

DESIGN & ACCESS STATEMENT

24 Ferncroft Avenue, London NW3 7PH

Dec 2020 - Rev A

I D E A A R C H I T E C T S

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1.0 Introduction

1.1 Executive Summary

This Design and Access Statement has been prepared by IDEA ARCHITECTS in accordance with Camden Local Plan and adopted CPGs in support of a Planning Application for proposed works to the external boundary wall and driveway/private off-street parking area to the front of the dwelling (front elevation) at 24 Ferncroft Avenue, Camden, London, NW3 7PH.

Works to include:

- repairs to the existing short boundary brickwork wall to the front elevation
- repairs to brick piers
- new traditional timber gates to driveway accesses
- alterations to driveway/private off-street parking paving treatment
- alterations to planter edging
- new bin store

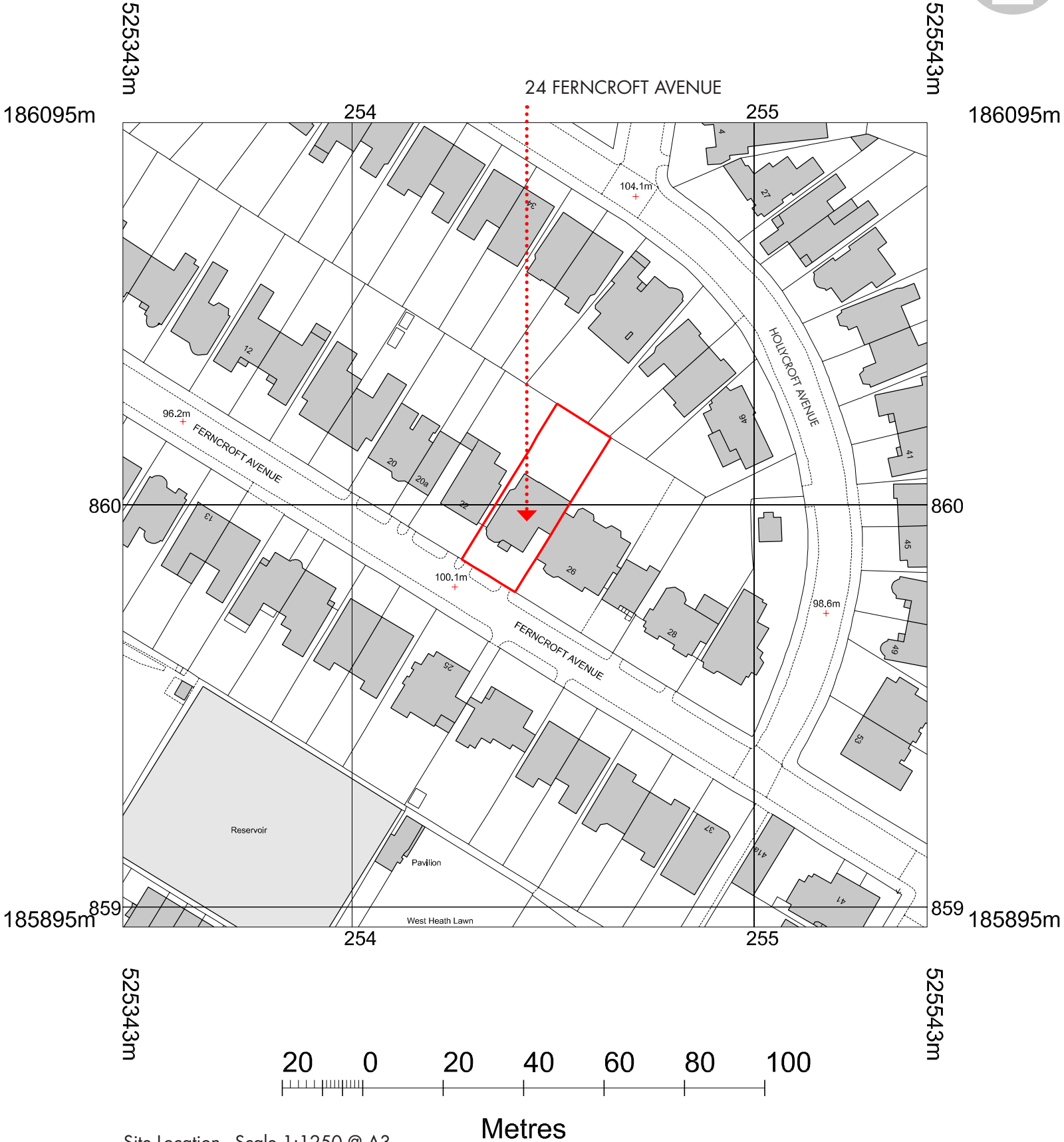
The client's design brief is to improve the amenity of the existing house and creating a more desirable home suitable for a growing family.

The property is a 3 storey single family detached house located within the Redington Froggnal Conservation Area.

The property is not listed.

The accompanying drawings, outlining the existing layouts and proposed alterations, should be read in conjunction with this statement.

2.0 Site & Context



Site Location - Scale 1:1250 @ A3
24 Ferncroft Avenue

2.1 Site Location

24 Ferncroft Avenue is located on the slopes of West Hampsted.

West Hampstead is an area in north-west London in the borough of Camden, situated between Childs Hill to the north, Frognal and Hampstead to the north-east, Swiss Cottage to the east, South Hampstead to the south, Kilburn to the south-west and Cricklewood to the north-west.

It is known for its intellectual, liberal, artistic, musical and literary associations and for Hampstead Heath, a large, hilly expanse of parkland. It has some of the most sought after housing in the London.

2.2 Site Description

24 Ferncroft Avenue is a 3 storey residential property located within the Redington/Frog-nal Conservation area.

Built at the turn of the 19th century, the building is a large family house.

The property benefits from a front driveway area and a large mature garden to the rear of the property. The site is approximately 715 sqm.

The property sits on a slope with a height change of approximately 3.5m from the front to the rear of the site.

2.0 Site & Context



2.3 Site Context

The site is located in the Redington Frogna Conservation Area which, up until the 1870's, was undeveloped fields separating Hampstead Village in the East to the West End.

The Redington Frogna Conservation Area is situated on the slopes to the West of Hampstead. In a report to the London Borough of Camden, Planning and Communications Committee it was described as "an exceptional example of consistently distinguished Victorian and Edwardian architecture".

The contours and slopes of the hills on which the Conservation Area lie are of great significance to the area's character providing views and vistas that give emphasis to many of the buildings.

The streets and avenues in the area benefit from dense vegetation and mature trees.

The character of the conservation area is typically defined by large red brick detached and semi-detached houses and mature vegetation. The area can be in-fact divided into eight sub areas.

The site, 24 Fercroft Avenue, falls into the sub area defined as 'The Crofts' which encompasses Fercroft, Hollycroft and Rosecroft Avenues. Completed by 1910, this area represents the second phase of the development of the Northern Part of the Conservation area With a limited number of exceptions, the area has a consistent quality and character.

The buildings on Fercroft Avenue are overshadowed by the regularly spaced London Plane trees that dominate views along the avenue.

Fercroft Avenue was almost entirely designed and built by the Quennell/Hart partnership.

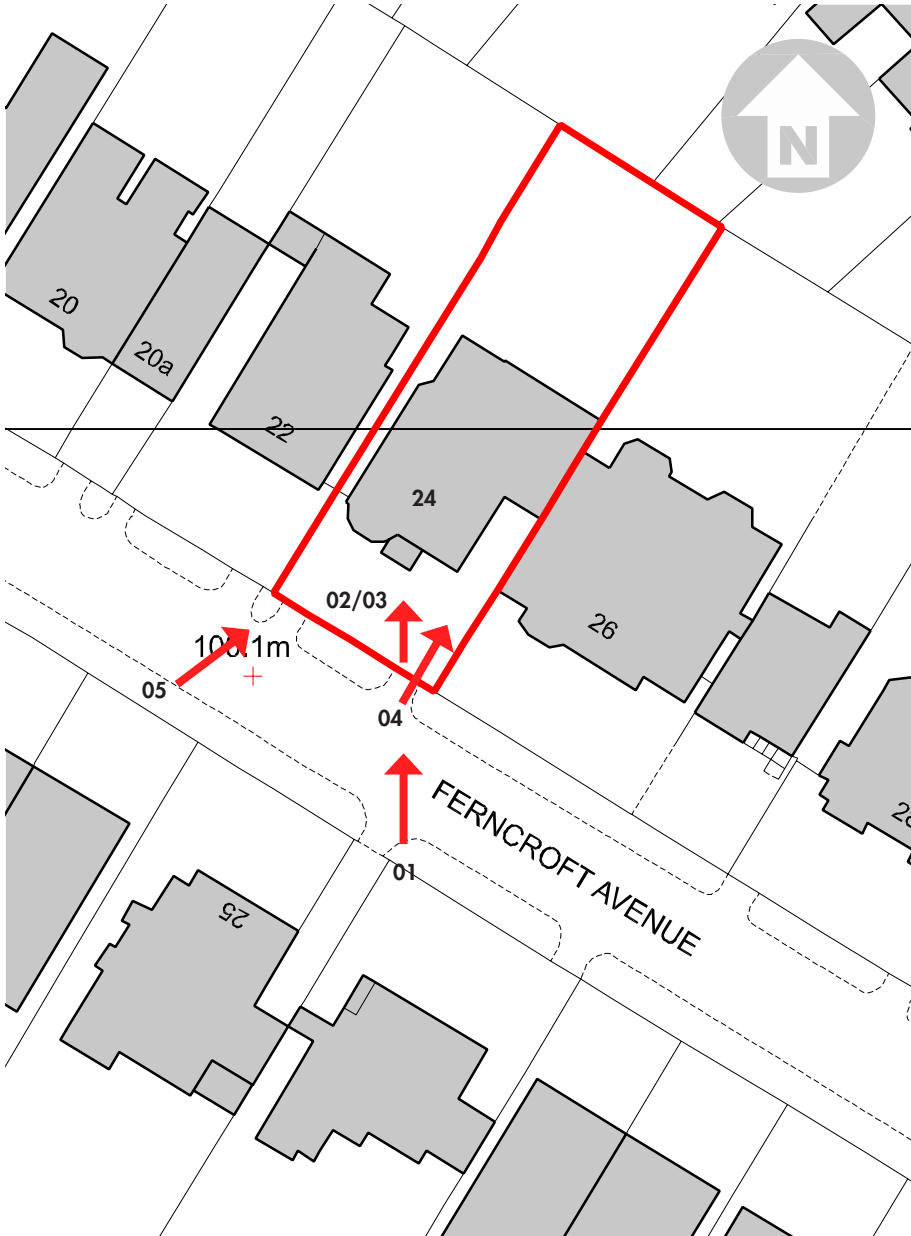
10 of these houses on Fercroft Avenue are listed. Quennell mixed and matched sets of elements and materials to give a street of a mixture of detached and semi-detached houses of varied individual appearance but which results in an overall coherence of character.

The buildings on this avenue are predominantly red brick semi-detached houses occasional interspersing with houses with rendered upper floors or tile hanging.

2.0 Site & Context

Existing photographs

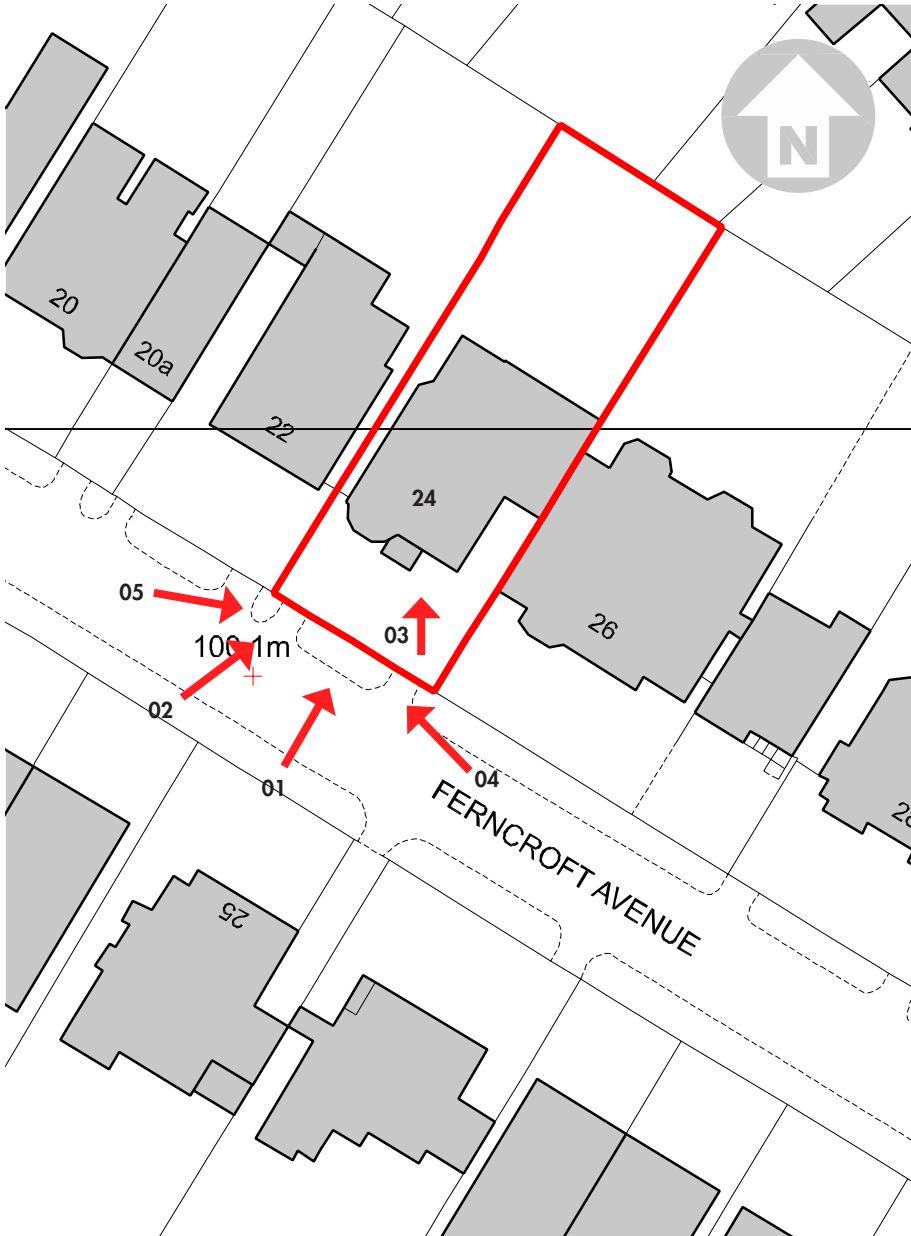
2.4 Existing front boundary wall and driveway photographs



2.0 Site & Context

Existing photographs

2.5 Existing front boundary wall and driveway photographs



3.0 Site Planning History & Policy Context

3.1 Relevant Planning History

Related to the site, the following Planning Applications were submitted to the council:

2018/5370/T - 06-11-2018

Notification of Intended Works to Tree(s) in a Conservation Area.

No Objection to Works to Tree(s) in CA 11-12-2018

2013/4983/T - 12-08-2013

Notification of Intended Works to Tree(s) in a Conservation Area

No Objection to Works to Tree(s) in CA 12-08-2013

2009/2525/T - 08-06-2009

Notification of Intended Works to Tree(s) in a Conservation Area

No Objection to Works to Tree(s) in CA 30-06-2009

2005/3287/T - 08-08-2005

Notification of Intended Works to Tree(s) in a Conservation Area

No Objection to Works to Tree(s) in CA 12-09-2005

2003/0306/T - 19-05-2003

Notification of Intended Works to Tree(s) in a Conservation Area

No Objection to Works to Tree(s) in CA 18-06-2003

9005669 - 06-11-1990

Full planning inc Councils Own.

Extension to existing garage to house 2 cars *(plans submitted).

Permitted Development 08-05-2003

3.2 Relevant Planning Policies

As required the proposal has been considered against the relevant Camden Local Plan, Camden Planning Guidance and Supplementary Planning Document (SPD).

In detail

Policy D1 Design

Policy C5 Safety and Security

4.0 Planning Statement

4.1 Proposed Alterations

The proposed alterations include external works to the boundary wall and driveway/private off-street parking to the front of the dwelling (front elevation).

Works include:

- repairs to the existing short boundary brickwork wall to the front elevation
- repairs to brick piers
- new traditional timber gates to driveway accesses
- alterations to driveway/private off-street parking paving treatment
- alterations to planter edging
- new bin store

Repairs to the existing short boundary wall to the front elevation

The short existing front boundary brickwork wall will be retained, cleaned, repaired and rebuild as necessary to consolidate the unstable parts.

Repairs and rebuild will replicate the original design and detailing and comprise the same brick as the original.

We believe the proposed repairs and rebuild parts would be an improvement given the poor condition of the existing wall.

Repairs to brick piers and new traditional timber gates to driveway / accesses

Existing brickwork piers will be repaired and rebuild as necessary. New parts (where necessary) will replicate the original design and detailing and comprise the same brick as the original.

It is also proposed to install new automatic vehicle / pedestrian gates to the existing accesses.

Proposed traditional timber gates will enhance special architectural and historic interest and character and appearance of Redington Froggnal Conservation Area.

Proposed automatic vehicle / pedestrian inwards opening gates are proposed to enhance privacy and security to the property. These measures help to reduce opportunities for crime, fear of crime and to create a more safe and secure environment.

New driveway/private off-street parking paving treatment

It is proposed to replace the existing paving (York Stone and Concrete paving) to accommodate new Natural Cobblestone permeable paving, SUDS (Sustainable Urban Drainage System) compliant and Sandstone paving area to the side of the property leading to the Garage.

The new paving will be SUDS compliant and allow water to soak into the subsoil, rather than be diverted into the stormwater system.

To prevent any possible discharge of surface water to the main highway it is proposed additional ACO drain channel to the two driveway accesses.

Alterations to planter edging

It is proposed to demolish the existing Cotswold Stone planter edging to improve the access into the off street parking, allowing a wider turning circle for the cars.

The new planter edging will be in brickwork to match front short boundary wall with Flemish bond brickwork, brickwork to match existing around the house.

The planter will be completed with raised lawn and hedge, existing shrub to be retained.

New bin store

It is proposed a new bin store to accommodate bins. The enclosure would be located away from streetscene to avoid view from the main highway.

The store will be approx W3m x D1m x H1m and will be built with brickwork wall sides (brickwork to match existing around the house) and timber slats front and roof.

Trees

Please note that no tree will be removed or affected. Only small portion of existing shrub will be affected with the intention to preserve it as much as possible.

Proximity highway tree at the front of the house will not be affected as the nearby short wall will be retained and repaired. No footing is considered.

4.0 Planning Statement

The proposed development complies with current national and local policy.

The proposal respects the existing building, and aims to conserve the existing building fabric through the renovation works.

The proposal will also enhance the character and appearance of the building as a whole.

The proposed alterations comply with the Council's Conservation Area Design guidelines.

4.2 Description of Proposed Development

Design

As outlined on the above, the proposed alterations have been designed to reflect the character of the existing building, enhance a streetscene and the character of the Conservation Area.

Scale

As outlined on the above, the mass and height of the proposed alterations will remain similar to the existing.

Siting

The majority of the proposed alterations are sited at front and side of the building.

Form & Massing

The alterations do not compromise the original form and massing of the property but in fact help to enhance and reinforce the integral form of the original building.

Appearance

A deliberate effort has been made to ensure the proposed alterations blend in with the existing building. All new brickwork where proposed will be in reclaimed London stock bricks to match the existing brickwork.

Use

There is no proposed change of use. The property will remain a residential property. This use is characteristic of the area.

Amount

The existing front driveway/off-street parking GIA is approx. 160sqm.

4.3 Access Statement

Access to the property remains unchanged.

There is currently no means of disabled access into the existing property. The proposed design does not alter this condition.

The off-street parking space at the front of the house will not be affected by the proposed alterations.

The accompanying drawings, outlining the existing layouts and proposed alterations, should be read in conjunction with this statement.

4.4 Conclusion

The scheme has been developed from a design strategy derived from the analysis of the site and its surroundings.

In our opinion, the application should be supported for the following reasons:

- The proposed alterations are visually subordinate and respect the character of the main building.
- The proposed alterations are sympathetic in scale and materiality and will make a positive contribution to the area.
- The proposed alterations help to preserve and enhance the established character of the property.
- The proposed alterations and renovation of the existing property aim to increase the quality of life for future residents.
- Overall, we believe the proposed alterations improve the character and appearance of Redington Frogna Conservation Area.