

Feasibility Study
3 Selsey Avenue
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ADS ~ architectural design servicesnickhopper
13A Wynn Way, A-101



CONTENTS

LOCATION	Types
CONTEXT	Appendices
	Materials
	Amendments
SITE	
EXISTING	
INTENTIONS	
FACTORS	
PROPOSED FLOOR PLAN	
SPACE ALLOCATION	
OPTION STUDIES 1 + 2	
ENVIRONMENTAL CONSIDERATIONS	
CONCLUSION	

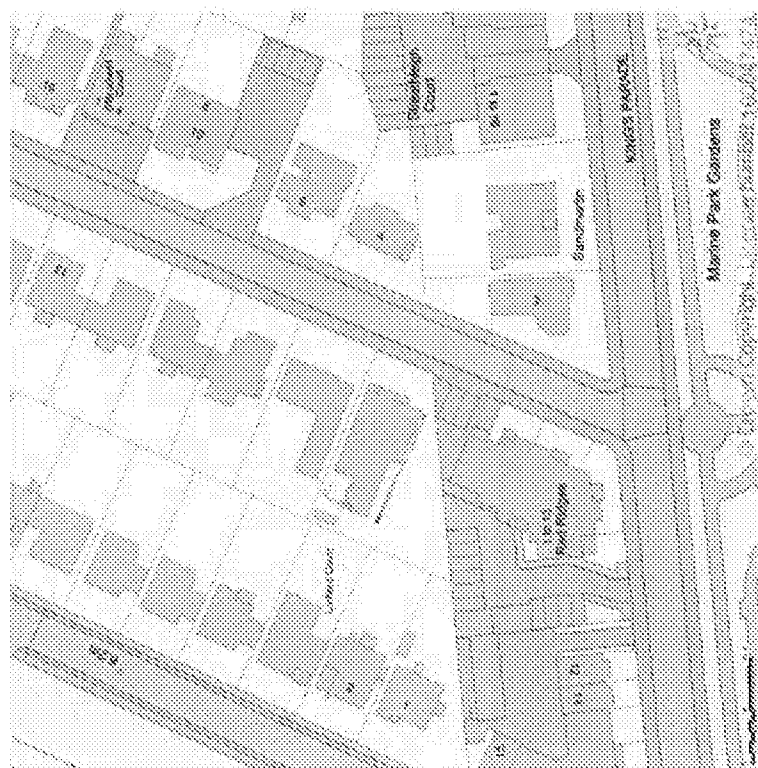
LOCATION

Selsey Avenue is located in the ward of Aldwick East of Hove. The built environment of the ward is predominantly residential served by good leisure and local shopping amenities.

The area forms part of the original development of Hove and includes a diverse cross section of architectural styles, demonstrating the town's emergence as a seaside resort from the Georgian era onwards.

Housing stock is of generally good quality and includes detached, semi-detached, single residents as well as single occupancy owner occupied flats. The demographic indicates an above average disposable income in occupiers with a significant proportion of pension age and middle age professional dwellers.

The avenue runs north-south, leading to east-west connecting Kings Parade with Princess Avenue, which in turn connects to the B1266 Aldwick Road, an arterial infrastructure for travel between central and west Hove. Number 3, the development site, is the first plot on the west side of the road. The area is dominated by a mix of single dwelling houses of two storey level and residential flats along Kings Parade at 4 storey level. There are a number of guest houses and retirement homes either purpose built or refurbished from existing housing stock.



CONTEXT

Types

As previously stated there is no dominant architectural style prevalent in the area. Selley Avenue has a mix of 1250's bay fronted suburban detached houses, guest houses of brick and tiles and opposite the plot a flat roofed 1950's black finished in white render. There is a blend of pitched and flat roofs some of which elevate to 4 and five storeys. In every view of the plot are several more recent developments that form Kings Parade, of which some have balcony protrusions, an eclectic blend of materials including large glazing spans and are of dubious architectural merit. These are largely occupied by retired or pensionable age single or double occupancy residents who enjoy the elevated views and proximity to the beach.

Building heights

Dark Blue - 4 storeys
Purple 3 storeys
Blue - 2 storeys
Light Blue - 1 storey

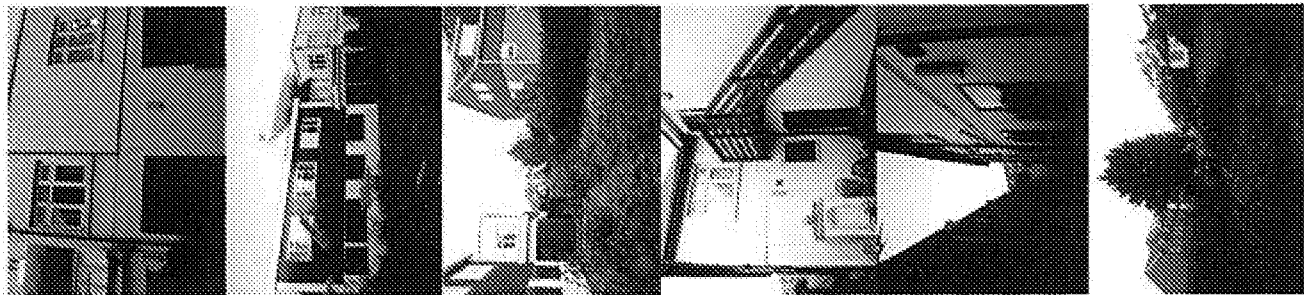


Appearances

The existing residence enjoys south-easterly views across Kings Parade, Marine Park Gardens and the sea beyond at second storey level. There is a varied mix of non-predominant architectural styles in the area ranging from mock arts and crafts to 1930s villa to contemporary flats. Materials qualities are equally varied with red brick, exposed steel, render, tile and exposed timber all on show.

The plot is currently occupied by a disused former care home which housed approximately 20 elderly residents across three storeys with associated living and service areas. The original house has been extensively remodelled to accommodate its former occupants with a number of additions of varying material quality. There is overgrown amenity space to the south and west boundaries.

All windows and door openings are currently boarded up and the building is no longer in use.

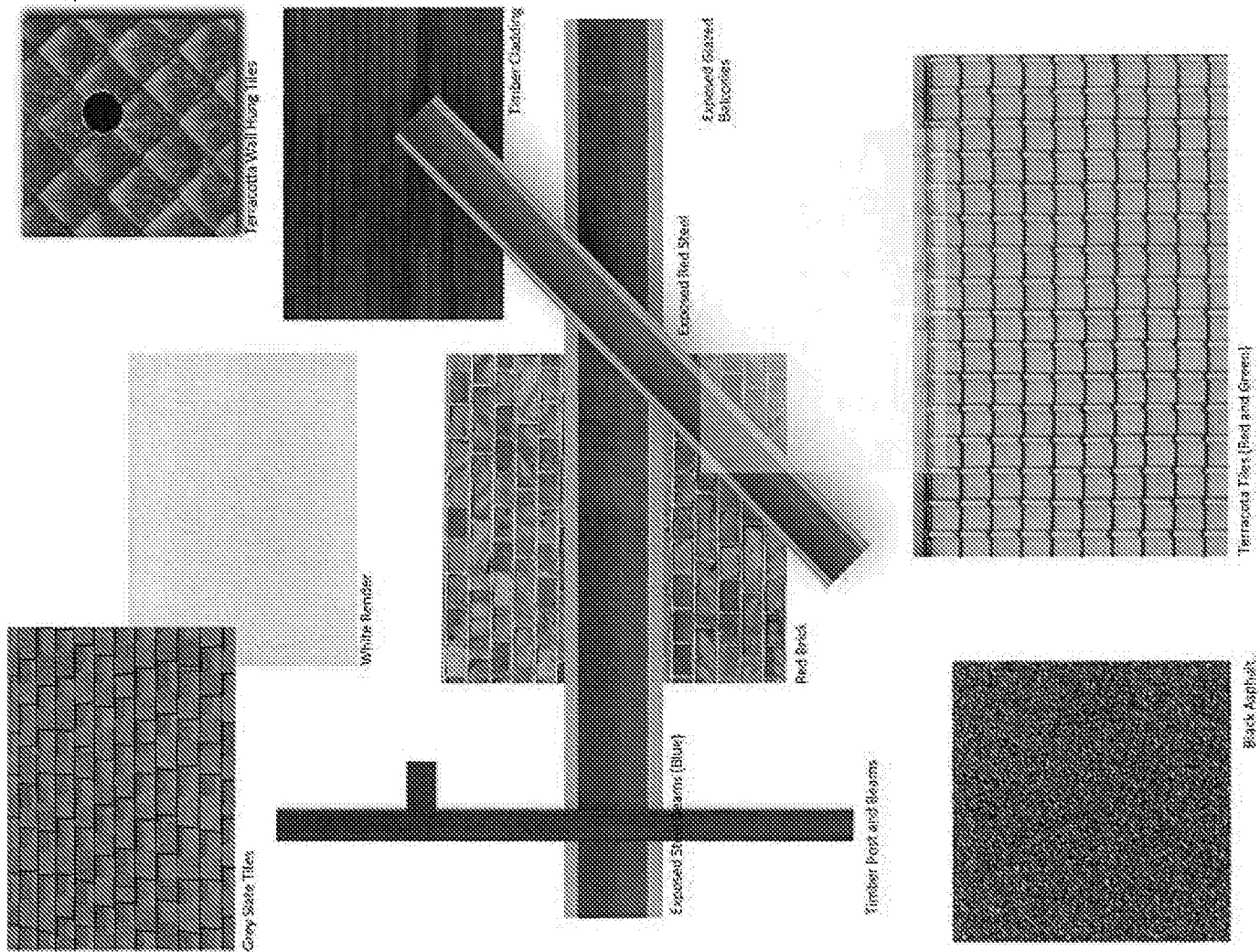


Materials

As previously stated there is a diverse blend of construction materials being employed in the immediate locale. These range from traditional red brick, terracotta tiling and wall hung tiles to white render finishes and green roof tiles to horizontal timber cladding and exposed steel beams and posts. There are considerable hard-scape areas of black asphalt to accommodate more recent development occupants parking requirements.

With the exception of a blue plaque building of white render and green tiled roof that fronts Kings Parade there are no buildings of particular architectural merit. The area is not a conservation area, neither are there any listed buildings within the immediate vicinity.

The palette of materials already utilised in the immediate context suggest a flexible approach can be taken to aesthetic material selection. Affirmation from pre-conservation planning advice will be sought to enable fast and efficient design processes.



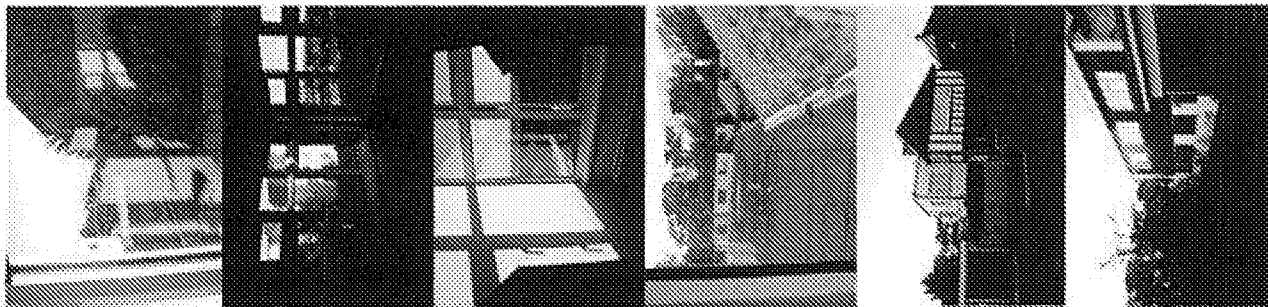
Amenities

The area is served by local shopping amenities at Nymwood Lane and Aldwick Road within 500 metres walking distance. There are regular bus routes connecting residents to facilities in the town and beyond. The town also boasts good connecting regional rail services.

The gardens at Marine Park and play facilities at West Park are within easy walking distance and supplement the nearby beach all of which are enjoyed by visitors and residents of the area. There is a local primary/junior school a short journey to the north-west at Nymwood, Bapcor Regis is also served by the new Regis Secondary school within a half hours walking distance from the site.

As suitability to amenities and resources suggests a mixed use approach will be in keeping with local authority guidelines and promote sustainable transport use. With this in mind it is suggested the proposed flats would be marketed with a view to appealing to pensionable age residents as previously mentioned.

The plot sits in a residential district and it is felt proposals will considerably improve visual impact and add value to the immediate environment. The client is committed to providing high quality accommodation that will considerably enhance the overall character of the area.



SITE

The site is located approximately 30 metres from the junction of Kings Parade on the west of Selby Avenue. The site can be accessed easily and is visible from the road. The southern boundary is bordered by the 'tree roofs' four storey development of residential flats. The western edge has a number of single house garden plots that back against it. The northern boundary is bordered by No.5 Selby Avenue a detached single residence. The eastern aspect is to the road and pedestrian pavement.

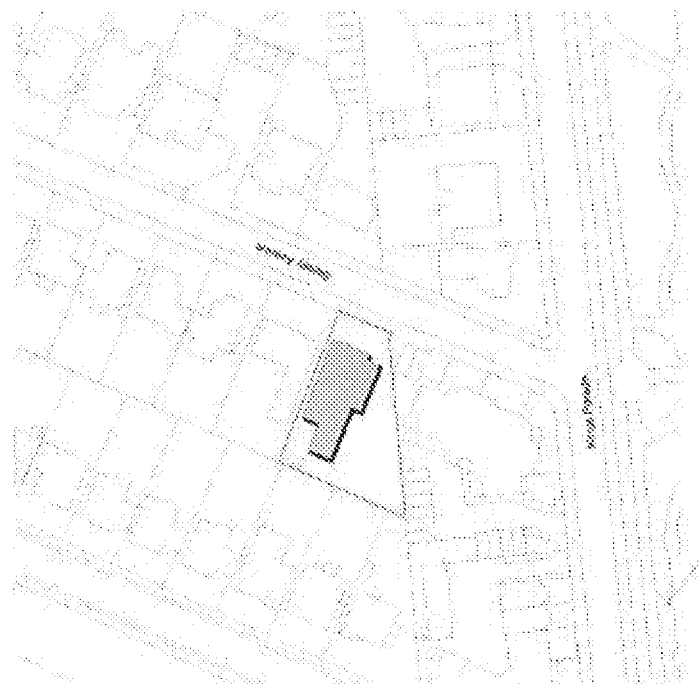
The existing house that occupies the plot was constructed during a wave of housing development in the town in the 1930's and is typical in style, layout and materiality of single detached houses of that era. It is of standard construction and form and consists of two stories (original) and a converted loft space. Facing materials are of red brick to ground floor with render and timber to upper levels. The hipped roof is finished with terracotta tiles. There have been a number of additional extensions and internal modifications in recent years. These are of standard construction, include vertical tiling and white render finishes and are of poor design. These extensions have significantly increased the floor area of the original house turning it into the real/terrace-home for which it was used, and the buildings recent decline. The building is thought to have housed approximately 20 elderly residents and additional support staff.

The position of the plot allows for some unobstructed views of the sea and beach to the south, east and west. It is felt its unique position as the gateway to the avenue could afford ample opportunity to maximise its development in line with similar projects in the immediate vicinity.

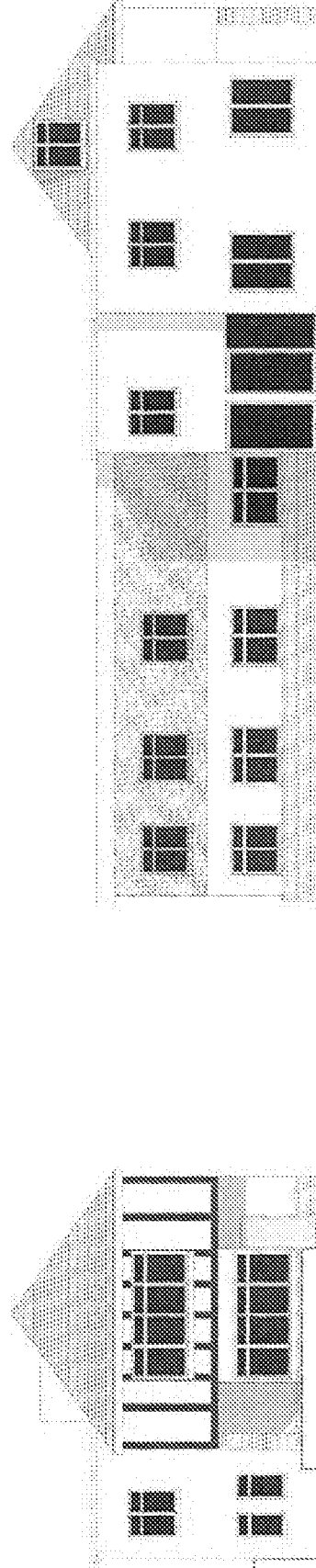
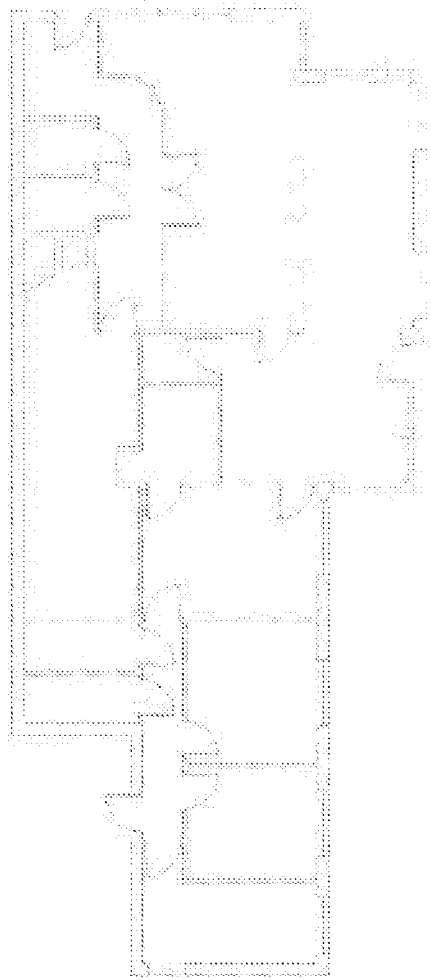
The plot area of 3 Selby Avenue represents approximately 727 sq metres;

The existing building Gross External Footprint approximately 250 sq metres;

As previously stated the plot is currently unoccupied and has its windows and door openings boarded up to prevent trespass. The plot has been unoccupied for three years and initial consultation with local residents suggests a favourable response to development objectives, in respect of enhancement of the immediate environment and removal of threat from trespass. There is significant external landscaping to the plot which is overgrown and in a state of disrepair.



EXISTING



Ground Floor Plan, South and East Elevations (not to scale WTS)

INTENTIONS

It is the client's intention to invest in a high quality build programme that maximises return whilst ensuring appeal to the demographic market relevant to this area. It is felt a mix of one and two bedroom apartments are most appropriate, these will be made available for sale as individual dwelling units on the open market, with particular emphasis geared towards marketing initiatives targeting possible age residents and professional individuals / couples. The views and aspects to the beach and sea are a sufficiently selling point, as are its proximity to amenities and transport infrastructure.

The client recognises the importance of consideration of sustainable heat, light and power in the finished building as well as embedded energy use in material choices and construction techniques. The client has voiced an intention to utilise local contractors, subcontractors and suppliers wherever possible and appropriate throughout the construction phase and lifetime of the building. The client is aware of similar developments which have proved successful both in this locale and in the environs of Bristol Aero which provide useful precedents to suggest a *successful outcome* for this plot, both in terms of investment and return and in positive contribution to the local environment and needs of residents.

FACTORS

There are a number of factors worthy of careful consideration before commencing with planning consent. It is felt these can be best raised and addressed at consultation stage so that they may better inform design for approval.

1. **Style and Aesthetic Impact**
Local authority consultation should confirm a flexible approach to materiality and general appearance in accordance with the abundant variety of architectural styles and typologies.
2. **Heights and Ridge Lines**
Neighbouring dwellings are of four/two storey (red roofs to the south), two storey (No. 3) and three/four storey (opposite). There are a number of developments in the immediate proximity that are of four/two storeys. A decision on appropriate heights will be sought at consultation stage.
3. **Massing**
Whilst maximising development potential consideration should also be given to avoid over-development of the plot size in accordance with authority guidelines and advice.
4. **Ratio to Plot**
It is felt adequate external ground floor provision for amenity, vehicular and pedestrian circulation needs careful consideration before the planning stage.
5. **Number of Units**
An appropriate number of units to provide spacious and appropriate living accommodations targeted at the demographic market would be between 14 and 20 units dependent on use and space allocation.
6. **Parking**
Early consultation with WSCC Highways have indicated a preference towards minimal allocated parking provision to encourage alternative transport means through proximity to services.
7. **Overlooking**
There are overlooking considerations and possible right to light issues to the west and possibly north and south which should be addressed in initial consultation with local authorities.

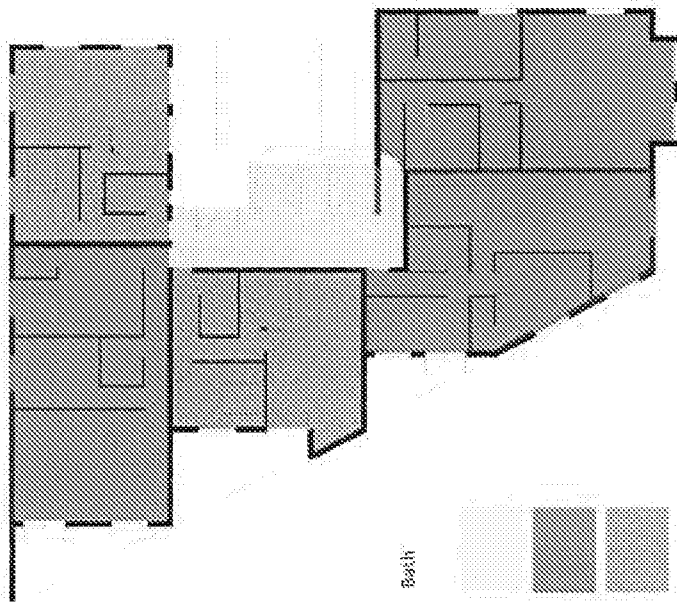




PROPOSED FLOOR PLAN

Typical Floor Plan (MTS)
 2 x 1 bedroom
 3 x 2 bedroom
 30 non-allocated parking spaces

SPACE ALLOCATION

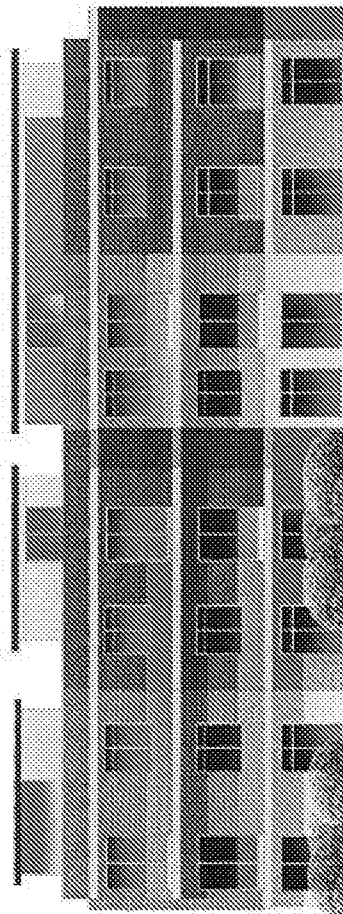
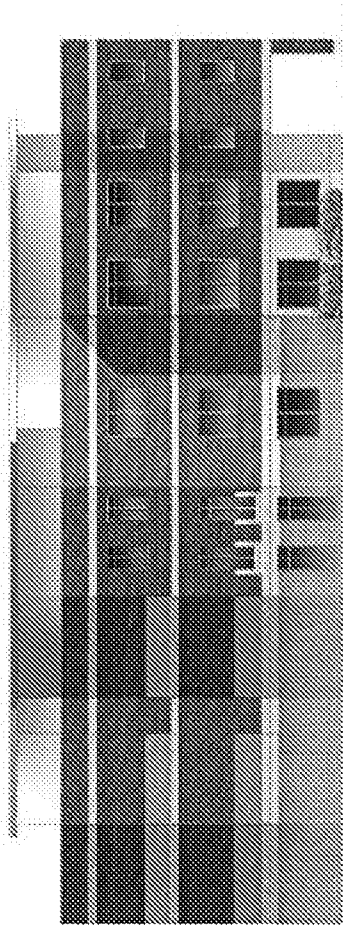


OPTION STUDY 1

Option Study 1 takes the key material palette of red brick, white render and glazed balcony areas and creates a contemporary high quality development in line with the client's aspirations by setting the upper storey back from the building line to respect for ridge heights and visual impact can be achieved.

The south and east elevations attempt to make good use of southern aspects maximising sea views whilst being conscious of overlooking issues to the west and north.

(Sketch proposals show East and South Elevations and are indicative interpretations not to scale of the outline plans)



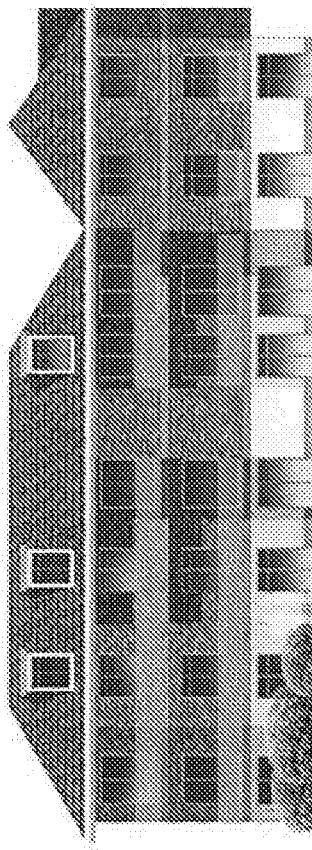
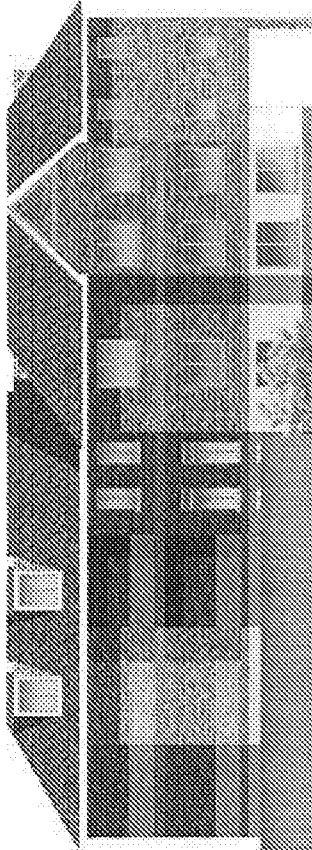
OPTION STUDY 2

Option Study

Option 2 sketches out a vernacular approach to the outline plans, with pitched roofs, habitable loft spaces on the upper storey and a subtle mix of red brick and yellow brick with white render base. There are protruding glazed balconies to balconies.

Again edge heights are respectful of local context with upper storeys setback for minimal visual impact.

(Sketch proposals show East and South elevations and are indicative interpretations not to scale of the outline plans)



ENVIRONMENTAL CONSIDERATIONS

The client and agent are committed to future secure provision of renewable energy systems as integral to the design and planning of the overall scheme. The development will benefit from an unobstructed south facing orientation allowing for passive solar gain to played elevations of the main structure and for the installation of possible tlv panels to roof areas serving solar water heating provision for the entire development. In addition investigation into ground source heat pump systems is proposed and could provide under floor heating for the entire development... Additional tlv cells may be considered for extra power demands in high peak periods or for resale back to the grid.

A grey water recycling system could be implemented to collect and reuse rainwater for washing and flushing, utilising a 5000 litre storage tank to be positioned behind the north elevation.

It is felt a considerable energy and cost saving can be made against the services provision currently experienced in similar developments exceeding statutory compliance guidelines with considerable cutbacks in household emissions.

Material construction will aim to use locally sourced products and services wherever possible to allow for transport/journey efficiencies. Local contractors and consultants will be selected for the same reason. Consideration of construction elements will ensure low embodied energy of materials. By super insulating the wall, roof and floor elements and ensuring maximum air tightness efficiencies across the structure it is felt the energy performance of the proposal will be considered a substantial improvement on the existing requirement with considerable carbon emission reduction and cost saving well into the future. In light of the plots proximity to other residential units all on-site disruption will be kept to a minimum and in respect of planning conditions to this effect.

Additional Services

All existing on-site drainage will be utilised with additional work where necessary. A grey water harvesting system will be implemented to utilise reuse of rainwater supported by available on-site mains metered water supply which will be designed to ensure maximum efficiencies.

