



52 Avenue Road
NW8 6HS

Design & Access
Statement

April 2022

DOMVS
LONDON

01 Introduction

“Demolition of existing dwelling and erection of three, 3 storey buildings over part lower ground/basement, comprising total of 12 townhouses (12 x 4 bed), together with associated landscaping improvements, restored access onto Avenue Road and on-site disabled parking.”

ARCHITECTS / DOMVS LONDON

SHAUN KNIGHT (Head of Architecture) B.Arch RIBA. Shaun has always been immersed in the field of classical and traditional design, working with the revered Julian Bicknell Associates between 1993 and 2000. He later joined Robert Adam Architects (now Adam Architecture), one of the country's foremost classical and traditionalist architectural practices, where he oversaw the London office for 7 years and was responsible for a portfolio of award winning international and domestic work. Shaun joined Domvs London in 2007 as Head of Architecture where his team are responsible for ensuring that the exciting concepts and carefully considered design led approach of Domvs London are realized to the highest possible standard. Architecture is elevated beyond mere form and function.

PLANNING CONSULTANTS / NTA PLANNING

MANDIP SINGH SAHOTA (Partner) BA.DipTP. Mandip Singh Sahota studied at Sheffield University where he gained his RTPI accredited qualification in Urban Design and a Diploma in Town and Country Planning. Mandip began his career in 2004 at Warwick District Council as a Planning Officer with experience in both development control and planning enforcement roles. Mandip joined Nicholas Taylor and Associates in 2005 where he has been advising clients on a variety of development projects. His experience to date covers an extensive range of planning situations including project management, preparation of major residential and mixed schemes, planning and enforcement appeal representations and undertaking public consultations. Mandip is a member of the Royal Town Planning Institute.

HERITAGE CONSULTANTS / THE HERITAGE PRACTICE

The Heritage Practice (THP) was established in 2011 as a consultancy providing advice on all aspects of the historic environment, including contemporary development within conservation areas. The practice has extensive experience in dealing with a broad range of historic and listed buildings and structures, development affecting conservation areas and the setting of listed buildings and with the planning and listed building consent processes more generally. They have a strong background in working with local planning authorities and other stakeholders.

CHARLES ROSE (BA Hons) was **Principal Conservation and Design Officer at London Borough of Camden for 12 years** and has specifically dealt with numerous projects on Avenue Road and its environs. He is very familiar with the London Borough of Camden and its interpretation and application of historic environment policy.

HANNAH WALKER (BA (Hons) Oxon MSc IHBC) has extensive experience in dealing with proposals that affect the historic environment. She has 15 years of local authority experience, including **10 years as a Principal Conservation & Design Officer at the London Borough of Camden**. She also has a wide range of experience in the private sector, preparing heritage statements and appraising the significance of historic buildings. She has trained as a historian, has a specialist qualification in historic building conservation and is a full member of the Institute of Historic Building Conservation (IHBC).

ARBOROLOGY / LANDMARK TREES

ADAM HOLLIS (Principal) MSC ARB MICFOR CENV F ARBOR. Adam is a Registered Consultant, Fellow of the Arboricultural Association and Chartered Surveyor, with a Masters Degree in Arboriculture and 25 years' experience of the landscape and planning industry. He works for London's top planning consultants, architects and developers, and with local authority tree officers to achieve positive outcomes. As a widely recognised, national expert on tree valuation, he is the UK representative to the international Plant Appraisal & Valuation Committee, inaugurated to promote worldwide standards of valuation in arboriculture.

STRUCTURAL ENGINEERS / HEYNE TILLET STEEL

NEIL CAMERON (Director) BEng(Hons) CEng MStructE. Neil has been privileged to work on a diverse range of projects throughout his career, from temporary structures and art installations to tall buildings, from the sensitive refurbishment of 18th century vaults to the redevelopment of the largest listed building in Europe. Neil has worked across a variety of sectors using a range of construction materials. Neil has a pragmatic approach to solving problems and thrives on working with design teams of the highest quality on challenging sites and projects. Neil has been involved in large masterplans across the country, which combine his experience in structures with his experience in public realm and place making.

LANDSCAPE ARCHITECT / JOHN CAVALHEIRO

JOHN CAVALHEIRO BA Hons Int Design studied at the University of the Arts London. John is passionate about design, shape, and form. After a brief period working in various design practices John seized the opportunity to work with the celebrated landscape designer Lucianno Giubbelei. Following a successful ten years, where the studio achieved amongst numerous other accolades three Chelsea Garden Gold Awards, John established his own design practice in 2012, set between the UK and Portugal. Capitalising on both his interior and exterior design experience at the very highest level, the inside /outside relationship of his design embraces the whole. With an understated yet sophisticated style, both contemporary and traditional elements are carefully blended resulting in spaces that are both stunning to the eye and truly functional.

Previous Domvs London Projects



TOTTERIDGE MANOR APARTMENTS N20



ROWLEY RIDGE EN5



HORNBEAMS N20



WESTLODGE EN6



HAMPSTEAD APARTMENTS N2

Document Structure & Project Overview



Document Structure

This document is presented in support of a major planning application for “*Demolition of existing dwelling and erection of three, 3 storey buildings over part lower ground/basement, comprising total of 12 townhouses (12 x 4 bed), together with associated landscaping improvements, restored access onto Avenue Road and on-site disabled parking.*” – an application that has been carefully developed following an exhaustive 2 year pre-application process and collaboration with Camden Planning and Conservation Officers.

The report is structured as follows:

Section 01: Introduction Provides project information and planning context.

Section 02: Contextual Analysis: An overview of the significance of the Elsworth Conservation Area

Section 03: Site Analysis & Design Development: an assessment of the existing building on site, and evaluation of the proposal.

Section 04: Proposed Development: Describes the design of the proposal, including an explanation of the development of the building, explaining the form, mass, scale, detailing and materials.

Heritage: A Heritage Statement and assessment of the development in accordance with Local Plan policy, the NPPF and relevant statutory duties accompanies this report.

Section 05: Conclusion

Section 06: Appendix including arboricultural report, heritage report, conservation area appraisal and previous meeting minutes with LBC.

Project Overview & Vision

This document explains the factors that have influenced the evolution of the proposal for 12 x family townhouses and associated communal Health and Wellness amenity. This document addresses the key aspects of the proposal, site analysis, constraints, opportunities, layouts, scale, and appearance. It also explains how those aspects have inspired and influenced the architectural solutions, how the proposal sits within the existing and emerging townscape.

‘52 Avenue Road’ has presented a unique opportunity to work collaboratively with Camden LPA over the last 24 months to realise a mutual ambition to transform this private, long-term derelict and uninhabitable residential site, currently a ‘negative contributor’ within the Elsworth Conservation Area.

The proposal provides the multi unit family scheme sought by Camden LPA; provides ‘Best in Class’ classical Architecture; a long-term sustainable approach by Design; ensures the reinstatement of the historical grain and rhythm of the Conservation area; enhances the Urban Greening Factor and local biodiversity, whilst providing the Community with a significant Affordable Housing opportunity.

The building on the Site has been left to fall into disrepair by the previous owners and the Site more generally appears unkempt. It negatively impacts on the character and appearance of the area and the surrounding Conservation Area (Elsworthy Conservation Area).

We understand that historically the Council had considered compulsory purchasing the Site, to get the Site back into more meaningful use, but ultimately this was not pursued. Given the size and condition of the Site, there is a clear opportunity to make a significant and positive contribution to its context through an appropriate redevelopment.

The Site has been identified by the Council in their emerging draft Site Allocations Plan. The initial draft suggests that through the comprehensive redevelopment of the Site that there is capacity for c.20 self-contained dwellings.

The proposed development has been informed by the following planning policy framework;

- NPPF (2021)
- London Plan (2021)
- Camden Local Plan (2017)
- Camden Site Allocations Plan (2013), and Consultation Draft (2019)
- Camden CPGs (adopted and draft revisions)
- Elsworthy Road Conservation Area Appraisal and Management Strategy (2009)

The NPPF requires planning policies and decisions to promote an effective use of land in meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions.

The new London Plan builds on the above and requires proactive exploration of the potential to intensify the use of land to support additional homes, promoting higher density, apply a design-led approach to determine optimum development capacity and understand what is valued about existing places and use this as a catalyst for growth and renewal.

At a local level, the Council will maximise the supply of housing. The Council will seek to regard self-contained housing as the priority land-use of the Local Plan and where sites are underused or vacant, and expect the maximum reasonable provision of housing.

Consultation Process with Camden Council

May 2020 - Initial engagement with Camden Council Head of Planning; deferred to Head of Development Management and Head of West Area Team

June 2020 - presented a single & double house scheme re-instating the original conservation area rhythm and grain within the street scene. Camden Council Planning advised that the site was to be designated IDS 20 U and that they would not support a single/double house proposal.

July 2020 - Meeting with Camden Council Planning, including Head of Development Planning to discuss the merits of a 'flatted' scheme in response to the Council's 'multi unit' ambition for the site.

September 2020 - Submission of 'flatted' pre-app scheme.

October 2020 - Feedback and discussion regard the September submission. Discussion led to a complete redesign and approach, resulting in the favoured townhouse scheme.

December 2020 - A revised Townhouse pre-app scheme was submitted. The scheme better resolved the Council's ambition for multiple units on the site - whilst proposing less bulk, height and mass - a development that would be more characteristic of the Conservation Area and the established local urban grain and rhythm, importantly now providing genuine private outdoor space in this new 'COVID' world.

January 2021 - Various interaction and collaborative updates with Camden Council, resulting in the current favoured approach and scheme

May 2021 – Final layout options discussed and agreed with Camden Council

June 2021 – Design Workshop - updates and scheme imbued with optionality following further advice from Camden Council.
(*see appendix for minutes)

July 2021 – Camden Planning Team site visit (senior planning /conservation/arboricultural officers) – presentation of the evolved scheme and context, discussing the various benefits , any potential constraints and suggested solutions. (*see appendix for minutes)

August 2021 - Discussion with Head of West Area Team to review latest advices following site visit – Camden Planning suggested a PPA process, to enable definitive timing of the formal planning submission.

September 2021 – On site meeting with Council Tree Officer to explore site constraints cognisant of the proposal & to address immediate tree safety issues.



Consultation Process with Camden Council

January 2021 – Site meeting with Head of Development & Planning Solutions Manager.

Despite LPA advices to date, LPA Head of Development still had a concern regard the depth of the principal buildings facing Avenue Road and the overall built plot ratio.

They suggested reducing the length of both key buildings facing Avenue Road and looking at ways to ‘break up’ or make the Pavilion more ‘subservient.’ To this end they demonstrated the reduction on a site plan and that we liaise with the Head of Design regard the Pavilion as he is ‘experienced at unlocking a sites’ potential’.

February 2022 - Subsequent teams meeting with Head of Design & the Principal Conservation officer.

Domvs presented a revised site plan showing the reduced building depths with an overall built plot ratio of 34%, (this is now comparable to all corner sites on this junction and indeed, the wider area). This was positively received by Officers.

It was agreed to look at breaking up the Pavilion to act as a ‘transitional’/ ‘subservient’ building between the two conservation areas cognisant of any site constraints. Both agreed that the style of architecture suited the two main buildings and the Principal Conservation Officer suggested that the ‘transitional’ building facing Elsworth could present in a ‘folly’ style. They specifically advised to keep the same building materials throughout the development and not to introduce a bricked solution for the Pavilion building, as it would not complement the Avenue Road facing buildings.

March 2022 – Various design options for the Pavilion were submitted, to date without response owing to Planning Officer’s workload.



*Photomontage of proposed

02 Contextual Analysis

52 Avenue Road London, NW8 6HS

St John's Wood is a well-established residential district, characterised by low density detached and semi-detached villas. The area emerged as the first of the garden suburbs and is regarded as one of the most desirable residential locations in London, benefitting from close proximity to the extensive retail amenities of St John's Wood High Street and the green open spaces of Primrose Hill and Regent's Park.

The property is located within the London Borough of Camden, within the Elsworth Road Conservation Area, 'sub area 1 - Avenue Road', occupying a corner position on Avenue Road at its junction with Elsworth Road. The site comprises two plots with a double frontage on Avenue Road with redundant historical access and separate access off Elsworth Road.

The location is well served by St John's Wood Underground Station (Jubilee Line) which is located approximately 750m to the south west with South Hampstead Station (London Overground and National Rail Services) approximately 850m to the north west, with a PTAL 3 rating.



The Elsworthy Conservation Area & Statement of Significance

Affected Designated Heritage Assets

This section provides a Statement of Significance of affected Heritage Assets as required by paragraph 189 of the NPPF which requires applicants to describe the significance of any heritage assets affected.

The affected Designated Heritage Asset in this case is the Elsworthy Road Conservation Area itself.

The building is not experienced in the setting of any Listed Building. The building itself, dating from the early 1950s, is not considered to be a “non-designated heritage asset”. Indeed it is listed as a ‘negative’ contributor.

This report assesses the negative contribution that the existing building makes to the Conservation Area specifically detailed in the Elsworthy Road Conservation Area statement.

Camden LPA have designated the site as a major development opportunity of up to 20 residential units in their emerging draft site allocations plan.



The Elsworthy Conservation Area

The Elsworthy Conservation Area

The following pages describe the significance of the Conservation Area generally, the sub area within which the proposal site falls, the tradition of architectural importance in this sub area and the historic urban development of the locality.

The Elsworthy Road Conservation Area(CA) was designated on 27th February 1973, and covers approximately 16.4 hectares extending from Primrose Hill road in the east to Avenue Road itself in the west, which marks the boundary between the London Borough of Camden and the City of Westminster.

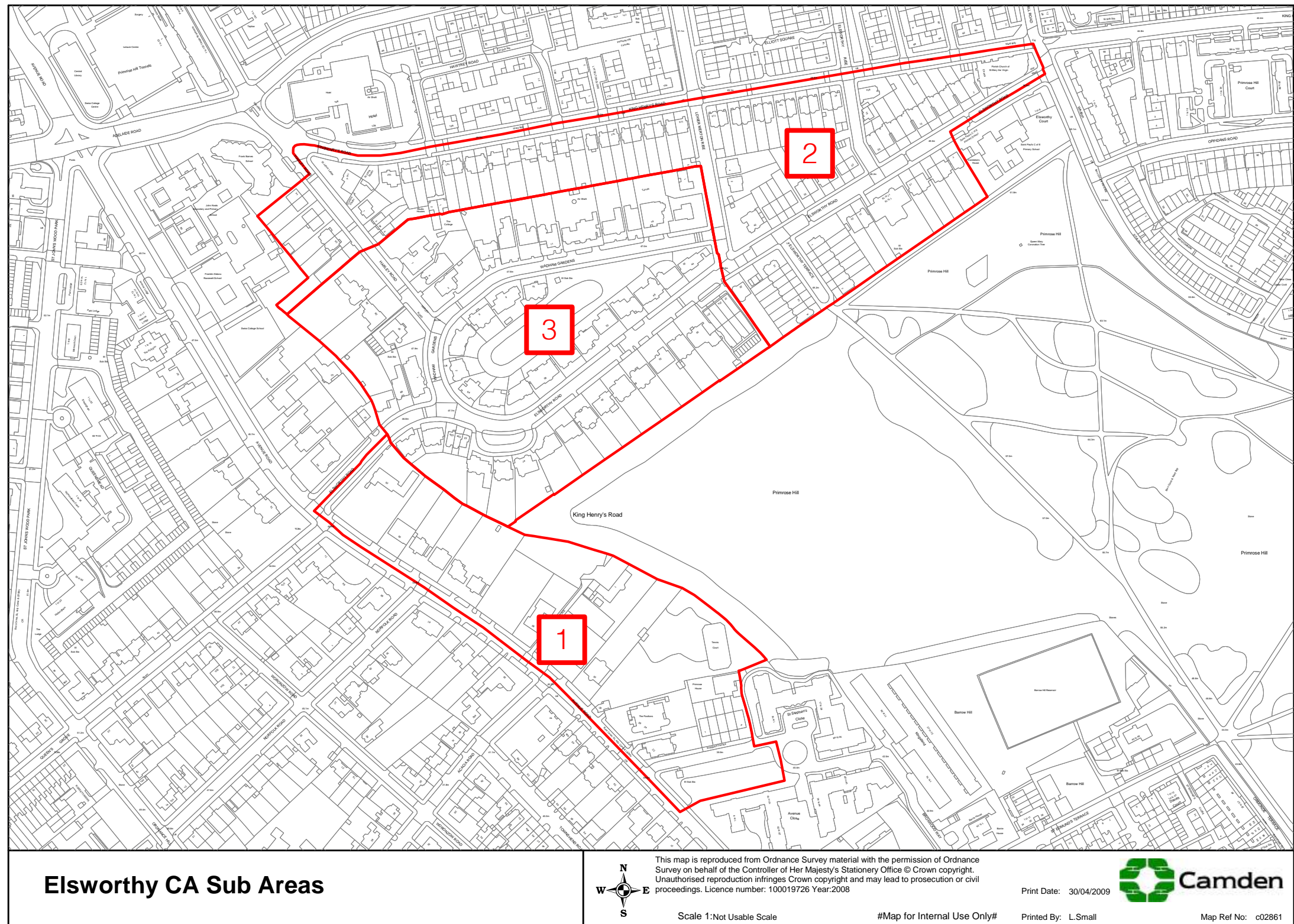
The CA statement details the history of the CA from the 15th Century when it was farmland, to its present day overriding residential use.

The years 1840-1914 saw a large amount of speculative residential development of an affluent nature, built for 'well to do' families wishing to live in spacious, pleasant, leafy surroundings within easy reach of Central London.

This character as a wealthy residential suburb has remained to the present day. The historic development of the Conservation Area can be divided into three distinct phases which in turn geographically form clearly defined sub-areas. Avenue Road was the first such sub-area developed in the 1840s.



The Elsworthy Conservation Area – Sub Areas 1-3



Historic Urban Development Sub-Area 1: Avenue Road - The Eyre Estate

The first houses were built at the southern end of Avenue Road, close to the canal and continued north to Swiss Cottage. The area was desirable as it was close to Regents Park and Primrose Hill. The development was directed by John Shaw, a young architect inspired by the town planning ideals of the late 18th century. The 1871 map shows the east side of Avenue Road completely developed with detached houses. Avenue Road is a principal route north from Regent's Park.

The large detached houses of Avenue Road reflect the desirability and importance of this main thoroughfare, its ambiance is distinct from the rest of the Conservation Area. Most of the villas are replacements, the originals having been demolished and rebuilt, in some cases more than once.

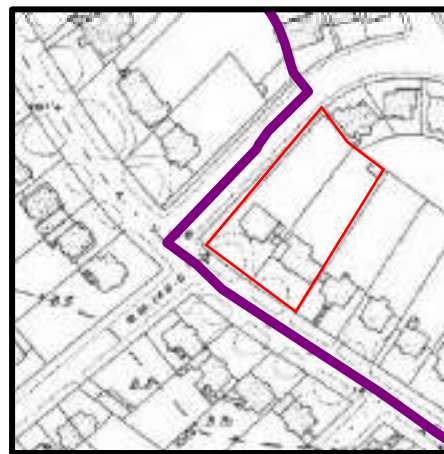
Plots have also been amalgamated to create more extensive villas with larger grounds as can be seen in the subject case of no52. The larger detached houses on Avenue Road relate more to St. John's Wood in scale and character than the rest of the Conservation Area. Avenue Road is notable for the greater variety of building heights, styles and materials along its frontage.

The prevailing height is two to three storeys and a pattern of 'horizontally' proportioned buildings on wide plots with well-defined boundaries to the street. 'Of particular interest in the street scene are the white stucco decorative facades of no42-48 forming a group of Italianate style villas.... unfortunately no50 is out of keeping.' (Elsworthy Conservation Area Statement)

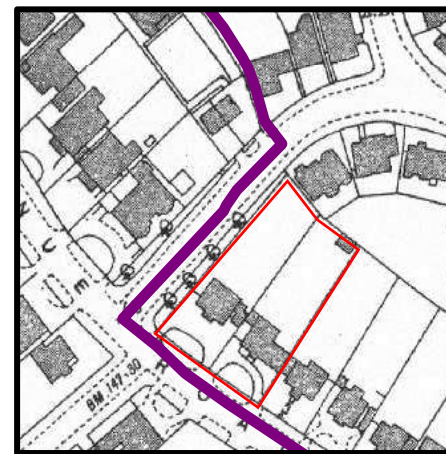
The site originally accommodated two Italianate stucco villas built in the 1840s. These were demolished in the 1950s and the crush simply spread across the top layer of the site, when the incoming owner amalgamated the two original plots as one, building the current home toward the rear of the plot. This is now both uninhabitable and derelict, condemned as a 'negative building' by the LPA in the Elsworth Road Conservation Area statement, and now designated as a major development opportunity.



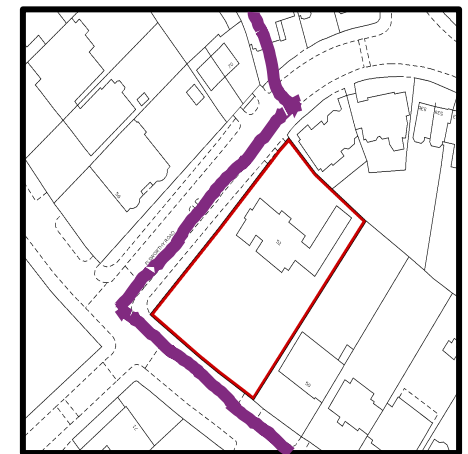
1871



1914



1935



CURRENT

Historic Urban Development: Contextual Historical Photographs



View of front elevation of house at **68 Avenue Road**, Hampstead.
Demolished and replaced by Swiss Cottage School.



View of front elevation of houses at **64-68 Avenue Road**, Hampstead.
Later demolished and blocks of flats Linnell House, Edgeworth House
and Stevenson House on the Ainsworth Estate built on the site.



View of front elevations of houses at **68-74 Avenue Road**,
Hampstead. Demolished and replaced by Swiss Cottage School.



Avenue Road, St John's Wood, London. c.1906.



View of front elevation of house at **60 Avenue Road**, Hampstead.



View of front elevations houses at **72-74 Avenue Road**, Hampstead.
Demolished and replaced by Swiss Cottage School.



Architectural Comparison – Conservation Sub Area 1 Avenue Road & Sub Area 3



Architectural Comparison – Conservation Sub Area 1 Avenue Road & Sub Area 3



Architectural Features: Sub-Area 1 (Avenue road)

- 1 WHITE STUCCO FACADES
- 2 RUSTICATED BASES
- 3 PIERCED BALUSTRADING
- 4 ENGAGED COLUMNS
- 5 SYMMETRICAL ARTICULATION / FENESTRATION
- 6 CORNICES
- 7 FLAT ROOFS
- 8 PEDIMENTS



Emerging Local Context (Avenue Road)



- | | | | |
|---|---|----|------------------------------|
| 1 | 36 AVENUE ROAD (2019/3540/P) | 7 | 56 AVENUE ROAD (2012/4562/P) |
| 2 | 38-40 AVENUE ROAD (2006/4510/P, as amended) | 8 | 79 AVENUE ROAD (2020/0519/P) |
| 3 | 50 AVENUE ROAD (2014/4573/P) | 9 | 81 AVENUE ROAD (2016/5197/P) |
| 4 | 73-75 AVENUE ROAD (2011/2388/P, as amended) | 10 | 87 AVENUE ROAD (2012/4594/P) |
| 5 | REAR OF 34 AVENUE ROAD (2013/4610/P) | | |
| 6 | 46 AVENUE ROAD (2017/1718/P) | | |

The local Conservation sub area 1 has also been subject to several recent planning applications which include new dwellings and significant remodelling of existing dwellings. We provide a summary of pertinent decisions below which without exception adopt a classic 'Georgian' approach to their facades whether stucco, brick, stone or combination:

1) 36 AVENUE ROAD (2019/3540/P)

Demolition of existing single-family dwelling house and replacement with a three-storey detached house with a two storey basement and associated hard and soft landscaping. Granted 4th May 2016



2) 38-40 AVENUE ROAD (2006/4510/P, as amended)

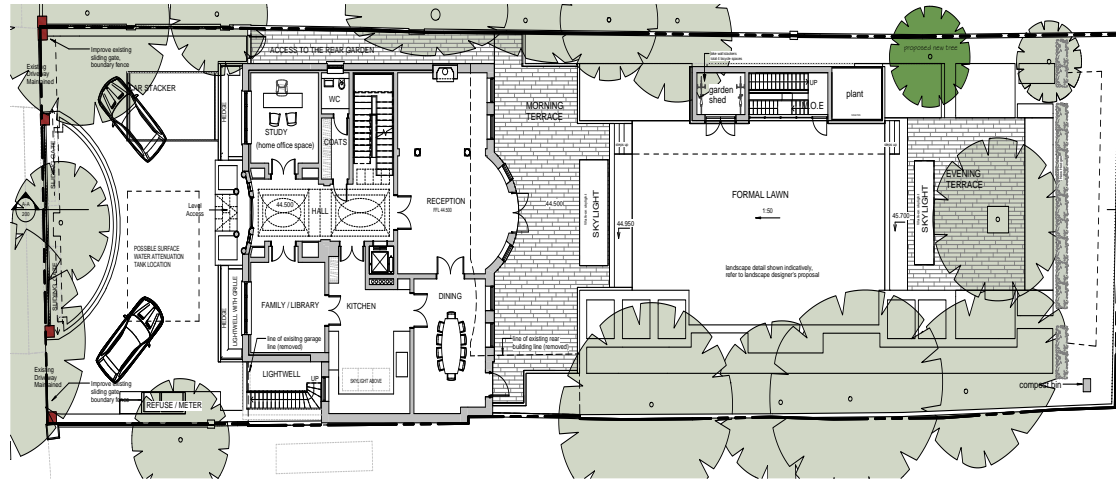
Erection of 2 x 3 storey detached single dwelling houses with basement accommodation and associated landscaping, following demolition of the existing dwelling, including turntable within garage. Granted 12 March 2007.

In approving the development, the officer report stated that "the proposed neo-classical style is considered appropriate in preserving the traditional yet opulent housing stock on the street.

Along with the use of materials the buildings would have subtle difference in decorative features. This allows the buildings to be read as a pair but doesn't erode the character of Avenue Road, which is considered interesting for its variety of 'traditional' housing design".



Emerging Local Context



3) 50 AVENUE ROAD (2014/4573/P) NEXT TO SUBJECT SITE

Partial demolition of existing single dwelling house, erection of two storey rear and single storey side extensions, creation of double basement with front lightwells and car stacker, erection of single storey outbuilding, installation of lift overrun and solar panels at roof level together with alterations to windows.

4) 73-75 AVENUE ROAD (2016/1808/P, as amended) OPPOSITE SUBJECT SITE

Erection of single-family dwelling house comprising basement, lower ground, ground, first and second floor level, erection of a new boundary wall, hard and soft landscaping and associated works. In approving the development, the planning officer reported the “neo-classical aesthetic” as acceptable. This new build dwelling situated on a double corner plot opposite the subject site, recently completed, carries a 30m frontage and 44m depth.

