

2.0 SITE AND CONTEXT

LOCAL PRECEDENTS

LOCAL HIGH QUALITY ARCHITECTURE

As defined within the Conservation Area character appraisal the area around the site is defined as an area “of special of special architectural or historic interest which it is desirable to preserve or enhance”.

The buildings pictured adjacent show a collection of the higher quality architectural examples in the local vicinity, demonstrating the range of ornamental façades including a mixture of styles including Victorian, Mock Tudor and inter-war. The majority of homes are either two storey or two storeys within an inhabited pitch roof often including dormer windows or roof-lights.

The roofs are generally pitched with chimneys, bay windows, and street facing gable ends, giving rise to a level of variety within the local streetscapes.



2.0 SITE AND CONTEXT

SITE PHOTOGRAPHS



1 View From Site Looking South
 2 View From Site Looking North
 3 View From Neighbours Garden Looking East

4 View From Orchard Rd Looking East
 5 View Of Site Entrance From Julians Rd
 6 Key Plan with View Locations

2.0 SITE AND CONTEXT

SITE PLANNING HISTORY

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The site has a limited planning history however is subject to applications from 2009 which included the following:

2009 | 09/00108/CA: Conservation area consent for demolition of rear warehouse building. - **Approved**

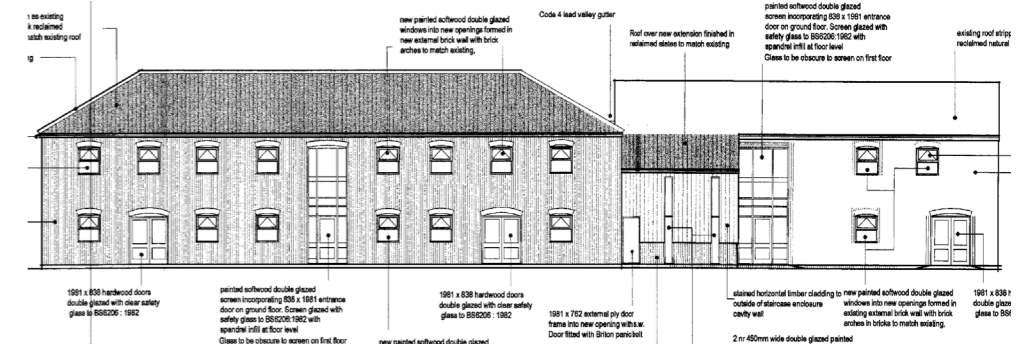
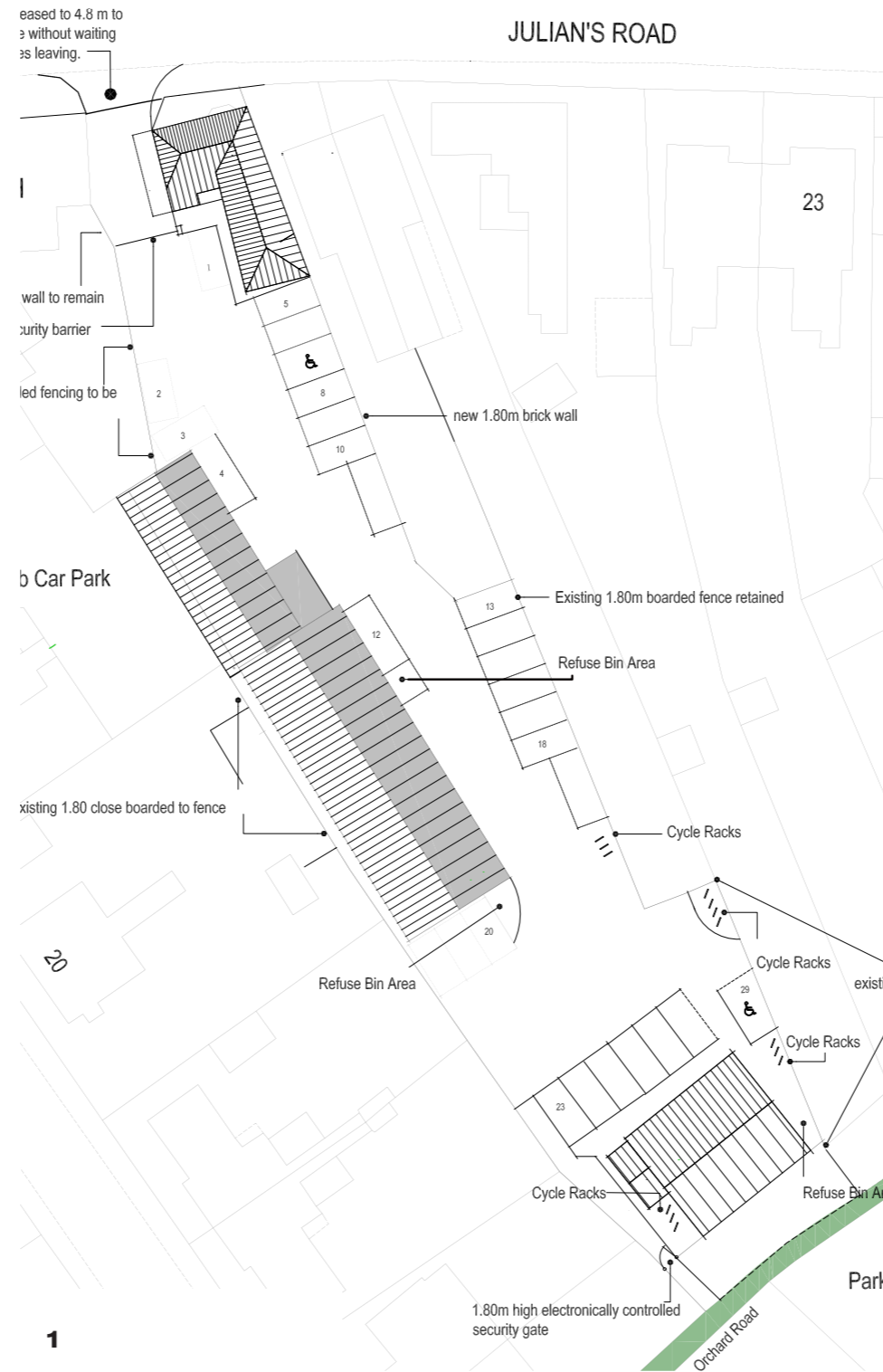
2009 | 09/00107/FP: Change of use from B8 to B1 (office/light industrial purposes) of site and change of use of part of residential rear garden at 31 Julians Road to B1 use. Part demolition of 33 Julians Road. Refurbishment of northern warehouse and replacement of southern warehouse building. Erection of a single storey building to the rear of the site. Alterations to existing access and provision of associated parking facilities. - **Dismissed at appeal.**

It is worth noting the following:

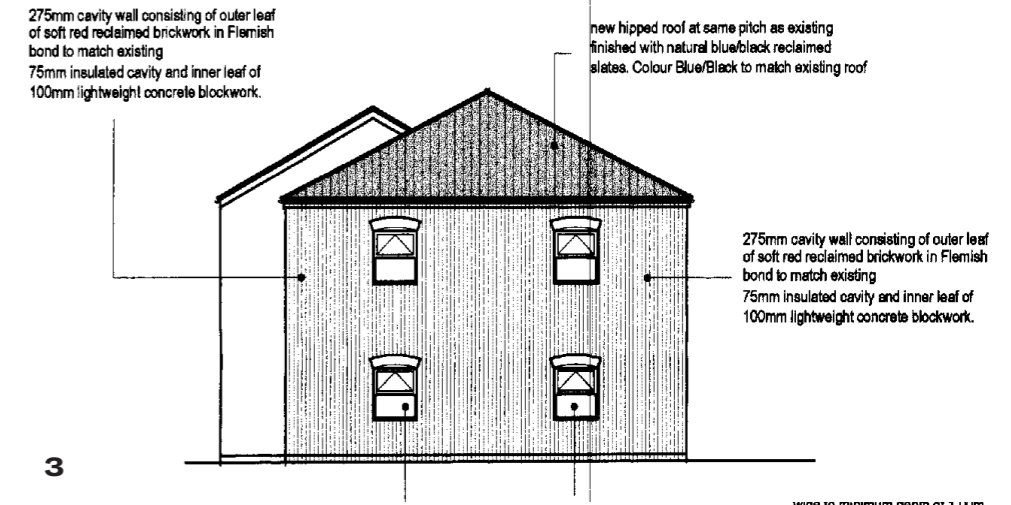
- Historic England was consulted on application No. 09/00108/CA concerning the proposed demolition of buildings on the Site to which they did not object to the demolition as proposed.
- The principle of redevelopment of the site was accepted by the Planning Inspector.
- The principle of built form on the rear section of the site was accepted by the Planning Inspector.
- The access to site was understood to be acceptable by Highways Authority.
- The Appeal was dismissed on the basis of noise and other disturbances associated with the proposed industrial use.

(Please refer to Heritage Impact Assessment provided by HCUK Group which accompanies this application for further details)

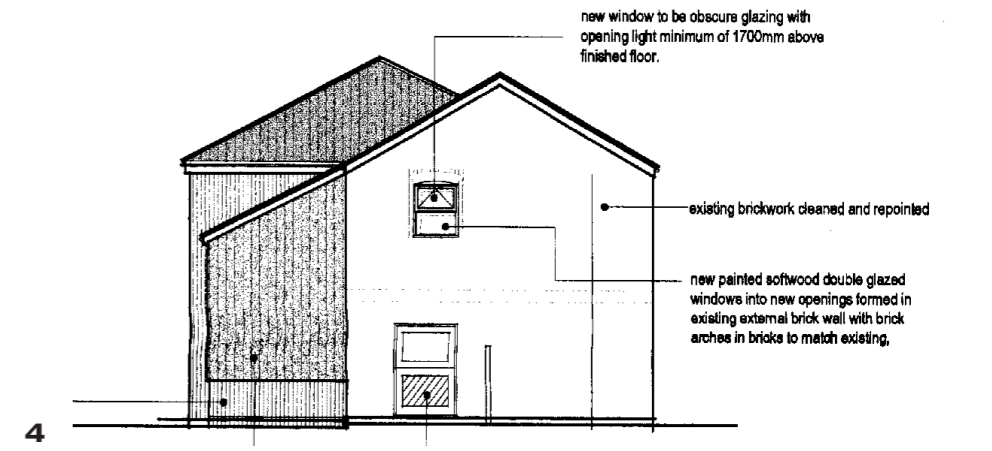
- 1 2009 | 09/00107/FP - Site Plan
- 2 2009 | 09/00107/FP - East Elevation
- 3 2009 | 09/00107/FP - South Elevation
- 4 2009 | 09/00107/FP - North Elevation



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3



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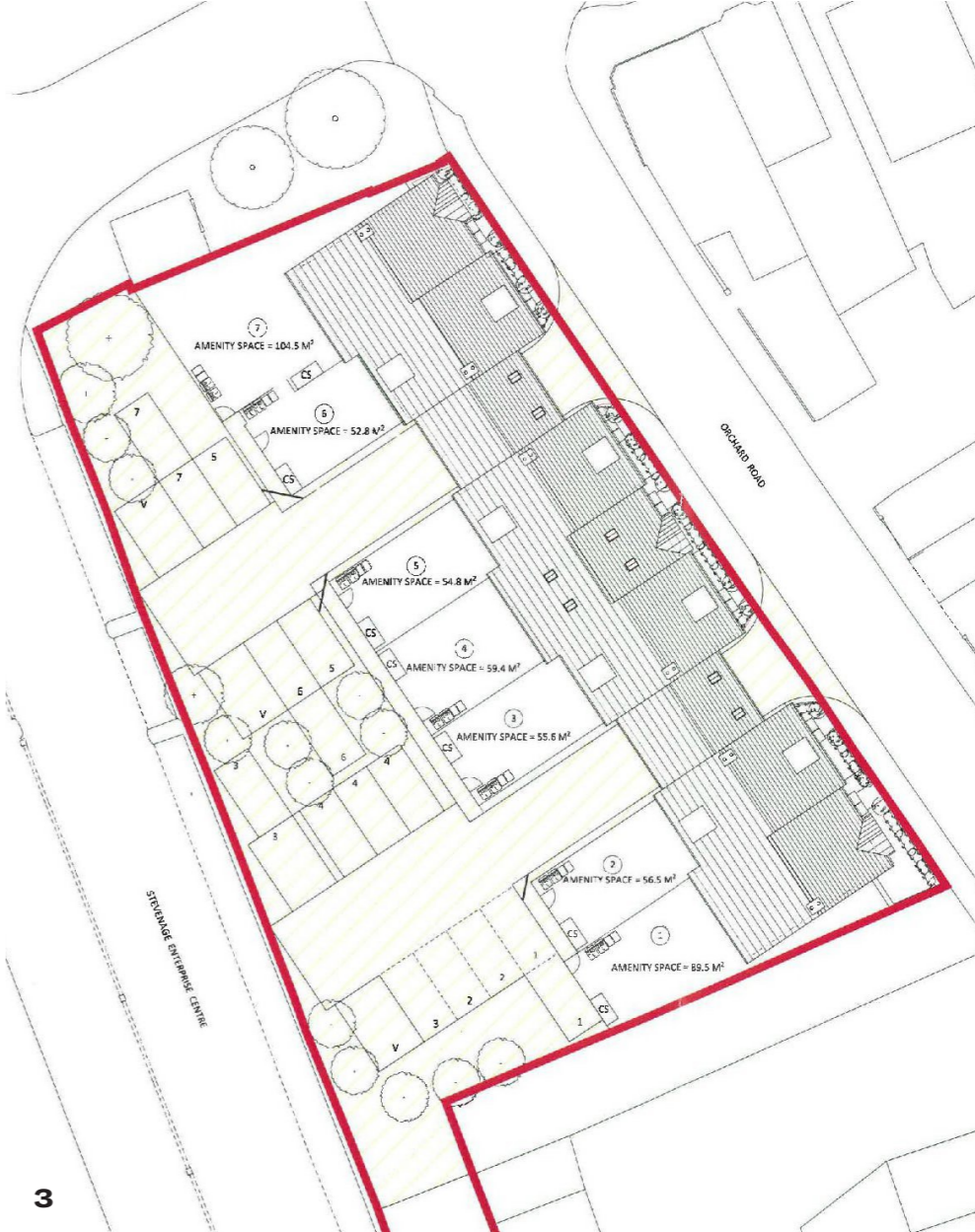
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LOCAL PLANNING PRECEDENT

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2022 | 21/00819 - 29-31 Orchard Road: Full planning permission for the demolition of existing builders yard and car sales business (Sui Generis) and erection of 7 no dwellings (Use Class C3)

Of relevance to the redevelopment proposals is the planning permission for 29-31 Orchard Road. Similar to the proposal 33 Julians Rd, the site is within the Orchard Road Conservation Area and proposes the demolition of an existing industrial site and the provision of seven family dwellings.



- 1 2022 | 21/00819 - Street View
- 2 2022 | 21/00819 - Front View
- 3 2022 | 21/00819 - Site Plan

2.0 SITE AND CONTEXT

CONSTRAINTS & OPPORTUNITIES



SITE CONSTRAINTS & OPPORTUNITIES

The below provides a summary of some of the key constraints and the equal opportunities the site provides for potential development.

1. Narrow site access leading from Julians Rd into the site located between two residential properties, one of which is noted as being important within the Conservation Area Management Plan.
2. The site is located within the Orchard Road Conservation Area, therefore the proposals will need to provide an architectural response which is in-keeping with the character of the context.
3. There are a number of existing trees within and around the site which need to be considered.
4. The site is surrounded by residential properties fronting onto Orchard Rd and Julians Rd. The scheme will need to consider outlook and privacy of the surrounding residential properties.
5. Views of the site from the surrounding context will need to be analysed as part of a townscape assessment.
6. The site is long and narrow in shape. Alongside issues concerning adjacencies to the residential properties, other matters such as; vehicular access and servicing, proposed unit orientation, and providing high-quality private amenity will need to be considered.
7. There is an opportunity to improve the quality of the gardens associated with the residential properties along Orchard Rd by demolishing the large warehouse building on site. The proposed development will look to reduce the bulk of development along the boundaries.
8. There is an opportunity to create a high-quality shared landscape within the site which significantly increases the level of biodiversity and urban greening.



3.0

**DESIGN
DEVELOPMENT**

3.0 DESIGN DEVELOPMENT

THE BRIEF & VISION



THE BRIEF & VISION

DEVELOPMENT BRIEF

Downen Farmer Architects were approached to review the site with a brief of providing a design lead residential development providing high-quality family homes. The brief was to propose a design-led response that followed architectural principles established within the surrounding conservation areas with communal and private amenity at the heart of the proposal.

The design is required to respond to the context and the Conservation Area with which the site sits within. The proposed residential properties must stitch into this sensitive context both in terms of the architectural language and the bulk, scale and massing proposed. One thing which was made clear from the outset was the clients desire to create a residential properties of exemplar architectural merit, utilising finely crafted details and materials.

The design must also respond to the surrounding area respectfully, optimise natural light into each unit - with dual aspect accommodation provided throughout. The design also needed to respect the neighbouring properties, mitigating overlooking within the design of the dwellings.

DESIGN VISION

Located within walking distance of both High Street and Stevenage Station, residents would be provided with excellent access to local amenities, public green space and public transport.

The intention is that the building would improve the existing site condition, stitching into the Orchard Road Conservation Area. By creating a high quality shared amenity offering, provided within a secluded and private environment, the proposed landscaping will thread together and unify the development.

With the residential properties surrounding the site ranging from two to three stories, the response seems clear; break down the massing by stepping the forms to reflect the local character, orientate the massing to respect key offsets to respect neighbouring dwellings, and orientate windows to mitigate overlooking.

- 1 Sevenoaks, Kent
- 2 Keelson Yard, Whitstable
- 3 Flambard Road, London