

## 3 Design Concepts and Evolution

### 3.1 Design Principles

#### Identity

The identity of the proposed buildings is distinct from that of the retained Edwardian extension. Composed as an accretion of buildings that have evolved over time, which together, form a substantial house; they re-establish the relationship with the existing Edwardian building. The character of the proposed buildings is defined by their massing, scale and composition, and their architectural language.

#### Incremental growth

The additions are conceived as an accretion of individual buildings that have developed over time - rather than a single large block, which has been conceived and executed in one go.

#### Openness and Landscape Character

The siting of the new buildings responds to the topography of the site and its surroundings, and aims to preserve the openness and verdant character of the site and the views of the existing building façades, including views from the existing gatehouse.

#### Quality

Informed by and founded upon an in depth knowledge of traditional forms of architecture, we have drawn reference from a range of traditional architectural styles as well as the local vernacular, to create buildings which have a clear identity and sense of place. Through the use of traditional building materials and techniques, combined with modern technology and methods of construction, the new buildings will be sustainable, durable and robust and executed to the highest standards,



### 3.2 Responding to Local and Historic Context

We consider the most appropriate model for the additions are those of the English country house, set within generous open grounds. Such properties often possess an accretional quality, with individual building volumes, sometimes with different architectural characters, having developed over time. These are object buildings rather than serial terraces of the large mansion blocks which define the streets of the denser urban areas of Hampstead.



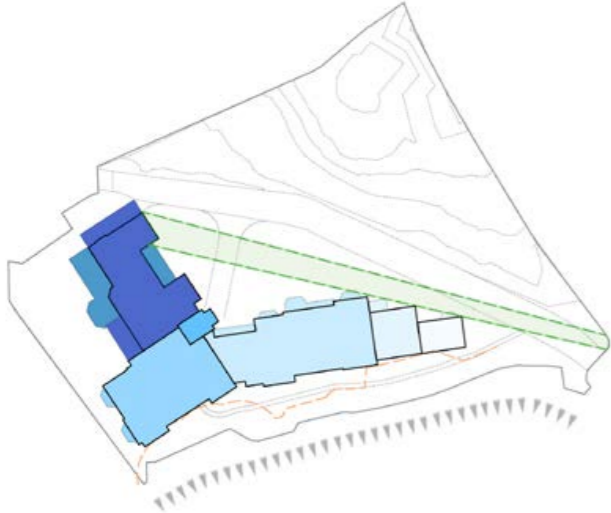
*Eastern Elevation showing the early house (left) and the Edwardian Baroque extension on the right.*



*Landscape - Openness, building form and siting*

The siting of the proposed buildings towards the southern boundary of site responds to the topography on the site and the immediate vicinity. The range of buildings follow an existing escarpment with views over the allotments to the south, and into the implied court of the existing grounds.

The siting also preserves the openness and verdant character of the site and the views of the existing building façade, which can be seen from the public domain.



Preserved view from gate



Views from proposed building

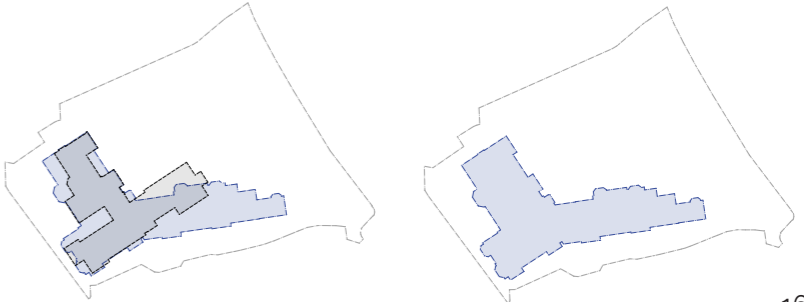


*Siting of the proposed building*

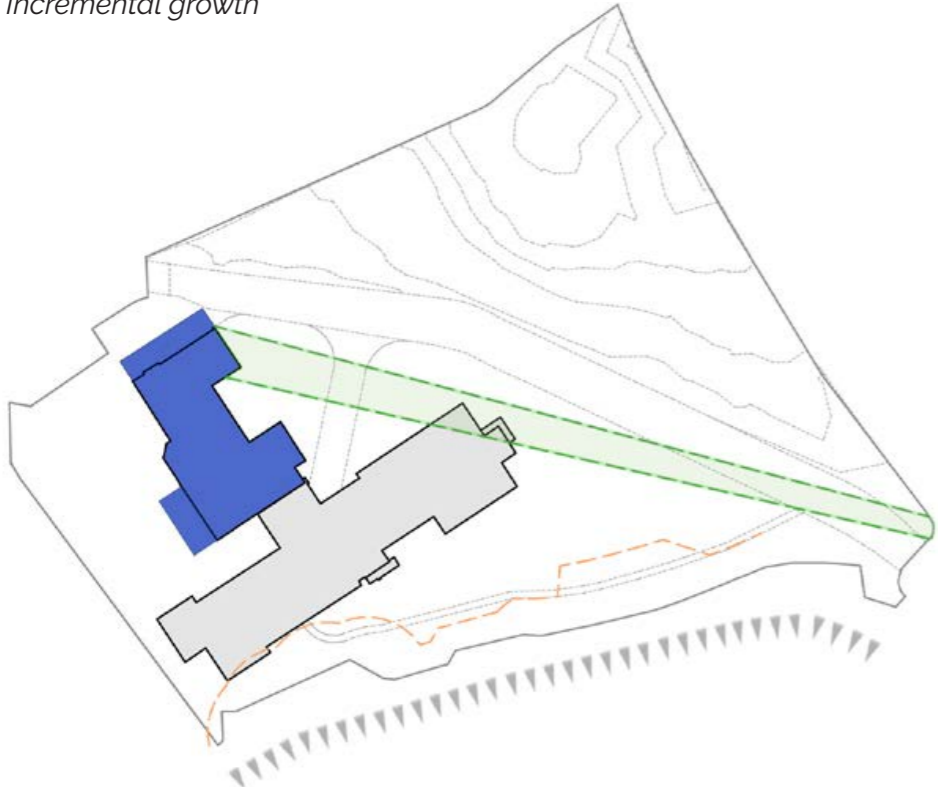
**SCH-04**  
Branch Hill House - Site Coverage Schedule 25/10/2019

	[sqm]	[sqft]
Site Area	6377	68641
Existing Building Covered Area	913	9827
New Building Covered Area	1434	15435
NET Increase of Covered Area	521	5608

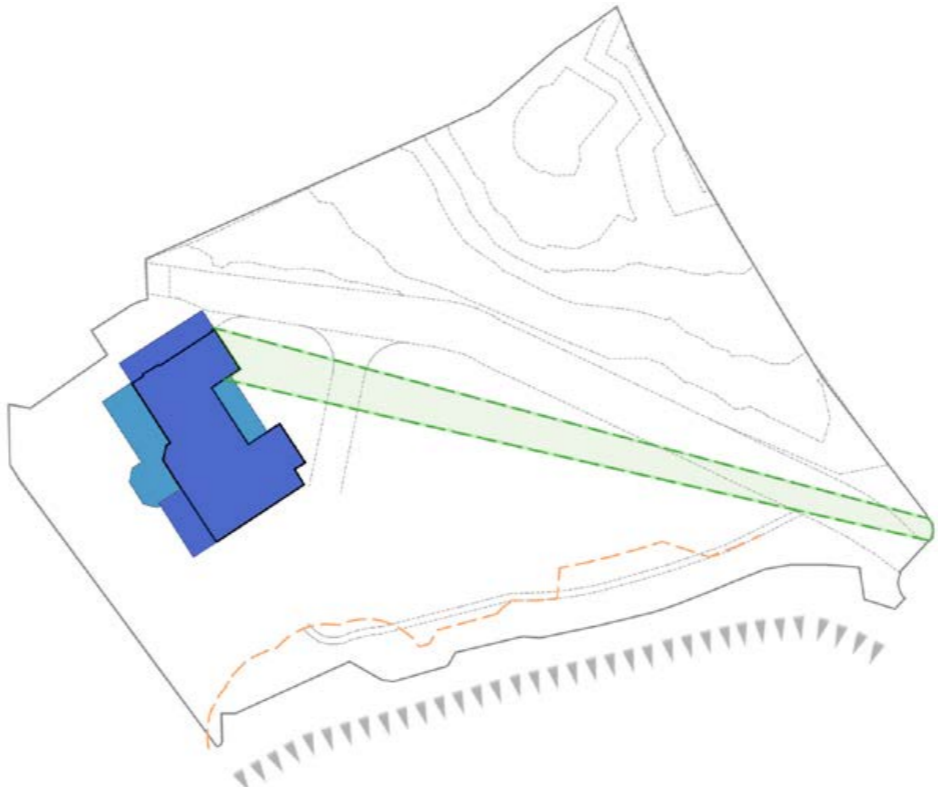
<b>New Building Site Coverage</b>	<b>22.5%</b>
<b>Net increase of Site Coverage</b>	<b>8.2%</b>



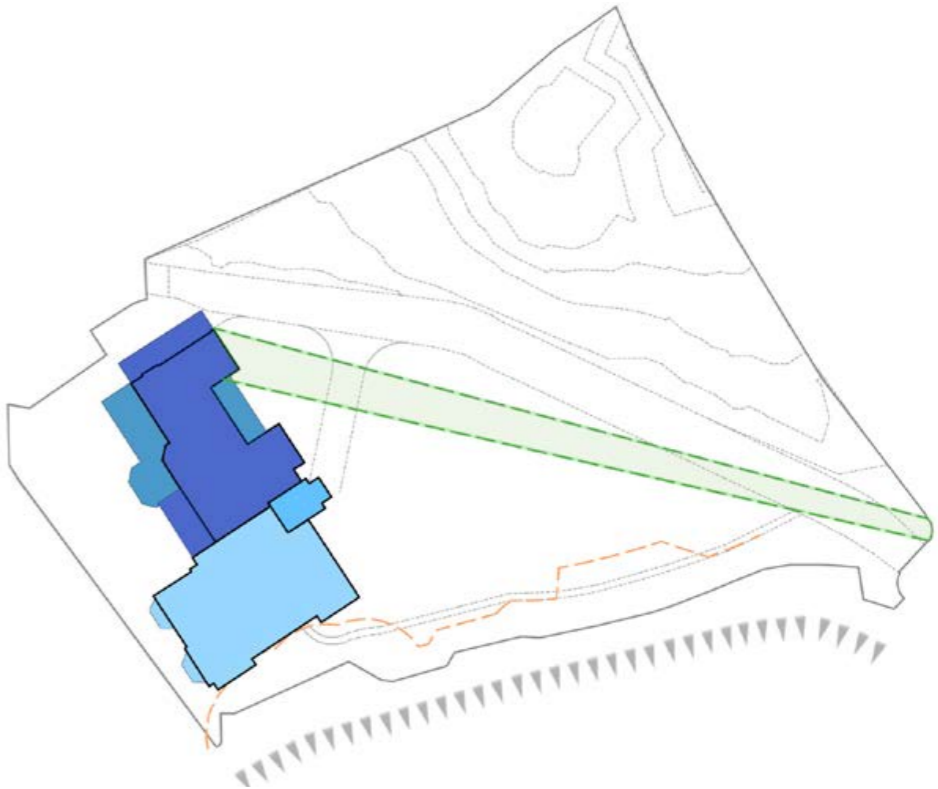
Incremental growth



Existing



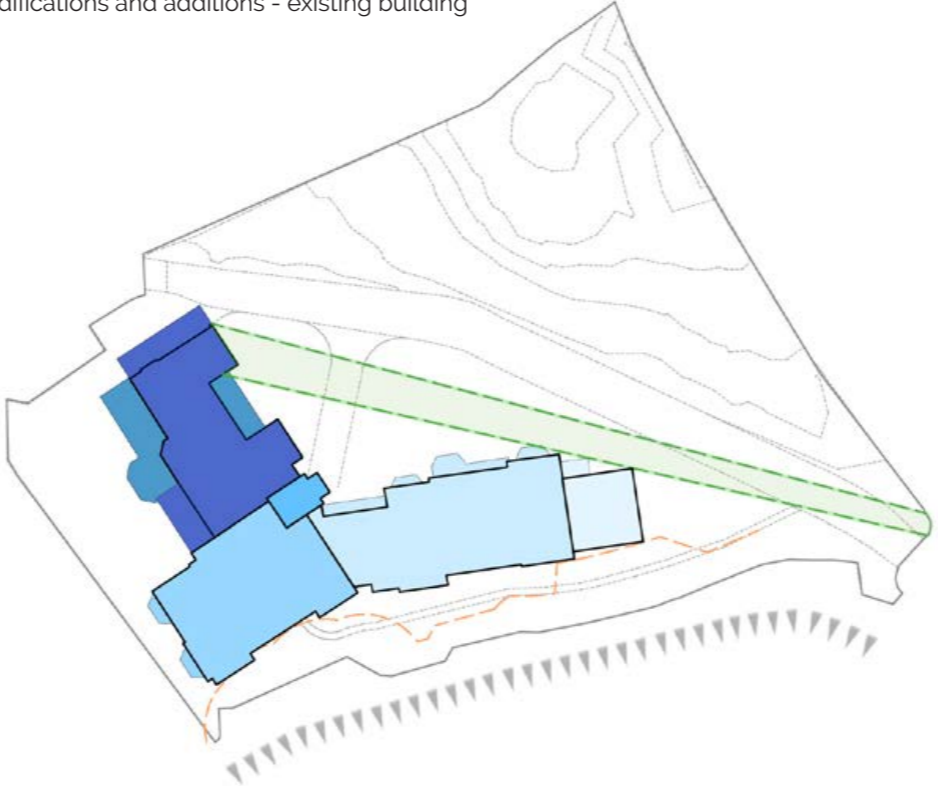
Modifications and additions - existing building



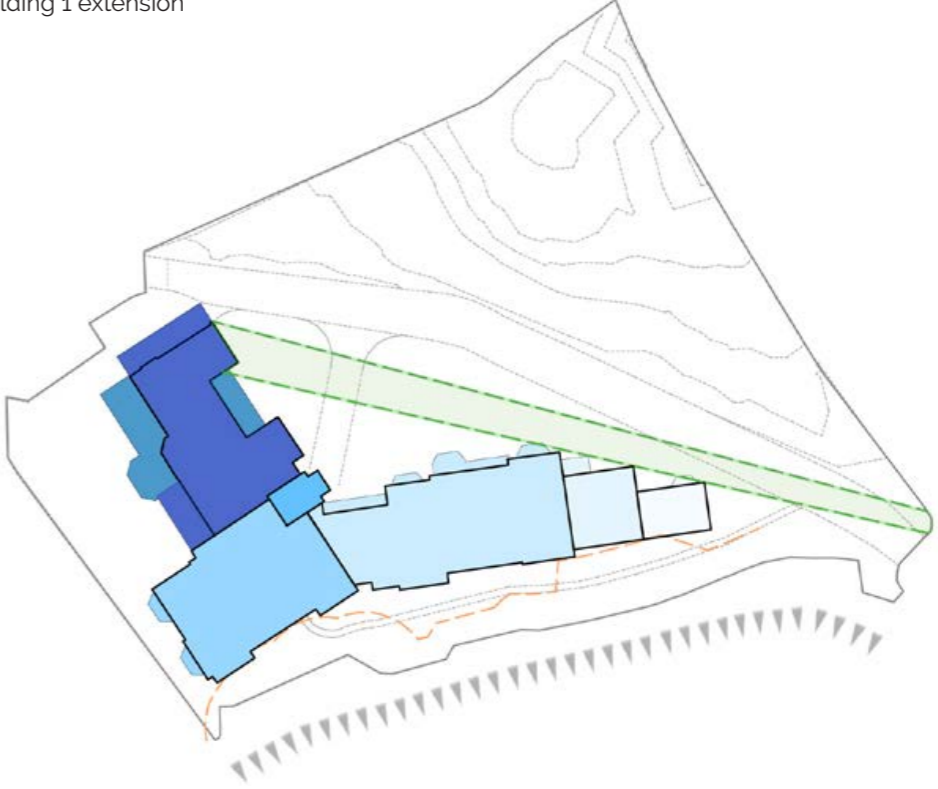
Building 1 extension



Building 2 extension



Building 3 extension

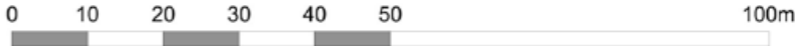


Building 4 extension



LEGEND:

- Site boundary
- Preserved view from gate
- Developable area line



### 3.3 Design Concept

#### 3.3.1 Identity and relationship with existing Edwardian building

The identity of the proposed buildings is distinct from that of the retained Edwardian extension. Composed as an accretion of buildings that have evolved over time, which together, form a substantial house; they re-establish the relationship with the existing Edwardian building.

The character of the proposed buildings is defined by their massing, scale and composition, and their architectural language. They sit comfortably within the site and the surrounding landscape. They are not imposing or dominant, or alien in their form or language. They do not compete with the existing Edwardian building, but establish a dialogue with it, resulting in an overall composition of distinct forms that sit comfortably together in harmony.



### 3.3.2 Massing, Composition and Scale

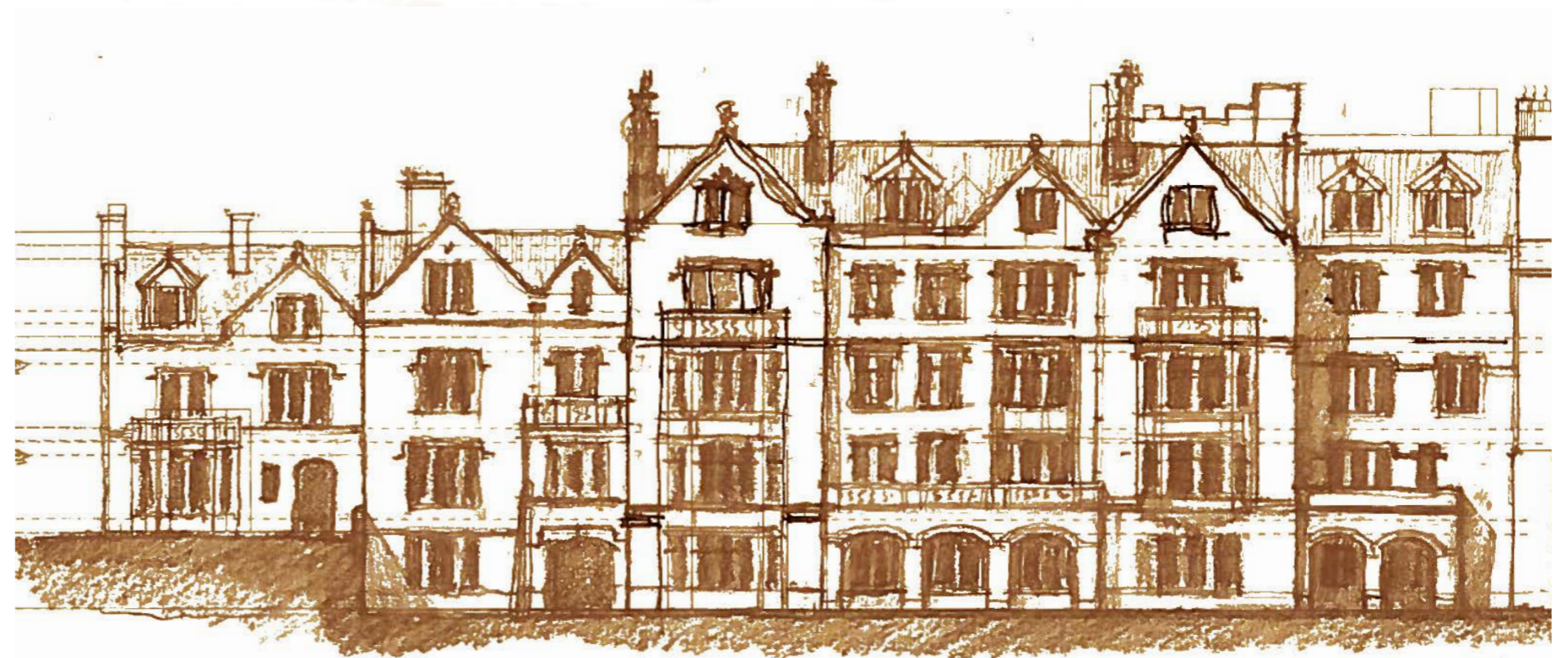
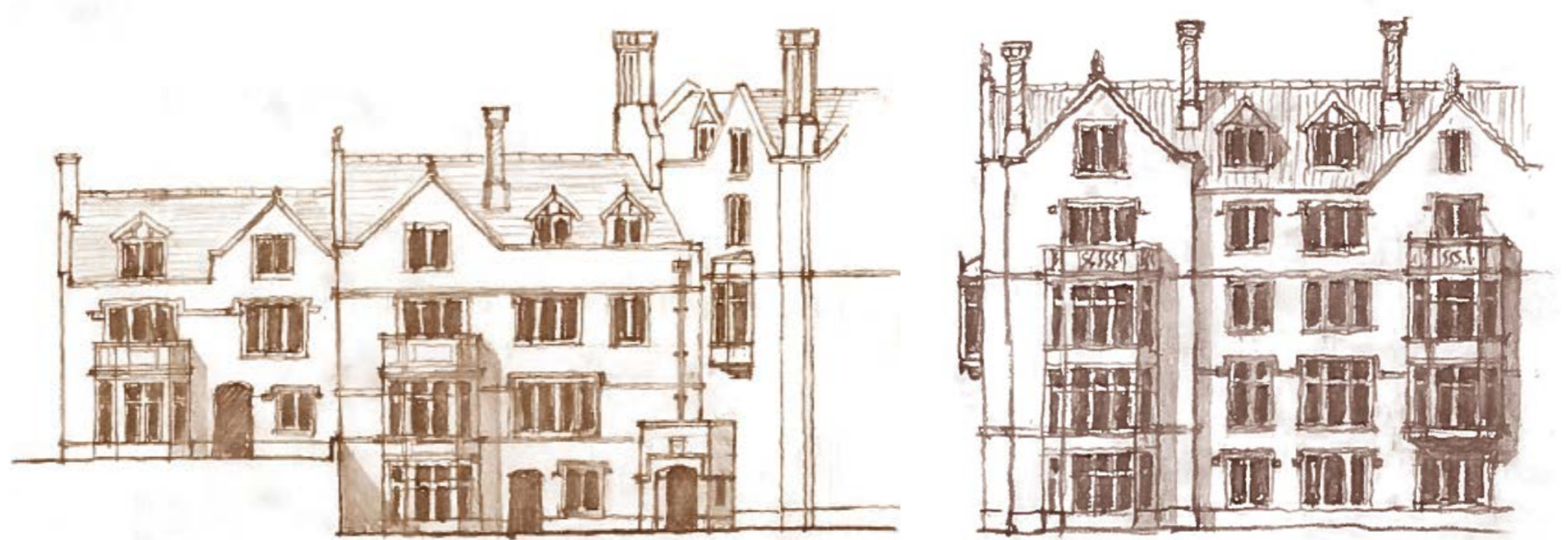
An additive composition is proposed, conceived as an accretion of individual buildings that have developed incrementally over time - rather than a single large block, which has been conceived and executed in one go. Each volume plays a different role within the overall hierarchy of the composition, to create a whole that is unified by the architectural language, which is defined by the building forms, details and materials. The resulting composition sits comfortably within the site and alongside the retained Edwardian house.

The new buildings form a series of discrete building volumes of an appropriate scale; a volume to the West/South West, coupled to the existing building; an intermediate building which bridges between the existing house and the primary new volume of the new southern range; the main central volume of the southern range; a secondary extension to the east; and a small gatehouse building beyond.

Along the main range, each building has been carefully composed to sit within the broader composition. Each has its own identity which is defined by its unique location and relationship with its neighbours, its size and scale, and architectural its treatment. Features such as gables, projecting bay windows, dormer windows, arcades, loggias and chimney stacks help to defined the character of each building and establish a more intimate, human scale.

The volume of the western most building has been broken down to reduce the bulk of the massing previously proposed. The northwest corner has been stepped back at the upper floors to reduce bulk and a terrace introduced. Gables have been added to the southern façade which provide modulation and together with the addition of two appended bays, establish a scale that is compatible with the existing building. Further articulation has been provided through the addition of chimney stacks, which add verticality to the addition and tie it more closely to the existing building.

A new tower is the tallest element in the composition – a focal point that will serve to anchor the composition and unify the existing Edwardian building with the new buildings.



### 3.3.3 Architectural Character

A contemporary traditional approach is proposed, which is informed by the history of the site and responds to the existing local vernacular, in particular the characteristic material and details of the Hampstead Conservation Area. The new buildings fall into two main parts; the main body of the addition, and the building volume sitting to the South West, which is closely coupled to the existing Edwardian House, to which it makes reference.

The primary additions which extend eastwards from the existing building take their cue from the original (now demolished) 18th house and the 19th Century Toulon extensions. The original bay fronted building was more modest than the 20th Century Edwardian extension and restrained in its architectural treatment. The 19th Century Victorian Gothic additions created a more articulated composition of volumes which included bays, a tower, an entrance loggia and steeply pitched roofs with brick gables.

The proposed additions read as a series of buildings and are characterised by pitched roofs with gables, parapets, chimneystacks, towers, and facades of brick and stone with projecting bays and grouping of windows separated by stone mullions. A palette of traditional building materials, including facing brickwork, stone dressings and clay roof tiles will be used.

The proposed building to the south/south west of the existing Edwardian house, to which it is coupled, is a new single volume which sits in the same location as the original 18th Century house. It is set perpendicular to the existing building and has facades orientated to both the south east and the south west. Due to its relationship with the existing Edwardian building the character of this volume draws reference to it. Whilst not a copy, the proposed building borrows architectural elements, including details and materials, which establishes it as a secondary wing to the main house.

In common with the existing house, one façade is orientated to the South West, and has appended bays and decorative gables and parapets. The South East façade is similarly composed, to create a symmetrical composition, with a slightly more formal character than that of the other new buildings to the East. The building is characterised by its decorative brick and stone gables, parapets, and slate mansard roof. The facades are of brick and stone with projecting bays. The windows are classically proportioned vertical openings containing timber casements with fanlights above.



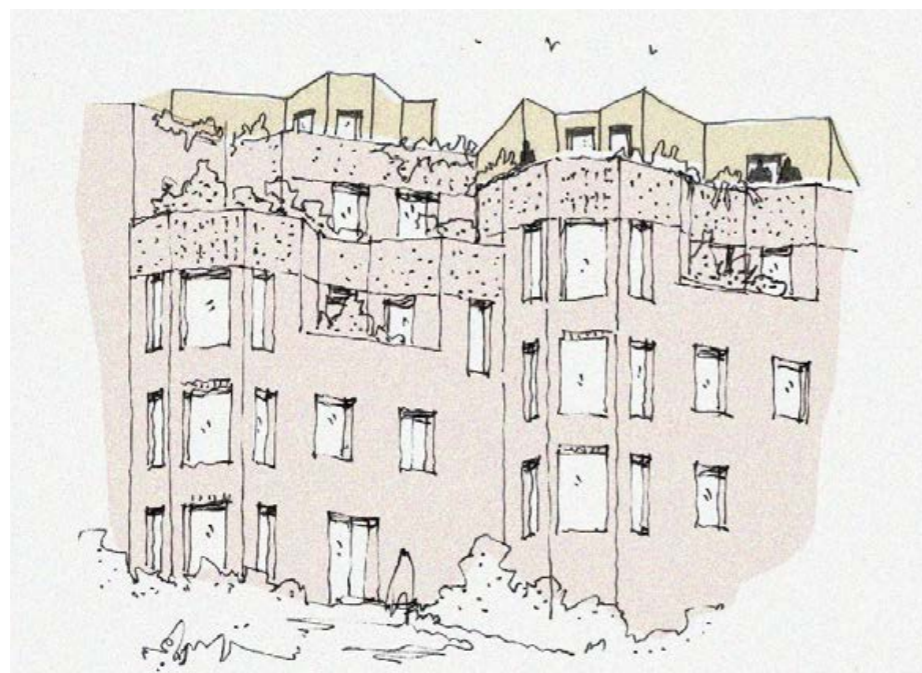
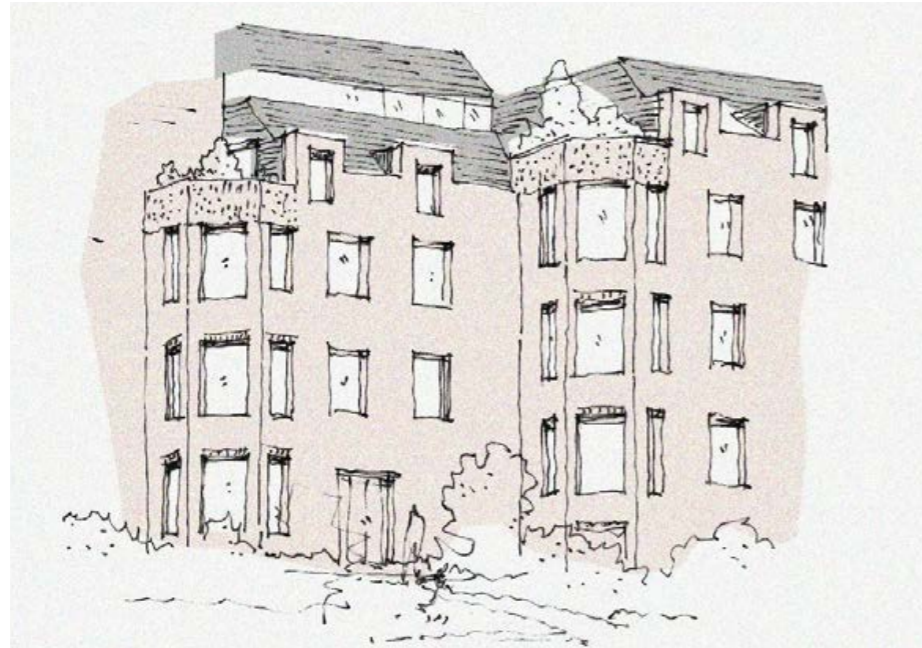
View from gate



### 3.4 Design Development - Summary of Pre-Application Discussions

#### 3.4.1 Pre-Applications February 2019 (Morris & Company)

Pre-application discussions have been ongoing since July 2018. A scheme was submitted on the 2nd of February 2019 by Architects Morris & Company. Following initial feedback the proposals were revised and submitted for pre-application meeting no.2 on the 15th of February 2019. The scheme is summarised below:



*Morris & Company scheme - articulation of roof and upper levels*



*Morris & Company scheme - massing 3d view - 15th February 2019*



*Morris & Company scheme - proposed first floor plan*







*Morris & Company scheme - Proposed north elevation with main house*



*Morris & Company scheme - Proposed north elevation with main house - 15th February 2019*





Morris & Company scheme - Proposed Overview

3.4.1 Pre-Applications 5th of August 2019

A Design Review Panel was held on 01 March 2019. In summary the following design issues have been raised:

- Clarity of design rationale for the architectural approach;
- Relationship with the existing Branch Hill House;
- The new building should have a clear identity;
- The new building should read as a collection of buildings rather than a single building;
- Celebrating the site's 'open verdant' character;
- Further development to the terminating storey and roof profile;
- Further development to the western elevation; and
- Retain the view for the existing house from the gate.

A further submission in August 2019 responded to the pre-application advice received in relation to the above issues. The following design principles and approach were established:

- Design Principles:
  - Identity
  - Incremental Growth
  - Openness and Landscape character
  - Quality
- Design Approach:
  - Landscape – Openness, building form and siting
  - Precedent
  - Massing, composition and scale
  - Architectural character
  - Identity and relationship with existing Edwardian building
  - Improvements and interventions to existing Branch Hill House
  - Quality



Perspective Render - Front view - 5th August 2019



### 3.4.1 Supplemental Information 23rd August 2019

In response to the above submission and advice provided during the subsequent DTM with Camden Council planning and design officers, the following amendments were made:

- Reduction in the height of the building, in particular, the ridge line, eaves and parapets, of the main central volumes of the proposed buildings.
- Reduction in the size and height of the northern gables and omission of the northern dormer windows
- Upper storeys of the volume adjacent to the tower have been set back away from the existing building.
- The proposed tower has been re-proportioned and fenestration revised so that it more closely resembles the original (now demolished) tower.



Perspective Render - Front view - 23rd August 2019



Comparison of proposed landscape plan with Morris and Co. scheme in red. 23rd August 2019



Comparison of proposed landscape plan with Morris and Co. scheme in red. 23rd August 2019

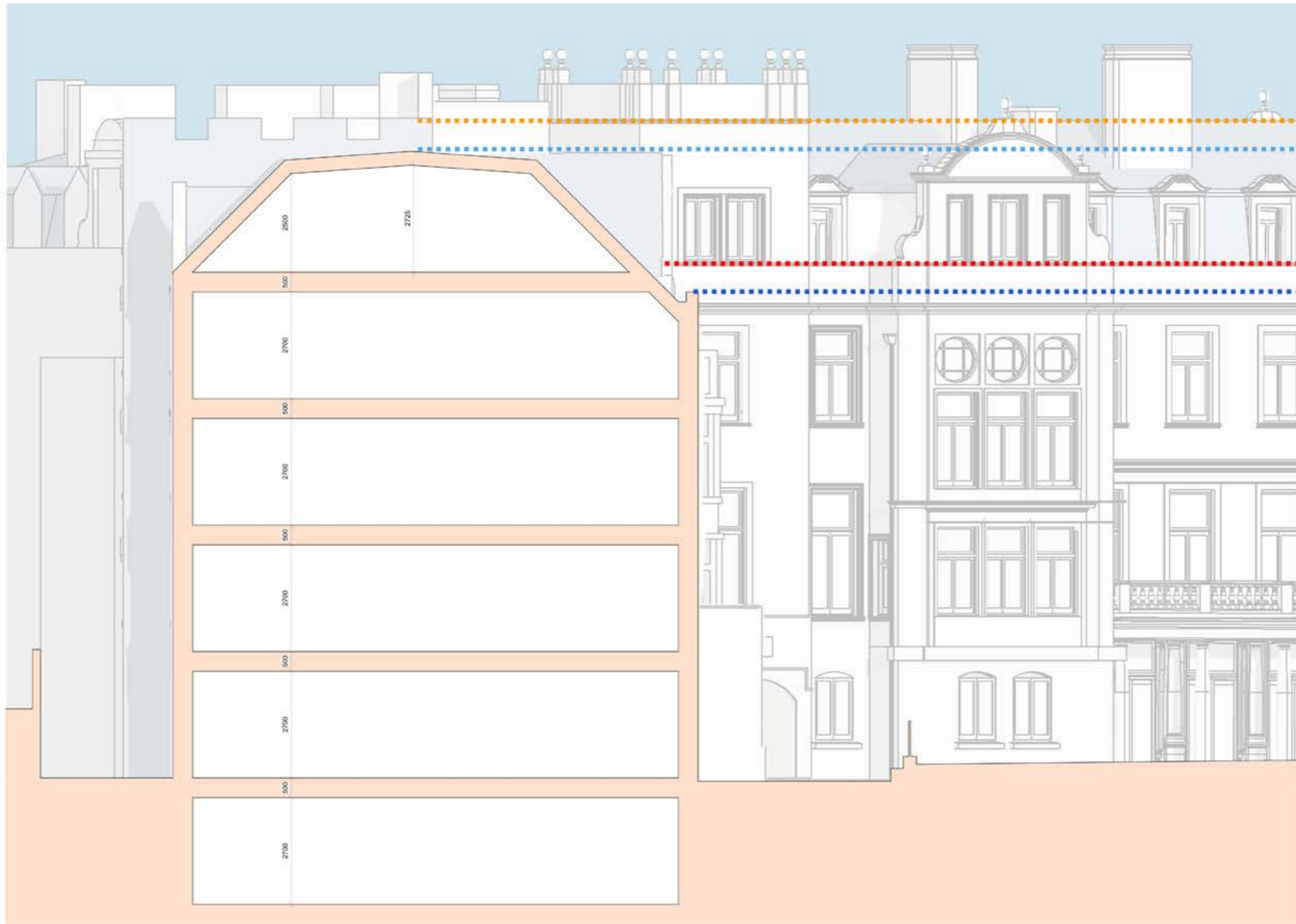
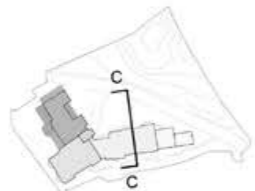
- Forecourt
- Additional forecourt area



KEY

- Proposed
- Ridge Level of Existing Building
- Proposed Ridge Level
- Parapet Level of Existing Building
- Proposed Parapet Level

- Fourth Floor FFL 132550
- 3000
- Third Floor FFL 129350
- 3000
- Second Floor FFL 126150
- 3000
- First Floor FFL 122950
- 3000
- Ground Floor FFL 119750



- Ridge Level of Existing Building
- Proposed Ridge Level
- Parapet Level of Existing Building
- Proposed Parapet Level

1 SECTION C-C  
Scale: 1:50





Current Proposal

Existing Edwardian Building

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





*Scheme presented to Camden on 5th August 2019 - View 1*



*Scheme presented to Camden on 23rd August 2019 - View 1*



Key views - 23rd August 2019

Key view 1 - Approaching the site from Frognaal Rise



Existing



Morris and Company Scheme



Current Proposal



Current Proposal

View point



Key view 2 - Entering the site through the gate



Existing



Morris and Company Scheme



Current Proposal



Current Proposal

View point

Key view 3 - Walking down the existing road



Existing Condition



Previous Scheme by Morris and Company



Current Proposal



View point

Key view 4 - Walking down the existing road



Existing Condition



Previous Scheme by Morris and Company



Current Proposal



Current Proposal

View point

Key view 5 - Approaching the existing house



Existing Condition



Previous Scheme by Morris and Company



Current Proposal



View point

Key view 6 - Approaching the existing house



Existing Condition



Previous Scheme by Morris and Company



Current Proposal



View point

Key view 7 - Rear View



Existing Condition



Previous Scheme by Morris and Company



Current Proposal

