

DEFA

**33 JULIANS ROAD
DESIGN AND ACCESS STATEMENT**

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1.0

INTRODUCTION

1.0 INTRODUCTION

EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

This Design and Access Statement has been prepared by Doven Farmer Architects on behalf of the applicant, ACRE Stevenage Ltd to support a full planning application for the proposed redevelopment of the land and buildings at 33 Julians Road, Stevenage, Hertfordshire, SG1 3ES.

The proposal seeks approval for the development of **6** family homes with associated landscaping, car parking and residential amenity.

CONTENT OF SUBMISSION

This document details the proposed development and outlines the design approach, contextual response and consideration of details.

Particular attention has been paid to the following:

- Massing and language of the proposal to fit within the wider context and the surrounding conservation area.
- Careful consideration of the relationship to the neighbouring dwellings and adjacent private gardens.
- Provision of high quality private and communal amenity for future residents.
- Developing an architectural language which responds positively to the conservation area by referencing materials and details from the surrounding buildings within the proposal.
- Relationship to surrounding building heights.

This Design and Access Statement should be read in conjunction with the accompanying Planning Application Drawings and all other documentation submitted in support of this application.

Amongst others, the following policy has been referred to throughout this design process:

- National Planning Policy Framework
- National Technical Housing Standards
- The Stevenage Borough Local Plan (2011-2031)



1.0 INTRODUCTION

PROJECT TEAM

DEVELOPER: ACRE

ACRE is a real estate investment, development and advisory company defined by its passion for great design, inspiring others and creating spaces that have positive socio-economic impact in local communities. ACRE’s portfolio is diverse; encompassing strategic greenbelt sites, operational and redundant commercial buildings as well as private residential property.

Every activity revolves around the company’s design-led philosophy - working alongside a wide range of professionals who are like minded, equally passionate and who share the same beliefs. ACRE’s multi-disciplinary team have been instrumental in the delivery of a number of successful projects across London and the Home Counties over the last twenty years.

PLANNING CONSULTANT: MADDOX PLANNING

Maddox Planning focuses on major developments. They focus on providing trusted and tailored advice, cultivating a strong relationship with clients. Maddox have a track record of advising successfully on major proposals with commercial and corporate clients alike.

ARCHITECT: DOWEN FARMER ARCHITECTS

Dowen Farmer Architects is a London based studio delivering innovative buildings, from initial sketches to built completion. We believe in exciting, finely crafted and pragmatic architecture.

As a process driven outfit that responds to site specificity, the outcome of each project has a unique quality that gives a bespoke identity to each project. Key design criteria comes from the ‘genius loci’ of a site, taking into consideration complex factors such as cultural dynamics, social urban fabric and townscape analysis, resulting in buildings that are deeply rooted in their place.

ACRE MADDOX PLANNING DFA



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- 1 Weston Hall / Norfolk
- 2 Lynton Grange / Haringey
- 3 Welham Manor / Hatfield
- 4 Honor Oak / Lewisham

2.0

SITE AND CONTEXT

2.0 SITE AND CONTEXT

SITE LOCATION

SITE BACKGROUND

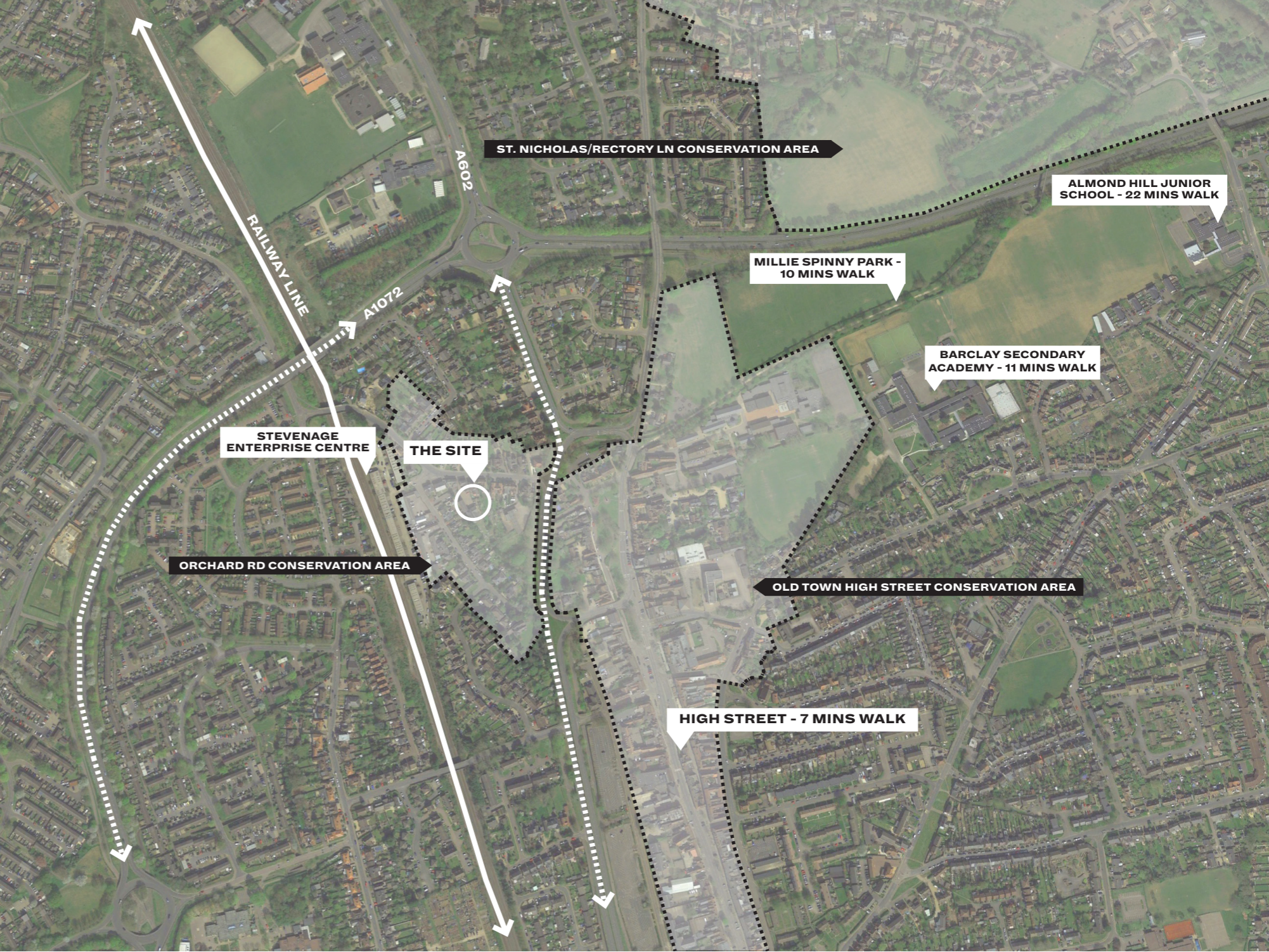
The site was a former industrial site consisting of a large warehouse building and smaller ancillary buildings dating back to the late 1800's. The site also consists of No. 33 Julians Road which fronts onto the street.

No. 33 Julians Road and the northern part of the warehouse building are currently occupied whilst the larger part of the warehouse has since fallen into disrepair.

Site area – 0.19ha

LOCATION AND SITE OVERVIEW

- The site is located towards the north of Stevenage, Hertfordshire and sits within a predominantly residential neighbourhood.
- The site is long and narrow in shape with Julians Road to the north. The site is bordered by private residential gardens along the east and west boundaries, with a small area of public open space located adjacent to the sites southern boundary.
- The site is located within the Orchard Road Conservation Area.
- No. 33 Julians Road is a former residential property which has been converted into office space and residential apartments. This building is proposed to be retained.
- The site is 25m wide and 107m long (at its longest and widest points). The site is essentially flat with a minimal change in level.
- Towards the west of the site is a small industrial estate which is flanked by a railway line.
- Stevenage 'High Street' is approximately 7 minutes walk from the site and offers a wide range of retail and hospitality amenities.



2.0 SITE CONTEXTUAL & APPRAISAL

WIDER SITE ANALYSIS



SITE MAPPING AND WIDER SITE ANALYSIS

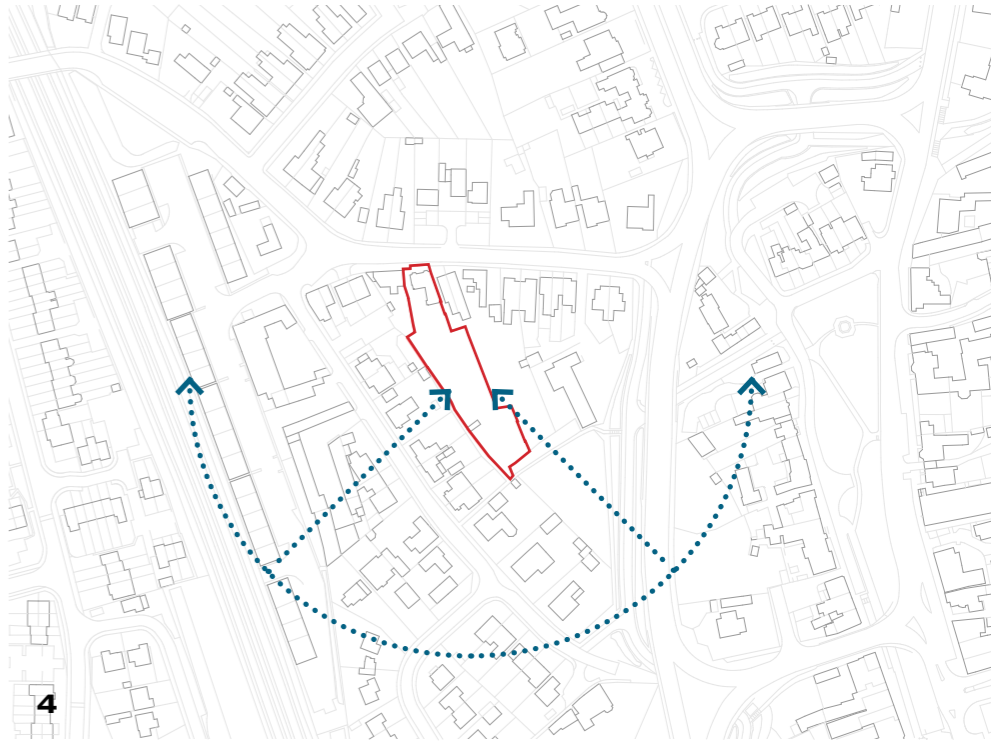
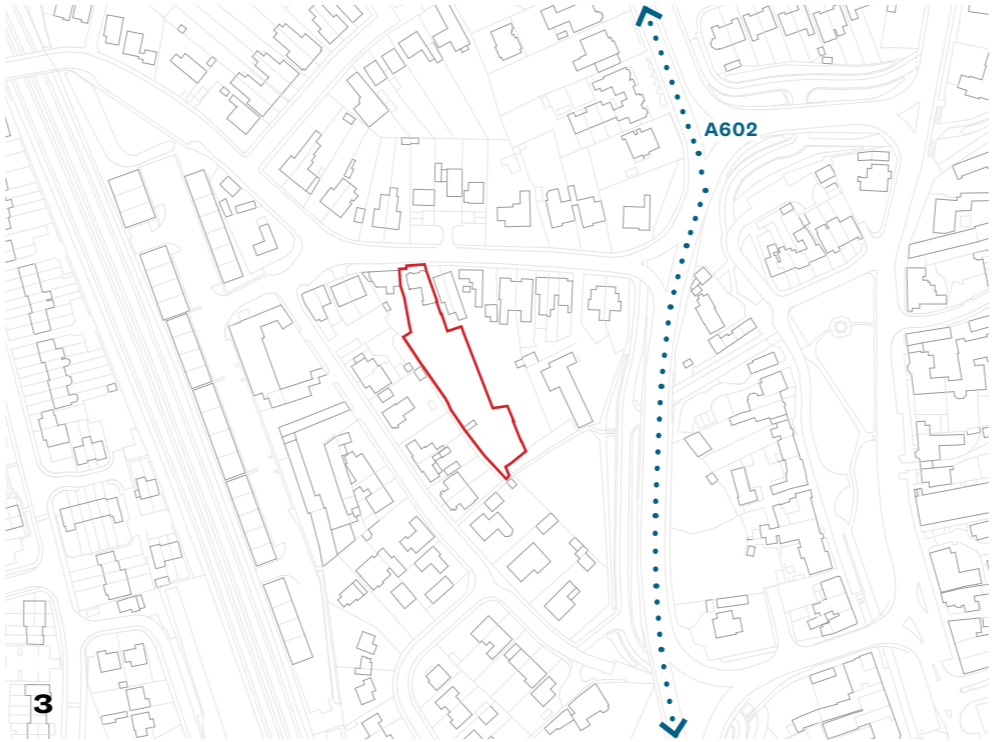
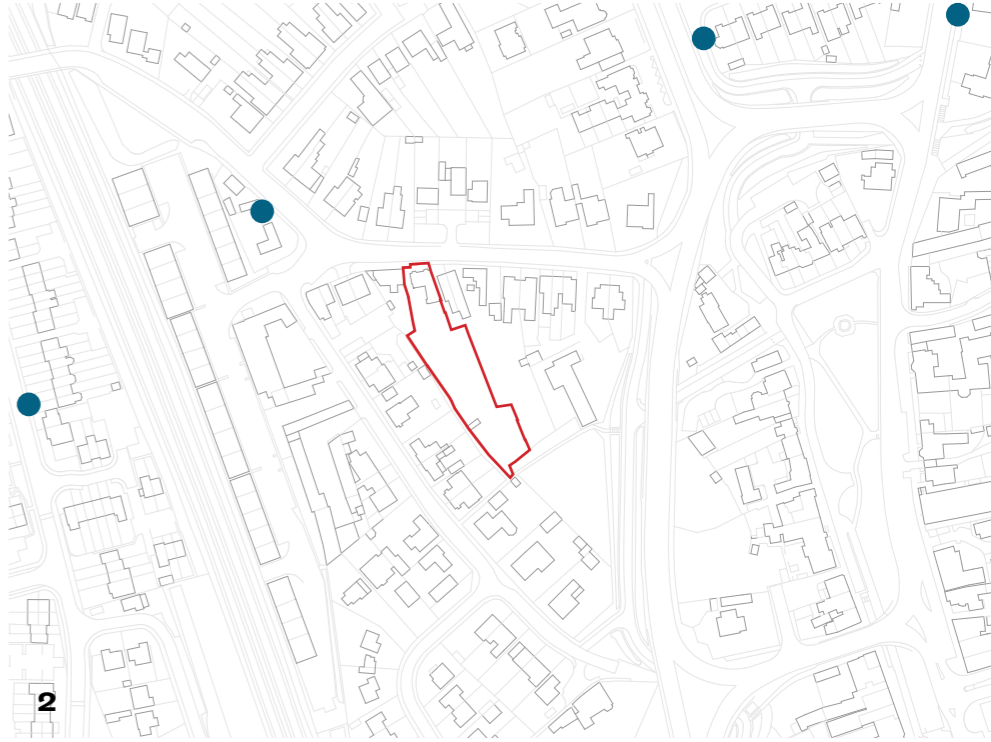
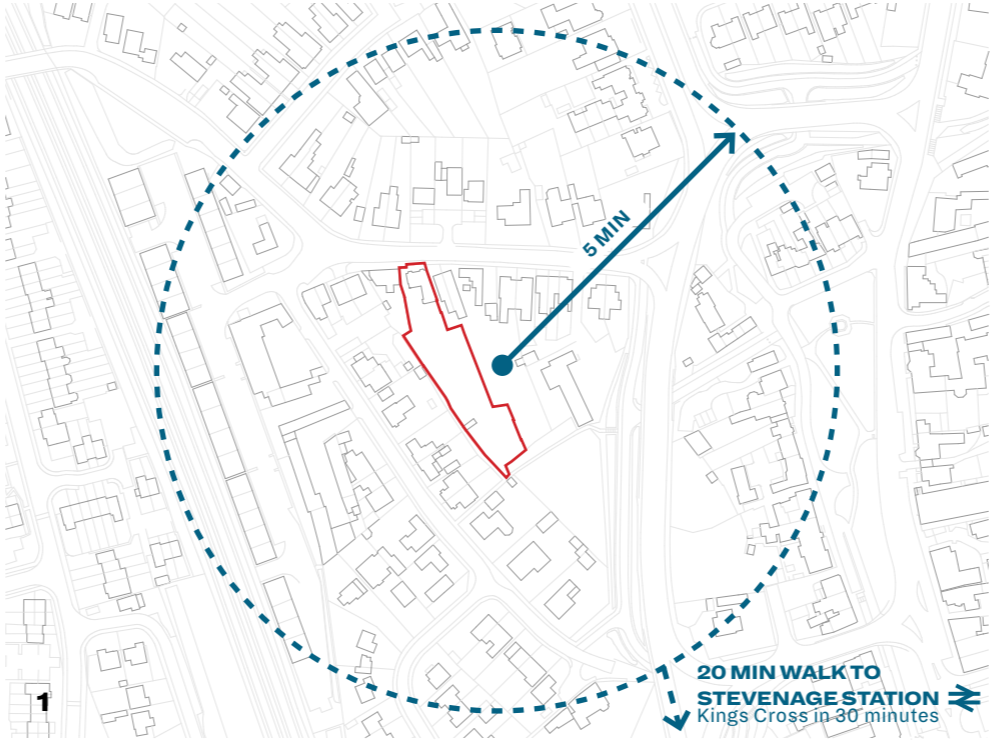
The diagrams (right) outline key wider site analysis principles.

Diagram 1 - Stevenage Station is a 23 minute walk from the site and provides future residents with convenient access to Great Northern, Thameslink, and LNER services to destinations such as Central London, York, Brighton, Leeds and Cambridge.

Diagram 2 - There are multiple bus stops within walking distance of the development site. Bus routes running from these stops provide regular services to Stevenage Town Centre, Stevenage Station, Letchworth, St Albans and Hemel Hempstead etc.

Diagram 3 - The quality of amenity for the residents in the immediate vicinity is a key consideration of the design. Historic Stevenage High Street offers new residents with many amenities including restaurants, bars and coffee shops.

Diagram 4 - Key design criteria includes maintaining levels of privacy and maximising levels of sun and daylight into the adjacent gardens and houses. The adjacent buildings of particular interest include the residential properties along Julians Road and Orchard Road.



- 1 5 Minute Walking Distance
- 2 Bus Stops
- 3 Main Road
- 4 Sun Path

2.0 SITE AND CONTEXT

CONSERVATION AREAS

ORCHARD ROAD CONSERVATION AREA

The Orchard Road Conservation Area was designated in December 2007. The area lies to the north-west of the town centre, just beyond the area of the Old Town High Street. The overall character of the area has been shaped by 19th century and early 20th century properties, including two properties within close proximity to the proposed development site which are defined as 'Buildings of Local Importance' within the Conservation Area Appraisal.

- 1 The Mallard (formerly The Railway Inn) - Mid-nineteenth century public house with a red brick facade painted at first floor level. Decorative brick banding at eaves and brick string course.
- 2 35 Julians Road (The Rising Sun) - a former mid-nineteenth century public house. A painted brick facade with applied timber decoration.



SURROUNDING CONSERVATION AREAS

ST. NICHOLAS/RECTORY LN CONSERVATION AREA

Designated in July 1982. The area lies to the north of Stevenage town centre and has been occupied since the Saxon period. The Conservation Area has a part rural and part semi-rural character with St Nicholas Church and the buildings surrounding it providing the core for the area.

OLD TOWN HIGH STREET CONSERVATION AREA

Designated in March 1969 and extended in September 1979. A Great North Road ran through the area during the medieval period and it is along this road that the settlement began to develop. The area is now home a large number of historically and architecturally important buildings including 48 listed properties.



1 Aerial Site Photograph
2 The Railways Inn / Historic Photograph 1914
3 The Rising Sun / photograph 2012