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Replacement Dwelling

25 Freeman Way, Emerson Park,
Hornchurch, Essex,
RM11 3PH

Design & Access Statement
October 2026
Rev -

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This Design and Access Statement accompanies the full planning application and supersedes the July 2026 pre-application document. It incorporates the London Borough of Havering pre-application advice (reference W0216.26) and explains how the design has been revised in response.

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00.01
Introduction

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Introduction



This Design and Access Statement has been prepared by nest architecture on behalf of Mr Mukund Kateria in support of the demolition of the existing dwelling at 25 Freeman Way and its replacement with a high-quality detached family dwelling.

The site occupies a prominent corner plot within Sector 6 of the Emerson Park Policy Area. The design has evolved from the earlier pre-application scheme following detailed advice from the London Borough of Havering. The ground-floor footprint and siting of the dwelling have been retained from the pre-application scheme; the principal design revisions are focused on the uppermost floor and roof form in response to the Council's concerns regarding scale, bulk and the prominence of the building on the corner. The application also provides further information addressing the relationship with No.24 Freeman Way, privacy, trees, boundary treatment, access and supporting residential standards.

The purpose of this statement is to explain the design rationale for the revised scheme, demonstrate how the proposal responds to its physical and policy context, and record the changes made following pre-application engagement.

Design Objectives

- Preserve the spacious, landscaped character of Emerson Park and the established rhythm of detached dwellings.
- Respond appropriately to the visual prominence of the corner plot.
- Reduce the perceived scale and bulk of the upper part of the dwelling through the redesign of the top floor and roof form, while retaining the established footprint and siting of the pre-application scheme.
- Demonstrate that the relationship with No.24 Freeman Way appropriately safeguards neighbouring amenity, including separation, rear projection, fenestration, daylight and privacy considerations.
- Adopt a high-quality architectural language and material palette rooted in the established character of the area.
- Provide safe, legible access, parking, cycle and refuse arrangements while maintaining an attractive landscaped frontage.

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About nest architecture

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About nest architecture





nest architecture is an architectural practice specialising in the design and delivery of bespoke residential developments throughout London and the South East.

The practice provides a comprehensive architectural service from initial feasibility studies through planning, technical design and construction. Every project is approached through a collaborative design process that balances architectural quality, planning policy and technical excellence to deliver carefully considered residential environments.

The practice has extensive experience in replacement dwellings, bespoke new homes and residential alterations, working closely with clients, local authorities and specialist consultants to produce proposals that respond positively to their context whilst meeting the aspirations of each client.

Nest Architecture places particular emphasis on creating timeless architecture that is informed by its surroundings, delivering sustainable, practical and elegant homes designed to stand the test of time.







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Existing Site

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Existing Site









The application site comprises a detached dwelling occupying a generous corner plot in Freeman Way within the Emerson Park Policy Area.

The existing dwelling is a late twentieth-century detached house arranged over two principal storeys with additional accommodation within the roof space. Whilst functional, the building makes a relatively neutral contribution to the character of the area and has a limited architectural presence within its prominent corner setting.

The site therefore presents an opportunity to deliver a replacement dwelling that makes a stronger architectural contribution to the streetscape whilst remaining entirely consistent with the established pattern of development. The proposal seeks to enhance the visual quality of this prominent corner plot through improved architectural composition, carefully controlled scale and generous landscape setting, whilst preserving the spacious character that defines Emerson Park.

The dwelling is set well back from Freeman Way behind an open landscaped frontage comprising lawn and a block-paved driveway providing off-street parking. Mature trees and established boundary planting to the rear contribute positively to the verdant character of the site.

The corner plot location presents both opportunities and design challenges. The proposal has therefore been carefully positioned to maintain openness to both street frontages whilst avoiding excessive visual dominance. Particular attention has also been given to the transition between the public realm and the proposed dwelling. The corner location provides an opportunity to create active frontages to both street elevations, improving natural surveillance and ensuring the building positively addresses its highly visible setting whilst maintaining the openness expected of corner plots within Emerson Park.

The existing dwelling is neither statutorily nor locally listed and does not possess any recognised architectural or historic significance. The site is not located within a Conservation Area and lies within Flood Zone 1. A Tree Preservation Order (TPO 23/72) affects the site, making the relationship between development, retained trees and construction activity an important design consideration.

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Existing Site - Aerial



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Existing Site - 3D Aerials













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Client Brief

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Client Brief







The client's aspiration was to create a substantial family residence that reflects the quality and prestige of Emerson Park whilst accommodating the needs of modern family life.

The brief sought a dwelling that combines formal architectural composition with generous, flexible internal accommodation. Particular emphasis was placed upon creating spacious entertaining areas, strong connections to the surrounding gardens and a logical separation between formal reception rooms and informal family living spaces.

The accommodation has been designed to provide six generously proportioned bedroom suites, extensive family accommodation, dedicated entertaining spaces.

The main spaces to be included:

Ground floor

- An impressive wide, double storey entrance hall.
- Formal living room.
- Drawing room / study.
- Utility room.
- WC & Shower room.
- Coat & boot store.
- Open plan kitchen, dining and family living space overlooking the rear garden.

First & Second floors

- Master bedroom suite with seating area, dressing room and en-suite.
- 5 further bedrooms all with en-suites: shower or baths and some with dressing rooms.
- Plant room.

The proposal has also been designed to provide long-term flexibility, allowing the dwelling to adapt to changing family requirements whilst incorporating modern sustainable technologies and high standards of environmental performance.

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Surrounding Context

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Surrounding Context





The surrounding townscape has a loose suburban grain of detached dwellings set within generous plots. Buildings are generally set back from the highway with front gardens, side separation and mature planting. Architectural expression varies, but the underlying urban structure is consistent and is more important to local character than any single style.

Defining characteristics

- Generous plot widths and detached built form.
- Strong setbacks from the highway and visible gaps between buildings.
- Mature trees, hedges and garden planting.
- Predominantly pitched, hipped and gabled roof forms.
- Individual architectural identity using robust, high-quality materials.
- A spacious, verdant character in which buildings sit within landscape rather than dominate their plots.
- The revised design uses these characteristics as the basis for its siting, massing, roof form and architectural treatment.





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Surrounding Context



FREEMAN WAY STREET ELEVATION (FRONT-SOUTH)



FREEMAN WAY STREET ELEVATION (SIDE-WEST)

The existing street elevations demonstrate the varied scale, roof forms and architectural character of dwellings along Freeman Way. Despite these variations, the streetscape retains a consistent pattern of detached properties with established building lines and visible separation between dwellings. This context has informed the design of the replacement dwelling, particularly its traditional hipped roof, articulated elevations and relationship with the prominent corner setting.

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Surrounding Context



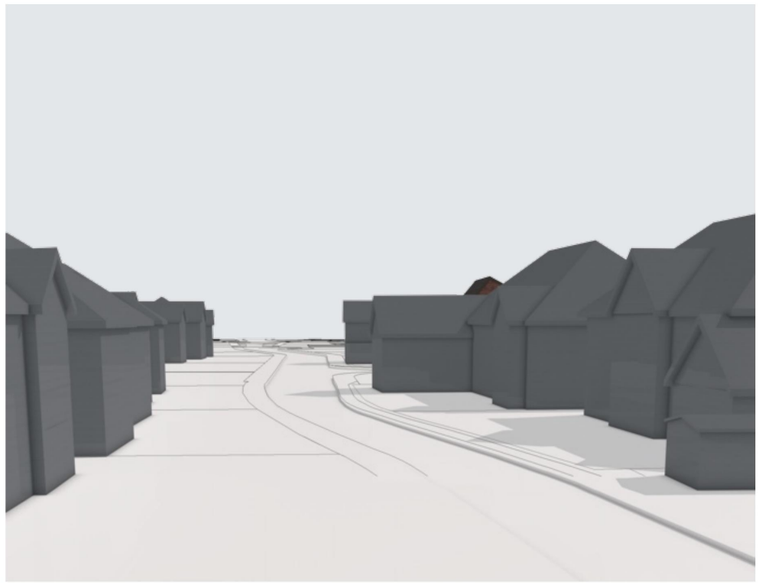
VIEW ALONG FREEMAN WAY (WEST)



VIEW ALONG FREEMAN WAY AT CORNER JUNCTION (WEST)



VIEW FROM ERNEST ROAD / FREEMAN WAY JUNCTION (NORTH)



VIEW ALONG FREEMAN WAY (EAST)

The existing 3D street views illustrate the varied scale, architectural character and roof forms of surrounding dwellings, together with the site's prominent position at the junction of Freeman Way and Ernest Road. The views demonstrate the importance of maintaining a balanced relationship between built form, established building lines and the surrounding streetscape. This analysis has informed the revised proposal, particularly the introduction of a traditional hipped roof to reduce perceived bulk and provide a more sympathetic response to the corner setting.

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Surrounding Context - Land Use



The application site is located within an established suburban neighbourhood comprising predominantly detached family housing set within generous private plots. The surrounding area is entirely residential in character, with no commercial, industrial or other potentially conflicting land uses in the immediate vicinity. This consistent land use pattern provides an appropriate context for the proposed replacement dwelling.

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Surrounding Context - Figure Ground



The figure ground analysis demonstrates that built form occupies only a relatively small proportion of each plot, with substantial areas of private garden and landscape separating neighbouring dwellings. This relationship between buildings and open space is one of the defining characteristics of Emerson Park and contributes significantly to its spacious suburban character.

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Surrounding Context - Separation



Freeman Way is characterised by detached dwellings with relatively modest but consistent side separation distances. The spacing between buildings creates a recognisable rhythm along the street, allowing visual breaks between properties while maintaining a coherent suburban street frontage.

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Surrounding Context - Building Lines



The existing street exhibits a strong and consistent front building line, with principal elevations generally aligned parallel to Freeman Way. Rear building lines are less uniform due to differing building depths and historic extensions, resulting in variation across the rear of the urban block.

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Surrounding Context - Density



The surrounding neighbourhood displays a low-density suburban character, with detached dwellings positioned within spacious plots and significant areas of private garden. Buildings occupy a relatively modest proportion of each site, resulting in an open residential environment.

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Surrounding Context - Rear Gardens



The surrounding area is characterised by long rear gardens that contribute significantly to the spacious suburban character of the neighbourhood. Garden depths vary between properties but consistently provide substantial private amenity space and support mature landscaping throughout the urban block.

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Surrounding Context - Storey Heights



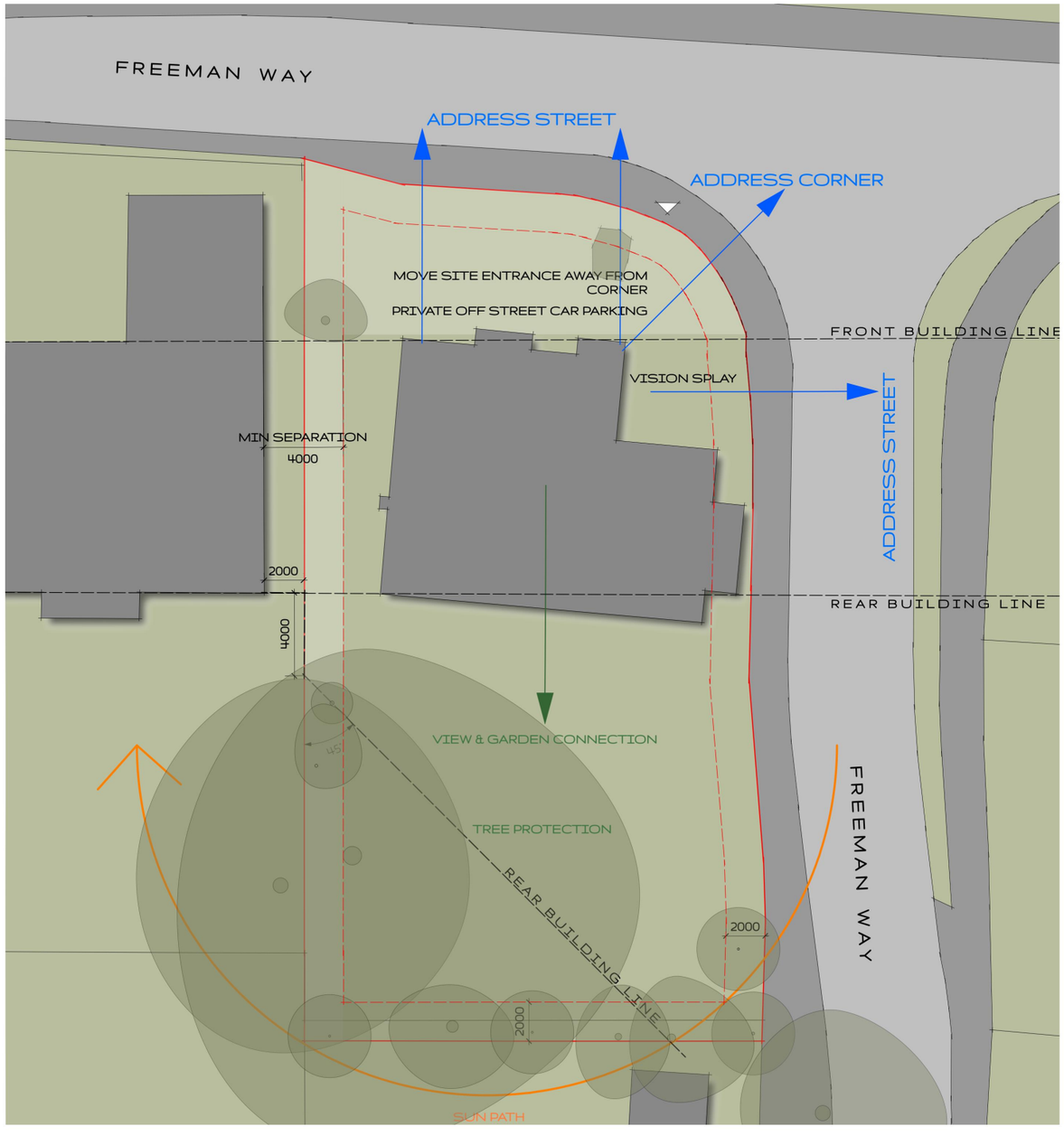
The surrounding area is characterised predominantly by two-storey detached dwellings, interspersed with a notable number of properties incorporating accommodation within the roof space (2.5 storeys). These dwellings are distributed throughout the immediate area, creating a varied but balanced roofscape that forms an established characteristic of the local townscape. The mix of two and 2.5-storey dwellings contributes to the architectural diversity of the street whilst maintaining a consistent suburban scale.

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Site Constraints & Opportunities

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Site Constraints & Opportunities



Site Constraints

The site occupies a prominent corner position within Freeman Way, requiring careful consideration of the relationship between the proposed dwelling, adjoining properties, established building lines and the character of the surrounding streetscape.

The proposed development has been designed to maintain appropriate separation from neighbouring properties, particularly No.24 Freeman Way, while preserving the established pattern of detached residential development characteristic of Sector 6 of the Emerson Park Policy Area.

The site is also subject to Tree Preservation Order TPO 23/72. The proposed development has been reviewed by the project arboriculturist, who has confirmed that the proposed layout can be accommodated while maintaining protection of the relevant root protection areas.

The positioning of the replacement dwelling and ancillary garden pavilion has been considered in conjunction with the existing trees, ensuring that the development responds appropriately to the site's landscape constraints.

The arboricultural assessment and associated tree protection information provide further details of the proposed safeguarding measures.

Site Opportunites

The site's prominent corner position provides an opportunity to deliver a high-quality replacement dwelling that makes a positive architectural contribution to Freeman Way.

The proposed development responds to the established character of Emerson Park through a traditional architectural composition, articulated elevations and a hipped roof form.

The design retains substantial landscaped areas around the dwelling, including the principal rear garden, maintaining the relationship between built form and open space that characterises the locality.

The development also provides an opportunity to enhance the quality of the residential accommodation while retaining the established spacious and landscaped character of the site.

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Planning & Design
Context

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Planning & Design Context



The proposal has been developed with regard to the national, regional and local planning framework, including the National Planning Policy Framework, the London Plan 2021, the Havering Local Plan 2016-2031 and the Emerson Park Policy Area Supplementary Planning Document (SPD).

For this site, the Emerson Park SPD is a particularly important design consideration. The Council's pre-application response confirms that the site lies within Sector 6, which is typified by medium and large dwellings in spacious, well-landscaped grounds. Development should avoid a cramped appearance and should ensure that massing and architectural style are compatible with surrounding properties.

Other matters identified at pre-application stage

- Residential design and amenity, including London Plan Policy D6 and Havering Local Plan Policy 7.
- Accessible and adaptable housing in accordance with London Plan Policy D7 and Building Regulations M4(2).
- Parking and highway considerations under Havering Local Plan Policy 24 and London Plan Policies T4 and T6.1.
- Cycle parking under London Plan Policy T5.
- Protection of trees affected by TPO 23/72 and submission of appropriate arboricultural information.

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Pre-App Engagement & Design Evolution

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00.08 Pre-App Engagement & Design Evolution

Pre-Application Issue	Council's Advice	Revised Design Response
Scale, bulk and footprint	Concern that the earlier scheme was too large for the plot and appeared cramped on this prominent junction.	The ground-floor footprint and siting are retained from the pre-application scheme. Rather than altering the footprint, the post-pre-application design work focuses on the uppermost floor and roof form to reduce perceived scale and bulk and improve the building's appearance on the prominent corner. The application street views and elevations demonstrate the effect of this revised upper-level composition.
Roof design	The earlier crown roof and substantial blank flank roof wall were considered inappropriate for the prominent corner.	The crown-roof arrangement has been removed. The revised dwelling adopts a traditional hipped roof form with the top-floor accommodation integrated within the roof and a restrained dormer composition, responding more directly to the hipped and gabled roof character identified by the Council.
Boundary with No.24	First-floor development was requested to be set at least 2m from the common boundary.	The original pre-application proposal already incorporated the recommended 2m first-floor separation from the shared boundary with No.24. This dimension is expressly identified on the submitted planning drawings, clarifying the discrepancy within the pre-application advice and demonstrating compliance with the Council's recommended separation distance.
Rear projection beside No.24	The ground floor should not project within an area established by a triangulation of 2m from the boundary, a projection of 4m and a 45 degree angled line from this point. The two-storey element (first floor) should project no more than 3m beyond the rear elevation of No.24.	The proposed first-floor development achieves the Council's recommended maximum 3m rear projection beyond No.24 Freeman Way. The relevant dimensions and 45-degree relationship are clearly identified on the submitted drawings, demonstrating how the proposal responds to the Council's pre-application guidance.

Formal pre-application advice was received from the London Borough of Havering under reference W0216.26 in relation to the proposed replacement dwelling at 25 Freeman Way.

The Council confirmed that the principle of a replacement dwelling was not unacceptable, while identifying matters requiring further consideration in relation to the scale, bulk, footprint, roof design, neighbouring residential amenity and protected trees.

The design team has carefully reviewed the Council's comments and undertaken a detailed assessment of the proposal.

Particular attention has been given to the building's appearance within the prominent corner location, its relationship with No.24 Freeman Way and the preservation of the established landscaped character of the site.

The principal architectural revision following pre-application engagement has been the substantial redesign of the uppermost floor and roof.

The original crown-roof arrangement has been replaced with a traditional hipped roof, with the uppermost accommodation integrated within the roof structure.

This revision significantly reduces the perceived mass and visual prominence of the upper part of the building, providing a more sympathetic relationship with the predominantly hipped and gabled roof forms characteristic of Freeman Way.

The established ground-floor footprint and siting have been retained.

Importantly, the original pre-application proposal already incorporated a 2m separation between the first-floor development and the shared boundary with No.24 Freeman Way.

The pre-application response referred to a separation of approximately 1m. However, this appears to have resulted from a misinterpretation of the original submitted drawings.

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Pre-App Engagement & Design Evolution

Pre-Application Issue	Council's Advice	Revised Design Response
45-degree relationship	The Council highlighted the SPD 45-degree test from a primary original habitable-room flank window at No.24.	The application drawings identify the flank windows to No. 24 Freeman Way. These windows have been reviewed and are understood to serve non-habitable rooms, rather than being primary original windows serving habitable rooms.
Flank windows	First-floor flank windows should be obscure glazed/fixed where necessary.	The submitted first-floor plan identifies obscure glazing to flank en-suite/ancillary windows.
Rear first-floor terrace	Privacy concerns were raised and a 1.8m screen suggested.	The submitted plan identifies an opaque 1,800mm-high privacy screen to the terrace. This is shown as part of the application scheme and addresses the privacy consideration raised by the Council.
Trees / TPO	Potential impact on protected trees required further assessment.	The retained site layout preserves the principal rear garden and separates the main dwelling from the rear tree. An Arboricultural survey and report accompany this application.
Boundary treatment / sightlines	No objection in principle, but piers/permeability should protect junction sightlines.	The application frontage uses low brickwork with visually permeable metal railings and gates, allowing the corner to remain open in character and addressing the Council's sightline/permeability comments.
Parking, cycle and refuse	Parking, crossover, cycle and bin storage details were requested.	The application plans show on-site parking, dedicated secure cycle storage for two cycles and bin storage integrated along the side access. Highway/crossover details are to be read with the submitted site plan.

For clarity, the current planning drawings expressly identify the 2m first-floor separation, demonstrating that the proposal achieves the separation distance recommended by the Council.

The revised drawings also demonstrate that the first-floor rear projection satisfies the Council's recommended maximum projection of 3m beyond the rear elevation of No.24.

Accordingly, the revised submission provides a clear and measurable demonstration of the relationship with the adjoining property while incorporating significant improvements to the architectural treatment and perceived scale of the building.

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Pre-App Engagement & Design Evolution



FRONT ELEVATION (NORTH)



FRONT ELEVATION (NORTH)

Design Evolution - Front Elevation

The architectural design has undergone a significant refinement following the Council's pre-application comments, with particular emphasis on reducing the perceived scale, bulk and visual prominence of the replacement dwelling.

The original proposal incorporated a crown-roof arrangement, with the uppermost accommodation contained between raised flank walls.

While this provided a coherent architectural composition, the Council expressed concerns regarding the visual impact of the roof form, particularly given the site's prominent position at the junction of Freeman Way.

In response, the uppermost floor and roof have been substantially redesigned.

The revised proposal incorporates a traditional hipped roof, with sloping roof planes extending down towards the eaves above the first floor.

This creates a more gradual transition between the principal elevations and roof structure, reducing the apparent mass of the uppermost part of the building.

The revised roof form also responds more directly to the established architectural character of Freeman Way, where hipped and gabled roofs are prevalent.

Dormer windows have been carefully integrated within the roof slopes and remain subordinate to the overall roof composition.

Although the ground-floor footprint and siting remain unchanged, the architectural revisions materially improve the building's appearance and reduce its perceived dominance within the streetscape.

The resulting composition achieves a more balanced relationship between the building's scale, its prominent corner position and the surrounding residential context.

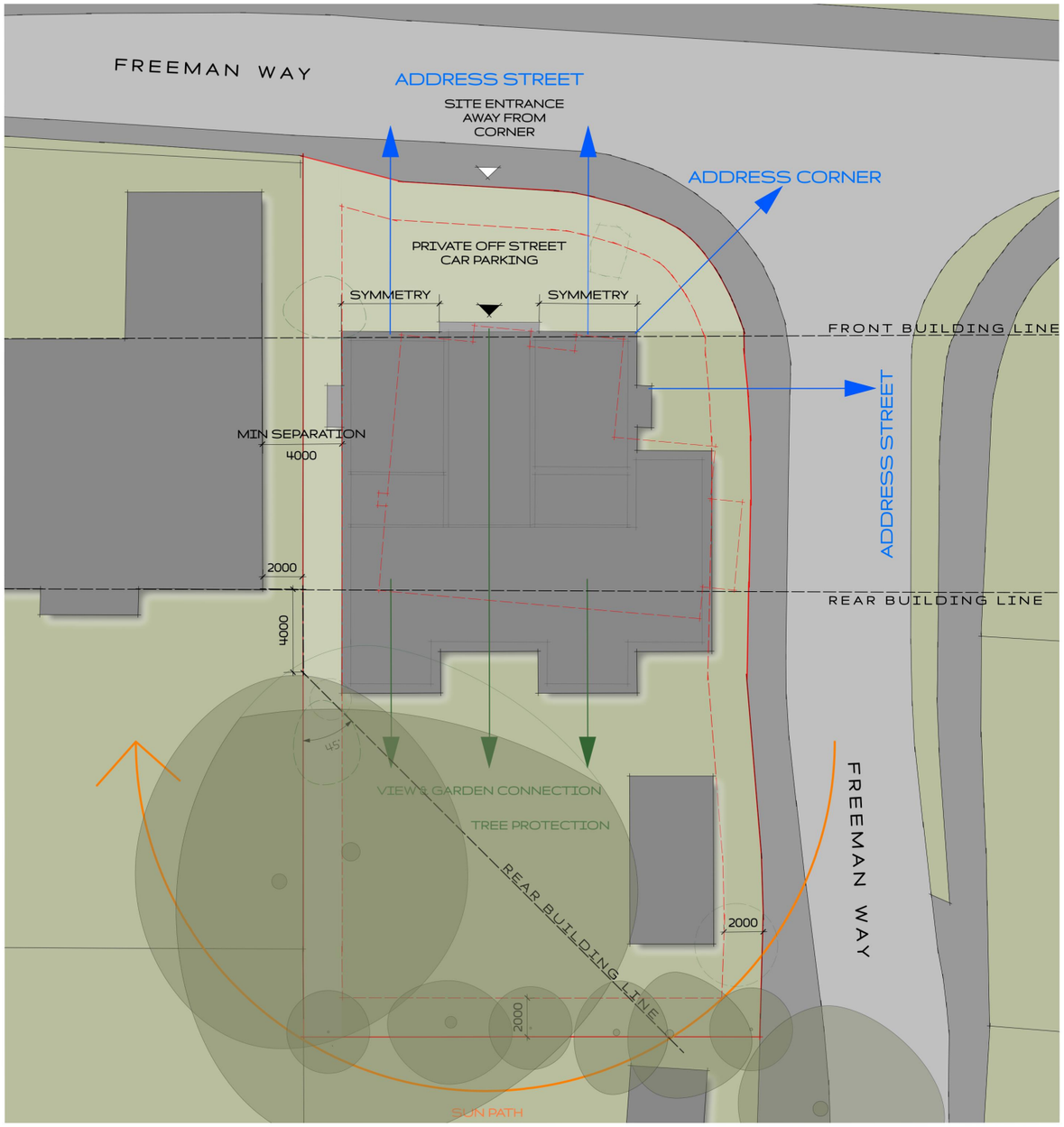
The proposal therefore represents a meaningful architectural response to the Council's pre-application advice while retaining the functional and spatial benefits of the established layout.

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Design Response

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Design Response



Site Constraints

The proposed layout has been carefully positioned within the established building lines to maintain the character found along the road and surrounding area. The building footprint has been designed to respect the existing Tree Protection Zone, ensuring that the mature tree can be retained and protected throughout construction. Vehicle access is located away from the road junction to preserve the required visibility splays and improve highway safety. The building form has also been arranged to respond to the corner plot, ensuring that the development addresses both street frontages whilst respecting the established character of the surrounding area.

Site Opportunities

The proposed dwelling takes advantage of the site's prominent corner position by presenting active elevations to both street frontages, creating a strong architectural presence and enhancing the streetscape. The principal entrance and private off-street parking have been positioned to improve accessibility and minimise conflict with pedestrians and vehicles.

Internally, the layout has been arranged to maximise the relationship between the principal living spaces and the private rear garden, creating strong visual and physical connections with the landscaped outdoor areas. The proposed garden comfortably exceeds the minimum private amenity space requirements and incorporates tree retention and additional landscaping to enhance biodiversity and reinforce the site's green character. The orientation of the dwelling has also been carefully considered to maximise natural daylight and passive solar gain to the principal habitable rooms and garden, contributing to a sustainable and high-quality living environment.

The proposed built form adopts a symmetrical composition to reinforce the prominence of the corner site and create a balanced, well-proportioned appearance that responds positively to its context.

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Design Response

The proposed replacement dwelling has evolved directly from the contextual appraisal, site constraints analysis, planning policy and the pre-application feedback set out in the preceding sections of this document. Rather than applying a predetermined architectural solution, the design has responded to the opportunities and constraints of the site, ensuring that each aspect of the proposal contributes positively to the established character of the Emerson Park Policy Area whilst delivering a contemporary family dwelling of high architectural quality.

Corner Plot

The site's prominent corner location has been a key design consideration throughout the evolution of the proposal. The dwelling has been carefully positioned to address both street frontages positively whilst maintaining generous areas of openness around the building. The architectural composition ensures that both principal elevations provide an active and well-proportioned frontage, reinforcing the importance of the corner plot without creating an unduly dominant presence within the streetscape.

Scale & Massing

The scale and massing of the replacement dwelling have been carefully considered in the context of the surrounding pattern of development and the particular characteristics of Sector 6 of the Emerson Park Policy Area.

The locality is characterised by detached dwellings of varying architectural styles and substantial proportions, generally situated within established landscaped plots.

The proposed dwelling responds to this context through a traditional architectural composition, articulated elevations and a carefully proportioned hipped roof.

Following pre-application engagement, the uppermost floor and roof have been substantially redesigned to reduce the perceived scale and visual bulk of the building.

The revised roof provides a more sympathetic transition between the principal elevations and the surrounding streetscape, particularly when viewed from the prominent corner junction.

The development retains the established proposed ground-floor footprint while introducing significant improvements to the upper-level architectural composition.

The resulting building presents a more balanced and contextually appropriate form that responds positively to the Council's concerns regarding scale and massing.

Building Footprint & Plot Character

The proposed footprint has been considered in relation to the site's overall dimensions, established building lines, neighbouring properties and landscaped setting.

Although the replacement dwelling is larger than the existing building, the proposal retains substantial areas of open space and landscaping around the dwelling.

The principal rear garden remains an important landscaped element of the site, while the front and side areas provide separation between the building and the surrounding streetscape.

The proposed building maintains the detached residential character of the locality and responds to the established pattern of development within Sector 6 of the Emerson Park Policy Area.

The revised roof design further moderates the perceived scale of the building, ensuring that the overall architectural composition is considered in conjunction with the retained landscaped setting.

The proposed development therefore seeks to accommodate a high-quality family dwelling while preserving the spacious character of the plot.

Relationship with No.24 Freeman Way

Particular consideration has been given to the relationship between the proposed replacement dwelling and No.24 Freeman Way.

The Council's pre-application advice identified a minimum first-floor separation of 2m from the shared boundary and recommended that the first-floor development should project no more than 3m beyond the rear elevation of the neighbouring dwelling.

The original pre-application proposal already incorporated a 2m separation at first-floor level and above.

The reference within the pre-application response to a separation of approximately 1m appears to have arisen from a misinterpretation of the original drawings.

The current application drawings clearly identify the relevant dimensions and confirm that the proposed first-floor development maintains the recommended 2m separation from the shared boundary.

The first-floor rear projection also satisfies the Council's recommended maximum of 3m beyond the neighbouring rear elevation.

These dimensions are expressly identified on the submitted plans to provide clarity and demonstrate the relationship between the two properties.

The proposal has also been considered in relation to neighbouring windows, privacy and outlook.

The design incorporates appropriate measures to safeguard residential amenity, including the careful positioning of windows and the provision of an opaque privacy screen to the first-floor terrace.

Taken together, these measures demonstrate that the proposed development has been designed with careful regard to the residential amenities of No.24 Freeman Way.

Landscaping

Landscape has been treated as an integral component of the design rather than simply residual space around the building. Generous front, side and rear gardens are retained, reinforcing the verdant character of Emerson Park and preserving the spacious setting expected within the Policy Area. Existing mature planting will be retained where practicable and supplemented by additional soft landscaping to strengthen the site's contribution to the wider streetscape.

ppraisal rather than replicating any single architectural style.

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Design Response



FREEMAN WAY STREET ELEVATION (FRONT-SOUTH)



FREEMAN WAY STREET ELEVATION (SIDE-WEST)

Residential Amenity

The proposal has been carefully designed to safeguard the amenities of neighbouring occupiers. Appropriate separation distances, carefully considered window placement and the articulation of the building mass ensure that privacy, daylight and outlook are maintained for adjoining properties. The replacement dwelling therefore provides a high-quality living environment for both existing and future residents.

Architectural Quality

The proposed dwelling adopts a contemporary architectural language informed by the defining characteristics of Emerson Park rather than replicating any single historic style.
High-quality materials, balanced proportions and carefully detailed elevations create a distinctive yet contextually appropriate building that contributes positively to the ongoing architectural evolution of the area.

Emerson Park SPD Design Compliance

The Emerson Park Policy Area Supplementary Planning Document establishes the principal design considerations for replacement dwellings within the Policy Area. The following summary demonstrates how the proposed development responds positively to each of the key design objectives identified within the SPD.

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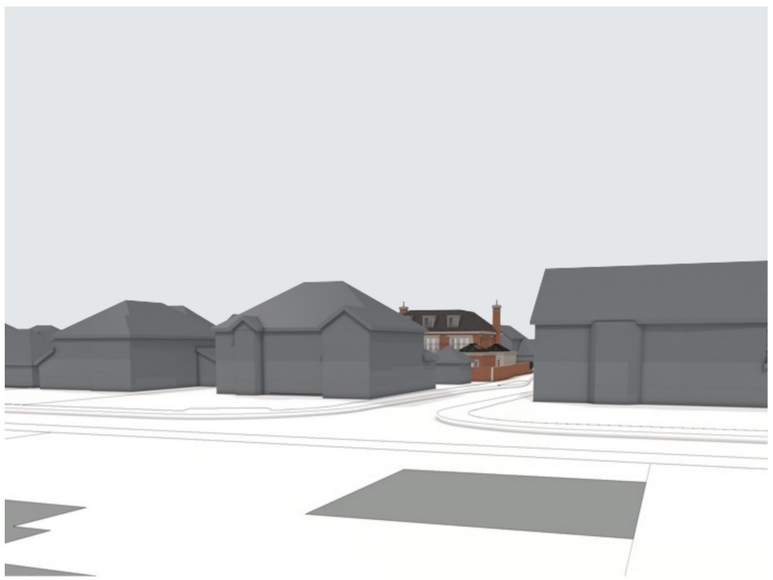
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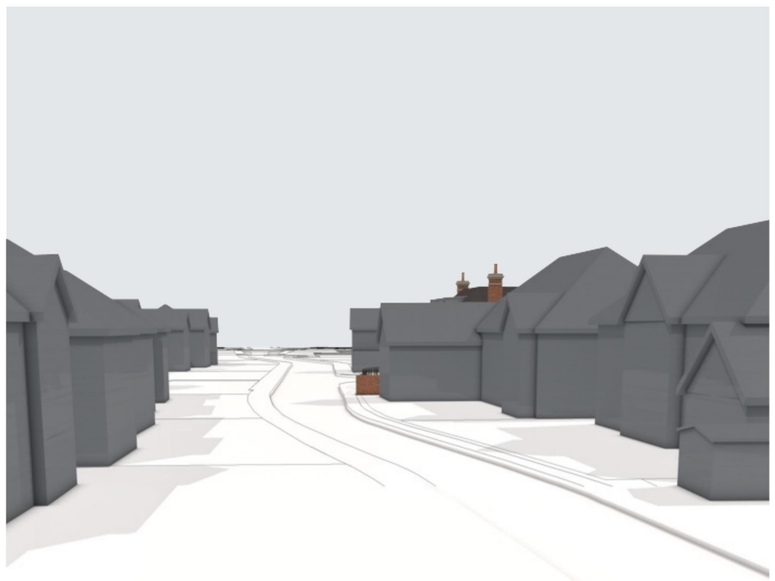
VIEW ALONG FREEMAN WAY (WEST)



VIEW ALONG FREEMAN WAY AT CORNER JUNCTION (WEST)



VIEW FROM ERNEST ROAD / FREEMAN WAY JUNCTION (NORTH)



VIEW ALONG FREEMAN WAY (EAST)

Spacious plot character
The building occupies only a proportion of the site, retaining generous front, side and rear gardens that preserve the spacious pattern of development.

Building line
The proposed dwelling maintains the established building line along Freeman Way, reinforcing the prevailing streetscape rhythm.

Corner plot treatment
The dual frontage has informed the architectural composition, ensuring both street elevations are active, well-proportioned and appropriately landscaped.

Visual separation
Generous side setbacks preserve the visual gaps between neighbouring buildings, maintaining the openness that characterises Emerson Park.

Scale and massing
The apparent scale of the dwelling is moderated through articulated massing, varied roof forms and recessed building elements, reducing perceived bulk.

Landscaping
Existing mature landscape features to the rear will be retained where practicable and supplemented by additional planting, reinforcing the verdant character of the area.

Architectural quality
The proposal introduces a contemporary dwelling of high-quality design that reflects the continued architectural evolution of Emerson Park whilst respecting its established character.

Residential amenity
The siting, scale and fenestration have been carefully designed to protect neighbouring privacy, outlook and daylight.

Character of the area
The proposal reinforces the defining urban design characteristics identified throughout the contextual appraisal rather than replicating any single architectural style.

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Design Response - Land Use



The proposal retains the site's residential use through the replacement of the existing dwelling with a new family dwelling. No change of land use is proposed, ensuring the development remains entirely compatible with the surrounding residential character and continues the established pattern of occupation within Freeman Way.

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Design Response - Figure Ground



The figure ground analysis demonstrates that built form occupies only a relatively small proportion of each plot, with substantial areas of private garden and landscape separating neighbouring dwellings. This relationship between buildings and open space is one of the defining characteristics of Emerson Park and contributes significantly to its spacious suburban character. The proposed development has therefore been designed to maintain this established balance by limiting site coverage and retaining generous landscaped areas around the dwelling.

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Design Response - Separation



The proposed dwelling continues the established detached form and retains clear separation from neighbouring properties on both side boundaries. Although the replacement dwelling occupies a greater proportion of the plot than the existing house, the spacing to adjoining dwellings remains comparable with the prevailing pattern of development, preserving the established rhythm of built form along Freeman Way.

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Design Response - Building Lines



The proposed dwelling maintains the established front building line and aligns closely with neighbouring principal elevations, reinforcing the existing streetscape. While extending further to the rear than the existing dwelling, the rear building line remains comparable with neighbouring properties that have deeper built forms or extensions, ensuring the proposal integrates naturally within the established pattern of development.

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Design Response - Density



The replacement dwelling represents a modest increase in site coverage compared with the existing building; however, the overall plot remains substantially open, with extensive front and rear gardens retained. The proposal continues the detached pattern of development and reflects the established low-density character of Emerson Park, without resulting in overdevelopment of the site.

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Design Response - Rear Gardens



The proposal retains a substantial private rear garden despite the increased building footprint. The remaining garden depth remains comparable with neighbouring properties and continues the established pattern of generous rear amenity space within the locality. The proposal therefore preserves the characteristic relationship between built form and private garden space that defines the surrounding residential area.

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Design Response - Storey Heights



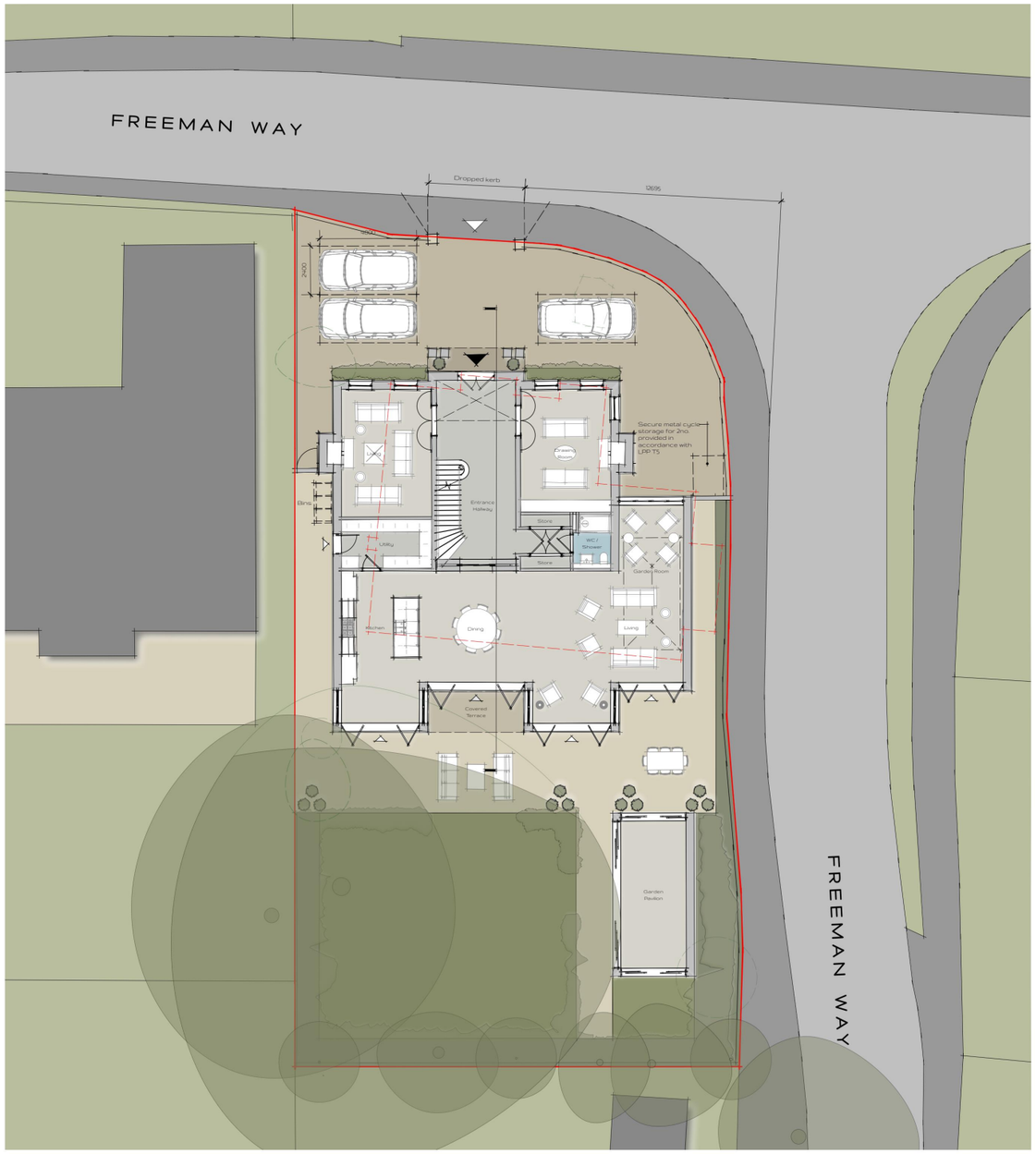
The proposed replacement dwelling incorporates accommodation within the roof space, resulting in a 2.5-storey form that reflects an established building typology within the surrounding area. Rather than introducing a new scale of development, the proposal follows a pattern already evident along Freeman Way and neighbouring streets. The building height sits comfortably within the existing roofscape and reinforces the varied architectural character of the locality whilst remaining proportionate to its generous plot and neighbouring properties. The proposal therefore represents a natural continuation of the existing pattern of development, responding positively to the varied roofscape that already characterises this part of Emerson Park.

nest
architecture

00.10
Amount, Layout & Accommodation

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Amount, Layout & Accommodation



The proposed site layout has been carefully developed to optimise the generous proportions of the application site whilst preserving the spacious character that defines the Emerson Park Policy Area.

Unlike the existing arrangement, where the dwelling is positioned asymmetrically within the plot and occupies a relatively modest footprint, the proposed development introduces a more coherent and balanced site composition. The principal dwelling is centrally positioned within the plot, creating a stronger relationship with both street frontages whilst maintaining generous landscaped areas around the building.

The repositioning of the dwelling establishes a formal approach from Freeman Way, with a clear hierarchy of arrival centred upon the principal entrance. Off-street parking is accommodated within the front curtilage, allowing convenient access whilst ensuring that soft landscaping continues to dominate the street frontage.

The building has been set back from both road frontages in accordance with the established building line, maintaining the open character of the streetscape and preserving generous separation from neighbouring properties.

To the rear of the building respects the separation distances found in the neighbouring area and its dominant corner position.

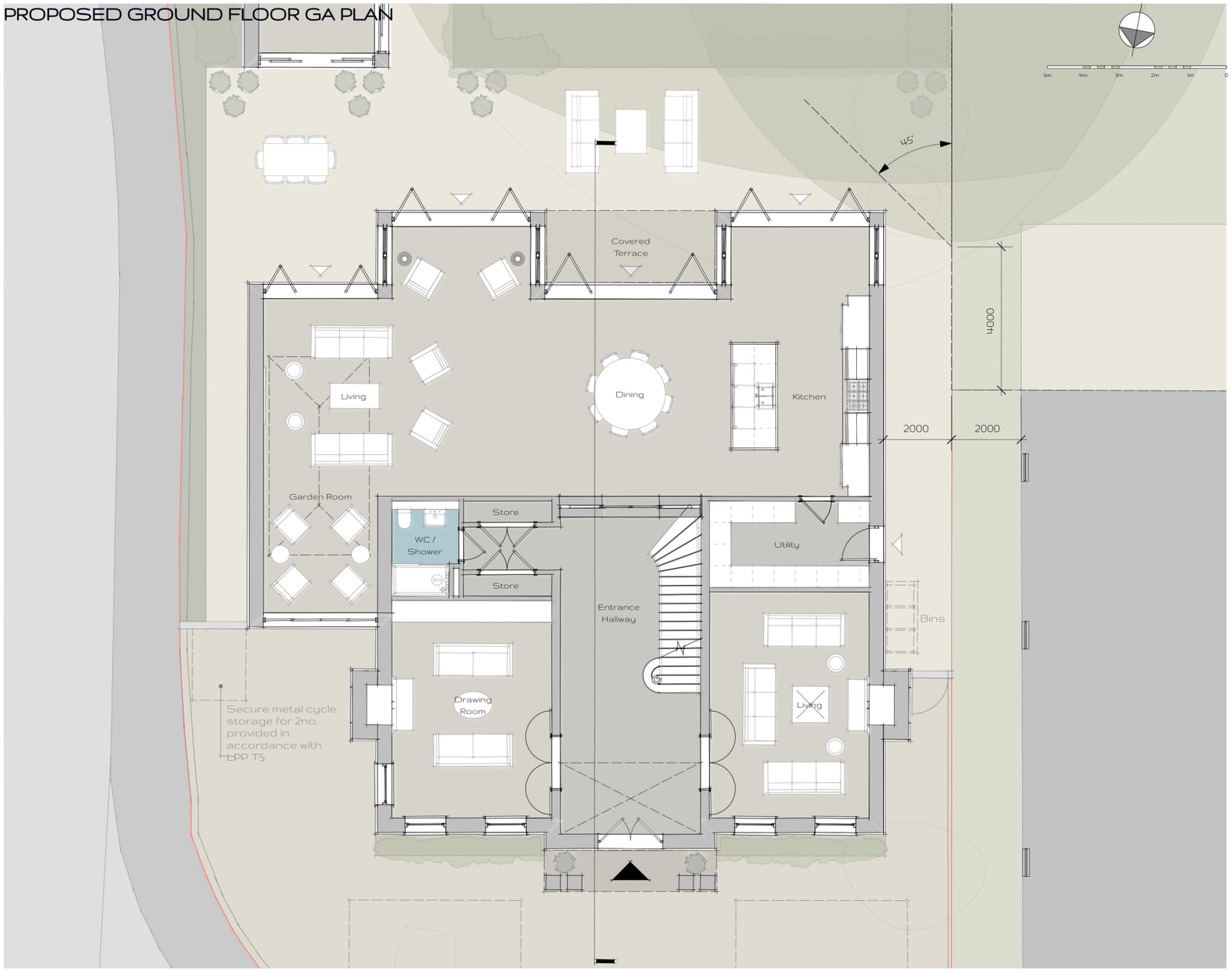
The layout has been designed to create a clear progression from formal landscaped frontage through to private rear gardens, with generous external amenity space surrounding the building. This arrangement strengthens the relationship between the principal living accommodation and the garden whilst reinforcing the spacious landscape setting that characterises Emerson Park.

Overall, the proposed site layout represents a significant enhancement over the existing arrangement, delivering a more logical site organisation that improves functionality, architectural presence and landscape quality whilst remaining sympathetic to the established pattern of development within the surrounding area.

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Amount, Layout & Accommodation

PROPOSED GROUND FLOOR GA PLAN



The proposed dwelling has been designed to maximise openness, natural light and views whilst maintaining a clear distinction between formal entertaining spaces and informal family accommodation.

The plan is arranged around a centrally positioned entrance hall and feature staircase, creating a strong principal axis through the building and establishing an immediate sense of arrival. This formal entrance space forms the organisational core of the dwelling, providing clear circulation to both the principal reception rooms and the family accommodation.

The ground floor has been designed to provide a balance between formal entertaining spaces and more informal family living.

To the front of the property, two generously proportioned reception rooms flank the entrance hall, creating flexible accommodation capable of functioning as formal sitting rooms, drawing rooms, family lounges or home offices depending upon the changing needs of the household.

The rear of the dwelling forms the principal family living environment, with an expansive open-plan kitchen, dining and living space extending across almost the full width of the building. The kitchen is arranged around a substantial central island and is supported by a large utility room providing secondary preparation space and practical day-to-day functionality.

The dining area occupies the centre of the space, creating a natural focal point between the kitchen and family seating areas. The adjoining living space is orientated towards the rear garden, with extensive glazing allowing generous levels of natural daylight whilst strengthening the visual relationship between the internal accommodation and the external landscape.

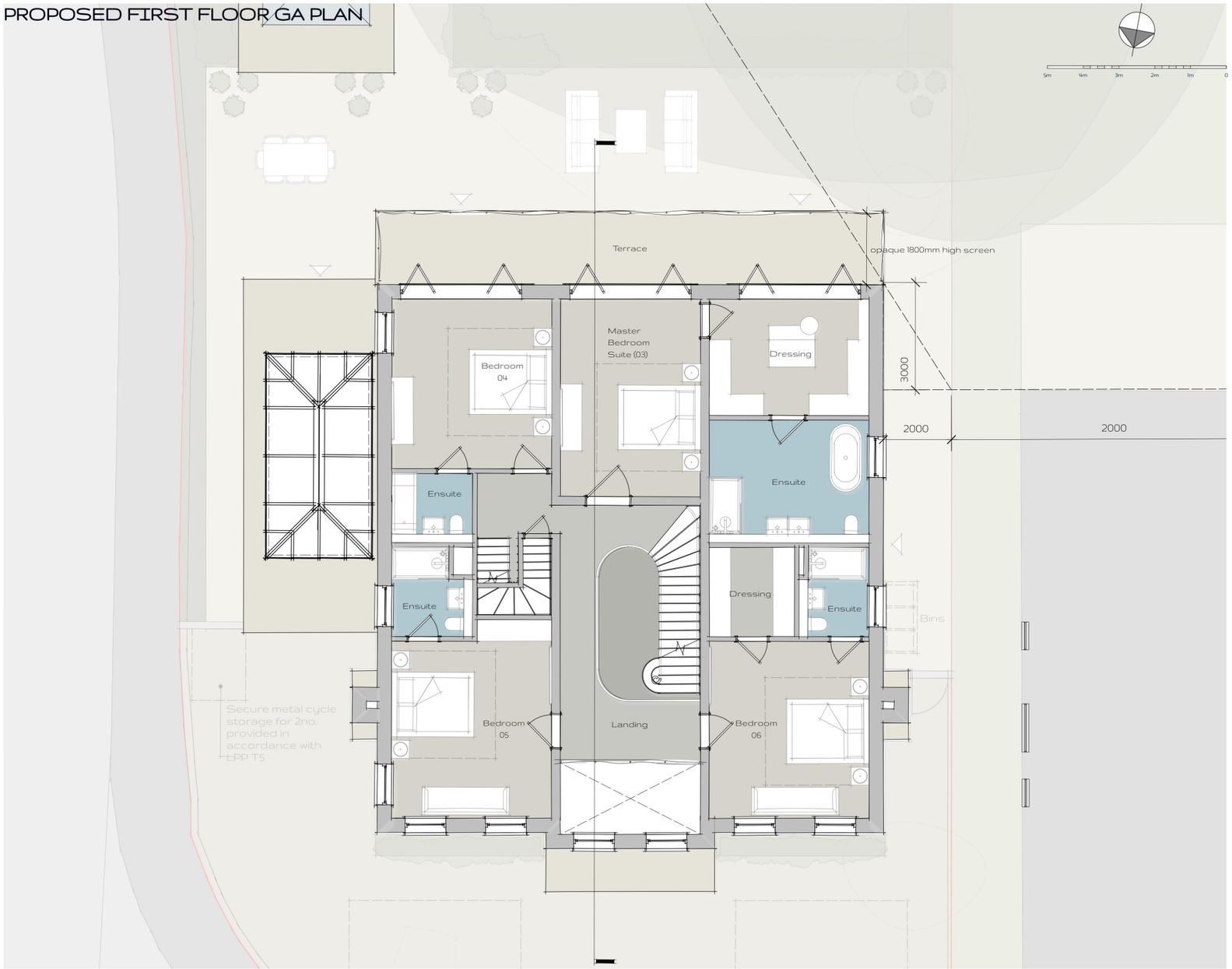
A separate garden room provides a quieter informal seating area and offers an additional flexible living space overlooking the gardens. This arrangement allows the family accommodation to function as a series of interconnected spaces whilst retaining distinct areas for different activities.

Supporting accommodation includes a cloakroom with shower facilities, generous storage provision and ancillary service spaces positioned adjacent to the entrance hall to maximise efficiency without interrupting the principal circulation routes.

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Amount, Layout & Accommodation

PROPOSED FIRST FLOOR GA PLAN



The first floor provides four generous bedroom suites arranged around a central landing that mirrors the formal planning arrangement established at ground floor level.

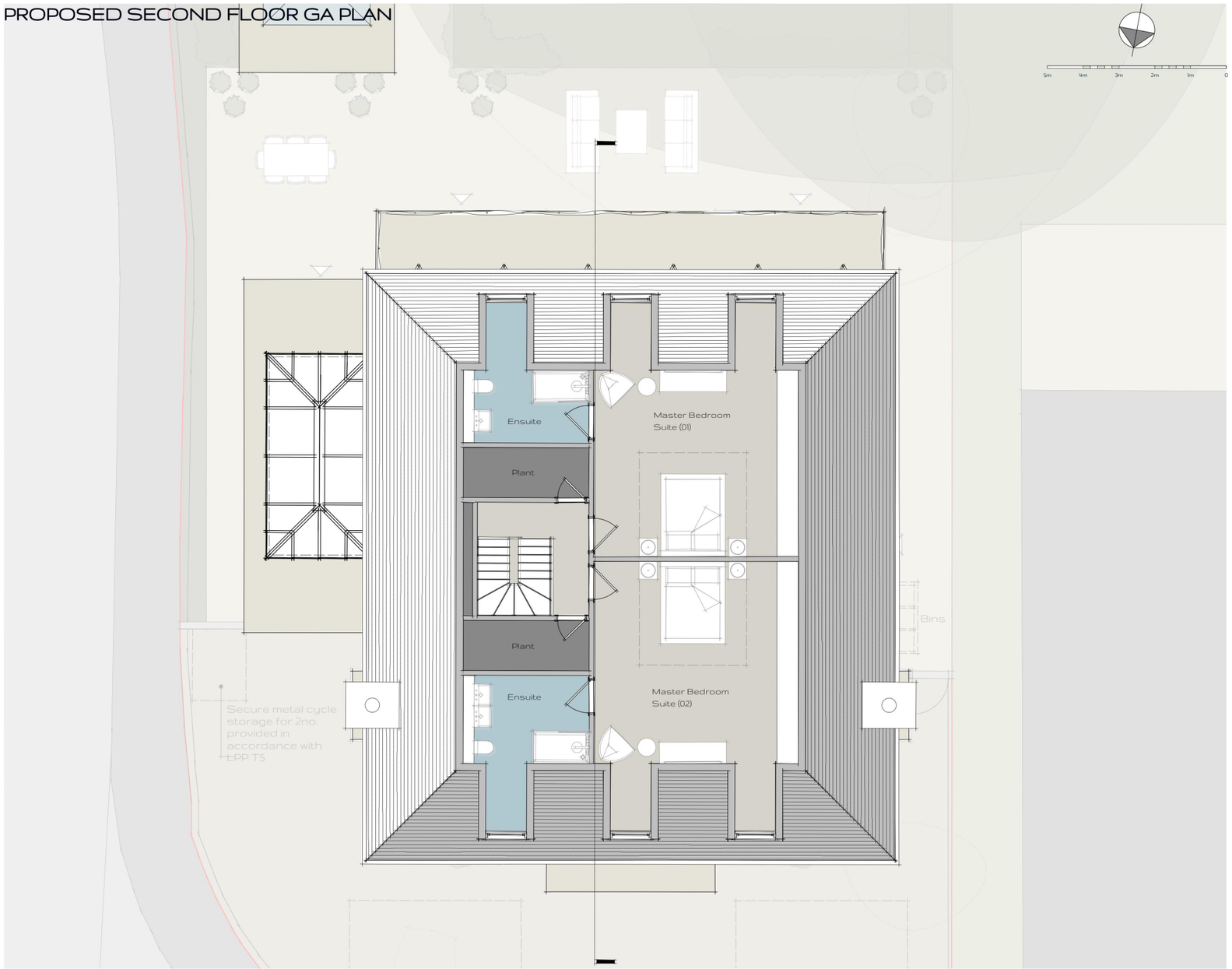
The principal bedroom suite occupies the rear of the property and benefits from views across the rear gardens. The suite incorporates a spacious bedroom, separate dressing room, luxury en-suite bathroom and direct access onto a private roof terrace, creating a secluded external amenity space associated exclusively with the principal accommodation.

Three further double bedrooms are positioned around the remainder of the floor, each benefitting from dedicated en-suite bathroom facilities. The inclusion of en-suite accommodation throughout reflects the quality and standard expected of a contemporary family residence of this scale.

The first-floor layout has been designed to provide privacy, generous circulation space and excellent levels of natural daylight throughout.

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Amount, Layout & Accommodation



Accommodation continues within the roof, where two further principal bedroom suites are provided.

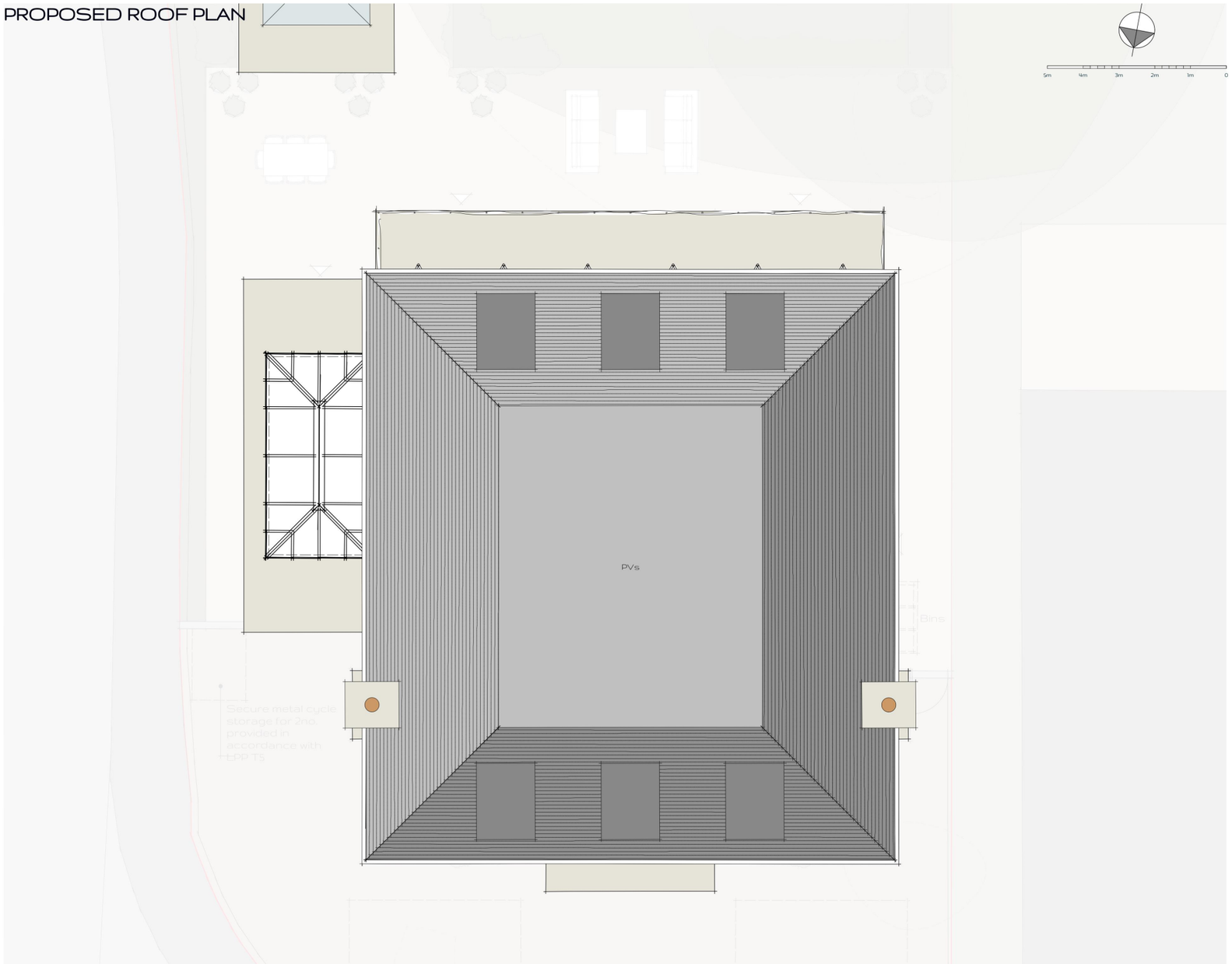
Each suite incorporates generous sleeping accommodation together with private en-suite bathrooms, creating flexible accommodation suitable for older children, extended family members or long-term guests.

Plant rooms either side of the stair provides accommodation for the building's mechanical and electrical services away from the lower floors.

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Amount, Layout & Accommodation

PROPOSED ROOF PLAN



Overall the dwelling has been designed to create a clear distinction between public, semi-private and private accommodation.

Formal reception rooms are concentrated towards the principal frontage, allowing them to engage with the public realm, whilst the principal family accommodation opens directly onto the private rear gardens. Bedroom accommodation is confined to the upper floors, ensuring privacy and separation from the principal living spaces.

Circulation throughout the building is clear and intuitive, centred around the principal staircase and generous entrance hall, allowing efficient movement between all levels whilst reinforcing the formal planning arrangement of the dwelling.

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Scale, Form & Massing

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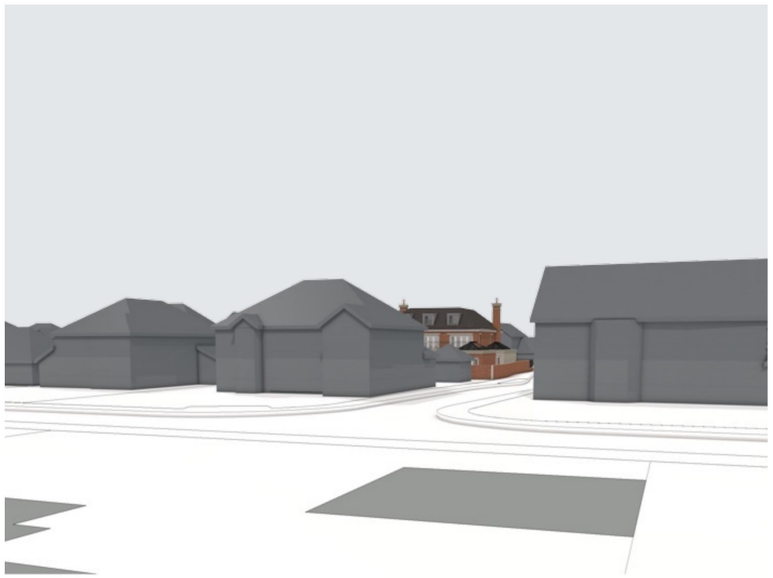
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Scale, Form & Massing



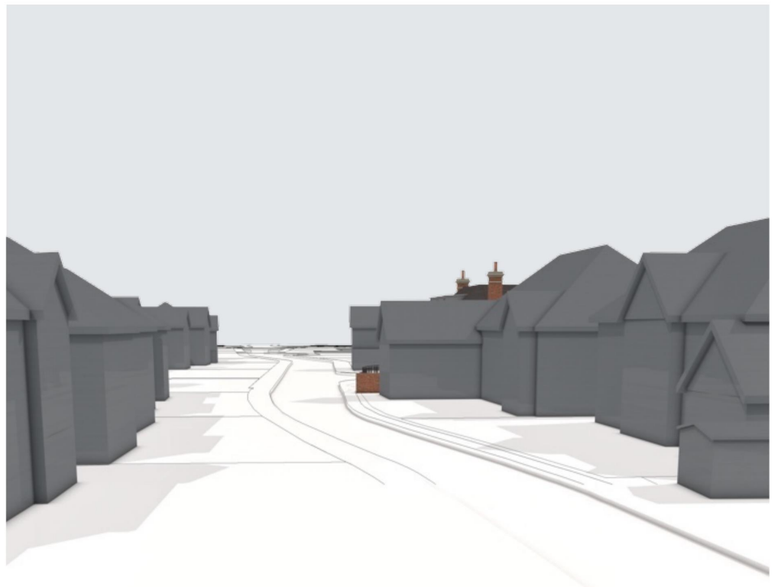
VIEW ALONG FREEMAN WAY (WEST)



VIEW ALONG FREEMAN WAY AT CORNER JUNCTION (WEST)



VIEW FROM ERNEST ROAD / FREEMAN WAY JUNCTION (NORTH)



VIEW ALONG FREEMAN WAY (EAST)

The principal change following pre-application advice is to the uppermost floor and roof form. The ground-floor footprint and overall siting of the dwelling remain unchanged from the pre-application scheme. The earlier crown-roof arrangement has been redesigned as a clearly expressed hipped roof, with the top-floor accommodation more successfully integrated within the roof composition. This retains the established plan form while reducing the perceived scale and visual bulk of the upper part of the building.

The revised upper-storey and roof treatment reduces the visual weight of the building at the corner, addresses the substantial blank roof-level flank identified by the Council and creates a roof silhouette that relates more closely to the hipped and gabled forms prevalent in Freeman Way.

The upper level is visually contained within the roof composition, with dormer windows carefully aligned to the elevations below. Chimneys provide vertical emphasis and reinforce the traditional residential character without increasing the apparent bulk of the main roof.

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00.12
Appearance & Materials

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Appearance & Materials













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Appearance & Materials



FRONT ELEVATION (NORTH)



REAR ELEVATION (SOUTH)

The architectural character of Emerson Park is defined not by a single architectural style, but by the consistently high quality of its buildings, mature landscaping, and well-composed public realm. The area's distinctive identity is derived from generous plots, carefully considered architectural detailing, and a cohesive palette of traditional, high-quality materials.

The proposed dwelling adopts a refined classical architectural language, expressed through balanced proportions, strong symmetry, vertically emphasised window openings, and carefully articulated masonry detailing. This architectural approach responds positively to the established character of Emerson Park while delivering a contemporary family home of enduring quality and permanence.

The proposed material palette comprises:

- Red facing brick
- Natural stone dressings
- Slate-effect mansard roof
- Aluminium / UPVC slim frame windows
- Traditional chimney stacks with stone detailing
- Low brick boundary walls with visually permeable black metal railings and gates.

These materials have been carefully selected to reflect the established architectural character and craftsmanship of Emerson Park, ensuring a robust, durable, and timeless architectural expression. Their restrained use reinforces the building's classical composition while contributing positively to the visual quality of the streetscape.

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architecture

00.12
Appearance & Materials



SIDE ELEVATION (EAST)



SIDE ELEVATION (WEST)

The proposal takes inspiration from the broader architectural language found throughout Emerson Park rather than replicating any individual property. The dwelling has been carefully designed to respond to its prominent corner position through well-balanced massing, strong frontage, and high-quality detailing on all visible elevations. Its scale, form, and materiality respect the prevailing character of the surrounding area, whilst introducing a distinctive yet complementary architectural identity.

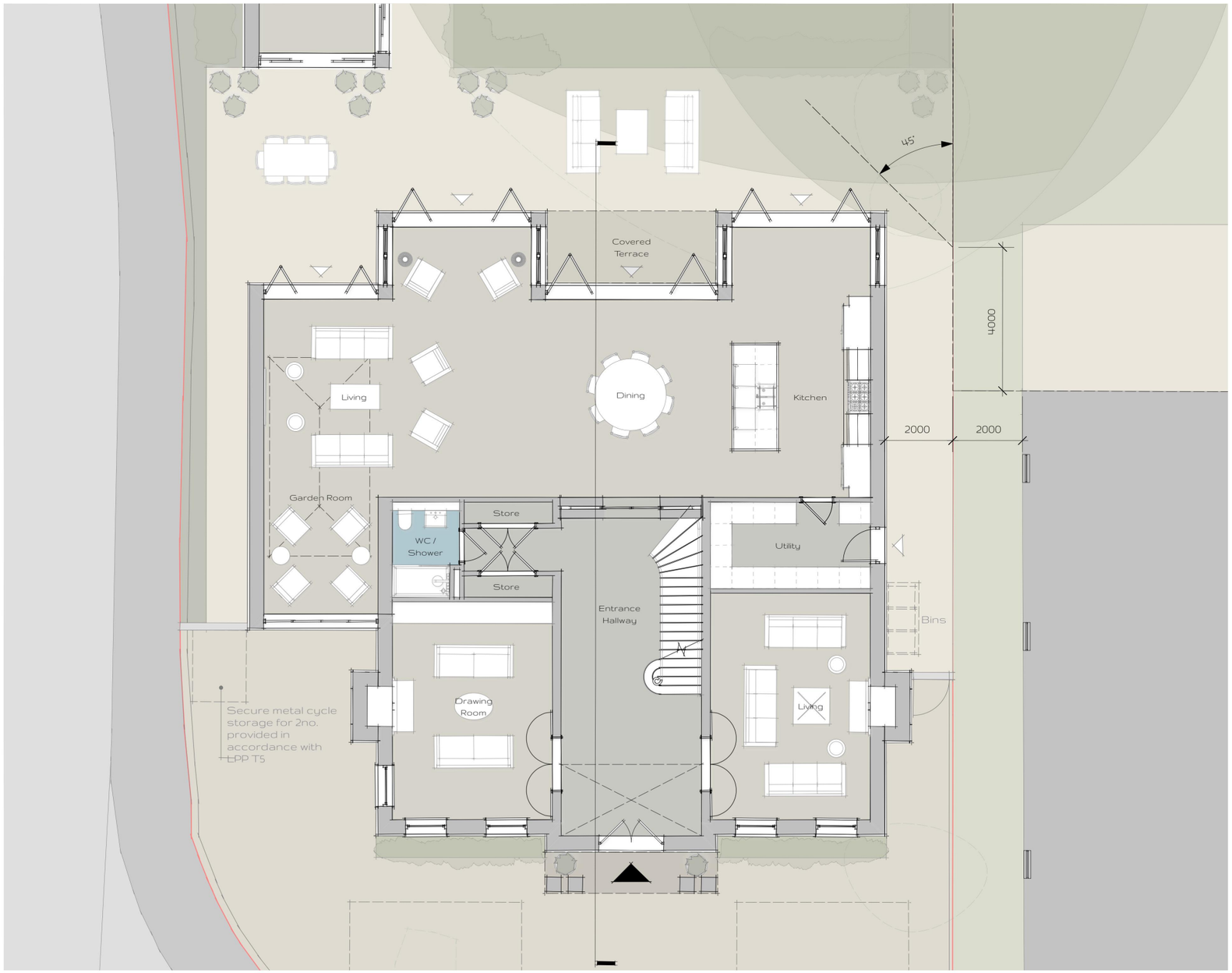
Overall, the development represents a contextually appropriate and well-considered design that preserves and enhances the established character of Emerson Park. By combining high-quality architecture with a carefully selected material palette and thoughtful site planning, the proposal will make a positive and lasting contribution to the continued evolution of the local townscape.

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Residential Amenity

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Residential Amenity



The relationship with No. 24 Freeman Way was a principal residential amenity matter identified at pre-application stage. The application drawings provide further information regarding the relationship with No. 24, including the position and nature of the neighbouring flank windows, to enable the potential effects on daylight, outlook and privacy to be properly considered.

Separation and rear projection

The submitted plans clearly illustrate the relationship of the proposed dwelling to the common boundary and to the rear elevation of No. 24 Freeman Way. The relationship with No. 24 should therefore be considered having regard to the dimensioned planning drawings, the nature and position of the neighbouring windows and the overall scale and massing of the revised proposal.

Daylight and neighbouring flank windows

The application drawings identify the flank windows to No. 24 Freeman Way. These windows have been reviewed and serve non-habitable rooms and/or provide secondary sources of light, rather than being primary original windows serving habitable rooms. Accordingly, the relationship with the proposed dwelling is not considered to give rise to an unacceptable impact on daylight, sunlight or outlook.

Privacy and overlooking

The proposed dwelling has been designed to safeguard the privacy of neighbouring occupiers. First-floor flank windows serving en-suites and ancillary accommodation are proposed to be obscure glazed, limiting opportunities for overlooking towards No. 24.

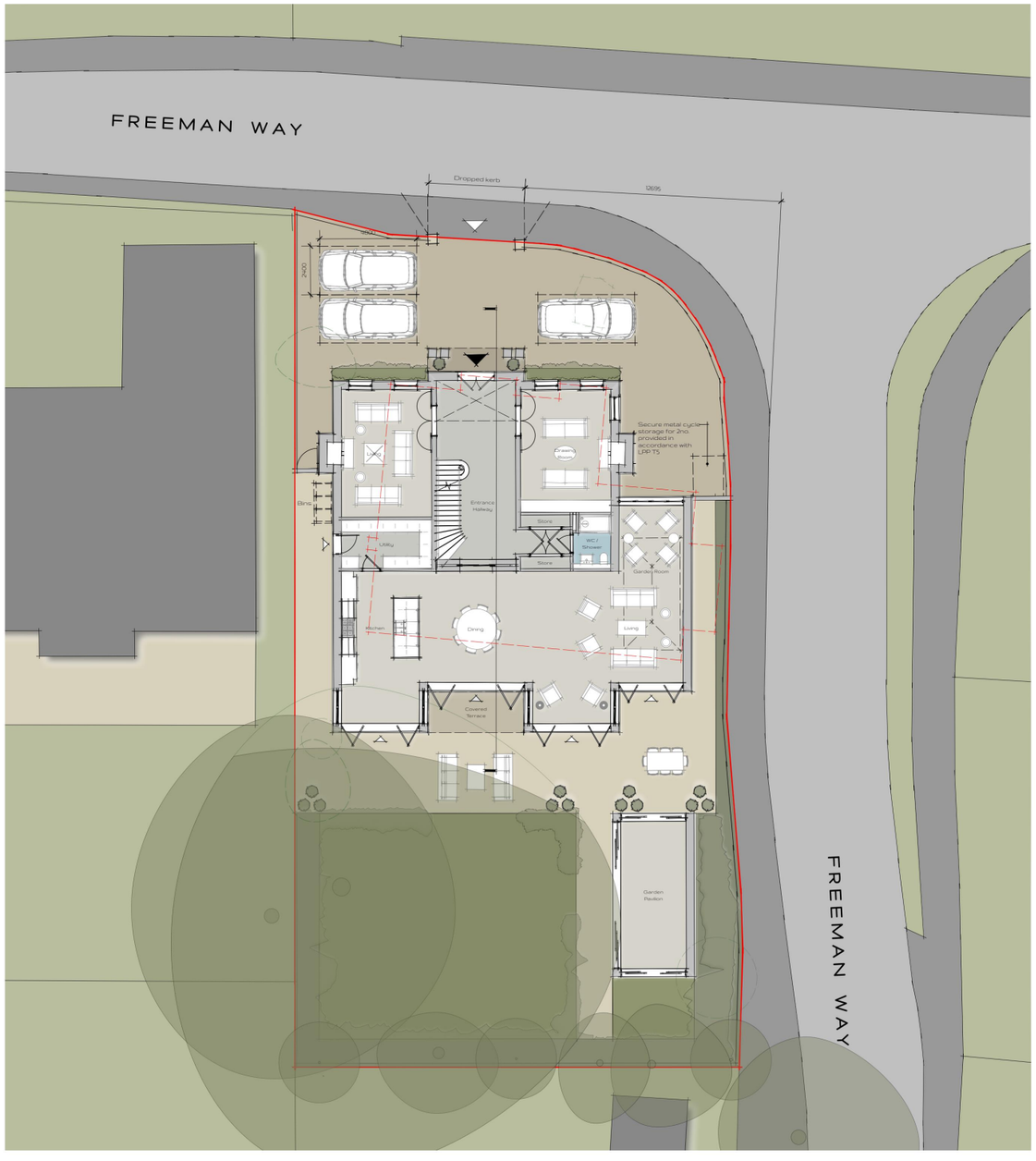
The rear first-floor terrace incorporates an opaque 1,800mm-high side privacy screen to restrict oblique views towards the neighbouring property and garden, directly responding to the privacy measure identified by the Council at pre-application stage. Principal bedroom outlook is directed towards the front and rear of the site rather than towards the neighbouring property.

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00.14
Landscaping, Trees & Biodiversity

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00.14
Landscaping, Trees & Biodiversity



The established footprint retains substantial garden areas around the dwelling, with the rear of the plot continuing to form the principal landscaped garden. This maintains the spacious and verdant character of the site and responds positively to the landscape-led character of the Emerson Park Policy Area.

Trees

The application site is subject to Tree Preservation Order TPO 23/72, and the protection of existing trees has been an important consideration throughout the design process.

The proposed development has subsequently been reviewed by the project arboriculturist. The arboricultural review confirms that the proposed layout can be accommodated while maintaining protection of the relevant root protection areas.

Biodiversity Net Gain

The application site measures less than 0.2 hectares and therefore falls within the statutory exemption from mandatory Biodiversity Net Gain introduced on 6 August 2026 under the Biodiversity Gain Requirements (Exemptions) Regulations 2024, as amended.

The proposed development does not adversely impact any onsite priority habitat and is therefore exempt from the mandatory 10% Biodiversity Net Gain requirement.

Notwithstanding this exemption, the proposal retains established landscaped areas and protected trees, with opportunities for supplementary planting and biodiversity enhancement.

Garden Pavilion

A detached garden pavilion is proposed towards the rear of the plot. The pavilion has been designed as a modest, single-storey ancillary structure with a low and simple form, ensuring that it remains visually subordinate to the principal dwelling and sits comfortably within the landscaped garden setting.

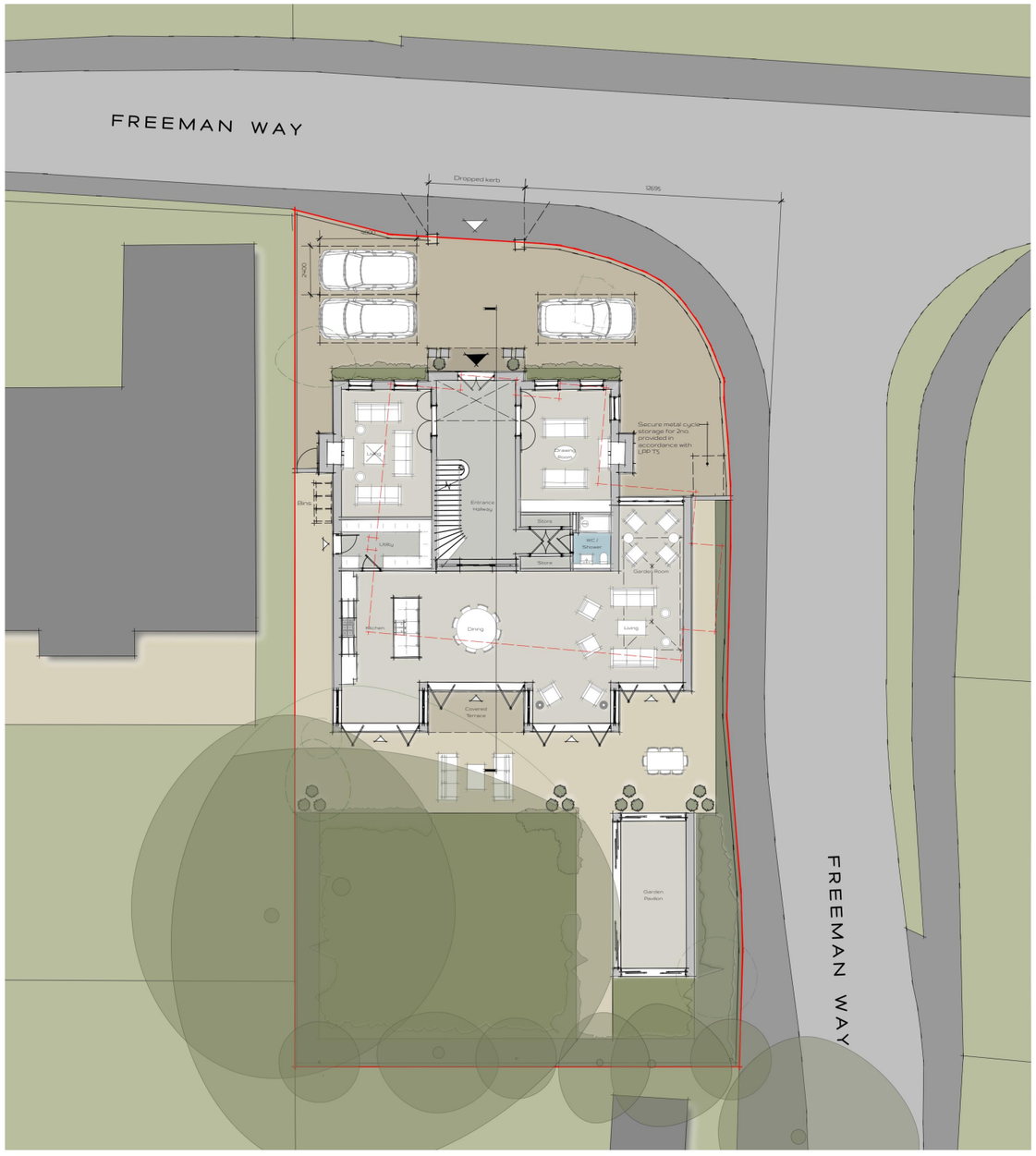
Its siting has also been considered in relation to the existing trees within the rear garden, with the relationship between the pavilion, retained trees and any necessary tree protection measures addressed within the accompanying arboricultural information.

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Access, Parking, Cycles and Refuse

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Access, Parking, Cycles and Refuse



Vehicular access
The proposal relocates the existing vehicular access westwards, increasing its separation from the junction to the east. A new dropped kerb is proposed directly in front of the vehicular entrance gates and is clearly identified on the submitted site plan. The proposed dropped kerb is positioned more than 10 metres from the junction, responding to the highway requirement identified at pre-application stage.

Vehicular parking
Three off-street parking spaces are provided within the front/side portion of the site. The spaces are conveniently located in relation to the principal entrance while retaining sufficient space for landscaping and maintaining the open character of the frontage.

Boundary treatment and visibility
The proposed frontage incorporates low brick boundary walls and piers combined with visually permeable metal railings. This provides an appropriate sense of enclosure and definition to the private frontage without creating a visually solid boundary to this prominent corner plot.

The use of low-level walls and permeable railings also responds directly to the Council's pre-application comments regarding boundary height, permeability and the need to maintain appropriate visibility at the junction.

Cycle parking
Secure storage for two cycles is provided within the site, satisfying the cycle parking provision identified at pre-application stage for a dwelling of this size. The store is positioned to provide convenient access while remaining discreet within the overall site layout and avoiding unnecessary visual impact upon the street frontage.

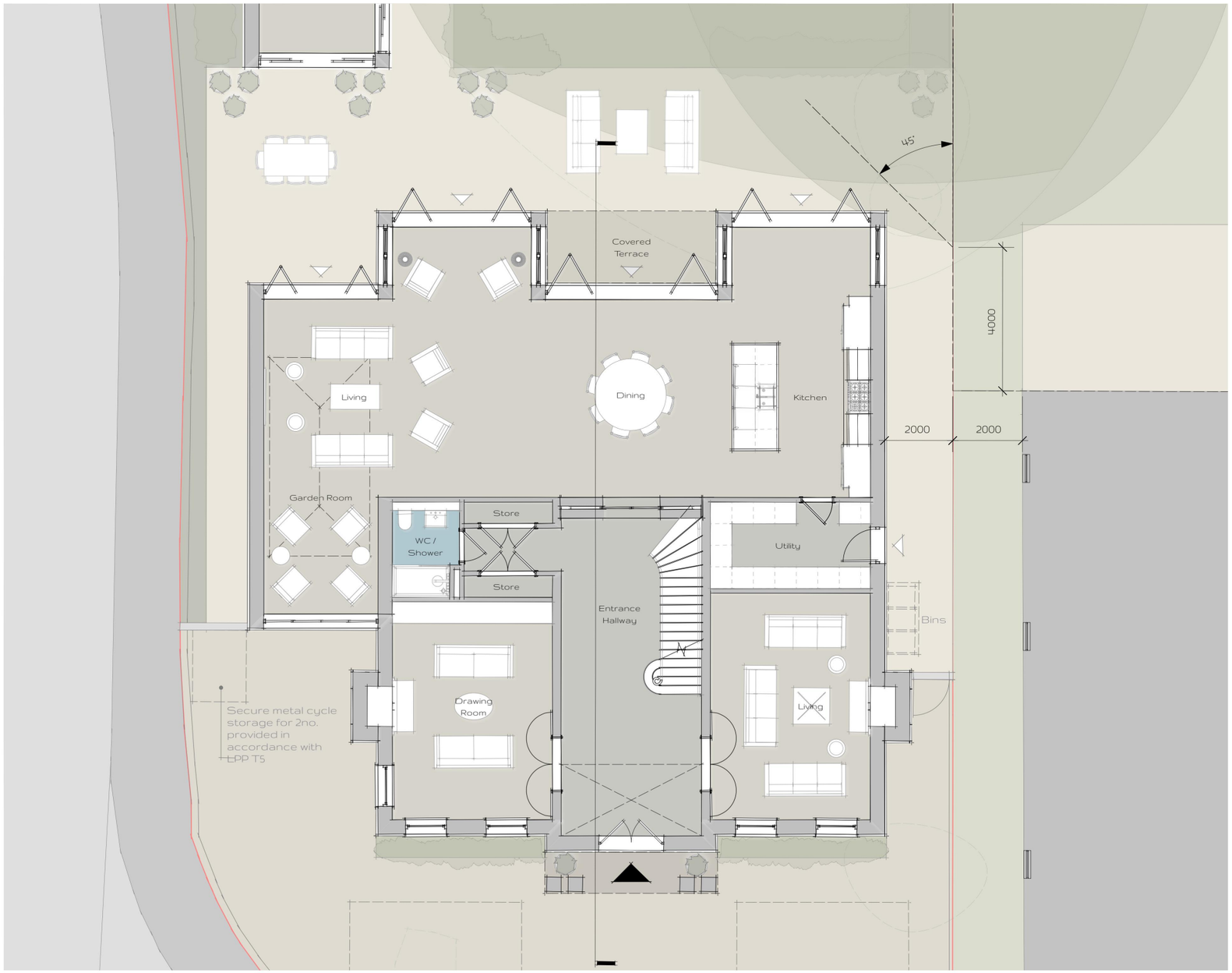
Refuse and recycling
Dedicated refuse and recycling storage is provided to the west of the dwelling, discreetly positioned behind the side boundary wall and pedestrian gate. Its location provides convenient access from the dwelling, including a direct relationship with the utility room, together with a straightforward route to the street frontage on collection days.

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Inclusive Design

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Inclusive Design



The dwelling is intended to meet the accessible and adaptable dwelling standard in Building Regulations M4(2), as identified in the Council's pre-application advice and London Plan Policy D7. The detailed Building Regulations design will coordinate approach gradients, entrance thresholds, circulation widths, sanitary provision and future adaptability.

At planning stage, the layout provides a clear principal entrance, generous internal circulation and ground-floor WC/shower accommodation. Detailed compliance will be demonstrated at the Building Regulations stage.

Internal residential quality
The dwelling has been designed to provide generous internal accommodation, good natural light and strong visual and physical connections to the garden. The proposed accommodation exceeds the relevant minimum internal space standards and provides generously proportioned rooms and circulation spaces appropriate to a dwelling of this scale.

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Conclusion

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Conclusion



The proposed replacement dwelling at 25 Freeman Way has been carefully designed to respond positively to the character of the Emerson Park Policy Area and the Council's pre-application advice (W0216.26).

Following pre-application engagement, the original crown roof has been replaced with a traditional hipped roof, significantly reducing the perceived scale and bulk of the dwelling and providing a more sympathetic relationship with the surrounding streetscape.

The established ground-floor footprint and siting have been retained, with substantial landscaped areas preserved to maintain the spacious character of the plot.

The proposal achieves the Council's recommended 2m first-floor separation from No.24 Freeman Way and maximum 3m rear projection. Importantly, the 2m separation was already incorporated within the original pre-application design and is now clearly identified on the submitted drawings.

The development has also been reviewed by the project arboriculturist, who is satisfied that the relevant root protection areas remain safeguarded, subject to the recommended protection measures.

Overall, the revised proposal represents a considered response to the Council's concerns, delivering a high-quality family dwelling that respects neighbouring amenity, protected trees and the established character of Emerson Park.

The proposal is therefore considered to provide a sound basis for the granting of planning permission.

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