

3.4.5 Pre-Application Submission October 2019

The proposals were revised further following a meeting with London Borough of Camden on 16th of October 2019 in response to proposals submitted in August 2019:

Summary of comments:

- Retain the legibility of a brick built mansion set in generous grounds.
- Ensure the new building does not detract from the prominence of the Edwardian building when viewed from the front of the site.
- Ensure there is no visual competition between the main house and the new extension.
- The setting of the existing building should be respected through the provision of subservient forms.
- Respect the character and topography of the site, with new development retaining the open, verdant character and playing a subordinate role in the landscape.
- Provide further information regarding proposed levels and excavation to assess the impact on key areas of the site.
- Provide views from the road to understand how the proposals would feel from the access route.
- Consider impact on the character of the public access route to the South.

Key considerations - L.B.C. Comments on Pre-app and SGA Response

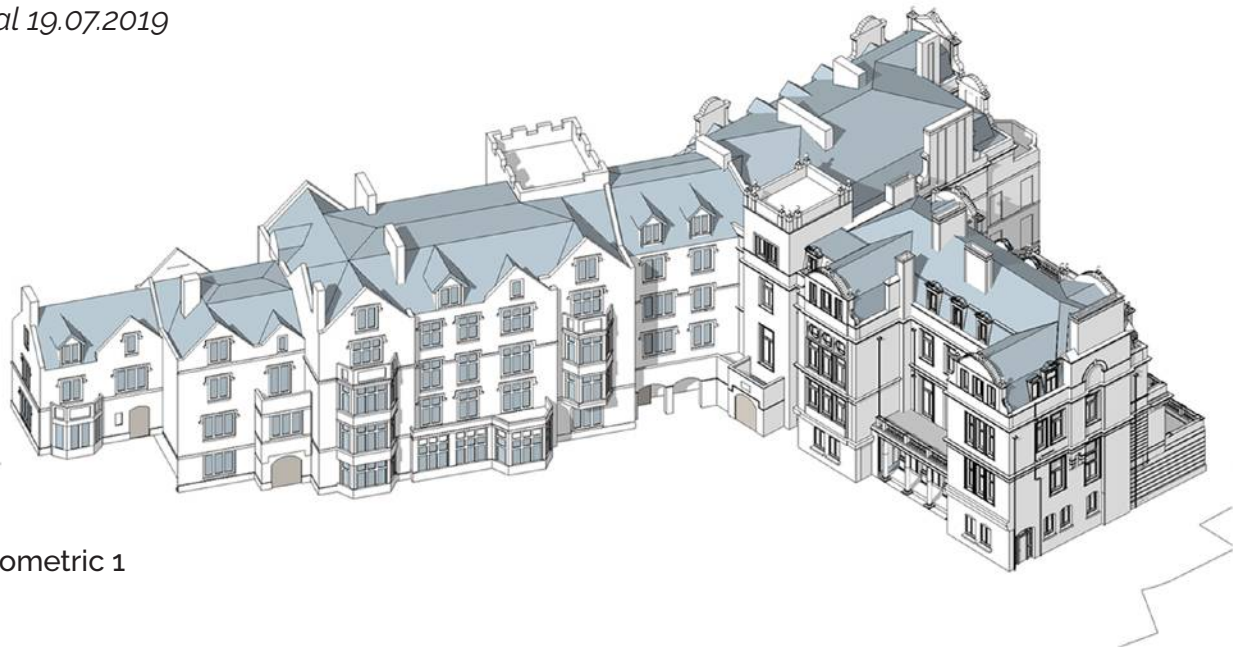
- *L.B.C. Comment: Any new development should retain the legibility of a brick built mansion (marking the site and location of Branch Hill House) set in generous grounds with an entrance way marked by a listed gatehouse.*
- SGA Response – The Design creates legibility of the tenement of the brick build mansion by:
 - a) Completing the unfinished composition of the extension building and the introduction of a new Tower together with the West Extension to 'close' the composition, the latter is designed in a different style to the existing building to amplify the difference.
 - b) Utilising the architectural language and detailing of the original demolished building to differentiate the identity of the 21st century additional, but in a sympathetic historical style.

- *L.B.C. Comment: Irrespective of architectural approach, as raised in the last pre-application meeting, there are concerns that the new building detracts from the prominence of the Edwardian building when viewed from the front of the site.*
- SGA Response – The composition of volumes and the façade treatment endeavours to maintain and enhance the prominence of the Edwardian building by:
 - a) Omission of the attic floor dormers and lower height of the proposed buildings to decrease its perceived height.
 - b) Set back of upper (3rd) floor and the building adjacent to the new Tower.
 - c) Introduce the Tower as a scale mediator between the old and new buildings.
 - d) Introduction of bays, arcades and lower volumes of bays of varying height to modulate and lower the scale of the new building.
- *L.B.C. Comment: The proposed massing results in visual competition between the main house and the new extension.*
- SGA Response – The siting and route into the development is such that the 'Frontal' approach to the existing building is maintained. Key views of the approach demonstrated that the new development in oblique, perspective view on approach. Distant views from the East clearly show the prominence of the existing building with its formal composition – against the informal 'vernacular' style of the new building.
- *L.B.C. Comment: The proposal reads as one large singular, muscular building.*
- SGA Response – The reductive and accretional massing gradually lowered towards the entry lodge and modulation to the façade between 4 different buildings are arranged in an informal composition this breaks up the massing of the brief of the residential units into constituent architectural elements that are arranged in buildings that come together in the tradition of picturesque composition that characterises much of the building in the local area.



The volumes, massing and articulation of the North Facade extension has gone through a number of iterations. The diagrams below detail the process by which articulation and massing of the North facade and architectural elements were developed to arrive at the preferred option.

1. Proposal 19.07.2019



Axonometric 1



Elevation 1

The building volume and North Facade with minimal articulation.

2. Design Review Submission 01.08.2019



Axonometric 2

- Key
- Architectural element added or changed
 - Architectural element omitted or depressed



Elevation 2

1. Introduction of dormer windows and lowering of main gable.
2. Lowering and minimising of gable to create a secondary facade .
3. The depression of the third floor to create a small terrace area.



3. Design Review Submission 23.08.2019

DESIGN CONCEPTS AND EVOLUTION



Axonometric 3



Elevation 3

1. Further lowering of main gable to below ridge of roof.
2. Omission of dormer windows to reduce the apparent height of the building.

3. Amendments 16.10.2019



Axonometric 4



Elevation 4

1. Lowering of the ridge above the main facade
2. Omission of small gables and a depression of the third floor façade to create a small terrace area.
2. The introduction of a second main gable.

Key

- Architectural element added or changed
- Architectural element omitted or depressed



Preferred Proposal

1. Lowering of main gable
2. Depression of the third floor gable to create terrace area.
3. Additional first floor bay.
4. Addition of arcade to create ground floor terrace

Key

■ Architectural element added or changed

■ Architectural element omitted or depressed

DESIGN CONCEPTS AND EVOLUTION



Proposed Elevation

Proposed Axonometric View



North Elevation Design Development



Proposed: 25.06.2019



Proposed: 01.08.2019



Proposed: 25.06.2019



Proposed: 05.08.2019



Proposed: 15.07.2019



Proposed: 23.08.2019



Proposed 19.07.2019



Proposed October 2019



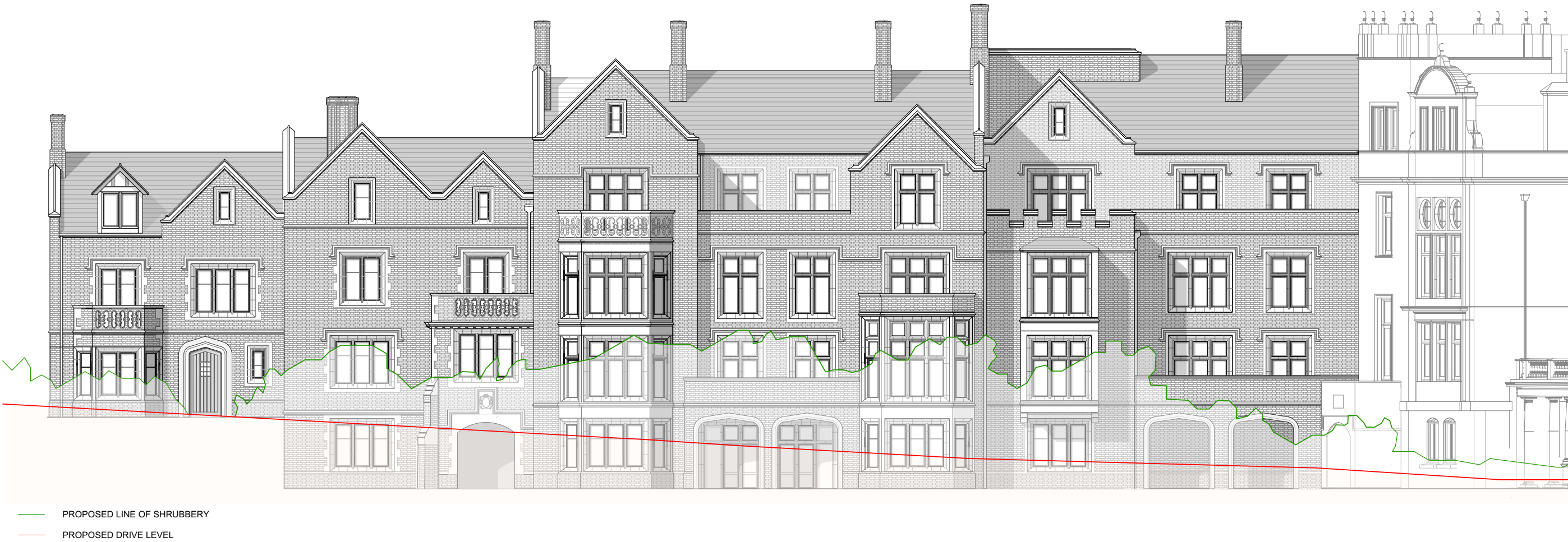
Perspective Render - Front view - October 2019

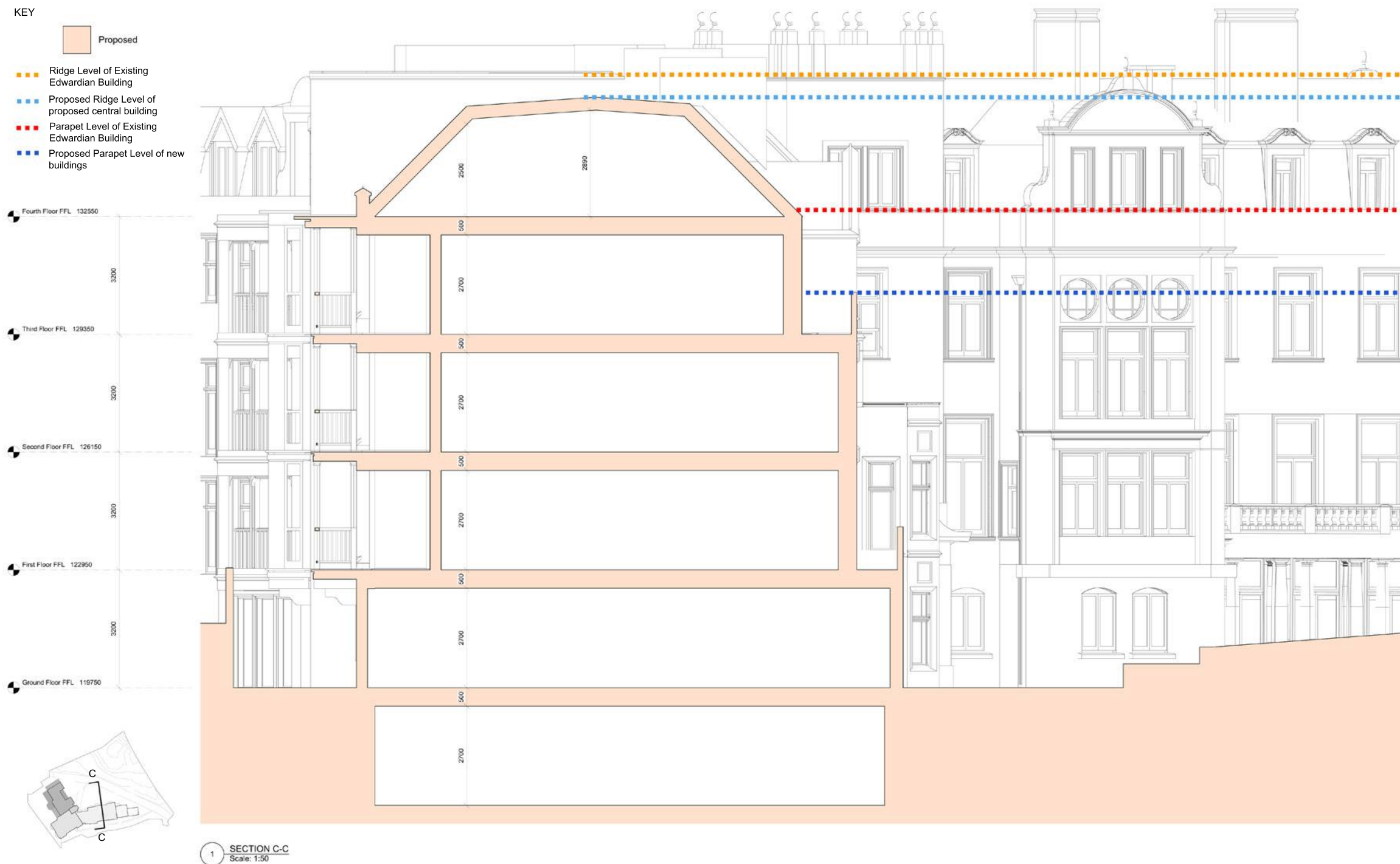




Proposed Site Section Looking South









Current Proposal



Existing Edwardian Building

- KEY:
- Tower/Chimney Line
 - Ridge Line
 - Gable Line
 - Parapet Line

