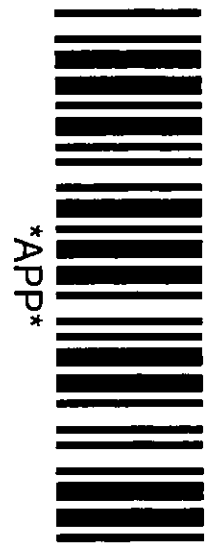


ROYAL BOROUGH  
OF  
KENSINGTON & CHELSEA

DOCUMENT SEPARATOR

DOCUMENT TYPE:

APPLICATION FORM



\*APP\*

# TOWN AND COUNTRY PLANNING ACT 1990

APPLICATION FOR PERMISSION TO DEVELOP LAND AND/OR BUILDINGS

**TOWN AND COUNTRY PLANNING**  
**APPLICATION**

**COMPLETE**

29 APR 2002

FOR OFFICE USE ONLY

Fee £ 3,230.00 + £ 510.00 = 3,740.00  
 (26/04/02) \*\*\*  
 Cheque/Postal Order/Cash 705359 + 705364 P 20901  
 Receipt No. 086095 + 0360895

**PRELIMINARY DISCUSSIONS**

If you have had previous discussions or correspondence with the Department regarding this proposal, please tell us who you spoke to. \*\*\* TOTAL R/C/D : £ 3740.00p  
MR DEREK TAYLOR

**1. APPLICANT (in block capitals)** Name: NOTTING HILL HOMEOWNERSHIP **AGENT (if any) to whom correspondence should be sent** Name: AVANTI ARCHITECTS  
 Address: GROVE HOUSE, 27 Address: NO. 1, TORRIANO MEWS,  
HAMMERSMITH GROVE W6 0JL LONDON NW5 1RZ  
 Tel No. 0208 357 4444 Tel No. 0208 284 1616 Ref. 0112

**2. PARTICULARS OF PROPOSAL FOR WHICH PERMISSION IS SOUGHT**

(a) Full address or location of the land to which this application applies: NO 7, SWANSCOMBE ROAD  
LONDON W11

(b) Site area: 859 sqm

(c) Give full details of proposal: ~~A RESIDENTIAL DEVELOPMENT~~  
DESCRIPTION  
~~(SEE ACCOMPANYING TEXT)~~  
THE CONSTRUCTION OF A RESIDENTIAL DEVELOPMENT OF 17 NO. RESIDENTIAL UNITS COMPRISING ONE, TWO AND THREE BED UNITS AND PROVISION FOR 11 NO. OFF STREET PARKING SPACES (MOTOR DEVELOPMENT)

(d) State whether applicant owns or controls any adjoining land and if so, give its location: NO

(e) State whether the proposal involves:- State Yes or No

(i) New building(s) or extension(s) to existing building(s)

YES

► If "Yes" state gross floor area of proposed building(s).

If residential development state number of dwelling units proposed and type if known, e.g. houses, bungalows, flats.

EX DIR	HDC	TP	CAC	AD	CLU	AG	AK
R.B.							PLANNING
K.C.							
Alterations		Internal		External			
NV	C	SW	SE	APP	IG		
		ARB	FPLN	DES	FEES		

(ii) Alterations:  Internal  External

(iii) Change of use

► If "Yes" state gross area of land or building(s) affected by proposed change of use (if more than one use involved state gross area of each use).

(iv) Construction of new access to a highway:  vehicular  pedestrian

(v) Alteration of an existing access to a highway:  vehicular  pedestrian

Strike out whichever is inapplicable

**3. PARTICULARS OF PRESENT AND PREVIOUS USE OF BUILDINGS OR LAND.**

State:-

- (i) Present use of buildings/land
- (ii) If vacant the last previous use and period of use with relevant dates

A PUBLIC HOUSE DEMOLISHED (MARCH 2002) IN ACCORDANCE WITH PLANNING CONSENT REF NO. CC/01/0454/CAC DATED 21/12/2001

2

**4. PARTICULARS OF APPLICATION**

State whether this application is for:

State Yes or No

- (i) Outline planning permission

- (ii) Full planning permission

- (iii) Renewal of temporary permission or permission for retention of building or continuance of use without complying with a condition subject to which planning permission has been granted

If "Yes" strike any of the following which are not to be determined at this stage

- |                |                        |
|----------------|------------------------|
| 1. Siting      | 4. External appearance |
| 2. Design      | 6. Means of access     |
| 3. Landscaping |                        |

If "Yes" state the date and number of previous permission and identify the previous condition.

Date	Number
The Condition	

**5. LIST ALL DRAWINGS, CERTIFICATES, DOCUMENTS, ETC; forming part of the application**

SEE ATTACHED DRAWING ISSUE SHEET

**6. ADDITIONAL INFORMATION**

State Yes or No

- (a) Is the application for non-residential development

If "Yes" complete PART THREE of this form

- (b) Does the proposed development involve the felling of any trees

If "Yes" state numbers and indicate precise position on plan

- (c) Materials - Give details (unless the application is for outline permission) of the type and colour of materials to be used for

Walls... SEE ACCOMPANYING TEXT      Means of Enclosure... SEE ACCOMPANYING TEXT

Roof..... ".....".....".....".....      Windows (existing & proposed)..... ".....".....".....".....

- (d) (i) How will surface water be disposed of?
- (ii) How will foul sewage be dealt with?

CONNECTION TO EXISTING PUBLIC SYSTEMS

**FEE ENCLOSED WITH THIS APPLICATION**

£ 32.30

**We hereby apply for (strike out whichever is inapplicable)**

(a) Planning permission to carry out the development described in this application and the accompanying plans in accordance therewith

OR (b) Planning permission to retain the building(s) or work(s) already constructed or carried out, or a use of the land already instituted as described in this application and accompanying plans.

Signed *[Signature]* on behalf of AVANTI ARCHITECTS Date 19/04/02

**AN APPROPRIATE SEPARATE CERTIFICATE MUST ACCOMPANY THIS APPLICATION (See Notes for Applicants)**

Certificate A: Where all the land/building is owned by the applicant

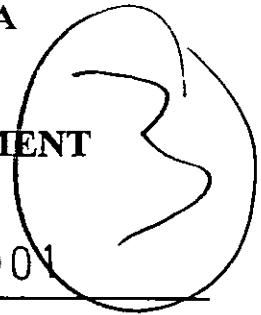
Certificate B: Where some or all of the land/building is not owned by the applicant but the name and address of the owner(s) is known.

Certificate C: Where some or all of the land is not owned by the applicant and where the ownership of only part of the remainder is known.

Certificate D: Where some or all the land/building is not owned by the applicant and the applicant has not been able to find out who owns it.

THE ROYAL BOROUGH OF KENSINGTON & CHELSEA

TOWN AND COUNTRY PLANNING ACT 1990  
TOWN AND COUNTRY PLANNING (GENERAL DEVELOPMENT  
PROCEDURE) ORDER 1995  
CERTIFICATE UNDER ARTICLE 7



PP020901

Complete only one certificate, either A, B, C or D to accompany your application  
(see notes for applicants)

CERTIFICATE A

I certify that:

- No person other than the applicant was an owner (a) of any part of the land to which the application relates at the beginning of the period 21 days before the date of this application.
- None of the land to which this application relates constitutes or forms part of an agricultural holding.

Signed: 

On behalf of:  
AJANTI ARCHITECTS  
NOTTING HILL HOME OWNERSHIP

Date:  
19/04/02

CERTIFICATE B

I certify that:

- I have/The applicant has given requisite notice to the persons specified below, being persons who on the day 21 days before the date of the application were owners (a) of any part of the land to which the application relates.
- None of the land to which the application relates constitutes or forms part of an agricultural holding.

Owner's name	Address at which notice was served	Date on which notice was served
--------------	------------------------------------	---------------------------------

Signed:

On behalf of:

Date:



5

PP020901

1 Torriano Mews  
 London NW5 2RZ  
 www.avantiarchitects.co.uk  
 aa@avantiarchitects.co.uk  
 f +44 020 7284 1555  
 t +44 020 7284 1616

Mr Brian Roche  
 Royal Borough of Kensington and Chelsea  
 Planning and Conservation  
 The Town Hall  
 Hornton Street  
 London  
 W8 7NX

24<sup>th</sup> April 2002

EX DIR	HDC	TP	CAC	AD	CLU	AO	AK
R.B.	26 APR 2002				PL/NN/IG	17	
K.C.							
N	C	SW	SE	APP	IG	REC	
			ARB	FPLN	DES	FES	

Dear Mr Roche

Your ref: TP/PEND/BR  
 Our ref: New Development at 7 Swanscombe Road, W11

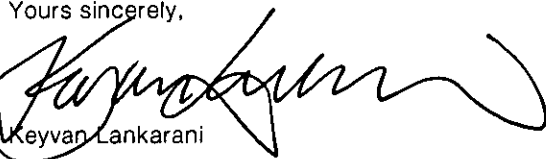
£510.00 C/N 705364  
 R/N  
 0360895

I refer to our conversation of today regarding the required fee for the above application. We enclose an additional cheque to cover the increase in the planning fees which came into effect on the 1<sup>st</sup> April 2002. The cheque is for £510 which covers the difference in the increase from £190 to £220 multiplied by the number of units (17x£30). Please also find enclosed an additional 2 sets of the planning drawings as requested.

I also refer to our conversation regarding the parallel application to the London Borough of Hammersmith & Fulham. I confirm your assertion that the full planning fee paid for the application to the RBKC covers the fee for the secondary application to the LBH&F as the majority of the development falls within the RBKC.

I trust the above is in order. Please do not hesitate to call us if you need any further information.

Yours sincerely,



Keyvan Lankarani

**List of enclosures:**

1. A cheque for £510
2. 2x copies of scaled drawings

CC Mr N Lane, Mr S Bhola Notting Hill Home Ownership

Directors  
 John Allan  
 MA/Edin  
 BA Hons Dip Arch  
 MA/Sheff Architect  
 Richard Barton  
 BA Hons  
 B Arch Hons/Ncle RIBA  
 John Cooper  
 BA Hons  
 Dip Arch/Cantab RIBA  
 Justin De Syntas  
 AA Dip MSc/UCL RIBA  
 Geraldine O'Riordan  
 B Arch/UCD RIBA  
 Associate  
 Claudia Bloom  
 BA Hons/Sheff  
 Dip Arch Hons/PNL RIBA

Avanti Architects Limited  
 Registered in England  
 under the Industrial and  
 Provident Societies Act 1965  
 Registration 23270R

4

6

PP020901

1 Torriano Mews  
 London NW5 2RZ  
 www.avantiarchitects.co.uk  
 aa@avantiarchitects.co.uk  
 f +44 020 7284 1555  
 t +44 020 7284 1616

Mr. Derek Taylor  
 Royal Borough of Kensington and Chelsea  
 Planning and Conservation  
 The Town Hall  
 Hornton Street  
 London  
 W8 7NX

19 April 2002

EX DIR	HDC	TP	CAC	AD	GLU	AO AK
R.B. K.C.		23 APR 2002			PLANNING	
N	C	SW	SE	APP	IO	REC
			ARB	FPLN	DES	FEES

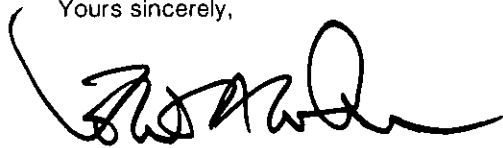
Dear Mr. Taylor

**New Development at 7 Swanscombe Road, W11**

I write further to our recent series of meetings with yourself and your colleagues regarding the above site, which effectively established that our amended proposals now meet with your general approval. We have incorporated all the points agreed in discussion into a final set of scheme drawings and now submit these together with the necessary supporting documentation as a formal planning application.

We shall be grateful if you will confirm the application has been formally registered and advise us when it may be expected to be put up for consent. Please contact us immediately if there are any further items of information you require.

Yours sincerely,



John Allan

Directors  
 John Allan  
 MA/Edin  
 BA Hons Dip Arch  
 MA/Sheff Architect  
 Richard Barton  
 BA Hons  
 B Arch Hons/Ncle RIBA  
 John Cooper  
 BA Hons  
 Dip Arch/Cantab RIBA  
 Justin De Syllas  
 AA Dip MSc/UCL RIBA  
 Geraldine O'Riordan  
 B Arch/UCD RIBA  
 Associate  
 Claudia Bloom  
 BA Hons/Sheff  
 Dip Arch Hons/PNL RIBA

**List of enclosures:**

1. A copy of the written description of the scheme
2. A copy of the accommodation schedule
3. A copy of drawing issue sheet
4. 4 x copies of the filled in appropriate forms
5. A cheque for £3230.00 (17x£190)
6. 4x copies of scaled drawings
7. 2 copies of the site photographs
8. 2 copies of Sun Path and Shadow Studies

CC Mr N Lane, Mr S Bhola Notting Hill Home Ownership  
 Mr Finlayson The London Borough of Hammersmith & Fulham

Avanti Architects Limited  
 Registered in England  
 under the Industrial and  
 Provident Societies Act 1965  
 Registration 23270R



## **NEW DEVELOPMENT AT 7 SWANSCOMBE ROAD, LONDON W 11**

This report accompanies a Planning Application made on behalf of Notting Hill Home Ownership by Avanti Architects Ltd and should be read in conjunction with the drawings attached to the application.

### Introduction

The site, formerly occupied by the Sheepshank Public House, lies substantially within the Royal Borough of Kensington & Chelsea with a small portion across the boundary with the London Borough of Hammersmith and Fulham. It has been the subject of a previous planning consent for a redevelopment scheme that proved technically unfeasible due to the discovery of significant underground services within the footprint of the proposed buildings. That scheme was accordingly abandoned, and the site owners Notting Hill Home Ownership, commissioned a fresh scheme by Avanti Architects.

The scheme submitted for Planning Consent has followed considerable detailed consultation with the Planning and Conservation Department of RBKC from summer 2001 through Easter 2002 and addresses all the issues covered in consultation to the satisfaction of the Department.

### The site and its context

The site lies at the western end of Swanscombe Road at its intersection with the northern end of the now defunct Norland Road. It marks the point at which the 19<sup>th</sup> century Norland Estate fragments into the modern developments of the post-war period, and is dominated by three 24 storey tower blocks of the Edward Woods Estate alongside the West Cross Route (M41). The orderly urban pattern of the Norland Conservation Area effectively ends at the west edge of St Anne's Villas, such that the urban 'block' that includes the site is neither a complete unit of the Norland Estate nor fully absorbed by the Edward Woods Estate. In other words the site sits on an urban fault line.

The buildings immediately surrounding the site thus belong to no single period or style. Going anti-clockwise around the block, there are the 19<sup>th</sup> century neo-gothic villas in St. Anne's Villas, (described as 'eccentricities' in the Conservation Area Policy Statement), a fairly recent single house (No.1 Swanscombe Road) inserted into the back garden of the last villa (which significantly does not 'turn the corner' but stops with a plain gable wall), a recently completed workshop/ office in front of the former organ factory, itself now converted into an art gallery and private residence, the present site formally occupied by a pub, a 1970s community hall and its annex, a Sikh Temple, in an orientalist neo-Rococo style, and the terrace of 19<sup>th</sup> century houses returning along Queensdale Road.





Opposite the site is the substantial 5 storey block of shops and flats of Edward Woods Estate leading towards the open space edged on the west and north by the main bulk of the rest of this estate. From this heterogeneous assortment it is clear that the piecemeal formation of the site context results from each element responding to the circumstances and requirements of its own development, with little or no relationship to adjacent buildings.

#### Interpreting the urban context

The proposed scheme seeks to gather these disparate ingredients together and make sense of the context through a combination of site layout, varying scale and architectural form. Apart from the wide variety of building sizes and styles the dominant aspect of the context is this intersection of different urban geometries. Specifically, these are represented a) by the extended axis of St. James Gardens and b) by the oblique line of the former Norland Road, routed ultimately from the large roundabout at the west end of Holland Park Avenue. These are the plan generators of the new development.

#### The proposed scheme – Urban Design

The proposed scheme takes the intersecting lines of these two geometries and binds them into a composite block, comprising 3 and 4 storey tranches, with a recessed penthouse level. The staircase and lift core are located between the two main elements. The old Norland Road axis is reflected in a north-south block that observes the building line of the adjacent Community Hall. The Swanscombe Road axis is continued in an abutting east-west block which points towards the 24 storey towers of Edward Woods Estate. It is terminated in a curved form to acknowledge its position as the final piece on the long east-west axis of St. James Gardens, and to mark the turning point at its apex. This pivotal urban position, and the greatly increased size of the buildings to the west and north, are factors to which the development seeks to respond as well as addressing the smaller scale buildings on the south-east side of Swanscombe Road.

At the north-east corner of the site the development is closely related in scale and modelling to the adjacent, recently built, gatehouse building on Swanscombe Road. The building reduces to three storeys to equate to the ridge line of the gatehouse and is set back at the 2<sup>nd</sup> floor level in order to be contained within its gable line. This effects a scale transition from the gatehouse westwards through the development towards the larger scale of the other buildings in the context. The main block is also raised on pillars, architecturally to enter into dialogue with the building opposite, and technically to bridge over and avoid disturbing the underground services. At eye level on the street this device also serves to proclaim the corner, signalling the large open space south-west of Swanscombe Road and allowing views under the block at the intersection of the two axes.



The composite block creates two external spaces, a communal garden area (edged by gardens for the townhouses) open to the west, and a mews courtyard to the east contained by the existing wall of the adjacent former organ factory. The western foreground of the scheme is treated as a new landscaped area with grass, shrubs and trees, and although secured with railings at the site boundary, will merge visually with the larger area of public gardens in front of the Edward Woods blocks. The courtyard is reached under the archway of the link block.

#### The proposed scheme – Accommodation and Architectural Design

The development contains a total of 17 units in a variety of dwelling types and sizes. The units range from family townhouses with private gardens, to 1-, 2-, and 3 bedroom apartments (all with balconies) and a rooftop penthouse. 11 units of affordable housing, including a disabled access unit, are included in the dwelling mix, and all units have habitable rooms of good sizes and proportions. (See Accommodation Schedule.)

Two units have direct access from Swanscombe Road - the link block next to the gatehouse, and the disabled unit at ground floor, thereby giving a measure of passive surveillance to the scheme at street level. The remaining development is approached from a secure access point on Swanscombe Road leading under the link block firstly to a covered entrance porch and lift hall serving the flats, then on to the three townhouses. At upper levels the lift/stair core, which receives natural light from the west, serves three units per floor on the first and second floor levels, four units on the third floor level, and two units on the fourth floor. Habitable rooms are generally arranged to face outwards, with only service rooms on the east elevation to avoid any problems of overlooking to or from the neighbouring properties on this side. The development also complies with the relevant requirements in respect of light angles in relation to all neighbouring properties.

A variety of exterior materials is proposed, both to reflect the composite identity of the block and to relate to the range of materials found in the neighbouring buildings, which includes brickwork, tile, render and panelling. The building plinth from ground to first floor level will be of brickwork, while the main block will be faced with modular rainscreen tiles, with render elsewhere. This treatment serves to articulate the different sections of the building form and also give a sense of scale to the development as a whole. Velfac metal sheathed timber windows are proposed, and architectural metalwork trims will be in powder coated aluminium.

#### Parking and External Works

Provision is made for 11 off-street parking spaces to meet the prescribed Borough policy, 3 bays being located under the block along Swanscombe Road where there is an existing

10

crossover and where building is in any case prevented by the underground services. A further 5 spaces are laid out in the rear courtyard, with 3 more being integral with the townhouses.

The site area will be secured with custom designed metal railings, and controlled gated access and will be laid out with a full scheme of hard and soft landscaping and planting. The refuse enclosure will be constructed in brickwork matching the base of the main block. A secure storage facility for bicycles is also provided at the rear of the courtyard. Tree and shrub planting will be introduced along the west edge of the site where this is not inhibited by the underground services.