



# 79 AVENUE ROAD

DESIGN & ACCESS  
STATEMENT

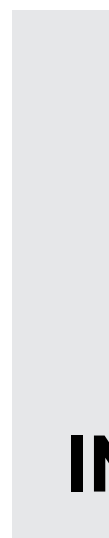
**KSR** ARCHITECTS &  
INTERIOR DESIGNERS

February 2020 - Rev.A

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1.0



## INTRODUCTION



## 1.1 THE PROPOSAL

This document is submitted as part of the planning application for development of the site at No. 79 Avenue Road.

The site is currently occupied by a single detached three-storey residential dwelling and the proposal is for the demolition of the existing residential dwelling (79 Avenue Road) and the redevelopment for a single residential dwelling with basement.

The existing building is not listed or recognised as a building of merit, and the the development is not within a conservation area.

## DESIGN TEAM

**PLANNING CONSULTANTS** - RPS GROUP

**ARCHITECTS** - KSR ARCHITECTS

**EXECUTIVE ARCHITECT** - MIRA A-ARCHITECTURE & ENGINEERING

**STRUCTURAL ENGINEERS** - FORM SD

**DAYLIGHT AND SUNLIGHT** - CALFORD SEADEN

**ARBORICULTURALIST** - CANTIA ARBORICULTURAL

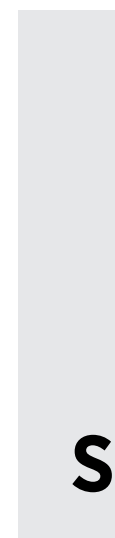
**M&E ENGINEERS** - INTEGRATION

**ACOUSTIC** - RPS GROUP



1.1.1 Aerial Photograph

2.0



## SITE ANALYSIS



## 2.1 SITE AND SURROUNDINGS

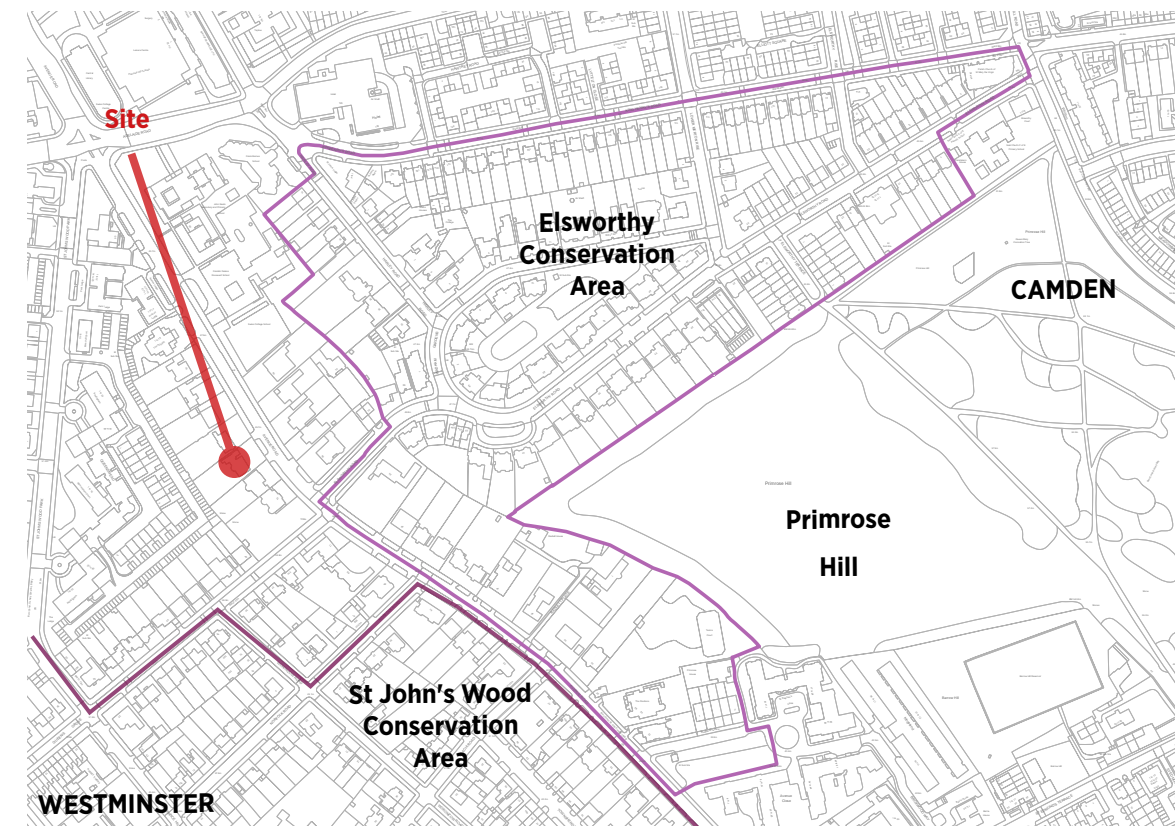
No. 79 Avenue Road is situated on the western boundary of the Borough of Canmden, close to the boundary with the City of Westminster. Whilst the site is not within a conservation area, it is close to the St Johns's Wood and c Elsworthy conservation areas.

Avenue Road was laid out in the 1820s and authorised by Act of Parliament in 1826 to link the Finchley Road with Regent's Park via Macclesfield Bridge over the Regent's Canal. It is characterised by mature trees and large detached villas and semidetached houses. The character of the area is not defined by a consistent style, there is however a general consistency in regard to scale, massing and materials.

Generally single house buildings are of two or three storeys and materials are white render, brick and slate roofs.



2.1.1 Site location



2.1.2 Site location



## 2.2 AERIAL PHOTOGRAPHS



2.2.1 North-East view - Front



2.2.2 South-West view - Rear



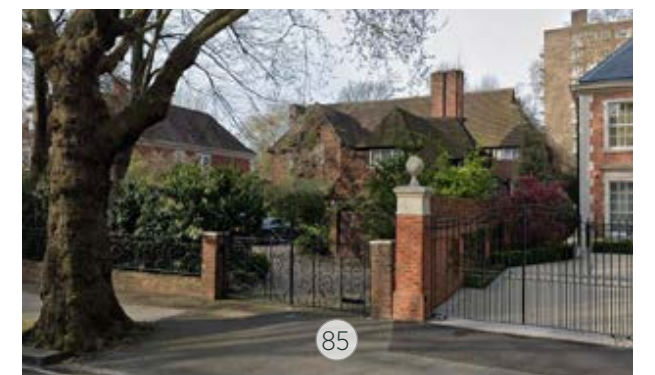
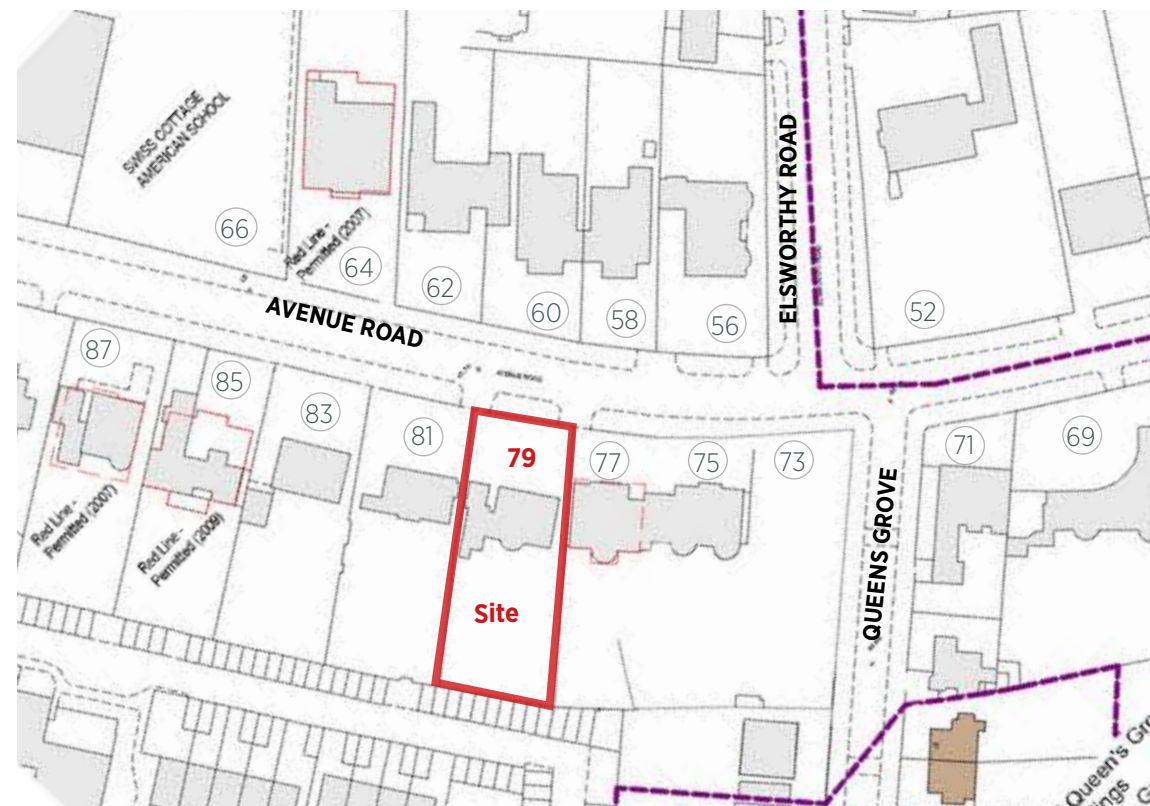
2.2.3 North-West view



2.2.4 South-East view

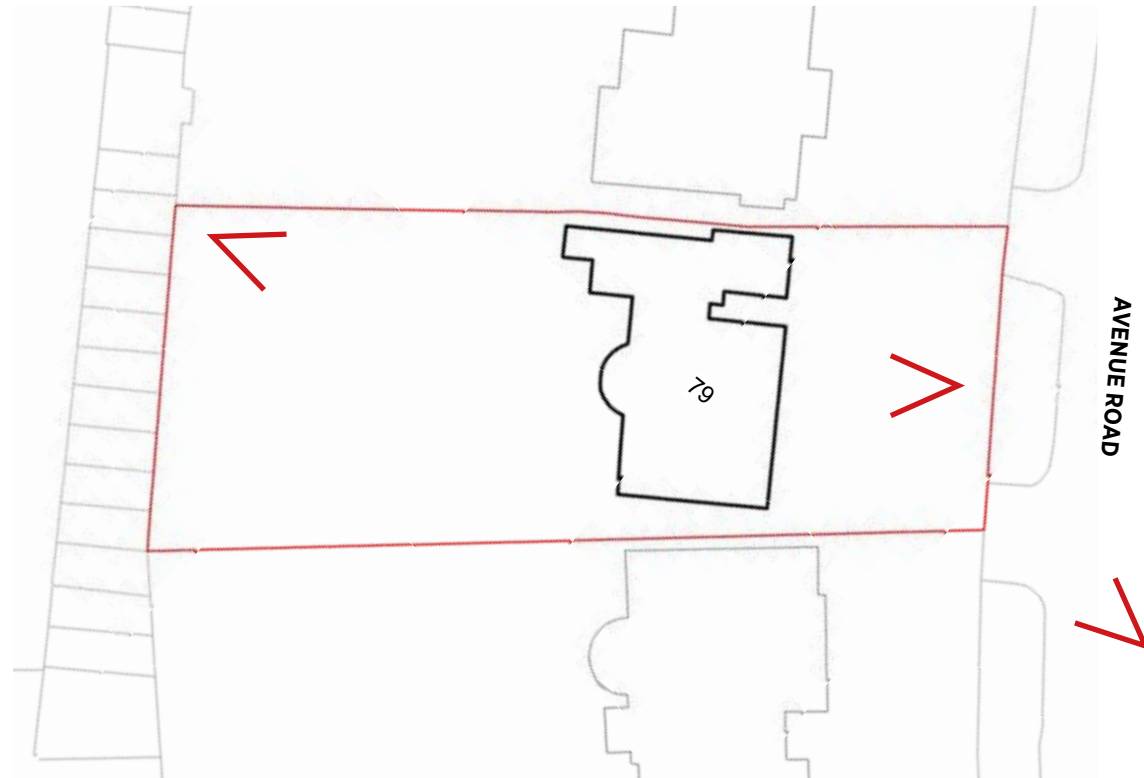


## 2.3 SURROUNDING ELEVATIONS





## 2.4 SITE PHOTOGRAPHS



*Key plan*



*2.4.1 Street appearance*



*2.4.2 Front façade*



*2.4.3 Rear façade*



## 2.5 EXISTING BUILDING

The existing building is a flat fronted building with Georgian style windows. The building is of stock brick with very little detailing and dates from the mid-20th Century.

The principal feature is a plastered portico with columns and an arched roof over the main entrance and fanlight. The principal street elevation is a basically ordered composition which terminates under an awkward, asymmetrical roof form .

The main building appears to have been modified with the addition of a garage and extension to the north side of the site, neither of which enhance the appearance or character of the building nor the local area. Overall the building has very little architectural merit and is not considered to be of any special interest.



*2.4.1 Existing Front Elevation*



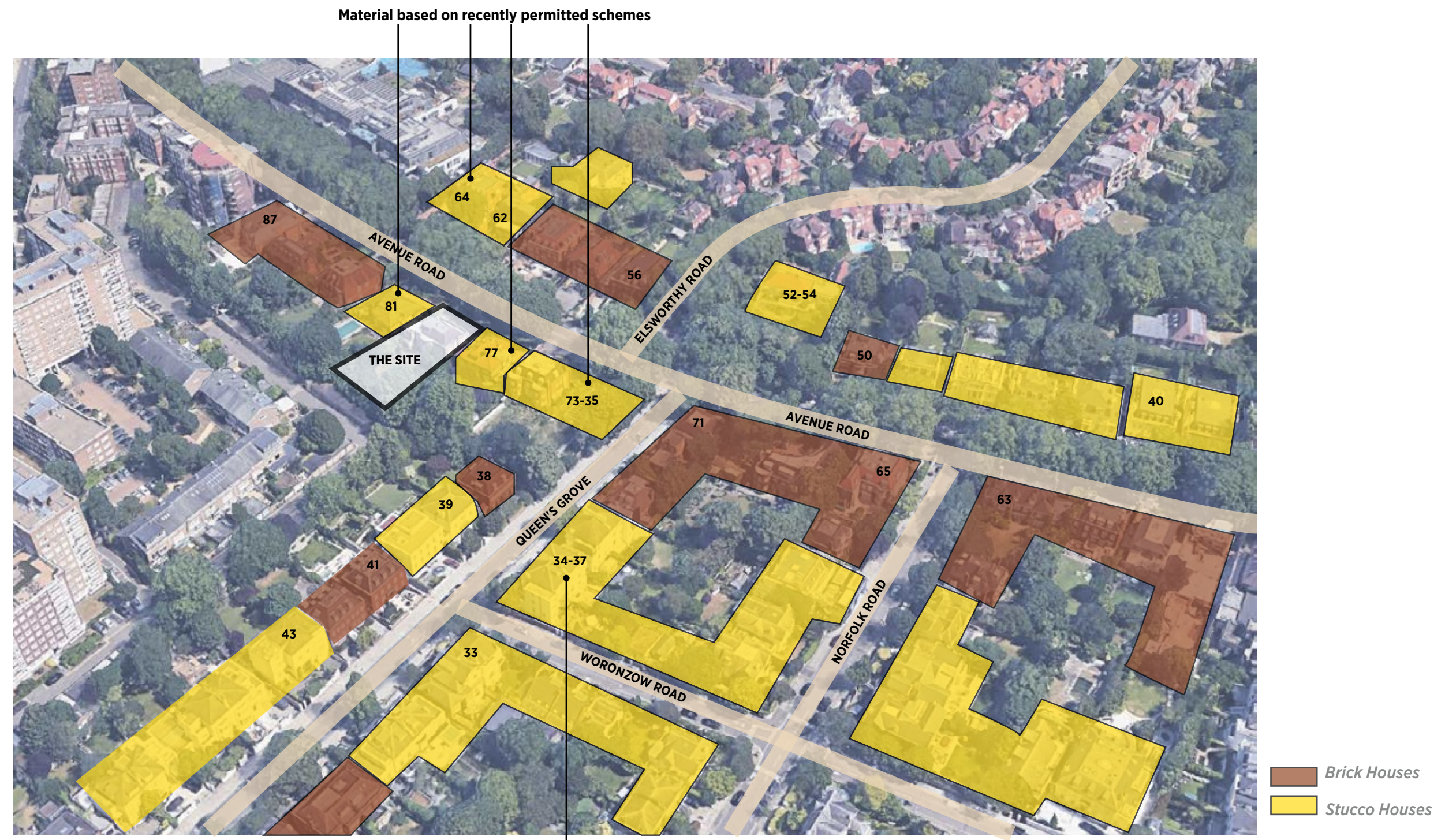
*2.4.2 Existing Rear Elevation*



## 2.6 BUILDING MATERIALS IN WIDER CONTEXT

This study illustrates the variation in materials in the wider context of Avenue Road. Whilst there are a number of buildings in the immediate vicinity of the site on Avenue Road that are brick, it is clear that there is no principle pattern or consistency as Avenue Road is characterised by a variation in brick and stucco.

In developing the design of the proposal, consideration was given to the use of brick and stucco, which are the predominant materials in Avenue Road.



2.6.1 Aerial view



3.0

**PLANNING  
PRECEDENTS**





50 Avenue Road ●  
Retained facade with basement



40 Avenue Road ●  
Full demolition with double basement



38 Avenue Road ●  
Full demolition with double basement



36 Avenue Road ●  
Full demolition with basement



81 Avenue Road  
Full demolition with basement



73/75 Avenue Road ●  
Full demolition with basement



61 Avenue Road ●  
Full demolition with basement

### 3.1 LOCAL PLANNING PERMISSIONS

Avenue Road is an internationally recognised address for the wealthy. It has a rich heritage with traditional rendered Georgian houses sitting close to Neo-Georgian piles and modern interventions.

The richness of the street is evidenced by the recent planning permissions shown here. These show major refurbishments, retained facades and total demolition schemes. There is a general commonality of scale and proportion with most buildings being two storey with a third storey within the prominent roof.

Local Planning Permissions

- The Application Site
- KSR Planning Permissions
- Other significant Planning Permissions





*38/40 Avenue Road*



*61 Avenue Road*



*73-75 Avenue Road*



*50 Avenue Road*



*Tercelet Terrace*



*22 Frognal Way*

### **3.2 KSR ARCHITECTS IN CAMDEN**

KSR Architects is a well established award winning practice based in Camden Town, with a proven track record of working both in the borough and specifically in Avenue Road.

We were the architects responsible for the design and delivery of nos. 38 and 40 Avenue Road, as well as having achieved planning permissions for the redevelopment of nos 36, 50, 61 and 73-75 Avenue Road.

Further experience in Camden includes Tercelet Terrace, a modern development of 5 houses in a Conservation Area which won a Camden Design Award.

Currently on site are 29 New End, a modern development of 17 luxury apartments, and 22 Frognal Way, a highly contemporary private house, both in the Hampstead Conservation Area.



### 3.3 PRE-APPLICATION ADVICE AND RESPONSE

The following pages illustrate the pre-application consultation stages with Camden Planning Officers and identify the significant changes made to the scheme during the process.

#### 1. SEPTEMBER 2019 - PRE APPLICATION SUBMISSION

A Pre-application document was submitted in September 2019 identifying the principles of the site development, sketch elevations, massing and existing and proposed floor plans.

#### 2. 8th OCTOBER 2019 - PRE-APPLICATION MEETING

The principle feedback from Camden identified the following:

- The **height** and **scale** of the building were considerate **appropriate**.
- The **general style** of the architecture was considerate generally appropriate. A suggestion for the use of **brick and stucco** was made.
- It was discussed that the **rear façade** would benefit from the introduction of a central **curved bay**, to add more interest and create an architectural link with the existing building.
- A suggestion was made to reduce the central **front dormer** and to break down the large dormers on both side elevations.

#### 3. 14th OCTOBER 2019 - DESIGN AMENDMENTS ISSUED TO CAMDEN

Following comments received at the meeting, further design amendments were made, related to:

3.3.1 Façade materials and dormers

3.3.2 Rear elevation

#### 4. 18th OCTOBER 2019 - PRE-APPLICATION RESPONSE LETTER

The Pre-application response letter (2019/4692/PRE) welcomed the design amendments issued and concluded: "***The pre application details submitted (....) are not considered to cause harm to the surrounding area. (...) The building is in-keeping with the street in terms size and design, and is likely to be supported at application stage.***"

### 3.3.1 FACADE MATERIALS AND DORMERS

The revised design is for a **mix of red brick and stucco façade**, in line with the Elsworth Conservation area and the adjacent proposals.

The front central dormer has been reduced to respect the façade hierarchy and the large side dormer between the chimneys has been broken down into **smaller dormers**.



*Pre-application proposal - stucco façade and larger/solid dormers extension*



*Revised design - mix of red bricks and stucco and reduced dormers*

Reduced front dormer

Broken-down dormers

Red bricks and stucco façade design



### 3.3.2 REAR ELEVATION

The previous Pre-application option presented a stucco finished rear façade with two side bays and a recessed terrace in between.

Two options have been presented for the introduction of a **curved bay** at the rear façade to add more interest and create a link with the existing building.

- **Option 1** is the preferred option, with a two storey curved bay.

- **Option 2** shows a single storey curved bay, with a terrace at first floor.

The style of the rear façade has been revised to be in line with the front treatment, with a stucco finish at ground floor and red bricks at first floor level.



*Revised rear elevation - Option 1 - 2 storey curved bay*



*Existing - Rear Elevation*



*Pre-application Rear Elevation*



*Revised rear elevation - Option 2 - 1 storey curved bay*



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**DESIGN PROPOSAL**



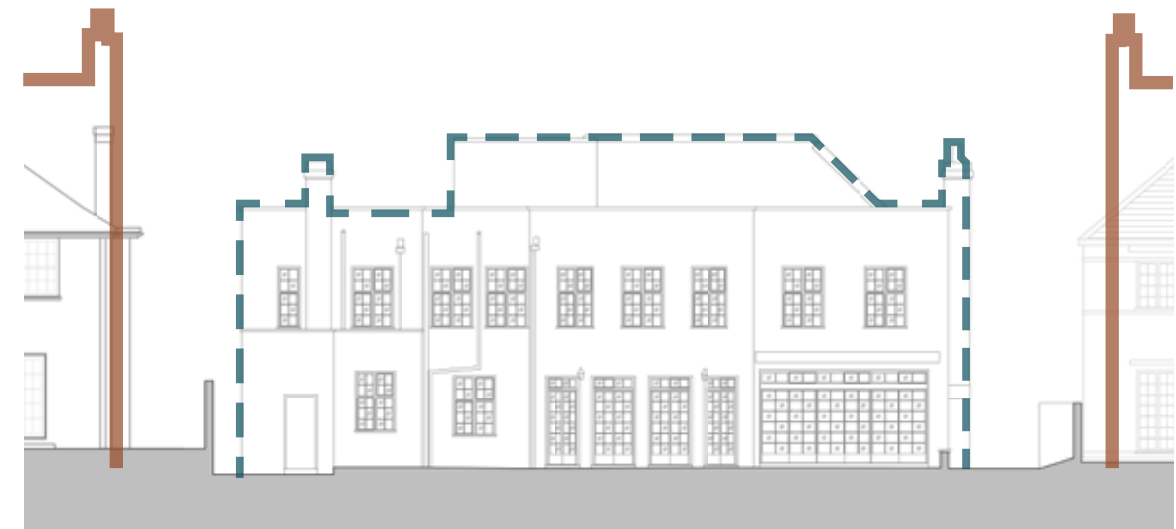
## 4.1 MASSING

Careful attention has been paid to scale, hierarchy and detail of the architectural elements within the design of the façade. The property respects the classic proportions and heights of the local setting and sits comfortably within the adjacent proposed schemes.

- — — Outline of existing building
- — — Outline of adjacent proposed schemes



4.1.1 Existing Front Elevation



4.1.2 Existing Rear Elevation



4.1.3 Proposed Front Elevation



4.1.4 Proposed Rear Elevation



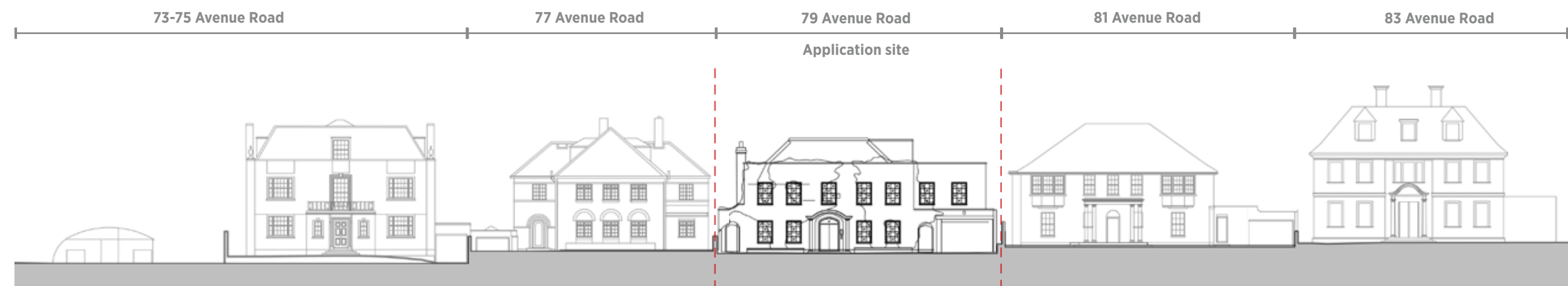
## 4.2 MASSING - STREET ELEVATION

Whilst there is no consistent architectural style in Avenue Road, there is a general consistency in regard to scale, massing, articulation and materials which the proposal recognises. Careful attention has been paid to scale, hierarchy and detail of the architectural elements within the design of the façade.

The proposed new building aligns to the existing building platform and offers a principal elevation that is in keeping with neighbouring buildings on both sides



Key Plan



4.2.1 Existing Street Elevation



4.2.2 Proposed Street Elevation



### 4.3 MATERIALS AND APPEARANCE

The proposed building has a classical style and the street elevation is defined by a **central bay** and **portico** that brings richness to the entrance. The composition of the building ensures good solid to void ratio, and openings and dormers are designed to provide a balanced façade hierarchy.

The use of 6/6 timber sliding sash windows matches the surrounding settings, with the ground floor windows to be taller than the first floor windows.

Materials are traditional in appearance and have been carefully selected from the surrounding precedent. The proposed design is for a mix of **red bricks and stucco**, which is characteristic of many of the buildings in Avenue Road and in line with the local vernacular.

The mix of stucco at ground floor and bricks at the first floor adds interest to the streetscape whilst creating an elegant transition in between the proposed schemes at no.81 and no.77 Avenue Road.

The main building roof will be **natural slate** and dormer windows will be leaded.

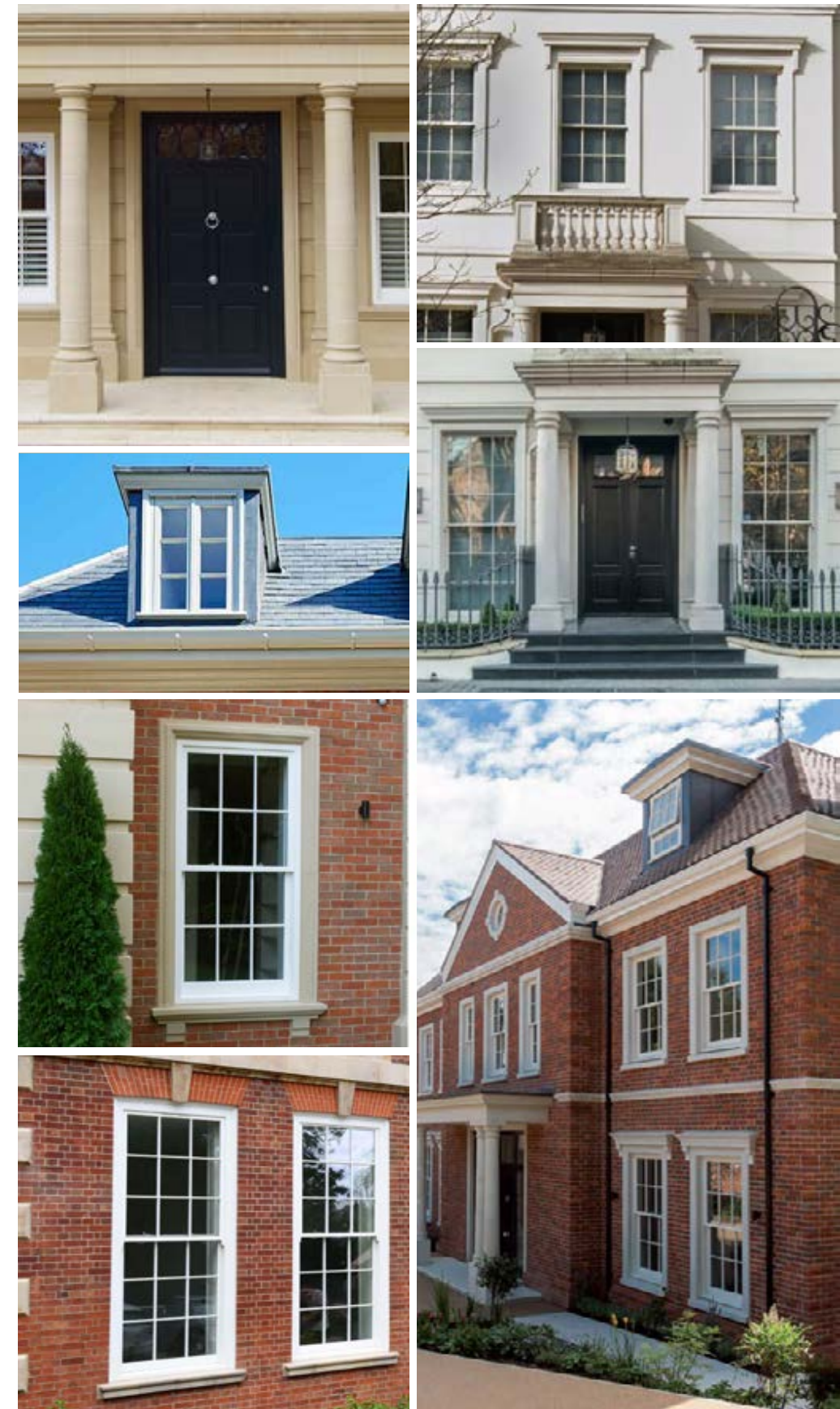
The flat **roof dormers** are consistent with the ones in the surrounding areas and they have been designed to sit comfortably within the hierarchy of the façade. Simple stone sills and window are used to articulate the façade and provide a consistent motif that unifies each elevation.

#### MATERIALS KEY

- A. RED BRICKS
- B. STUCCO FINISH
- C. NATURAL SLATE TILES
- D. NATURAL STONE COPING



4.3.1 Proposed front elevation



4.3.2 Proposed front elevation



4.4 ARCHITECT'S IMPRESSION



4.4.1 Sketch



5.0

**ACCESS  
STATEMENT**



## 5.1 VEHICULAR ACCESS

**Vehicular access** is unchanged from its current configuration.

The internal driveway is slightly reduced in depth. It is proposed to secure the existing access with a sliding, traditional-looking steel gate, in line with the local neighborhood settings.

The **parking spaces** provision is unchanged, with the garage to accomodate no.2 cars.

The garage also provides plenty of space for secure **cycle storage**, with the provision of bike racks at the back of the parking area.

## 5.2 INCLUSIVE DESIGN

The interior of the house is spacious enough to provide good **disable access** throughout.

A lift connects all the floors, with the exception of the sub-basement/plant area.

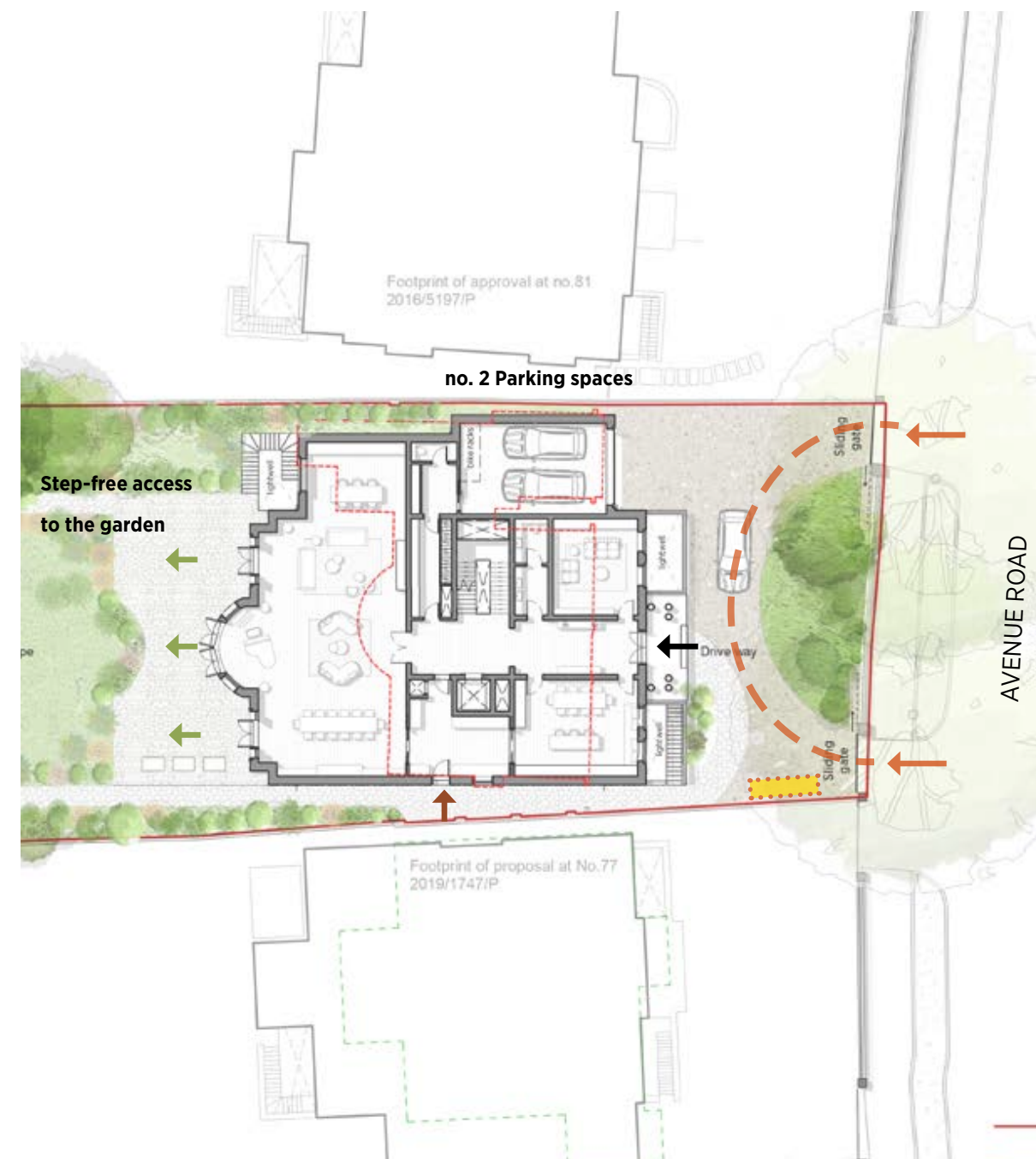
The Ground Floor is raised and the front door is 2 steps above grade. A **step-free entrance** is provided at the side of the property, through the kitchen.

Because of the natural slight variation in level of the site, access to the rear garden is step-free too. Design of thresholds, corridors widths and lift sizes are designed in according to **Part M1** of the Building Regulations.

## 5.3 REFUSE/EMERGENCY ACCESS

The principles for refuse collection will remain unchanged. An area for **bins** is located adjacent to the boundary with no. 77. and bins will be put out on the street for collection at appointed times.

**Emergency access** also remains unchanged with access only avaiable from Avenue Road at the front.



5.1.1 Ground Floor

- Key**
- Gate access
  - Bin stores
  - Step-free side access
  - Step-free garden access

### 4.1.3 Proposed Front Elevation



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**ENERGY STRATEGY  
SUSTAINABILITY**

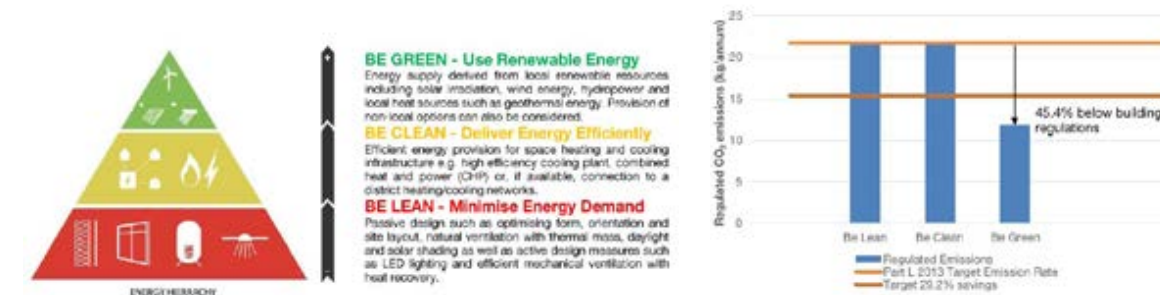


## 5.1 ENERGY STRATEGY/SUSTAINABILITY

An Energy and Sustainability Statement is provided by *Integration Consultancy Limited* in a separate report which should be read in conjunction with this document.

In line with the London Plans zero carbon residential target, the new dwelling has been shown to achieve:

- **45.4% improvement in carbon dioxide (CO<sub>2</sub>) emissions** over the Target Emission Rate outlined in the national Building Regulations 2013 **compared to the target of 35%**
- **Renewable energy development meeting 45% of the CO<sub>2</sub> emissions** associated with the development's regulated energy demand, **compared to the target of 20%**



The building will incorporate **passivhaus** measures to minimise the energy demand, including: high performance building fabric and low energy building services systems, mechanical ventilation with heat recovery (**MVHR**), and airtightness and insulation better than building regulations notional building:

- U-values - 0.13 walls, 0.12, floor, 0.11 roof
- U-value of windows - 1.2
- Air tightness of 3
- Accredited Details for cills, jambs, lintels, corners and intermediate floors

The dwelling also benefits from a **central atrium** to allow for stack assisted ventilation, night cooling and daylight penetration into the core of the building.

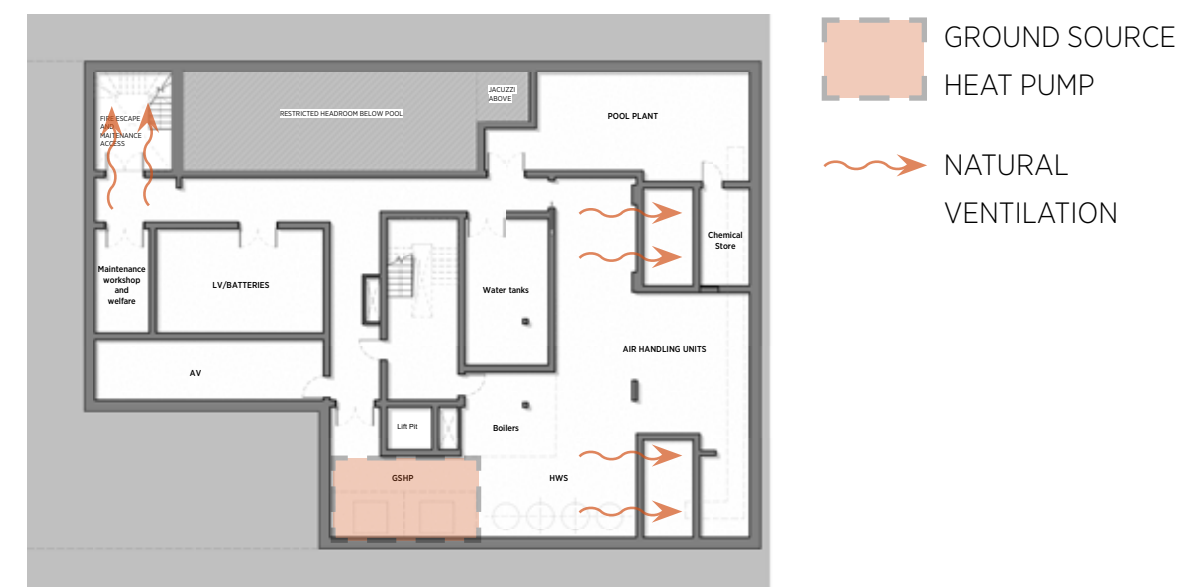
A **rainwater harvesting** or grey water collection will be included for WC flushing and irrigation as well as low flow taps, showers, WCs and dishwashers/washing machines to meet the higher **water use target of 105 litres/person/day** or less (excluding an allowance of 5 litres or less per head per day for external water consumption).

The proposals allow for areas of **soft landscaping** within the rear garden and will allow for a diverse species of shrubs, plants, mature trees and grass. This will benefit many kinds of wildlife and will contribute to the **biodiversity** of the area.

It is also proposed to have **green roofs** of extensive type comprising low maintenance grasses, mosses and herbs, to offer higher biodiversity value than common sedum. over the The green roofs will be located over the garage and first floor level.



Following a Low and Zero Carbon (LZC) Technology feasibility study, it is proposed to provide a **ground source heat pump (GSHP)** supported by a **6.3 kWp PV modules** located at roof level. The GSHP will be located at the sub-basement level, together with the water tanks and pool plant area services.



4.1.3 Proposed Front Elevation