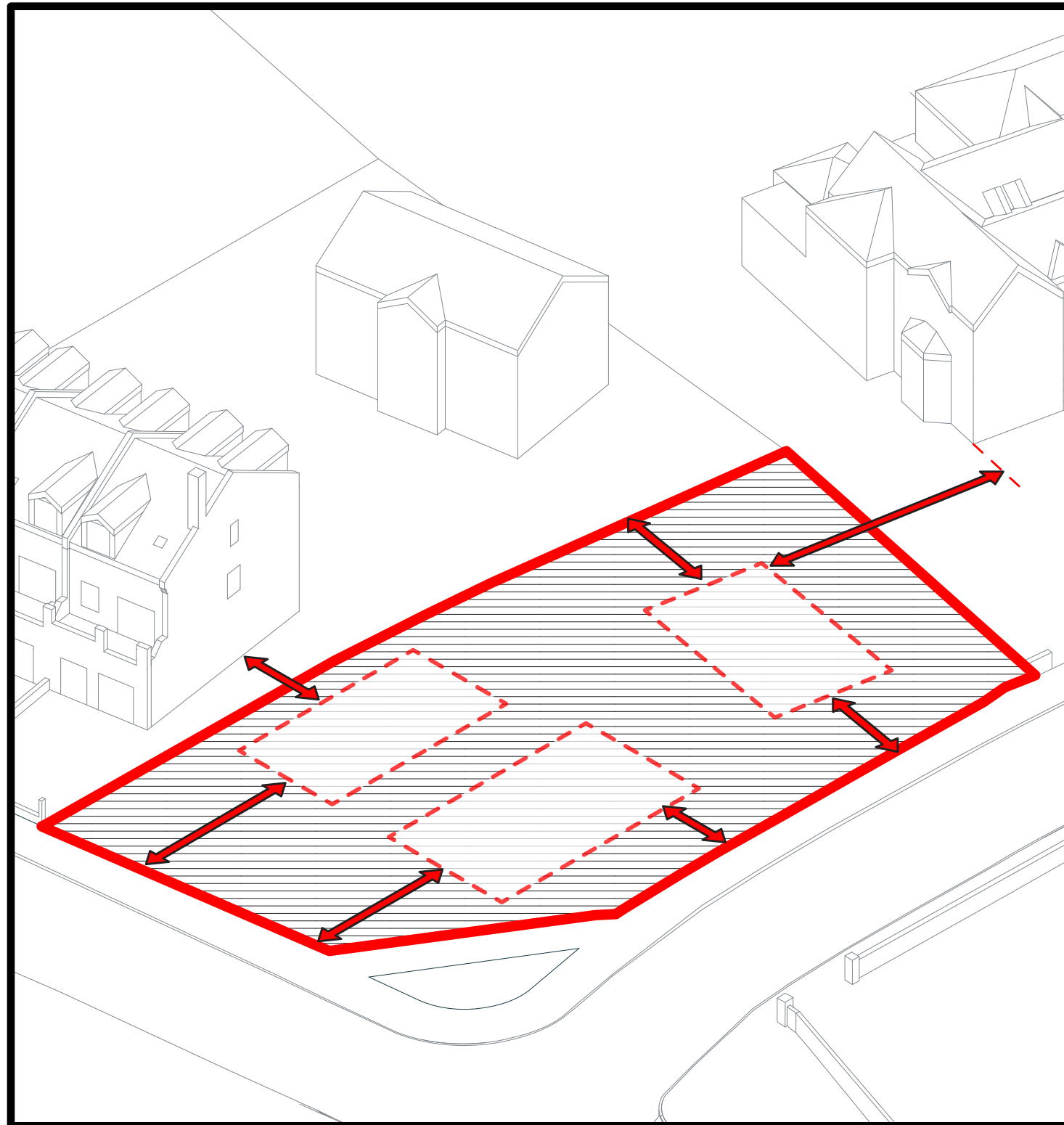


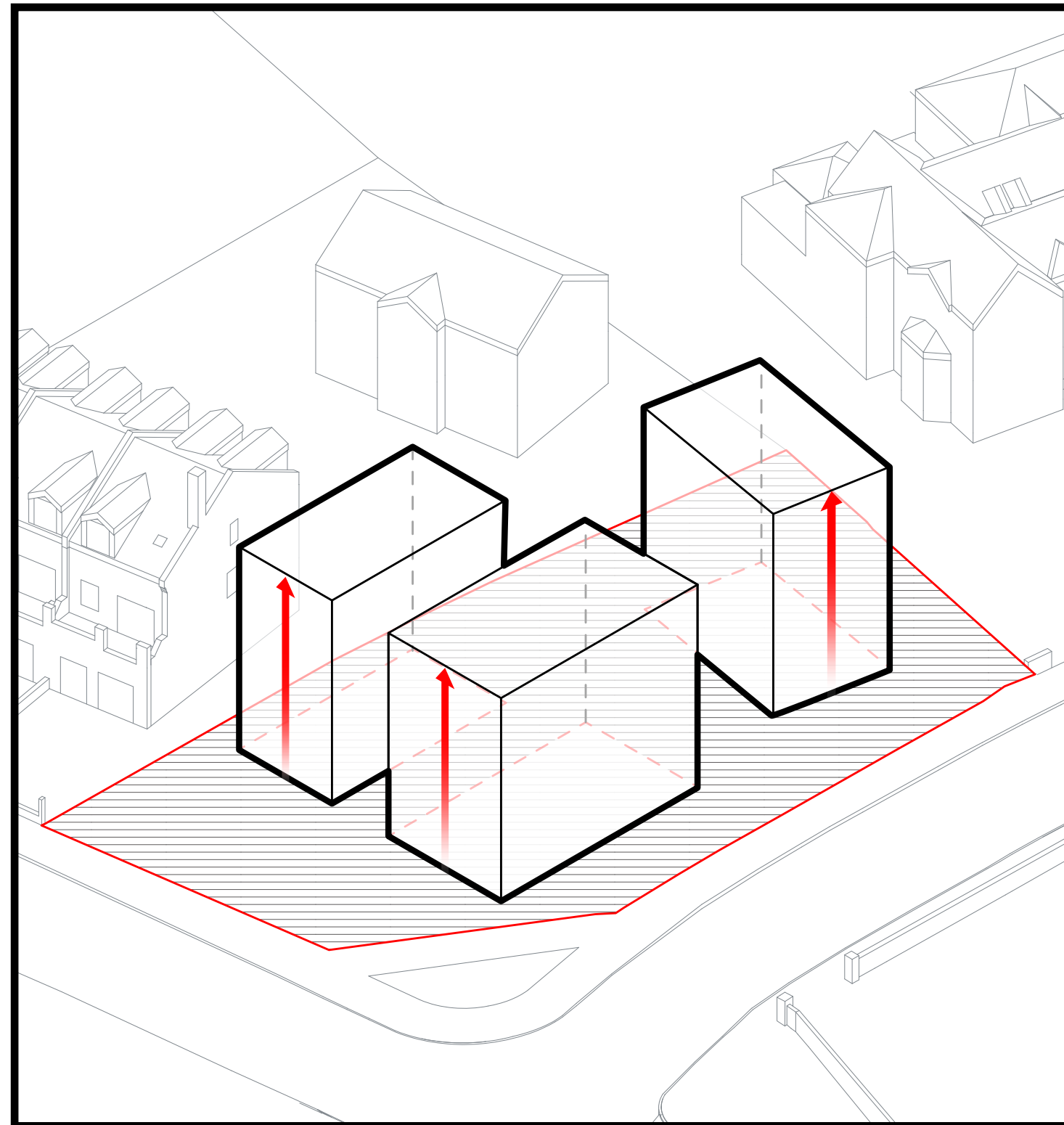
**1. Identifying Constraints**

Site and context constraints + characteristics were identified, including recesses from the public highways, established building lines, and heritage assets in order to establish appropriate positioning and footprint of each proposed dwelling forming a loose urban grain.



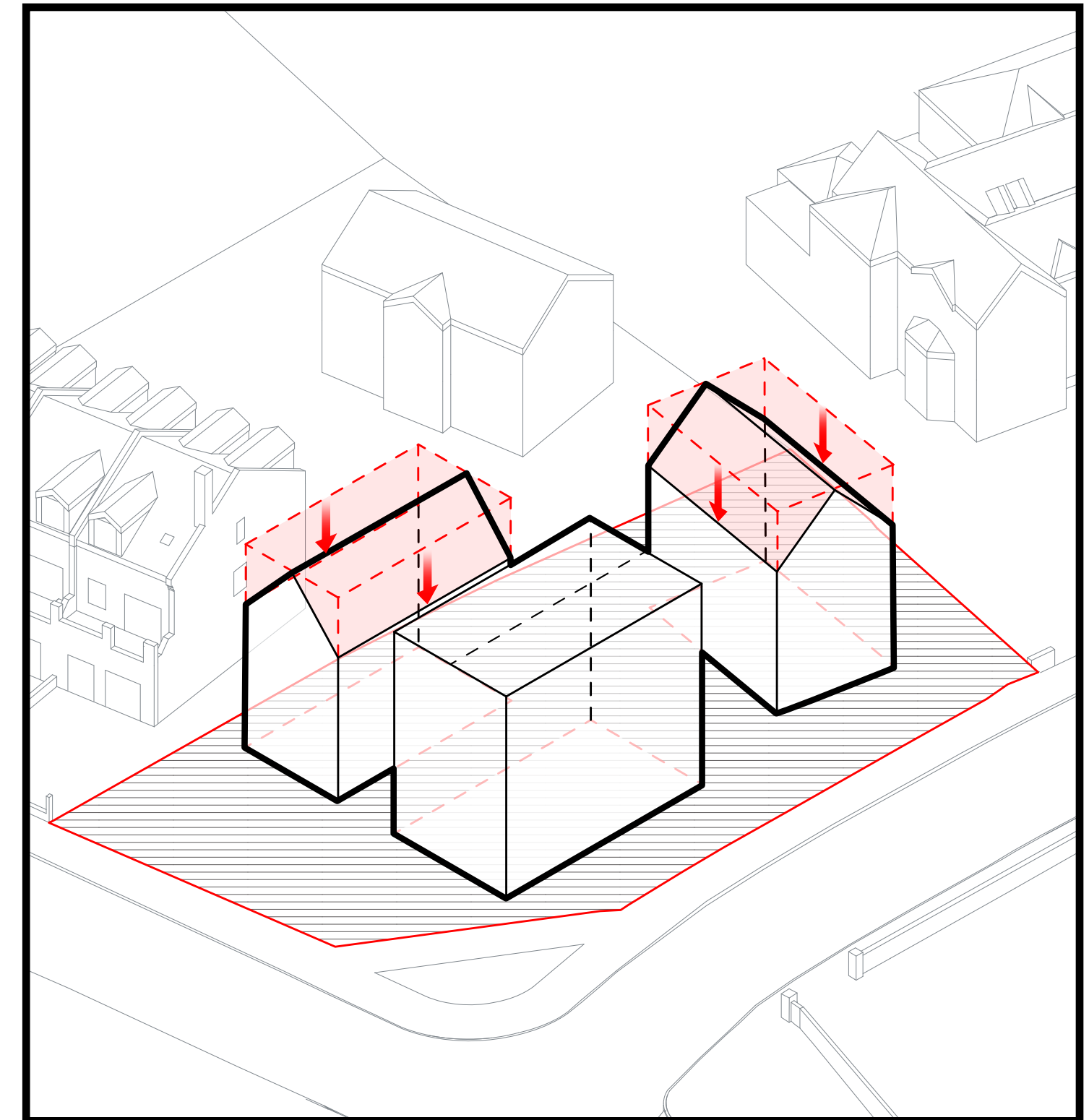
**2. Volume Testing**

Extruding the footprint of each volume to a maximum height is considered to be appropriate for the site and the scale of development that surrounds the site



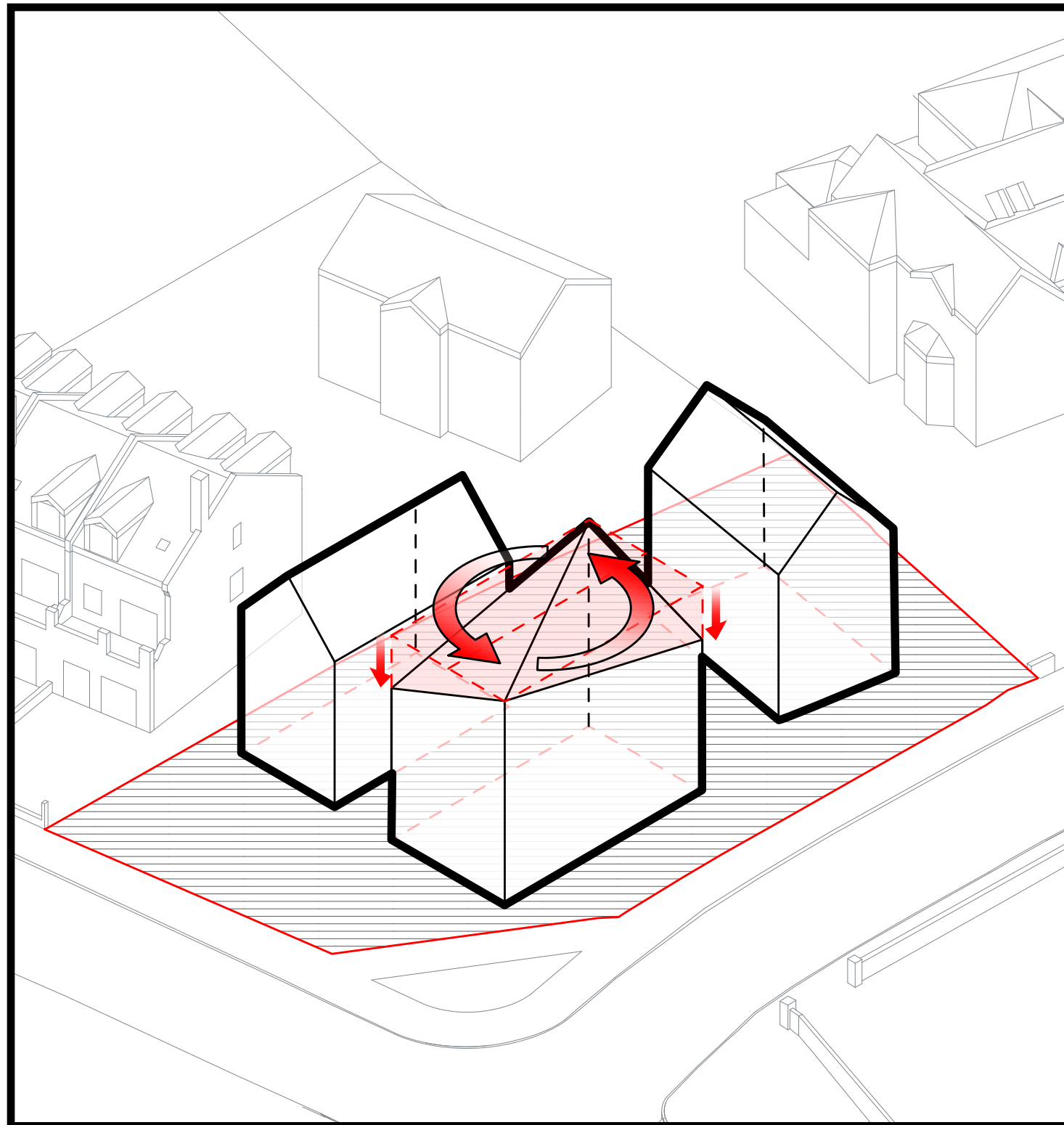
**3. Framing the Corner**

Adjusting the volume of massings/dwellings adjacent to the site's boundaries. Introduce pitched roofs to soften visual prominence and impact on neighbouring properties whilst framing the corners as 'book-end' structures.



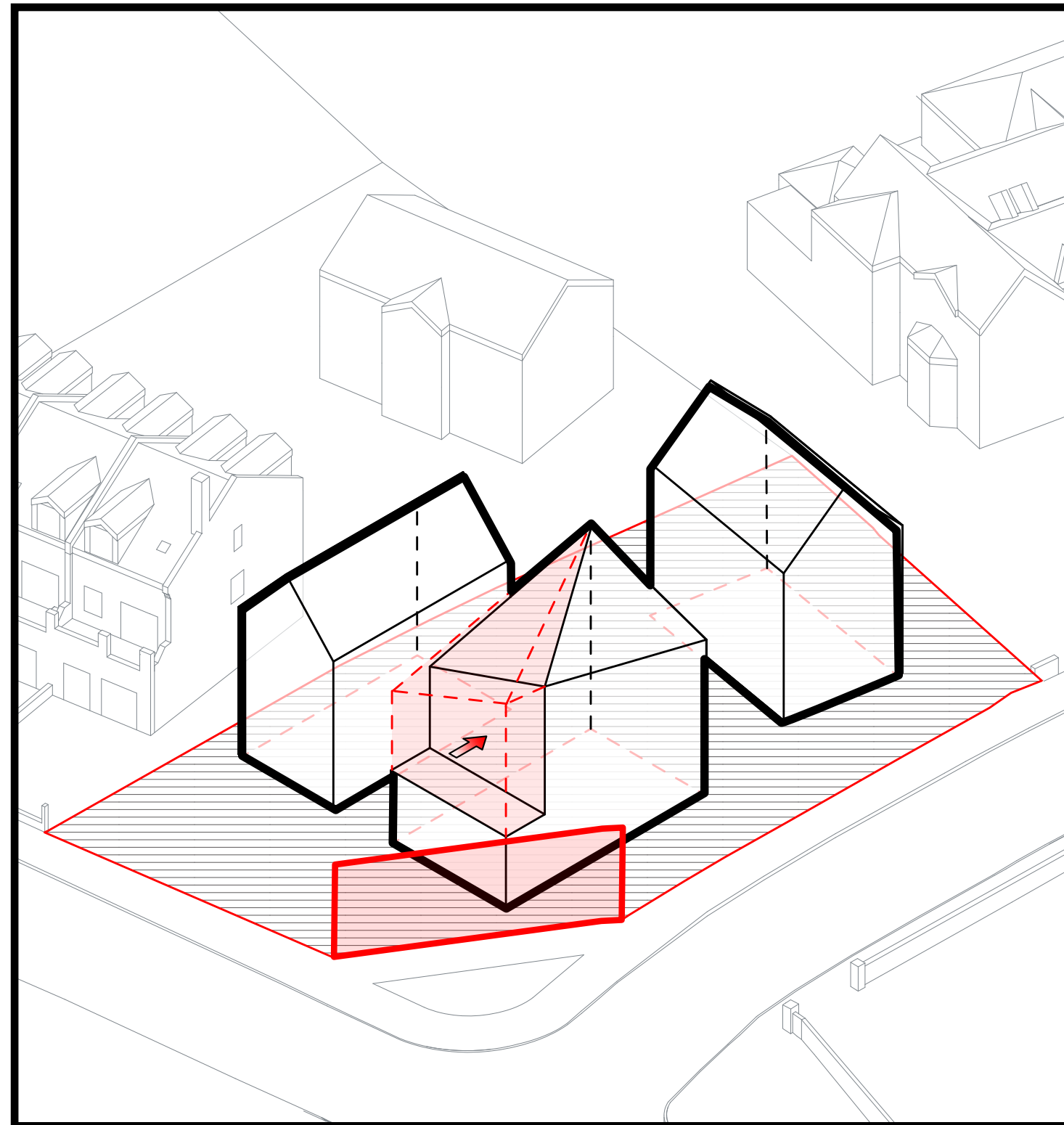
**4. Response to Corner**

Utilising prominent positioning of the corner plot. Corner massing responds to positioning/context with facades fronting public highways and proposed ridgeline pointing towards landmark spire approved at the adjacent Church site



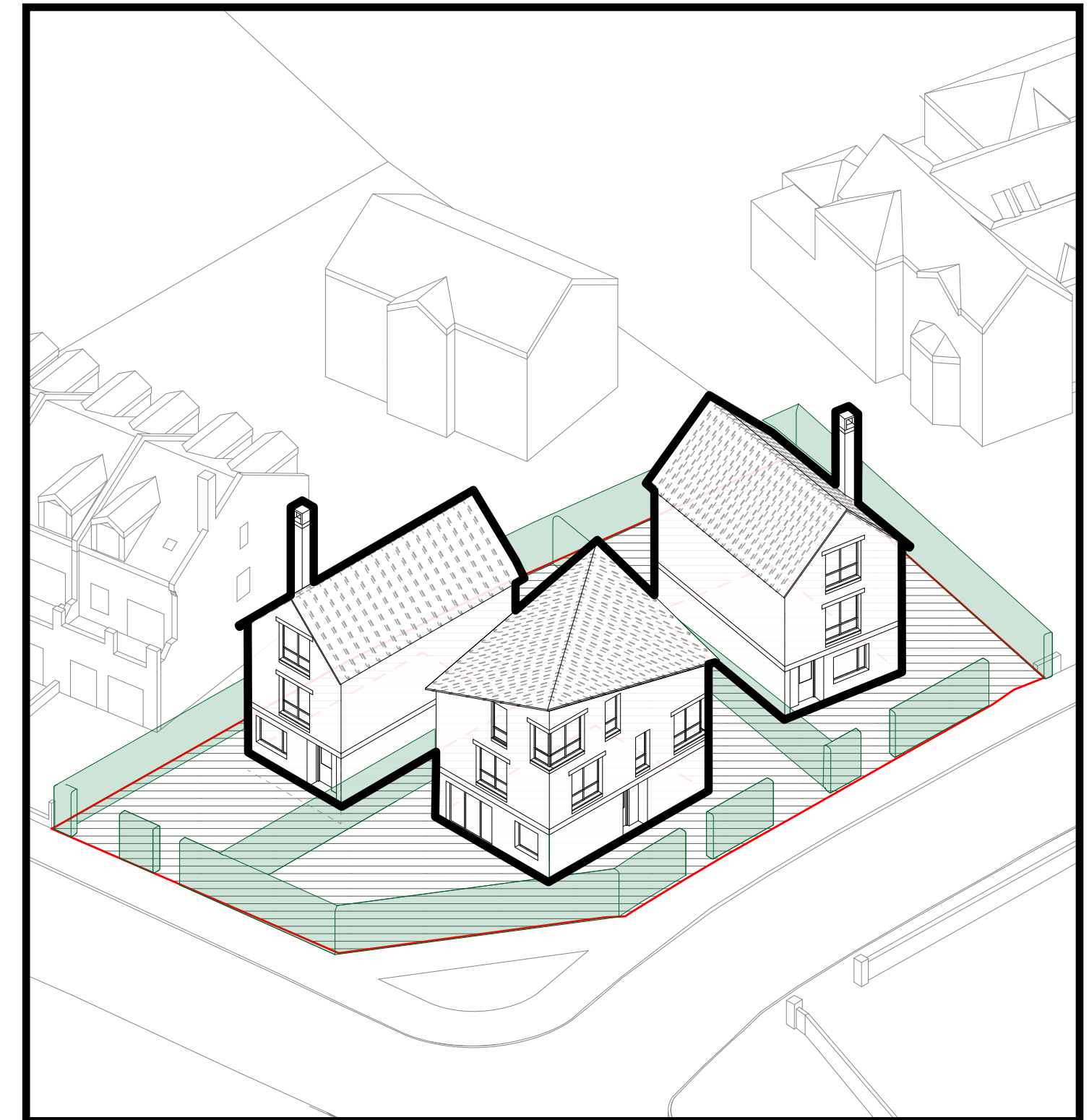
**5. Provide relief to Corner**

Relief to the corner is provided by a setback to the First and Second Floor mass of the central volume. Reducing the perceived massing from street level.



**6. Detailing**

Victorian inspired but contemporary detailing added to each massing/dwelling: stone lintels, chimneys, exposed purlins, roof overhangs. Fenestration design responds to traditional bay windows and openings with contemporary approach also. (Corner windows).





## The Proposal

### Planning Consideration - Impact on Character and Appearance of the Area

#### Policy Context

- Section 12 of the NPPF 'Achieving well-designed places'
- Local Plan Policy QD6.1 'Design for an Attractive Town'
- Local Plan Policy QD6.2 'Design Principles'
- Local Plan Policy HE7.1 'Enhancement and Protection of the Historic Environment'

Section 12 of the NPPF 'Achieving well-designed places' outlines how the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve.

Local Policy DD6.2 'Design Principles' requires all new development to demonstrate a positive contribution to high quality design and place making, which will be achieved through the design proposals. Subsequently, the 'Built Form' design principle considers the scale and massing of proposed buildings will need to relate to the existing context and designed to reinforce Watford's distinctiveness.

Local policy HE7.1 'Enhancement and Protection of the Historic Environment' requires development proposals to embrace opportunities to use the historic environment to provide good design and enhance the setting.

#### The Proposal

The proposed development of the three detached dwellings has been designed to create a cluster of properties all with a similar aesthetic and detailing to ensure a cohesive development. The three units have been positioned to form a loose urban grain, whilst ensuring alignment with the defined setbacks from the street.

This proposed positioning on the plot addresses the Council's concerns that were raised from the previous applications (ref no. 22/01252/FUL and ref no. 21/00571/FUL) of unsuitable massing and an over development of the site. In contrast, this application ensures a

set back approach and maximises the separation between the units with private amenity space that is enhanced by soft landscaping, trees and hedges.



Historic detailing reinterpreted in contemporary manner. Overhanging gables, stone lintels, bay windows, chimneys.





## The Proposal

### Planning Consideration - Impact on Character and Appearance of the Area

As shown on the proposed plans and CGI visual submitted with this application, the traditional Victorian archetype has been used to influence the proposed design with a combination of contemporary detailing such as gables, overhangs, exposed purlins, lintels, chimneys and the large window openings. These named features ensure compliance with the local design principles set out in Policy DD6.2 and preserve the historic setting of surroundings which include the Nascot Conservation Area and several Locally Listed Buildings within the vicinity.

Despite this cohesive approach, each property has also been designed to have its own unique form to not only create individual identity but to align with the characteristic of the area which hosts a variety of houses with unique architectural features. This is particularly demonstrated by Unit 2 which is located on the corner plot between Stratford Road and Langley Road.

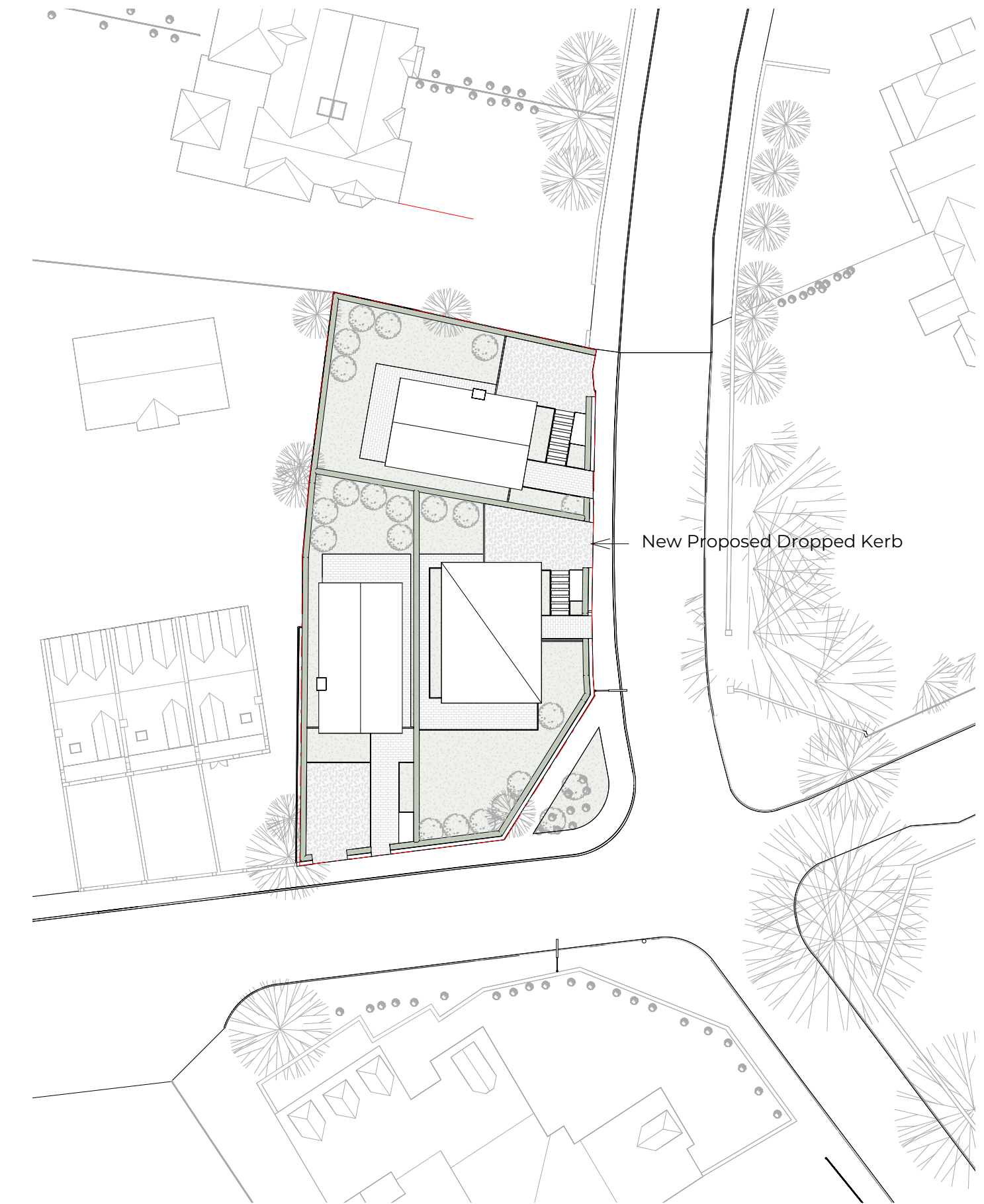
Unit 2 has been designed to accentuate and respond to the corner plot by rotating the ridge to sit between the two roads and utilising 'standard' gables as bookends. Additionally, it includes corner windows, asymmetrical purlins and ridge; all of which respond to the corner positioning of the unit.

The rotation of this property and intentional lack of a principle elevation fronting the corner, specifically seeks to avoid detracting from the eye catching prominence of the church spiral (approved under application ref.no: 19/00305/FUL) that will be constructed on the adjacent side of the junction.

Dwellings 1 and 3 have been designed with a slightly more traditional approach given the pitched, gable ended roof complimented by large windows for both aesthetic and to provide maximum light to the future occupiers of the dwellings. This approach to form and massing draws comparison with the gable fronted terraced properties approved via application ref no: 19/00305/FUL for the mixed

use development of St Thomas Reformed Church.

The overall design approach provides a positive contribution to the surrounding area and particularly to the setting of the Nascot Conservation Area whilst supporting the identified housing need. The proposal will create three family-sized homes that compliment the Victorian architecture that shapes the local area, whilst introducing a contemporary edge on what is a prominent corner plot.



The proposal forms part of the loose urban grain of the context



## The Proposal

### Planning Consideration - Massing and Density of Development

#### Policy Context

- Section 11 of the NPPF 'Making efficient use of land'
- Local Plan Policy H03.2 'Housing Mix, Density and Optimising Use of Land'

Local Policy H03.2 seeks for residential developments to optimise the density of sites through a design-led approach, taking account of the context and sustainability of a site which. Such local policy is led by Section 11 of the NPPF which encourages the maximisation of existing sites for housing provision.

#### The Proposal

The proposed development utilises the large plot to provide three spacious dwellings all with their own private access and private amenity space. The houses are low rise and with ample space between them to meet the criteria of Character Area 8 of Watford's Character of Area Study which presents some infill development opportunities with a focus on low rise development relative to the surrounding areas.

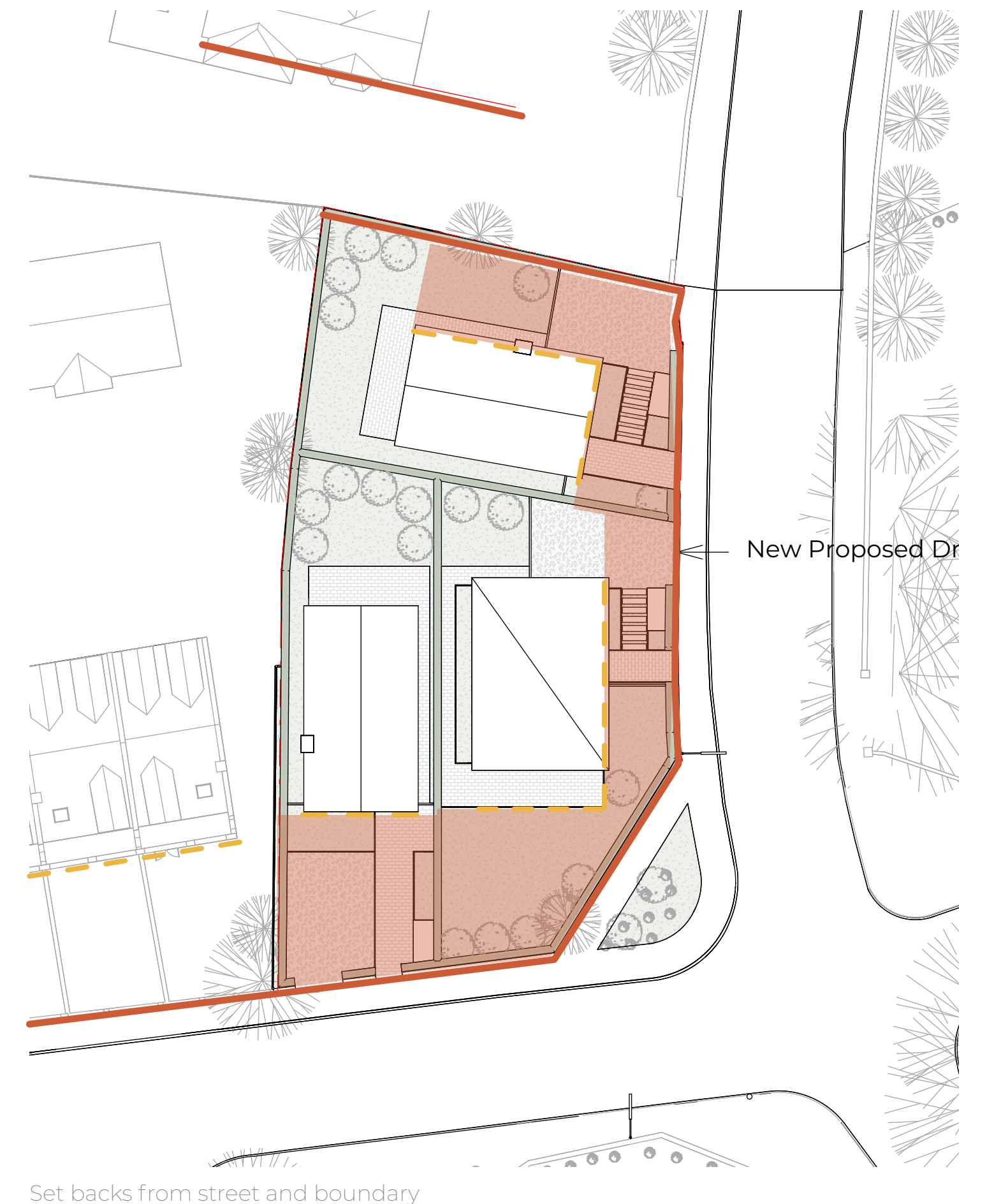
In contrast, the previous application (ref.no.22/01252/FUL) for the construction of a terrace of three dwelling houses was partly refused on the grounds that 'the scale of redevelopment is considered excessive for this plot and in this area which is characterised by lower density development'.

This current application however, has addressed the above concern whilst taking policy H03.2 into consideration to provide three dwellings that provide a ground floor, first floor and a second floor which is habitable loft space to maintain the low rise character of the area. The spacious design of the proposed still makes optimum use of the existing plot to provide an uplift in residential units as encouraged by the above NPPF guidance and Watford Local Plan policy .

Both refused schemes associated with the site were designed as one massing consisting of a terraced row under application 22/01252/FUL and a single new build block under application 21/00571/FUL. This unbroken approach to the site was considered to be overly dominant and visually incongruous. The revised proposal recognises the detached nature of properties within the context as a positive feature. The breaking up of the site to form three detached massings is considered a more sensitive, proportionate and responsive approach given the site's context. The detached properties, which utilise the site corner plot positioning do not overwhelm the available space on site.

Dwelling 2 utilises the prominence of the corner with a sensitive step out towards the public highways. However, in response to Local Authority feedback on the refused scheme Units 1 and particularly Unit 3 are stepped back in response to both a general pattern of development in the area and to ensure a subordinate and respectful relationship with the adjacent Locally Listed building at 49 - 51 Langley Road.

The following page provides a study on some of the surrounding plots and demonstrates that the proposed level of housing on the application site is consistent with housing density in the surrounding area.



## The Proposal

Planning Consideration - Density of Development - Density Study

**Proposed Development (Application Site)-** Site Area - 927.7 sqm  
No. Dwellings - 3 (proposed)  
Dwellings per Hectare - 32.3

**Plot 1-** Site Area - Approx 530 sqm  
No. Dwellings - 3  
Dwelling per Hectare - 56.6

**Plot 2-** Site Area- Approx 704 sqm  
No. Dwellings - 2  
Dwelling per hectare - 28.4

**Plot 3-** Site Area - Approx 3808 sqm  
No. Dwellings (approved) - 9 + Church Building + significant level of parking  
Dwelling per Hectare - 23.6

**Plot 4-** Site Area -Approx 1877.7 sqm  
No. Dwellings - 21  
Dwellings per Hectare - 111.8

**Plot 5-** Site Area - Approx 2235 sqm  
No. Dwellings - 7  
Dwellings per Hectare - 31.3

**Plot 6-** Site Area - Approx 671.8 sqm  
No. Dwellings - 5  
Dwellings per Hectare - 74.6

**Plot 7-** Site Area - Approx 756.8 sqm  
No. Dwellings - 9  
Dwelling per Hectare - 118.9



Density Study



## The Proposal

Planning Consideration - Density of Development - Density Study

