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28 AVENUE ROAD
DESIGN & ACCESS STATEMENT



REGISTERED
DESIGN
PRACTICE

RIBA 
Chartered Practice

Design & Access Statement



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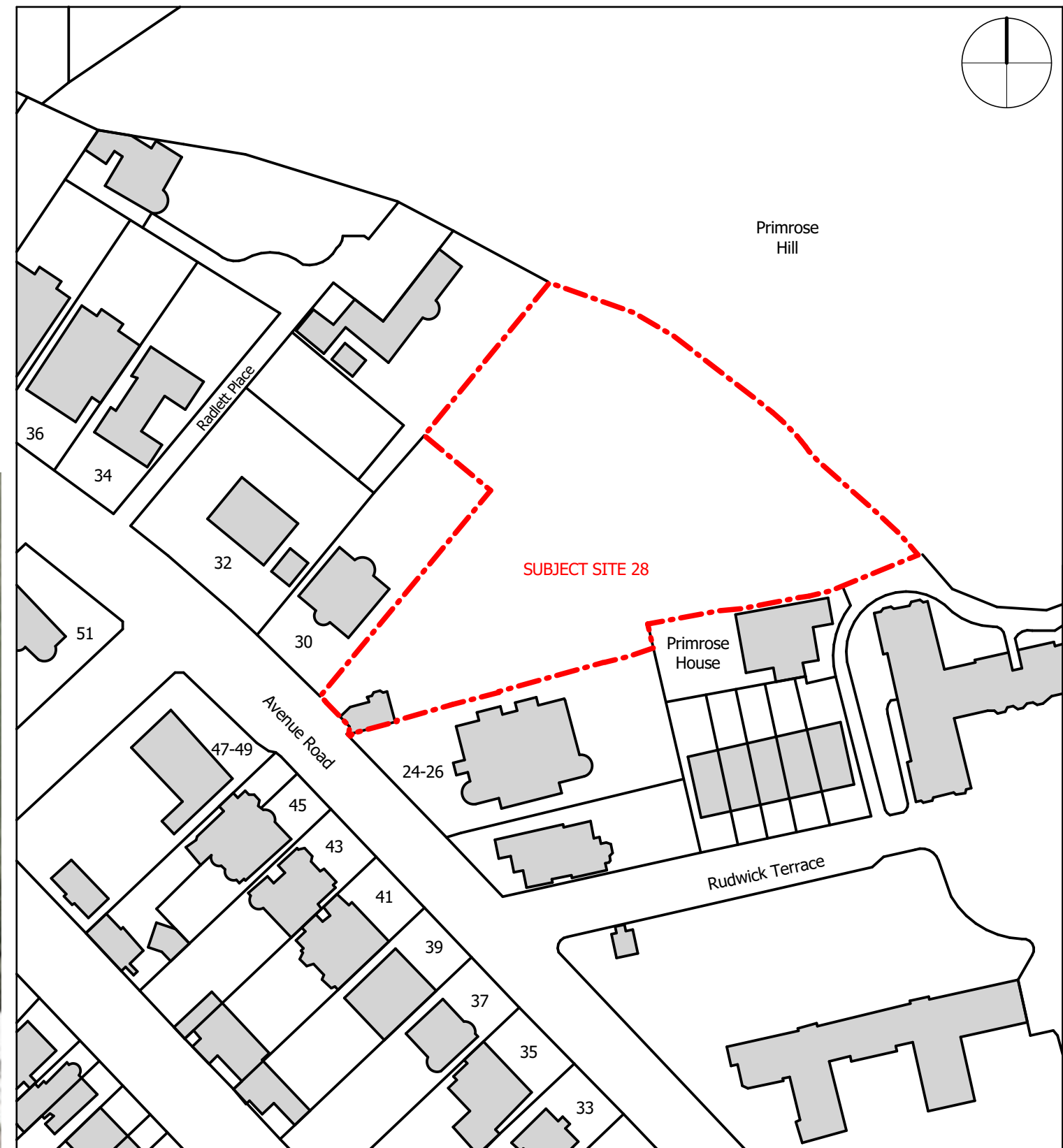
Introduction

This design and access statement has been prepared in support of the planning application for No. 28 Avenue Road, London. The application seeks to establish a new residential family home in the same location as an original 19th century large mansion house, which was demolished during the 1960s.

The existing site has a tennis court, driveway and gatehouse, originally the lodge to the large mansion house. Historical maps show that the site originally contained a large family dwelling, as well as several smaller outbuildings.



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LOCATION PLAN - Scale 1:1250 @ A3



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Presentation date: 17/03/2021 © Spence Harris Hogan 2021

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Design Proposal

The proposal is a two-storey dwelling with a mansard storey in the roof and basement below the ground floor. The proposal is positioned in the same location as the original 19th century house, demolished in the 1960s. A soft landscaped driveway and turning circle will replace the dilapidated dirt road on the site's south side to provide vehicular access to the new dwelling and a servicing route for emergency service vehicles. The existing tennis court will be upgraded and remain in its current location, a new external swimming pool is proposed to the North of the garden. Two pavilion outbuildings are proposed within the garden, adjacent to the external swimming pool and tennis court.

The proposed main building is located parallel to the existing tennis court, further to the north, an outdoor pool terminates at a single storey pool house. A single storey tennis pavilion is located on the central axis East of the tennis court. All proposed structures are positioned to ensure there is no impact to the existing significant trees.

The proposal is not visible from Avenue Road and significant existing vegetation blocks its view from Primrose Hill.



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Architectural Style - Existing Precedent

No.28 Avenue Road is located within the Elsworthy conservation area which has an urban grain comprising of a spacious layout of streets and buildings. To ensure the proposed new building relates to the context of the conservation area the architectural design of our proposal seeks to emulate the style & character of the original buildings of Avenue Road.

This is done through the use of Stucco render and neo classical detailing in keeping with the design of the original villas of Avenue Road. Typical original details include rustication banding to the ground floor level walls, bottle pilasters to balconies and terraces, architrave framing to sash windows and square topped dormer windows in the mansard roof level. In the immediate vicinity the following buildings; No.42, No. 44 and No. 48 Avenue Road, are original villas. Examples of these are shown in the photographs below.



42 Avenue Road



44 Avenue Road



48 Avenue Road

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Architectural Style - Front Facade

The design employs a traditional form and hierarchy typical of residential buildings within this area of North London and adopts a Neo-Classical style to create a prominent yet refined frontage to the new home. The front facade is dominated by a central portico, a large entrance door with fan light above identifies and defines the central axis of symmetry. Fenestration is aligned vertically and further defined at the parapet with sections of bottle balusters.



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Architectural Style - Entrance Approach

This illustration view is taken from the entrance driveway. The central portico is located in front of a recess in the plan behind, this helps define the portico as a classical colonnade. Glazed sections of roof light immediately behind the pediment provided natural lighting to the first-floor windows while maintaining a covered area to the entrance of the building.



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Architectural Style - North Facade

The colonnade of the front entrance façade is referenced in a subtler way on the rear elevation, on the same central axis that runs through the building. The symmetrical axis of this elevation extends out to the swimming pool and swimming pool pavilion.



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Architectural Style - North & East Facades

These views illustrate the East and West elevations of the proposal. These elevations are slightly more ad hoc in their arrangement, this establishes the hierarchy of the axis to the front and rear elevations and provides a less dominant façade facing toward No. 30 Avenue Road and towards Primrose Hill.

Material & Finishes:

External walls, banding, moulding, parapets: White stucco render.

Sash window frames, French door frames, doors, dormer cheeks: White painted.

Roof: Grey slate tiles.

Glass: Clear double glazing.

Balustrading: White stucco render.



North & East Elevations



North & West Elevations

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Architectural Style - Pavilions

These views illustrate the front elevations of the pool & tennis pavilions.

Material & Finishes:

External walls, banding, moulding: White stucco render.

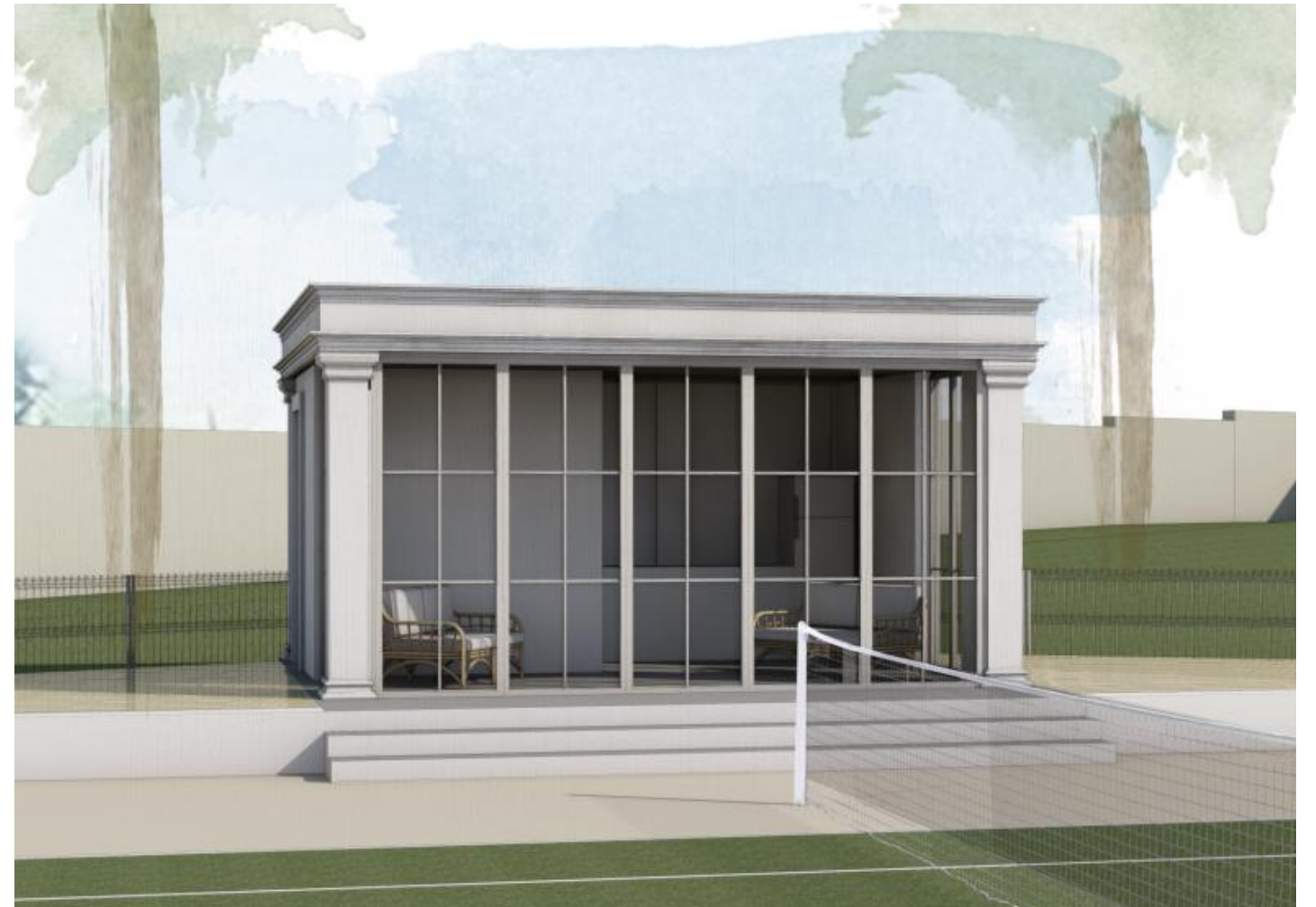
Sash window frames, French door frames, doors, dormer cheeks: White painted.

Roof: Grey slate tiles for the pool pavilion & flat green roof for the tennis pavilion

Glass: Clear double glazing.



Pool Pavilion



Tennis Pavilion

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Access & Site Positioning

The design process has been undertaken with the application of Part M of the Building Regulations. A passenger lift will provide disabled access to all floors and a demountable ramp is provided for the entrance steps. The size of the proposal lends itself to wide circulation spaces and a surplus of rooms for future adaptation. Vehicle access from Avenue Road is maintained via the existing gate on the south west corner of the site.

The position of the proposal is similar to that of the original house, set back from the surrounding garden boundaries. First floor balconies are over 16m from any garden boundary and the nearest dwelling is 40.6m from the North elevation balcony and aligned 45 degrees away from this neighbouring elevation.

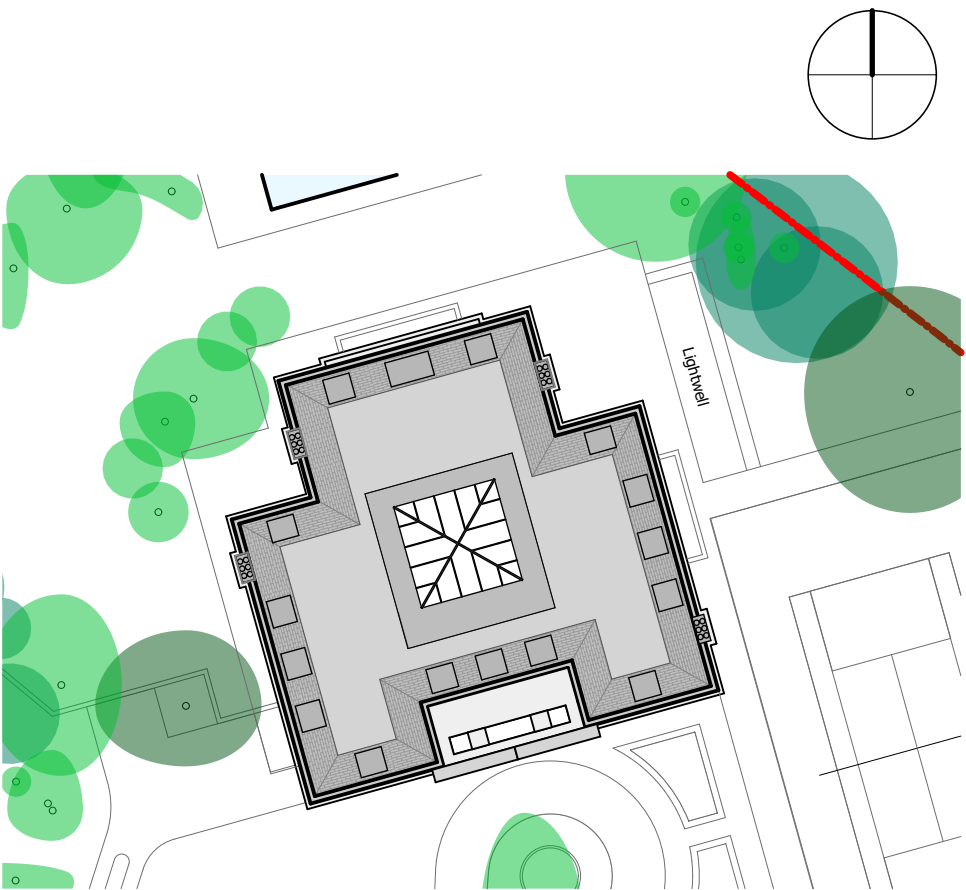
Consideration has also been given to ensure that the mature trees on the site that are retained where possible. Please refer to the Arboriculturalist Report for further details.



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Lightwell

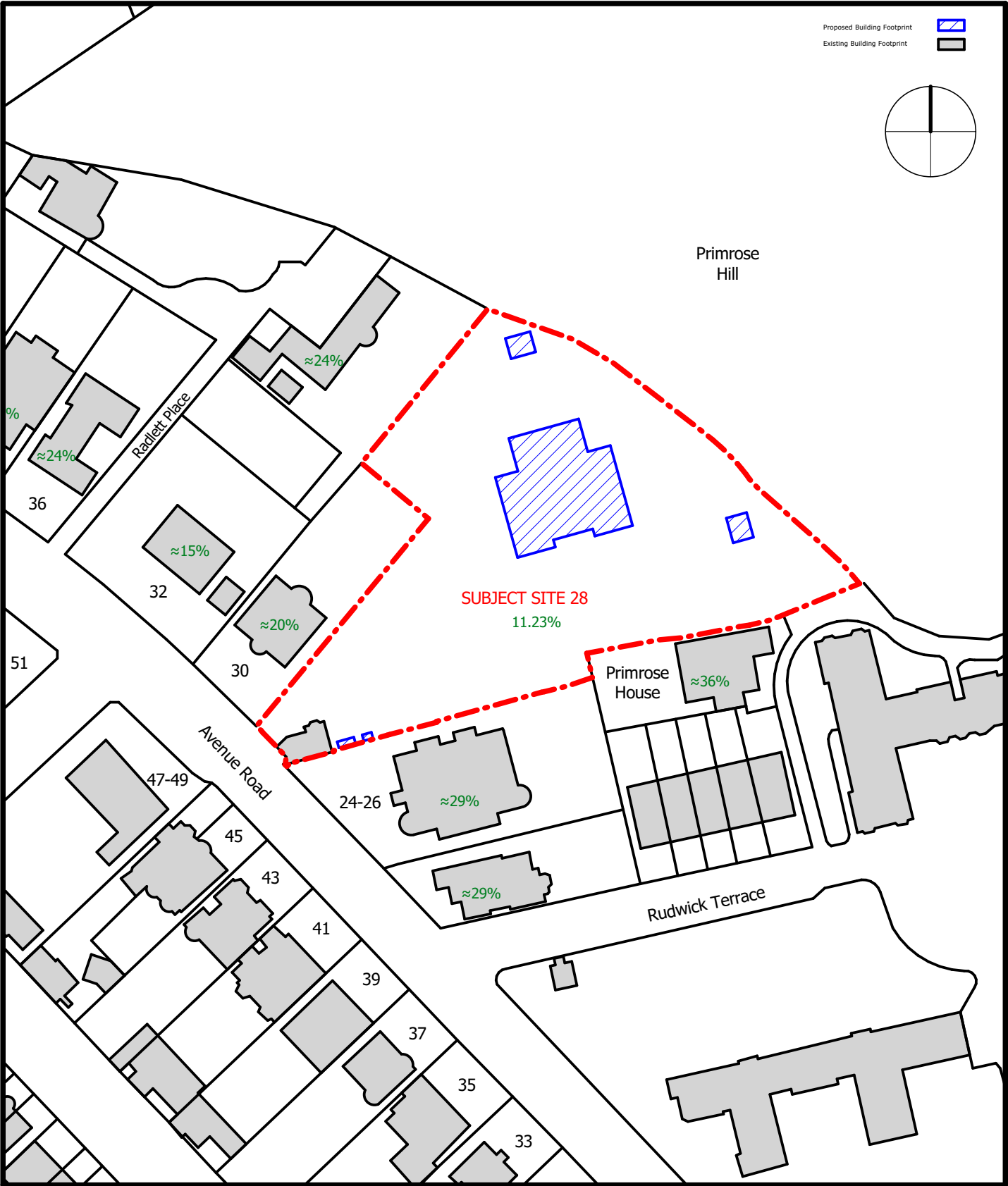
The proposed basement below the ground floor accommodates gym and swimming pool spaces that benefit from natural lighting and a sky view aspect through the use of a lightwell to the East of the plan. The lightwell is designed as a sunken garden and will utilise green walling to on the wall opposite the glazing to the basement to add natural foliage to the aspect from within the basement. This also serves to prevent unwanted illumination of upper stories as the foliage will have minimal reflective emission of light from within the basement. The two images below illustrate examples of green walled lightwells.



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Pre-planning Application

Through the process of pre-planning application and feedback received from LBC's planning solutions team the proposal has developed. From this process the massing of the dwelling has been reduced and is proportionate to the surrounding neighbouring properties. Figure 2 illustrates the ground coverage percentage of the proposed dwelling in comparison to the neighbouring properties.



Pre-planning Application

The siting, location, scale and design of the basement has been reduced and revised to comply with criteria's f-m listed in the CPG Basements of policy A5 (figure 3). Figure 4 illustrated how criteria's f-m were applied to the site.

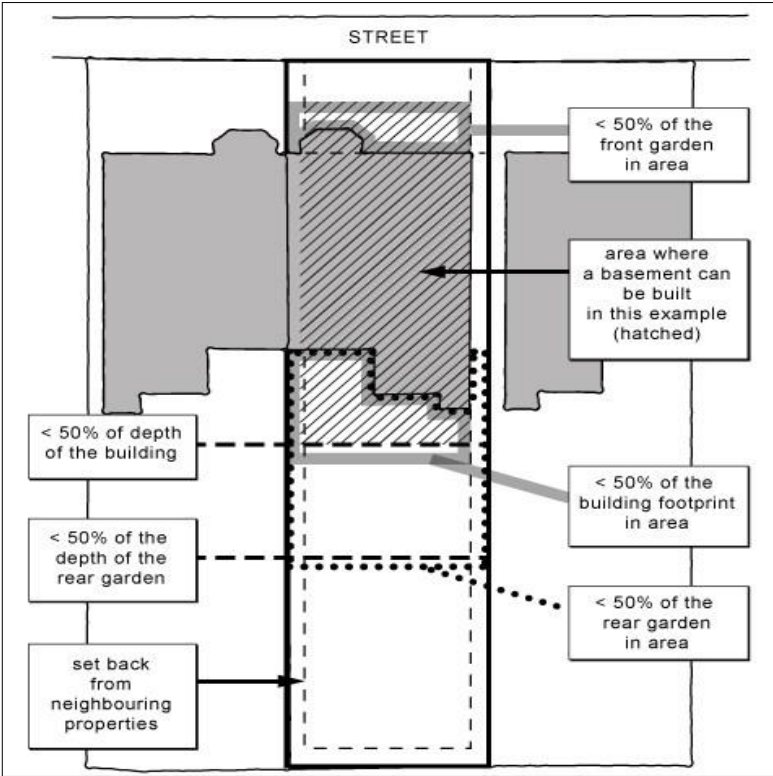


Figure 3: All criterion of Policy A5 of the Local Plan

- Basement Outline <1.5 times Building footprint
- Building Footprint

Permitted Basement area = 1.5 times building footprint
= 1.5 x 7,160 sft
= **10,740 sft**

Proposed Basement area = **10,433 sft**

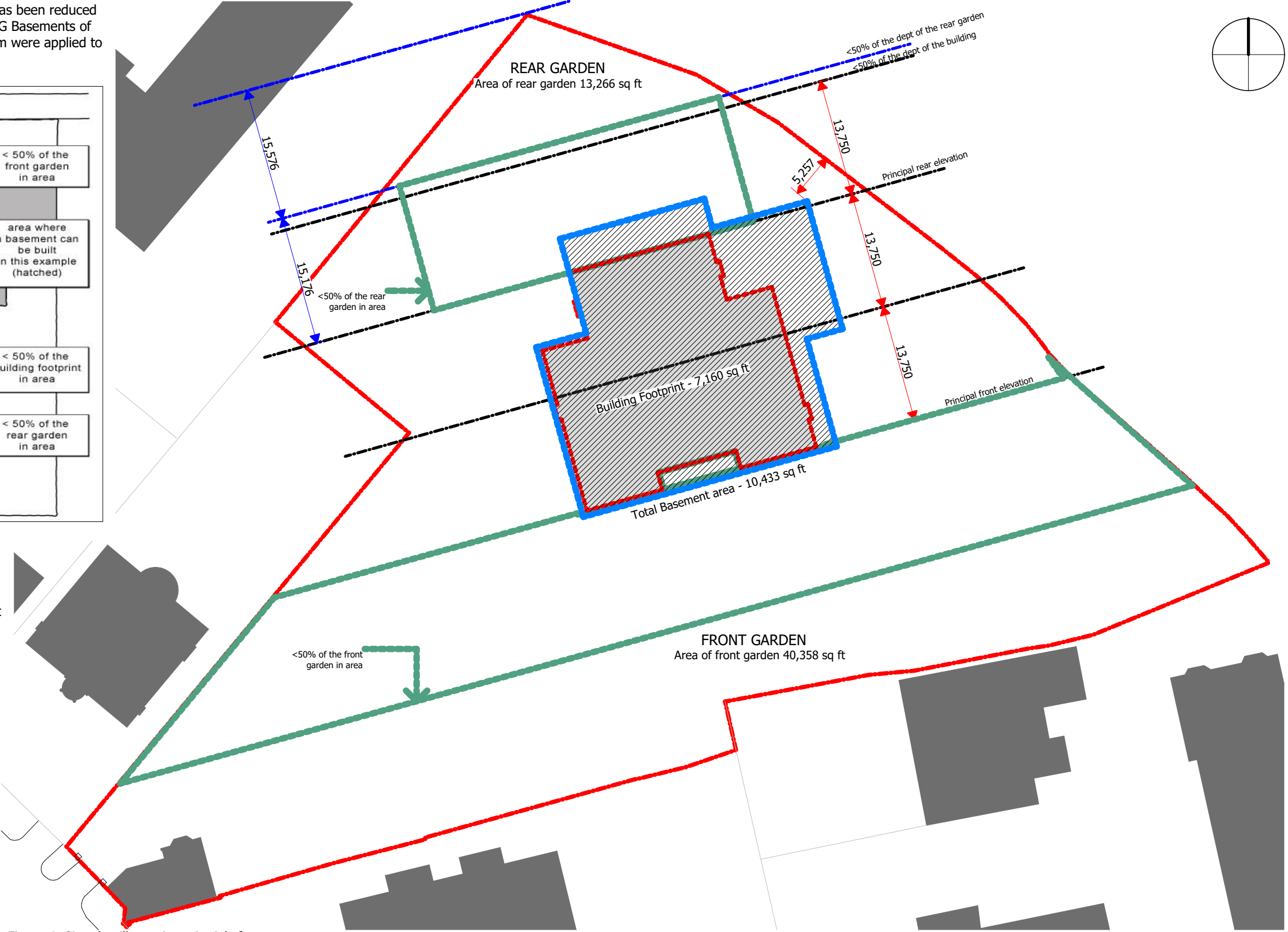


Figure 4: Site plan illustrating criteria's f-m

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Site Photos

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Image 1: Looking west from tennis court



Image 2: Looking south-east from tennis court



Image 3: Garden shed in north of site



Image 4: Looking north over open lawn



Image 5: View of Gate House



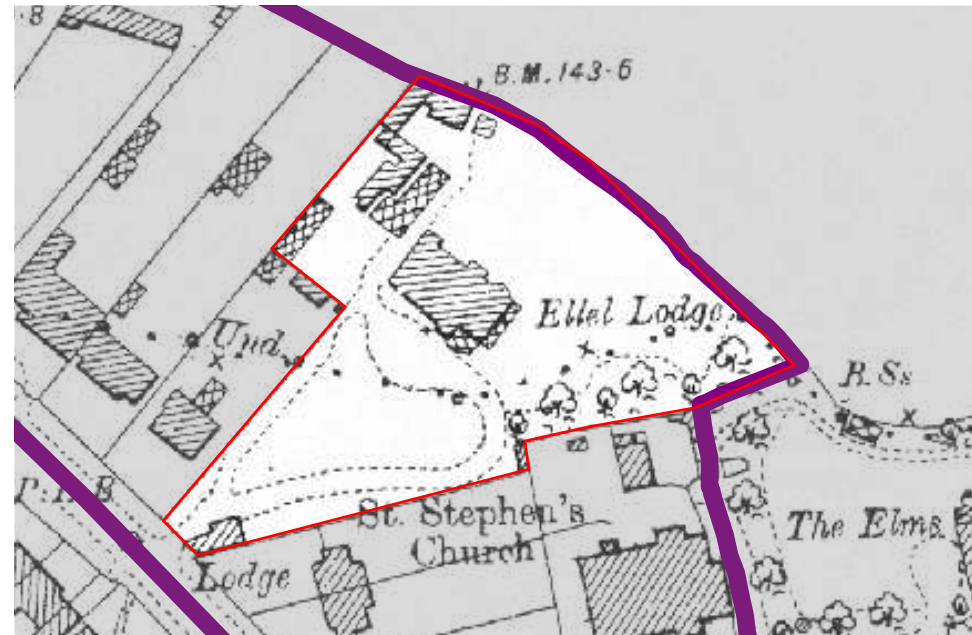
Image 6: Dirt road leading into site

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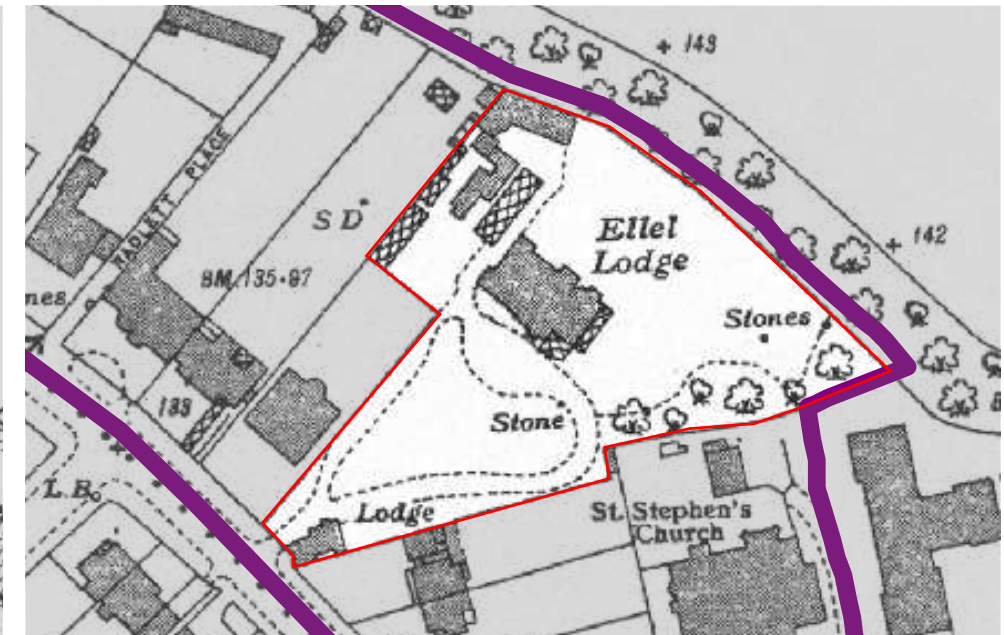
Historic Maps

These historic maps illustrate the position and extent of the original dwelling that stood on the site from the mid 1800's; Ellel Lodge was a significant size house and had extensive out buildings. Our proposal for a new dwelling in this location aims to maintain the open and spacious layout of the Elsworthy conservation area with a more open garden environment and significantly smaller outbuildings. Please refer to the Heritage Statement for further details.

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Historical Map: 1894



Historical Map: 1935



Historical Map: 1952-54



Historical Map: 1960