

4.0 Site Analysis & Building Design

The application site(s) are orientated on roughly North South axis, so both the Terrace Houses & the Flat Buildings' front (street facing) facades are afforded even Daylight (Northlight). Key living spaces and the larger habitable rooms with Balconies & Terraces subsequently have the 'sunnier' aspect facing south along with the Gardens (Amenity Spaces). South Facing views across Park & Tennis Courts of Holland Gardens are filtered by bank of mature Trees and large Hedges along the Southern Boundary leading from Orchard Lane providing natural screening & privacy (01).

Site Topography varies greatly. At street level, the pavement along the Cottenham Park Road frontage varies (east to west) by almost 1.5m. On the easterly edge (Plot 37) the vertical levels differ by over 3m from street to southern boundary; respective westerly edge (Plot 39) by over 5m. The sloping terrain allows unimpeded access to the entrance storey Ground Floors of all the buildings from public realm pavement, while enabling an additional storey below (Lower Ground Floor) to be semi-sunken into the site achieving 'level access' leading from same floor to the respective rear gardens.

Streetscape of Cottenham Park Road is multifarious with wide range of dwellings, in core aesthetic, architectural and general massing terms, in relatively close proximity. All have informed the scale of the proposed development; from terraced maisonettes (No's 54-42) across from the junction with Durham Road and Three Storey Mansion-Blocks Pairings facing (No's 49-45) to the Large Detached double-fronted single occupancy homes directly opposite the application site. The recently consented scheme at No.41 has also been referenced, as gauge of the scale building Merton Planning deem satisfactory for this particular segment of Cottenham Park Road; the existing bungalow type house appearing perhaps incongruous (in scale terms only) with more recently built houses immediately adjacent and nearby on the same street.

Placement & arrangement of the two building forms, the Three House Terrace & the Flat Building, follows the prevailing grain on Cottenham Park Road. Split into two distinct blocks affords views through and alongside the proposal(s) and their immediate neighbours - recognised Townscape Gaps have been maintained / endorsed. Basic building form stems from the prevailing characteristics of dwellings on the southern flank of Cottenham Park Road - three-storey buildings set down from the road; lessening their bulk & impact and lacking the sloping topography, with occupiable Pitched or Mansard Roofs. The detached buildings, again on Cottenham Park Road's southerly side, predominantly have pitched roof shapes with gables facing the street; this has been followed for the proposed Terrace and then imply replicated for the Flat Building.

Fenestration and the positioning of each glazed opening for each dwelling has been derived from the dual considerations of maintaining privacy for both the future occupant and current neighbours while ensuring all new habitable rooms have sufficient levels of natural light. On the front facades of both the Terrace Houses & Upper Floor Flats, Bay Window arrangements with notched Glass-to-Glass corners provide occupants with increased daylight levels and wider views (& surveillance) of the street. Flank Elevations have been given visual interest via smaller "glimpse view" windows, more for introducing greater variety of natural light for those internal spaces, than for observing from. Rear Facing openings have been maximised for the reasons given above while also having hierarchy of size; larger Bi-Fold Sliding openings for better relationship with gardens and terraces, more traditional "domestic" scale casements at the upper floor secondary & tertiary bedrooms.

The analysis above and over the previous pages intends to demonstrate that the proposed scheme has been designed specifically to be sympathetic to its surroundings, while conscious of its semi-urban (suburban) setting. The scheme shall not infringe detrimentally on any of the immediate neighbours' privacy nor compromise significantly on their presently held amenity, and shall be an enhancement of the existing buildings while legitimately exercising the owners' right to develop.

For demonstration that the newly proposed development accords with both citywide (The London Plan) New Housing legislation and the local council's (Merton) current Planning Policy Guidance in terms of scale and all other incumbent matters refer to the accompanying Planning Statement by ADN.

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01 View north from Holland Garden Park (existing Houses at 37 & 39 obscured by foliage)



02 Varying facade styles and roof arrangements (No.49a,b,c) & No.47.

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