

The long section below shows the Pavilion building in section and the West building in elevation. The communal garden that is enclosed by the three buildings is entirely a pedestrian zone. That it is all on one level serves to make the garden accessible and spacious, whilst providing a significant soil depth for the proposed supplemental planting both in the communal and private gardens. The 'in-and-out' access driveway is separated from the pedestrian communal garden by seven steps, down in the south.

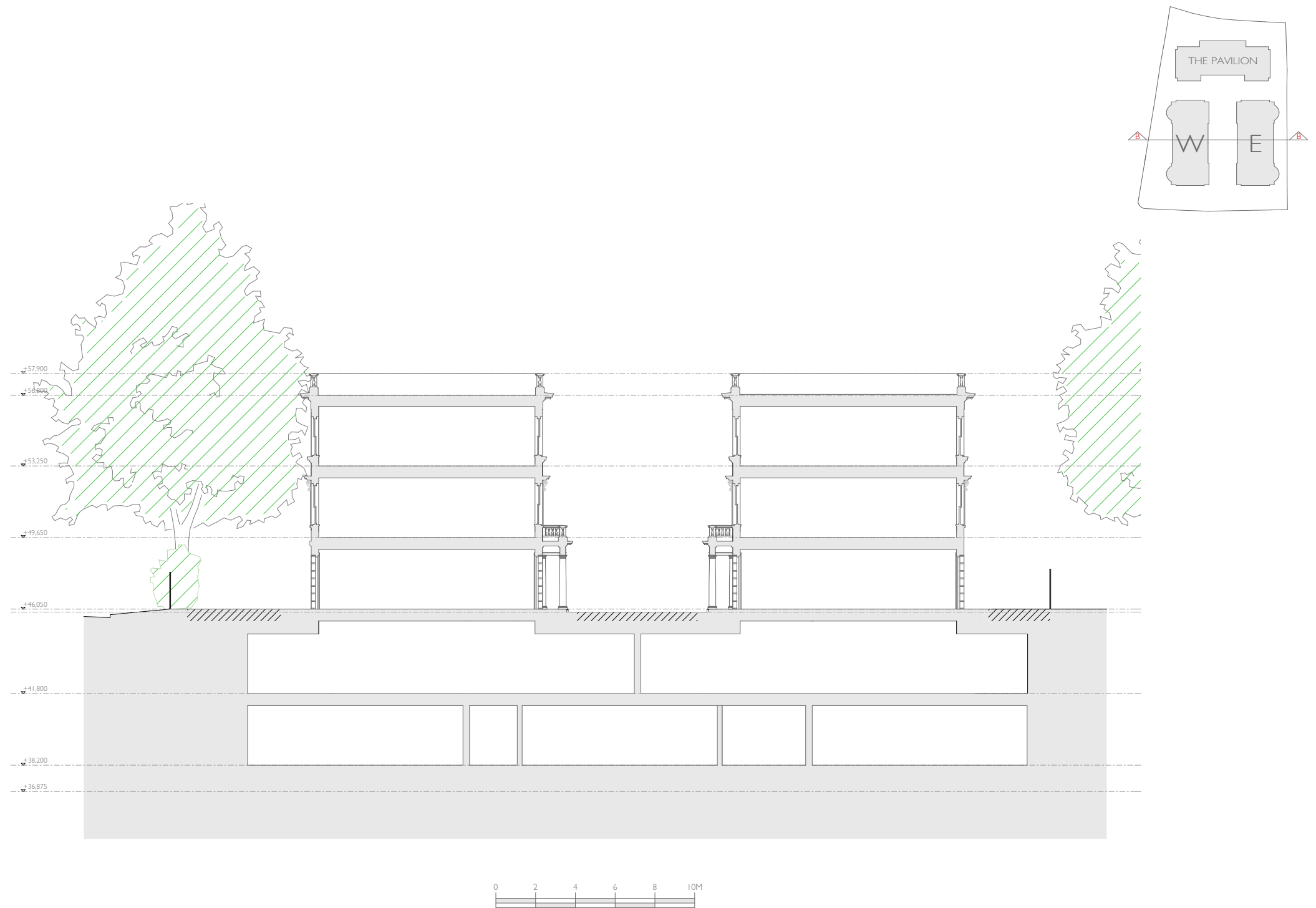
Each town house comprises various levels of accommodation – ground, first and second floors above ground, and part basement, lower ground floor level. Hidden roof gardens are proposed at roof top level, behind the parapet.

The site slopes gently from north to south over 1.75m, as well as 1.02m from West to East. The West and East buildings have been carefully placed within the site at a 'median' level to accommodate said slopes, cognisant of context, and importantly the lower ground floor level across the buildings, which is more prevalent on the lower south side of the site.

The Health and Wellness centre, including significant GSHP plant areas, are located at basement level, albeit on a much smaller footprint than the lower ground floor. It is principally one level that will be created via excavation.



PROPOSED SECTION A - A 1:200



PROPOSED SECTION B - B 1:100

Landscaping (including rewilding where appropriate)



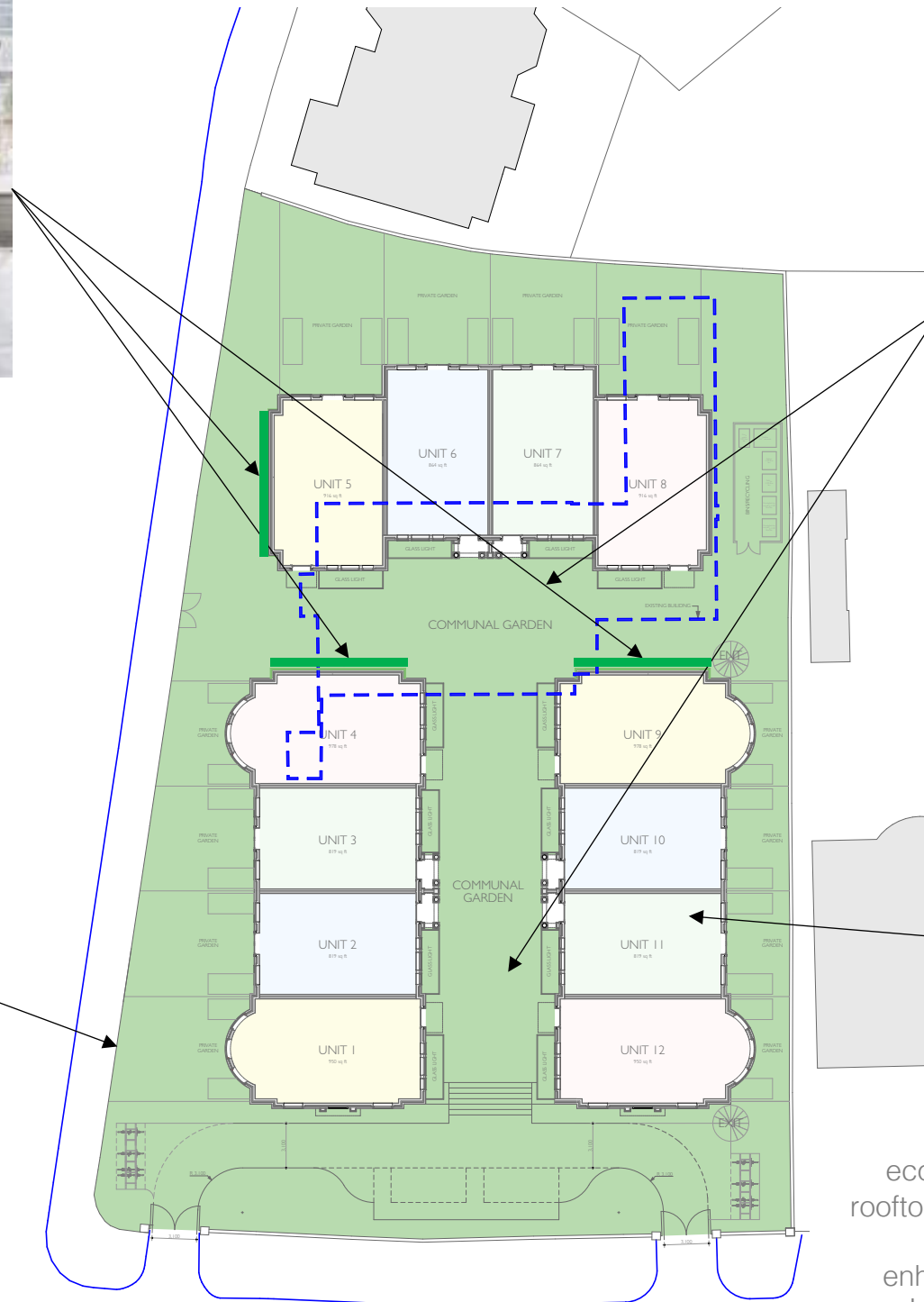




Indigenous Heder helix English Ivy living walls are proposed to all end elevations seen from the public realm, further improving the local biodiversity, and UGF. The natural insulation properties of the living walls will further contribute to the zero carbon ambition of the development



Boundary treatment at 56 Avenue Rd opposite to be replicated at subject site enhancing existing recognized 'green' transition from conservation sub area 1 to sub area 3 – see following page



LEED&'WELLNESS' ambition for the communal gardens. Utilising rainwater harvesting and indigenous planting. (Image shows townhouses at Chelsea Barracks which achieved LEED/WELLNESS accreditation)



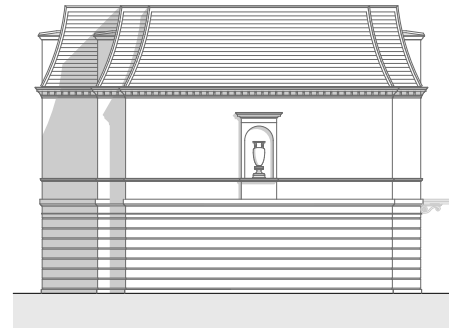
Hidden eco-green rooftops x12, further enhancing UGF/Bio Diversity

Landscaping – Green Living Walls

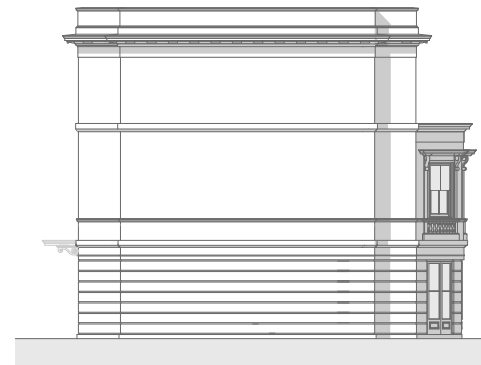
Indigenous Hedera Helix English Ivy living walls to all end elevations seen from public realm, promoting further biodiversity UGF and natural insulation thereby energy efficiencies.



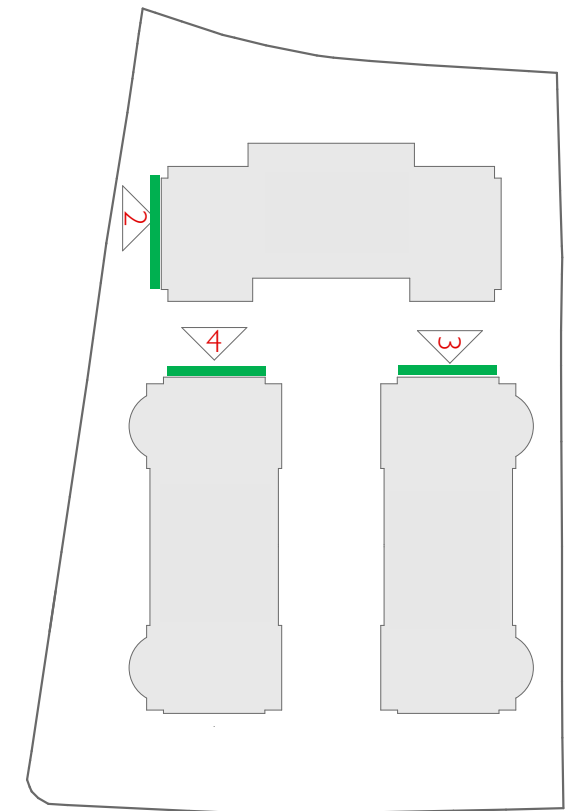
EAST BUILDING
SIDE ELEVATION 3



THE PAVILION
SIDE ELEVATION 2



WEST BUILDING
SIDE ELEVATION 4





EXAMPLE OF HOW THE PROPOSED LANDSCAPING WORKS WILL ENHANCE THE IDENTIFIED 'GREEN' CORRIDOR ALONG ELSWORTHY ROAD, WITHIN CONSERVATION SUB-AREA 1.

Landscaping

Landscaping is integral to the architectural approach and inspired by context.

Given the site's location in an established green street due care and attention has been given to the design of the landscaping in order to respect the character of the Avenue Road Conservation sub area 1.

The landscape character of the area is protected and reflected in the proposed indigenous planting, creating a soft edge to the street in a conservation area characterised by planted screens and borders.

The planting will enhance the green link between the proposal and the streetscene. Key is to use the opportunity to protect and encourage biodiversity, clean air, reduce urban temperatures, promote a sense of well being for the residents both mental and physical, improving the urban greening factor, all helping mitigate the effects of climate change

The proposed landscaping reflects the richness of the green streetscape, with the introduction of evergreen and semi-evergreen shrubs alongside indigenous mature tree specimen to further enhance existing volume and density using a 'restorative' garden approach. This ensures a full greening of the borders in the street scape, whilst transforming the current derelict inner lawns, property and motor court into communal and private gardens, acknowledging the cruciality of planting trees and their capacity for strengthening biodiversity, supporting pollinators and other beneficial wildlife.





Efforts to increase biodiversity and enrich wildlife in the area have been made with the selection of native, evergreen and seasonal plants. Careful plant selection can extend seasons to support wildlife in the urban environment for longer throughout the year.

A sequence of free flowing mature planted spaces are weaved through the inner communal areas. The existing hard landscape is significantly softened in its entirety, existing vehicular access on Elsworthy removed and planted with a mature screen.

The proposed supplemental indigenous living walls trace their way down the elevations, notably the north terrace Elsworthy Road facing elevation, and west and east terrace elevations allowing them to integrate with the existing border condition along the identified 'green' corridor with all the associated benefits.

More generally planting is proposed incorporated at first floor level on all inward facing balconettes formed by the building's architecture, further increasing the amount of planting amenity in this corner of the Avenue Road Conservation Area . The opportunity is taken to provide hidden/recessed 'eco' roof gardens for residents planted with a variety of shrubs and mature trees, creating private reflective spaces, seen as critical since the onset of COVID, whilst significantly further improving the UGF and Biodiversity of the site. (these are designed at the outset not to be visible from the street scene or indeed to be able to overlook neighbouring property)

The landscape ambition is to deliver an exemplar 'eco' and sustainable scheme through a natural, and indigenous approach, improving both the quality of life and sense of well being of residents, whilst enhancing the urban greening factor and bio diversity, with all the associated proven benefits.

LEED & WELLNESS accreditation will be sought across the entire proposal

Landscape - "Rewilding"

The proposed enhancement of the 'Green Corridor' and specific boundaries will be 'rewilded' using the 'Miyawaki' method of afforestation, allowing for the rapid creation of urban pockets of indigenous forests.

The 100% natural and organic methods create a haven for urban biodiversity. Proven in Japan and around the world the 'Miyawaki' method has a 97% success rate for tree survival.

30x denser - 100x Biodiversity - 100% organic





Urban Greening Factor (UGF)



In accordance with Policy G5 of the new London Plan, major development proposals should contribute to the greening of London by including urban greening as a fundamental element of site and building design, and by incorporating measures such as high-quality landscaping (including trees), green roofs, green walls and nature-based sustainable drainage.

The UGF is based on the factors set out in Table 8.2 of the London Plan. The Mayor recommends a target score of 0.4 for developments that are predominately residential.

The Site presents an opportunity to provide an exemplary UGF, and the applicants have fully embraced the Mayor's desire to see major developments lead by example.

The proposed development incorporates substantial areas of grassed amenity, trees, green walls, green climbers and green roofs.

The current projected UGF for the site is 0.9.

The proposal has been conceived at the outset to provide 'exemplar' eco/zero carbon credentials, and the very latest approach in sustainability through design.

From the careful use of materials, significant proposed addition to the urban greening factor and local bio diversity, through considered landscaping, class leading 'district' geo thermal energy systems, rainwater harvesting, and so on, this proposal's ambition is to improve the 'well being' of London, helping mitigate the effects of climate change and the significant challenges it brings. A full environmental and sustainability report will accompany the full planning proposal

CARBON ZERO, PASSIVHAUS, LEED & WELLNESS accreditation will be sought.



05 Conclusion

This document has been prepared following 24 months of collaborative work with officers at the London Borough of Camden, to realise the mutual ambition of redeveloping 52 Avenue Road, St. John's Wood. London. NW8 6HS.

Historically, the site comprised two separate plots accommodating two large villas in keeping with its neighbouring context. However, the site was amalgamated many years ago with the large building on the site having been left to fall into disrepair by the previous owners. The Site more generally appears unkempt and derelict. The building on the site is noted as a 'negative contributor' within adopted Camden planning documents (Elsworthy Conservation Area), given its condition, its jarring position and form on the site, having little regard to its context.

In light of the above, the Site has been identified by the Camden Council in their emerging draft Site Allocations Plan. The draft suggests that the site provides a unique opportunity to provide an appropriately high density development on site, on one of the most sought after roads in England, through its comprehensive redevelopment. The draft suggests that there is capacity for up to 20 self-contained dwellings, subject to detailed review of material planning considerations.

This document has set out the approach to the redevelopment of the site, including site analysis, constraints, opportunities, layouts, scale, and appearance. This document has also set out how, through detailed discussion with Camden officers, the scheme has evolved to respond to officer feedback.

A multi-unit scheme is sought, providing family sized accommodation, 'best in class' classical and contextual architecture; a long-term sustainable approach by design; ensuring the reinstatement of the historical grain and rhythm of the Conservation area; together with a meaningful and exemplary enhancement of the site's urban greening and local biodiversity.

With the input of The Heritage Practice, whose Principals' knowledge of this Conservation area is founded over a combined 22 years of Conservation and Design leadership at Camden Council this document has identified the significance of the site and its wider setting within the Elsworthy Road Conservation Area. (Full Heritage report attached to the application)

The application property is both uninhabitable and derelict, condemned as a 'negative contributor' with the Council's Elsworthy Road Conservation Area statement. There is an acceptance that the building should be demolished and the site redeveloped, as reflected in the site's designation for redevelopment (Site Allocation).

The Elsworthy Road Conservation Area comprises a wealthy residential suburb, accommodating large detached houses on Avenue Road. 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 is the case with the application site. The site sits wholly within sub area 1 of the Conservation Area, whose character is clearly distinct from sub area 3 (Elsworthy Road to the rear). The interest of sub area 1 lies in the mix of buildings and their opulent classical Georgian inspired design. Further interest is derived from the mature verdant and leafy plots and street within which the buildings are located.

There are key conservation and design opportunities by removing the recognised negative contributing building; reinstating the historical site entrance on Avenue Road; re-introducing the historical rhythm, plots and front building line of properties fronting Avenue Road; constructing new buildings which respect the prevailing building height, scale, architectural typology and language of the sub-area; whilst enhancing the verdant setting with new landscaping.

The building layouts reinstate the historical rhythm of properties at the site and adopt a sympathetic classical language and materials, and a three storey scale, which embraces the strong and defining characteristics of the conservation area (sub area 1). A further 'transitional' and 'subservient' terrace of town houses at the rear of the plot, positioned perpendicular to the principal buildings, maximises the opportunity of this extensive site, whilst preserving the wider setting and local amenity.

The proposals will deliver 12 new family sized homes together with a significant affordable housing offer and associated s106 of CIL contributions. The housing has been designed to be of the best design quality, providing dual aspect, meeting all space standards and ensuring that each dwelling is provided with generous external amenity landscaped gardens and internal amenity, including on-site health and wellness facilities for residents.

The proposal has been conceived, from the outset, as an exemplar zero carbon scheme. Through the careful use of materials, substantial proposed additional urban greening including green walls, communal gardens, new tree planting and green roofs (delivering an UGF of approx. 1+, on a scale where 0.4 is the target), and local biodiversity improvements, the proposal embraces current and emerging policy targets, which provide a focus on sustainability.

06 Appendix

Extracts from the Elsworthy Road Conservation area Appraisal & Management Strategy (2009)

3.22 A notable characteristic of the area are the clear differences in the building styles and materials of each sub-area of the Conservation Area. This includes the styles and materials of the individual boundary treatments of properties in each sub-area, which are especially important as they create uniform and defining frontages that separate the pavement from front gardens, and act as a setting for the built form behind.

6.2 The historic development of the Conservation Area can be divided into three relatively distinct phases which in turn geographically form clearly defined sub-areas. The sub-areas aid the understanding and description of the character and appearance of the Conservation Area, which it is desirable to preserve or enhance. The first is Avenue Road, developed in the 1840s.

Sub-Area 1: Avenue Road

6.17 The large detached houses of Avenue Road reflect the desirability and importance of this main thoroughfare as a route north from Regents Park; 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, with noticeable rebuilding taking place in the post World War II era. Plots have also been amalgamated to create more extensive villas with larger grounds, as can be seen in the cases of Nos 34, 40 and 52 each of which were originally two plots in the 1840s layout. As such, the current pattern of development along Avenue Road is less dense than the original plot layouts illustrated by the historic plans from 1871 and 1894. Notably, one villa was lost at the time of the Willett development when Elsworthy Road was linked to Avenue Road.

Sub-Area 1: Avenue Road

6.31 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. Their spacious grounds are characterised by long back gardens. The houses are set back from the road with strong well defined front boundaries either with high walls or gates. The houses have differing styles but similar form, height and size. The northern portion of Avenue Road in the Conservation Area has a block of five detached houses, Nos 42-50, originally built in the mid-1840s in the Italianate style. Three original houses survive: Nos 42,

44 and 48, although even these have been altered and extended over the years. They are stucco two-storey villas of classical detailing with stucco front walls and pillars, central door and porch, with slated mansard roofs and ground floors raised above semi-basements. The house at No 40 has recently been demolished, and at the time of writing construction work is under way for two three-storey detached houses with basements.

The property at No 52, on the southern corner of Elsworthy Road, is a twentieth-century house set back from the road in generous grounds behind trees. The property is currently empty and the Council is considering proposals for its demolition and redevelopment.

6.53 Of particular interest in the street scene are the decorative façades of Nos 42-48 (even) which form a pleasing group of Italianate style villas with white stucco frontages set back from the street with gardens containing mature trees that complement the already imposing lines of street trees.

New Development

12.2 Where re-development has not been successful in terms of preserving or enhancing the character and appearance of the Conservation Area, this has generally been due to one of the following:

1. The use of inappropriate materials or detailing
2. Inappropriate scale, bulk, height, massing and proportions
3. Inappropriate relationship to the street and neighbouring properties

12.3 As such, new development within the Conservation Area should show special consideration to the elevational treatment, scale, bulk and massing of buildings and where possible respect the traditional forms and rooflines of the Conservation Area. Future additions and development must take care not to break away or detract from the traditional alignment and elevation of the existing building typology and form.

12.4 New development should reflect and reinforce the original rhythm and density of development of the streetscape. Subdivision of existing plots will be discouraged where it interrupts the rhythm and form of development of both buildings and boundary treatments or results in the loss of features that contribute to the character of the area. Where original plots have been amalgamated to create larger units the Council will look favourably on proposals to reinstate the historical layout of the plots which restore the original rhythm and character.

General

13.14 Development proposals must preserve or enhance the character or appearance of the Elsworthy Conservation Area. This requirement applies equally to developments which are outside the Conservation Area but would affect its setting or views into or out of the area.

13.15 High quality design and high quality execution will be required of all new development at all scales. It will be important that applications contain sufficient information to enable the Council assess the proposals.

13.16 Proposals which seek to redevelop those buildings that are considered to have a negative impact on the special character or the appearance of the Conservation Area with appropriate new development will be encouraged.

3.35 Where any development proposals were to come forward, developers will be encouraged to work with the Council to prepare development briefs appropriate for the Conservation Area.

Summary of responses to Pre-app advice

COUNCIL ADVICE/COMMENT	DOMVS SOLUTION	COUNCIL ADVICE/COMMENT	DOMVS SOLUTION
The Site has been identified by Camden for redevelopment in their emerging draft Site Allocations Plan. The initial draft suggests that the site has capacity for 20 units.	Various schemes and approaches have been reviewed, allowing a significant increase in the existing number of units whilst still meeting the LPAs outlined requirements. 12 new units are proposed resulting in a >25% lower footprint than the original 'flatted' proposal, in line with single house schemes in the area.	Officers noted surrounding heights of 3-3.5 storeys. Officers would likely encourage some additional height, subject to further urban design analysis	Designs of the new units would only require 3 storeys from ground level. The proposed design is far more efficient than a flatted development requiring communal reception etc. areas. There is a significant reduction of mass/size/bulk compared to the previous 'flatted' proposal.
Officers would resist the development of 1 or 2 single dwelling houses. Despite the conservation benefits of such an approach, officers advised that this would be considered an underdevelopment/underutilisation of this urban/sustainable site and location.	The previously proposed 14 units (now 12) will be arranged in newly constructed terrace format that would appear as two single family homes in the street scene. This meets the conservation officers preference for a return to the 'original' street scene, whilst increasing overall units.	Officers noted trees on Site but acknowledged that to achieve optimum use of the Site that some tree losses were likely to be justified	The scheme benefits from a North/South orientation. Overall there will be a significant increase in the number of planted trees - the introduction of 'eco' gardens will improve the environment, air quality and physical/mental well being of residents.
Affordable housing would be required, subject to viability. Affordable Housing would preferably be sought on-site, although off-site may be acceptable if no RP would want to take the units. A sliding scale target applies to developments that provide one or more additional homes and have capacity for fewer than 25 additional homes, starting at 2% for one home and increasing by 2% of for each home added to capacity.	A full AFH viability report will be commissioned once a positive response for the scheme has been given by the LPA, prior to any full planning application.	Private resident parking would not be supported on or off site. Disabled parking provision (c10%) would be sought on any major development. Car club spaces may be acceptable subject to detail and access being available for wider area use.	Above ground disabled parking has been preferred by LPA in previous discussions. The scheme answers this ambition.
Officers are being asked to create more family sized flats to encourage more families to move into the area (Camden currently has lowest childbirth rates in the Capital, an undersubscription of schools etc)	Family sized accommodation is proposed including a response to current market demand for private indoor/outdoor space in a post COVID landscape.	Officers acknowledged that there is flexibility on the size of a basement where major development is proposed (i.e. more basement area is permissible).	Basement to accommodate Health & Wellness amenities and plant areas – significantly less extensive than original flatted proposal.
Sustainability would be high on the agenda, zero carbon targeted.	Zero Carbon Ambition - communal renewable/sustainable energies. Ground Source Heat Pump / specifically designed roofgardens to accommodate hidden recessed LG/Panasonic Solar Photovoltaic panels & Rainwater Harvesting. Potential for offsetting carbon used during construction	After a site visit on 31 st January 2022, Planning Officers noted that a reduction of 2 units from the 14 unit proposal would significantly aid the siting of the 3 buildings.	Although a reduction in units from 14 to 12 will significantly affect the viability of the scheme, Planning Officers advice has been implemented.
		Planning Officers have then requested that the North building be transitional and subservient to the key buildings fronting Avenue Road.	By reducing the built plot ratio to 12 units and adopting various architectural devices such as the mansard roof on the transitional building, the ambition of the Planning Officers is realised.

Design Workshop 24th June 2021 – Meeting minutes

NTA

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[Our Ref: 993]

Design Workshop:

24th June 2021 @ Microsoft Teams

Present:

[RL] Richard Limbrick

[SF] Sofie Fieldsend

[CH] Colette Hatton

[KF] Kevin Fisher

[JO] Jon O'Brien

[SK] Shaun Knight

[MS] Mandip Sahota

LB Camden (Planning Manager)

LB Camden (Senior Planner)

LB Camden (Conservation Officer)

LB Camden (Landscape Officer)

DOMVS London (Applicant)

Domvs London (Architect)

NT+A (Planning)

Distribution:

ALL

Apologies:

ACTION

MS Presented draft layouts and elevations

DESIGN

JO The intention for a health/wellness basement scheme under the front arrival court was advised. The green energy and biodiversity credentials and exemplar ambition of the scheme were again re-iterated.

CH Complemented the architectural approach, describing it as 'stunning'. However, officers would like to see more of the context in the presentation information to demonstrate that the proposals are contextual. Whilst officers considered the general plan form and elevations/architectural style to be acceptable, they wanted to see the corner building, at the junction of Avenue Road and Elsworthy Road, in context, to be assured that its length was appropriate and did not need breaking up further.

CH Suggested that the applicants review local precedent schemes that have been approved and constructed in recent years, and overlay them on the proposed site, to provide officers with a better understanding of scale and how the proposals compare with similar types of development approved locally.

SK

SK

NTA

ACTION

SK

MS Advised that additional CGIs/ street elevations would be provided to demonstrate that the building would be seen appropriately. The applicants will provide additional information with and without the tree screen along Elsworthy Road to allow full consideration, although it was noted that the existing tree screen at this part of the site was proposed to be retained and further enhanced as part of the proposals.

SF Also complemented the scheme and how it had evolved since last meeting and pleased that the scheme had considered adaptability/different tenure within the design from the outset, that the design was 'all inclusive'.

SF Acknowledged the three different design options for the transitional building at the northern end of the site. Officers acknowledged the natural 'green' transition between Avenue/Elsworthy that the scheme is proposed to enhance further, as per the CGI exercise.

SF Did not express any preference for any option, however noted that ongoing costs and maintenance should be considered if this building might accommodate affordable tenures.

AFFORDABLE HOUSING

SF Advised that the LPA's starting point per policy would be AFH on site.

MS Advised that provision would all be subject to viability once the scheme was approved for submission in the planning process. Also advised that an approach had already been made to the councils AFH development team (Amanda/Brian) to ascertain what the AFH team seek. If provision could not be made on site, then the applicants would consider off site either via a donor site or payment in lieu (both of which might deliver more affordable overall). Advised that once there is agreement on the scale and quantum of floorspace, that the applicants could then focus further on viability and deliverability of affordable housing.

TREES

KF Voiced concern re roots/canopies on boundary and their relationship with the proposed building proximity.

MS Advised that the trial boreholes had revealed the original two 1840s villas had simply been crushed and scattered across the site to at least 4ft depth or even deeper. Footings remained in situ. Furthermore, the footing of the existing boundary wall was substantial, which have affected root spread of trees particularly along Elsworthy Road.

JO Reiterated that the only trees of real note were outside the boundary and that the scheme would provide a substantial net gain in arboriculture, Urban Greening Factor, promotion of biodiversity etc, notwithstanding at the

NTA

ACTION

beginning of the process over a year ago Bethany/Richard advised that the major development status would take precedence, ad that some loss of trees, if necessary, would likely be acceptable. E.g some trees to the front, which are self-seeded, in what was the original entrance and exit way need to be replaced and re-provided to enable the reinstatement of the historic entrances along Avenue Road. These trees are generally category C.

MS Advised that the arboricultural assessment would be submitted to officers for consideration

NEXT STEPS

JO Advised that ownership had been patient in this pre-app process for a year and a half, collaborated proactively with the LPA's designated status of this residential site, but that time was seriously costing viability. Ultimately the opportunity for a major development and the benefits could be lost if planning permission cannot be obtained soon. Ownership would then revert to simply renovating the existing house.

RL Suggested that we meet up on site to help inform the team of the proposals, having particular regard to the length of the Avenue Road/Elsworthy Road block, and the character/appearance of the transitional block.

All parties resolved to meet on site asap to enable the scheme to progress. Officers to provide availability asap.

MS

SF

52 Avenue Road NW8 6HS

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Accompanying reports

REPORT	COMPANY
Noise Impact Assessment	Aval Consultancy
Affordable Housing & Viability Report	Jones Lang LaSalle
Air Quality Assessment	Aval Consultancy
Arboricultural Report	Landmark Trees
Basement Impact Assessment	Heyne Tillett Steel / A2
Construction Management Plan	Aval Consultancy
Contaminated Land Assessment	Heyne Tillett Steel / A2
Cost Plan Consultants	Harsbrook Limited
Crime Impact Assessment	Graphite Security
Daylight / Sunlight Report	Aval Consultancy
Employment & Training Strategy	Aval Consultancy
Energy Report	Aval Consultancy
Fire Engineering Strategy	Atelier 10
Flood Risk Assessment/SUDS	Heyne Tillett Steel / A2
Geo & Hydrology statement	Heyne Tillett Steel / A2

REPORT	COMPANY
Ground Movement Assessment	Heyne Tillett Steel / A2
Preliminary Ecological Report	Aval Consultancy
Health Impact Assessment	Aval Consultancy
Heritage Statement	The Heritage Practice
Planning Report	NTA Planning
Road Safety Audit	The Highways Agency
Site Waste Management	Aval Consultancy
Structural Method Statement	Heyne Tillett Steel / A2
Sustainability Statement	Aval Consultancy
Traffic / Transport Statement	Aval Consultancy
Travel Plan	Aval Consultancy
Utilities and Ventilation & Extraction Statement	Clarke Services Group