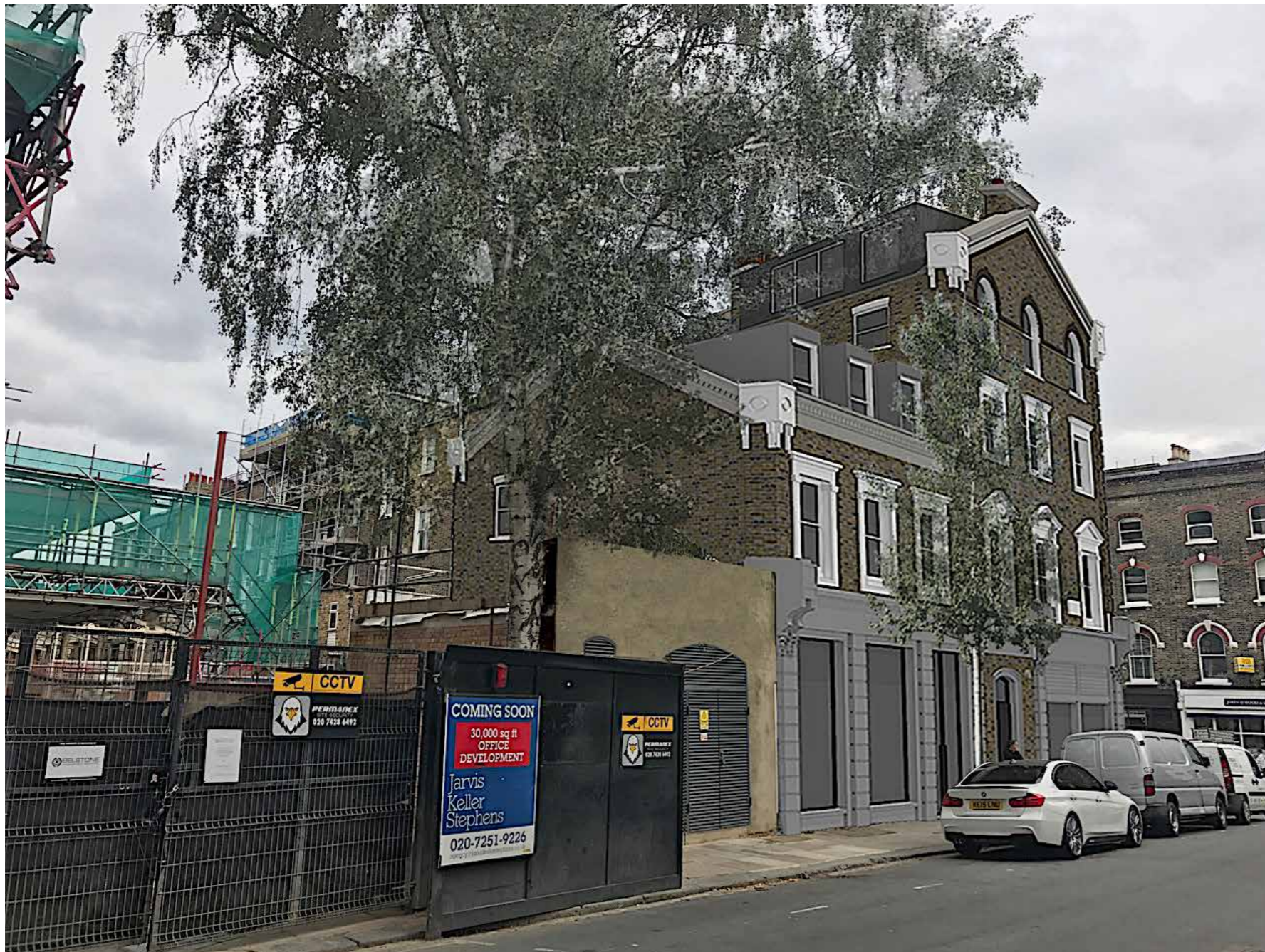
4.2 Circulation

The internal circulation has a communal stair and common areas for the residential units. These are highlighted in blue in the adjacent diagrams.

This circulation accommodates both the existing flats and the proposed extension. The new communal stairwell will serve the 4 no. residential units in accordance with all building regulation requirements.

5.0 Proposed Site Views

5.1 Proposed View of Erskine Road Looking East



5.1 Proposed view

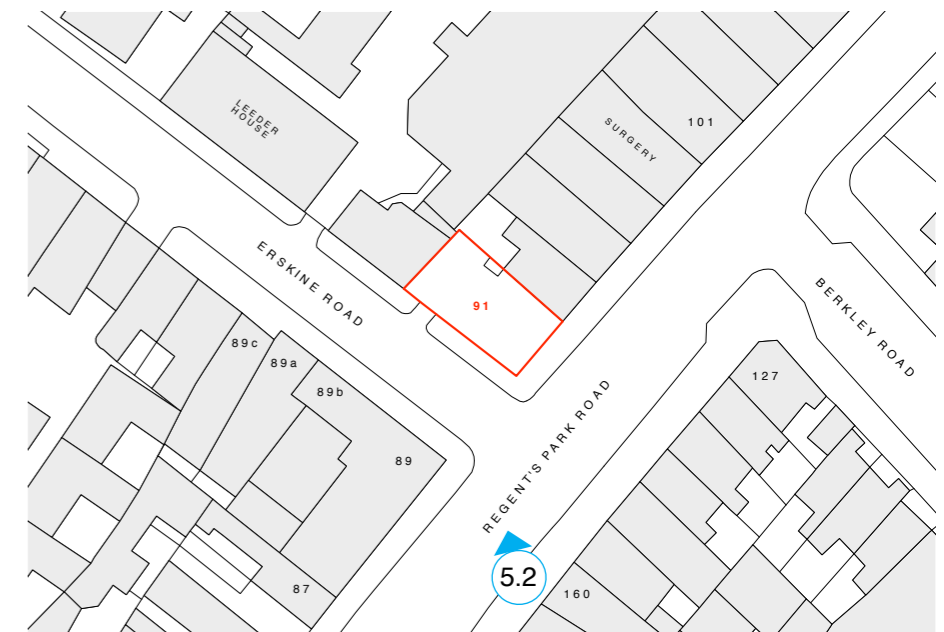


Existing view



5.2 Proposed view

5.2 Proposed View of Regent's Park Road Looking North



Existing view

6.0 Proposed Use and Unit Sizes

EXISTING GIA SUMMARY	
Total Retail (A1)	211.0 sqm / 2271.0 sqft
Communal area	23.6 sqm / 254.0 sqft
Flat 01	57.0 sqm / 613.5 sqft
Flat 02	115.0 sqm / 1238.0 sqft
TOTAL FLATS	172.0 sqm / 1851.4 sqft
Outdoor amenity (accessible)	0.00 sqm / 0.0 sqft

PROPOSED GIA SUMMARY	
Total Retail (A1)	211.0 sqm / 2271.0 sqft
Communal area (total)	40.0 sqm / 430.5 sqft
Flat 01 (C3)	53.0 sqm / 570.5 sqft
Flat 02 (C3)	50.2 sqm / 540.3 sqft
Flat 03 (C3)	90.5 sqm / 974.1 sqft
Duplex Flat 04 (C3)	75.2 sqm / 909.4 sqft
TOTAL FLATS (C3)	269.0 sqm / 2895.5 sqft
Outdoor amenity (accessible)	3.0 sqm / 32.3 sqft
Outdoor amenity (non-accessible)	5.1 sqm / 55.0 sqft

 1BED
 2BED
 3BED
 COMMERCIAL

6.1 Proposed Use

Our proposal maintains the established commercial use whilst improving the quality of residential accommodation of the existing flats above the Post Office, together with additional residential units. The building will be modified internally to enable more accessible use.

6.2 Proposed Mix of Units

As shown in the Areas Schedule to the left, the proposal retains the two use classes of A1 Retail and C3 Residential.

While there will be no change in the size of A1 Retail space, there will be an additional 2 units of C3 Residential space and an increase of 97 sqm of GIA.

6.3 Bedroom Sizes:

All bedrooms meet and exceed the minimum sizes as set out in the design guidance:

(Double bedrooms - 11.0 sqm. Single bedrooms - 6.5 sqm)

Flat 01 - Bedroom 1 (double) - **11.0 sqm** (min 11 sqm)

Flat 02 - Bedroom 1 (double) - **11.4 sqm** (min 11 sqm)

Flat 03 - Bedroom 1 (double) - **24.7 sqm** (min 11 sqm)
- Bedroom 2 (double) - **13.0 sqm** (min 11 sqm)

Flat 04 - Bedroom 1 (double) - **14.2 sqm** (min 11 sqm)
- Bedroom 2 (double) - **11.4 sqm** (min 11 sqm)

6.4 Storage Space

With reference to the proposed drawings, all accommodation has sufficient internal storage space to meet the likely needs and requirements of potential occupiers. All proposed dwellings contain space for the following:

- Space for a washer dryer.
- Space for a boiler cupboard.
- Integrated built-in bedroom storage.
- Kitchen storage for recycle bins.
- Provision for covered & secured bicycle storage in the entrance lobby.

7.0 Lifetime Homes

LIFETIME HOMES (CPG 5.2)	Response
1. Parking	'Car-free' dwellings are proposed – no additional parking will be provided on site.
2. Approach to dwellings	'Car-free' dwellings are proposed. The main communal entrance to the dwellings opens directly onto the pavement on Erskine Road. There is a short distance from the building entrance and on-street kerbside parking bays. There is a gentle slope on the pavement on both Erskine Road and Regent's Park Road. The building entrance has a level threshold.
3. Approach to all entrances	All dwelling entrance thresholds are level.
4. Entrances	The main front entrance door that serves all dwellings has a level threshold and a clear 0.95m opening width. It will be sufficiently illuminated. The entrance doors to the 4no. individual flats have a 1m clear opening width and a level threshold.
5. Communal stairs and lifts	A new 1m wide principal communal staircase leads off from the main entrance lobby and serves the 4 residential units. The communal staircase has risers of 160mm and minimum goings of 250mm.
6. Internal doorways and hallways	All internal doors exceed 0.80m in width. Narrow internal corridors with numerous bends have been avoided.
7. Circulation space	There is more than adequate space for turning wheelchairs in all living/dining spaces.
8. Entrance level living space	4 out of 4 flats have living space on the entrance level of the flat. 3no. flats are single level, while 1no. is a duplex flat with private internal staircases
9. Potential for entrance level bed space	All flats have at least 1no. bedroom at flat entrance level.
10. Entrance level toilet and shower	3 out of 4 flats have at least 1no. toilet, bathroom and shower at the entrance level to the flat.
11. Toilet and bathroom walls	All internal walls are capable of supporting firm fixings, such as grab rails, (subject to vertical stud and horizontal noggin spacing in stud walls).
12. Stairs and potential through-floor lift	Stairs will be a minimum 900mm wide. Lift access is not achievable
13. Potential for hoists	The structure (floor-slab/ joists) above all bedrooms and bathrooms ceilings is capable of supporting ceiling hoists.
14. Bathrooms	Accessible main bathrooms to all flats with chair turning circles indicated on layout plans. (See drawings)
15. Glazing and window handle heights	Most windows to living spaces have low window cills and high head heights. Window/door handles will be located within a height band of 450mm to 1200mm.
16. Location of services	Service controls will be positioned in a height band from 450mm to 1200mm from the floor and 300mm away from any internal room corner.

8.0 Conclusion

This revised design has responded to the feedback of our previous proposal from the Planning Officer at Camden Council and public consultees including the Primrose Hill Conservation Area Advisory Committee. We strongly believe that the new design carefully addresses these previously-held concerns.

This document has been compiled following thorough investigations into the history of the site and alongside a previously commissioned Historic Environments Report by Donald Insall Associates. This has included research into recently consented neighbouring developments, the planning history of the site, and all relevant local and national planning policy. Accompanying this report is an Addendum which focuses on an analysis of the immediate site context.

We believe that by adopting a sensitive and considered approach through careful design development, the proposals outlined in this document present a unique opportunity to improve upon and create an extension that will be a welcome addition to the Post Office and Laundromat building.

The scheme seeks to coherently integrate a new addition to the existing fabric while offering much improvement to the streetscape on Erskine Road and the wider area.