

**Home Farm**  
**Chislehurst**

## **Architectural Proof of Evidence**

# Contents

1.0	Introduction
2.0	Design Approach & Application Process
3.0	Rebuttal on Reasons for Refusal
4.0	Summary Proof and Conclusion
5.0	Appendix

- Hollaway /

**Architectural Design**

- Robinson Escott Planning LLP /

**Planning Consultant**

- EDLA /

**Landscape Design**

- Bluesky Unlimited/

**Sustainability Consultants**

- Quaife Woodlands/

**Tree Survey**

- Heritage Collective/

**Heritage Consultants**

- The Ecology Partnership /

**Ecology**

- Hydro Genesis /

**Hydrogen Consultants**

- Herrington Consulting Limited/

**Drainage Consultants**

- Stephen Skelton/

**Viticultural Consultant**



# Hollaway Studio

Hollaway is a RIBA award-winning architectural practice that has a strong reputation for high quality design, competing on a national and international level.

Based in London and Kent, the firm offers both architecture and interior design expertise. We employ youth and experience in balance and the team is passionately involved in all projects from inception through to completion, ensuring delivery of quality and reinforcement of the design concept. The design processes, in which we sketch, build physical models and create computer visualisations in order to experiment and innovate, delivers architecture that balances sensitive contextual response with elegant functionality.

We are committed to delivering high quality projects that present innovative design solutions and excellent value through careful control of cost and programme that ensure client satisfaction. For all projects undertaken, regardless of scale or budget, we strive to gain a clear understanding of our client's brief to define clear objectives and requirements. We spend time working with our clients and specialist consultants to identify opportunities, allowing us to investigate design options to produce an optimum proposal.

Underlying the approach to all our projects is an unwavering pursuit of the right solution, meaning that we strive

for simple yet subtle designs that work efficiently, have a clear delivery of concept and are enjoyed by end users, and ultimately contribute to the context of place.

We offer architectural services through RIBA Stages 0-7, as well as offering in house Interior Design. As a practice, we utilise the latest technology and software in the development of our schemes, including delivery of projects using BIM collaboratively, creating realistic CGI images in house, and regularly use Virtual Reality Technology to assist in reviewing and presenting our designs.

With 50 staff across our four studios, we have a diverse and flexible resource at our disposal. With architects, technicians, and interior designers in all of our studios, we are able to adapt to accommodate projects of all scales.



# 1.0 Introduction

## PROJECT TEAM

1.1. This statement has been provided by Alex Richards BArch (Hons) MArch RIAS RIBA

1.2. I am an RIBA Chartered Architect and Partner at the practice working on the design and delivery of bespoke projects across London and the South East. I am also an expert panel member on the Design South East review panel.

1.3. Hollaway were appointed to provide the architectural information in relation to a feasibility and later planning application at Home Farm, now the subject of this appeal.

1.4. The purpose of this document is to set out the design approach and considerations taken in the evolution of this design and refer to the reasons for refusal. This document does not seek to replicate the information included in the Design and Access Statement, although a key reference document to be read in parallel.

### Alex Richards - Partner

BArch (Hons), MArch, RIAS, ARB, RIBA

I joined the Practice as an experienced Architect in 2016 and quickly became a Partner in 2018 through demonstrating my ability and passion to lead on the design and delivery of high-quality architectural projects across London and the South East.

My passion is in problem solving, be it a constrained site, complex brief or construction detail. I enjoy the discussion and critical thinking required to interrogate and resolve an issue to achieve a solution built on opportunities offered by existing context, or new ambition.

I have been involved with the delivery of the Elwick Place, Ashford and lead the new Concert Hall for Benenden School.

A summary of related projects and my experience are included in appendices 01 & 02 which demonstrate my capabilities to design and deliver exceptional projects.



# 1.0 Introduction

## REASONS FOR REFUSAL

**1.5. The reasons for refusal of note in relation to the architectural matters are as follows:**

1.6. The proposal would result in a form of development which is inappropriate development in the Green Belt.

1.7. The proposed alteration, demolition and extensions to the Bothy cottage, Bothy House and flat, by reason of their excessive size, scale and design would be out of scale and out of keeping with the original buildings.

1.8. The proposal alteration, demolition and extensions to No.1 to No.4 Polo Mews, by reason of its excessive size, scale and design would be out of scale and out of keeping with the original buildings.

## 2.0 Design Approach & Application Process

2.1. Following a series of secured planning permissions and permitted development extensions across the site by a previous architect, Hollaway Studio were appointed to appraise the site, consented proposals and wider landscape to develop a masterplan approach to the entire site, including sustainability, heritage and planning policy in a vision for the site. A full explanation of the brief in a consolidated form is in appendix 03. The brief was allowed to develop as the proposals emerged to maximise the design opportunities offered by the site as they became apparent through the analysis and design stages.

2.2. The approved and implemented consents went some way to informing the baseline context for future proposals, however the detail of their design was largely informed by the constraints offered through Permitted Development and therefore not considered in detail as an appropriate response to the wider opportunities and constraints of the site.

2.3. The site was subject to a swathe of surveys and appraisals from topographical surveyors, landscape architects, ecologists and arboriculturists. This informed a series of opportunities and constraints and a full three-dimensional model of the site which showed the existing topography, buildings, trees and secured additional structures.

2.4. From this model it was possible to identify how the site could be developed to open long views, break down some of the larger massing onsite, resolve some of the uncomfortable adjacencies and give greater architectural reference to any non-designated heritage assets.

2.5. The figures opposite are taken from the design and access statement and demonstrate that before any work was undertaken an initial site analysis looked into the characteristics of the site. This included a series of site walks to both understand the context in which any

proposals could come forwards, but to also understand the brief from the client. The importance of this exercise is demonstrated in the figures 01,02,03 as showing the some of the defining characteristics of the site including access, topography and vegetation.

# 2.0 Design Approach & Application Process



FIGURE 01. SITE ANALYSIS: TOPOGRAPHY



FIGURE 02. SITE ANALYSIS: ACCESS & BOUNDARIES



FIGURE 03. SITE ANALYSIS: ASPECT & VEGETATION



## 2.0 Design Approach & Application Process

2.6. As noted within all application documents, both architecturally and otherwise, the proposals have evolved with an awareness and in reference to the Conservation Area. The rich variety of architectural styles offer a legibility to the area, whilst materiality and form offer a consistent feel to the building on the periphery of the settlement. The architectural approach here has been to follow the same intent, by allowing a variety of interventions to respect the setting whilst being clearly identifiable as high quality interventions into the built environment.

2.7. It is understood that the buildings (Bothy and Polo) originally functioned as a series of estate facilities in relation to Foxbury Manor; hence the setting and design is functional and appropriate to this. However, following its separation and development over time this legibility has been eroded with no clear visual connection to the Manor.

2.8. Clearly a different design outcome will emerge when designing a new stand-alone dwelling when comparing to the locally listed buildings. However, the design response has been to select a style and material palette that allows the interventions to sit equally comfortably within the same area macro scale Conservation Area and micro scale of their setting.

2.9. The attached figures are from the book 'The Story of Kemnal Road Chislehurst (Collected and edited by Tony Allen and Andrew Thomas) on the history of the site. The top image (Figure 04) is of the walled garden in the specific location where the wall abuts Polo Mews. This image demonstrates how the use of the site has evolved and the character therefore along with it. The current perception of this specific location onsite is very domestic.

2.10. The lower image (Figure 05) is of the rear elevation of the existing Bothy House and Flat. Again, as above, a notably different sense of agriculture to the current feeling of domesticity.



FIGURE 04. EMPLOYEES ANDERSON AND LUCAS HAVING A SMOKING BREAK BY THE GREENHOUSES



FIGURE 05. FARMSTEAD - HAY MAKING

# 2.0 Design Approach & Application Process

2.11. Interventions and additions would be needed to facilitate the quality and sustainability of development across the site and this was gently interrogated as to how the site could deliver a highly carbon-aware response to an existing building stock, with a passive and active sustainability agenda. New build elements we approached with a fabric first intent considering orientation and thermal efficiency. Existing buildings were sought to be upgraded where possible. The below concept image (Figure 06) shows a strategy to Vine House, interrogating how shallow floor plans would enable cross ventilation while over sailing roofs add solar shading. These passive elements were proposed to be coupled with a ground source heat pump for energy efficiency.

2.12. This commitment to a site wide approach shows the intent to consider the project interventions as a whole, with some amounts of demolition facilitating more open views and celebration of heritage assets. Furthermore, additional built forms have been designed as appropriate responses to the context in order to facilitate a sustainable future for the proposed and existing dwellings, bringing them up to suit a C21st form of accommodation.

2.13. Each individual building onsite was modelled in three dimensions and consolidated into a large Masterplan including the various phases of building stock and extant consents to inform a highly bespoke approach to each individual building. A clear direction forming part of the project brief was to consolidate the dwellings onsite into a series of buildings which would lift the standard of accommodation and deliver a more practical parking arrangement than had been resolved through the variety of permitted development applications. Refer to area schedule in appendix 04.

2.14. Over time, a variety of extensions delivered at Home Farm had meant the distinction of individual dwellings was no longer possible. Notably Greenacres had been attached to the clock tower at Polo Mews resulting in an uncomfortable arrangement. This awareness from the briefing stage also allowed for the masterplan to propose demolitions as part of the proposals which would increase the openness of the site, allowing views between dwellings and creating a better hierarchy of buildings on the site.

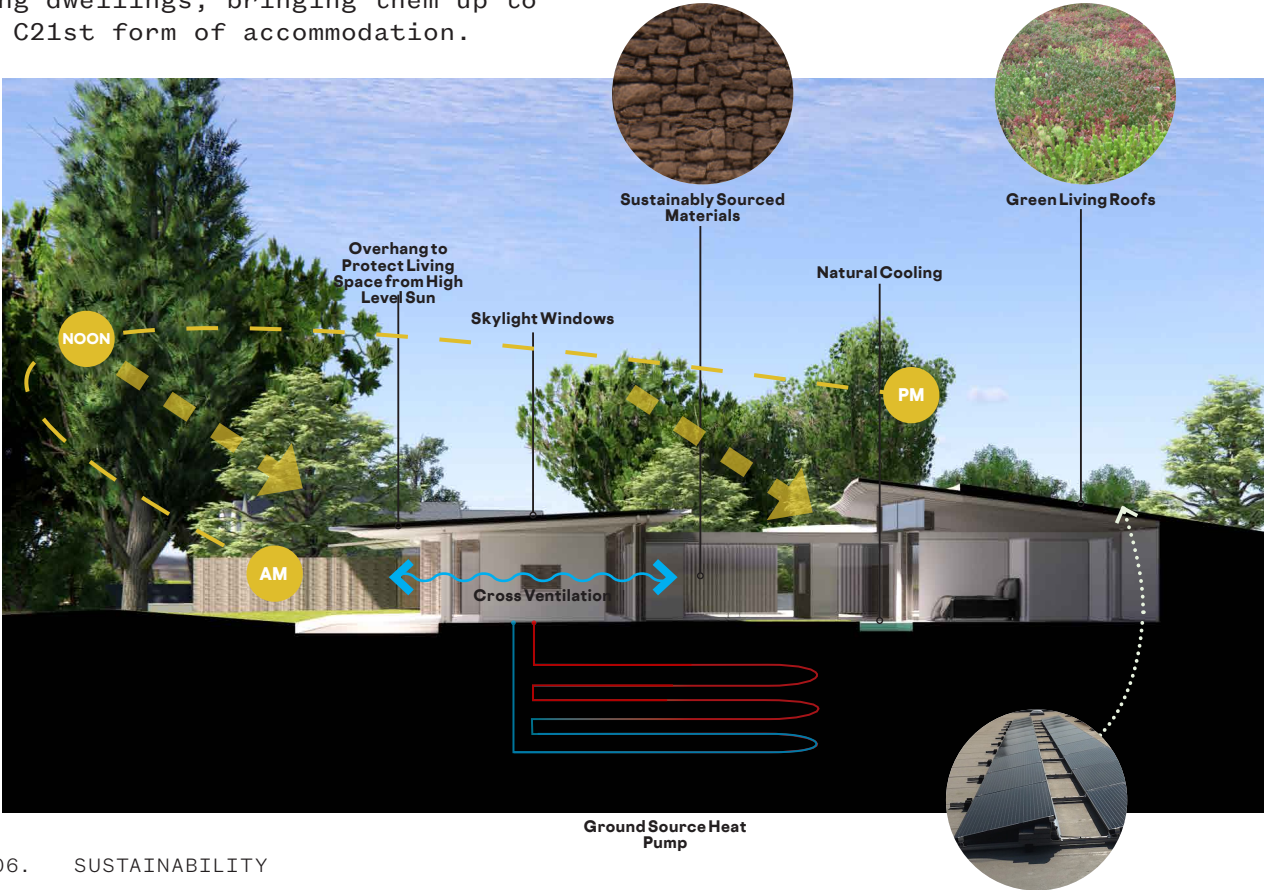


FIGURE 06. SUSTAINABILITY

# 2.0 Design Approach & Application Process

## EARLY MASSING MODEL DEVELOPMENT

2.15. The attached figures 07,08,09 show an early iteration of the massing study for the site that worked to interrogate how the proposed masterplan could be resolved. These models were used as a working tool, with the attached figures demonstrating what was proposed at pre-application level.

2.16. Using the 3D model as a tool, the site was able to be viewed from all angles to test how opening and closing spaces would be appreciated from within the site and further afield. Three versions of the model, including consented, built and proposed could be overlaid to test the impact and opportunities proposed with architectural interventions.



FIGURE 07. CONSENTED

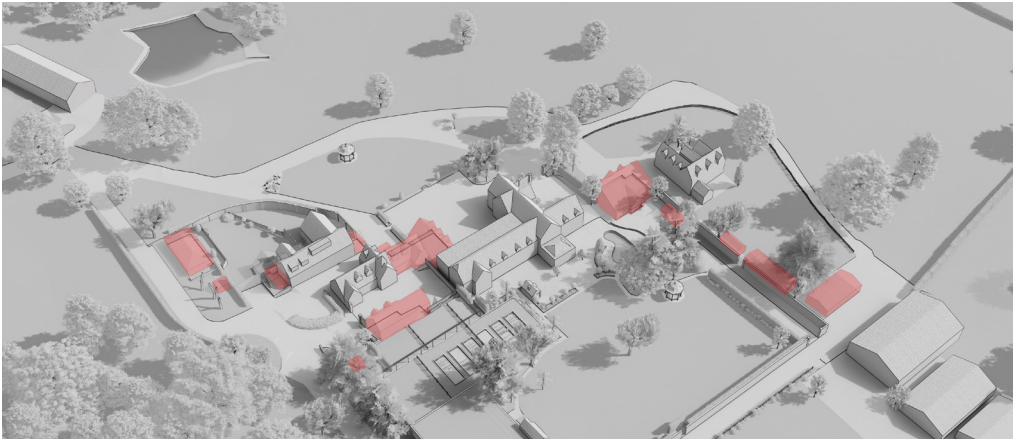


FIGURE 08. EARLY ITERATION - PROPOSED DEMOLITION



FIGURE 09. EARLY ITERATION - PROPOSED



# 2.0 Design Approach & Application Process

2.17. The extant permission, approved in 2020 (ref: 19/05265/FULL) and implemented in August 2023, provided an additional set of garages to serve Polo Mews. These were also considered as part of the masterplan to be in an awkward location not appropriate to serve a dwelling and their location reconsidered as part of the proposal.

2.18. In parallel with the architectural interventions of the Masterplan, a running total of building footprint, building mass, gross internal area and area of hard standing was also considered to ensure the proposals did not result in any uplift onsite. The below diagram (Figure 10) shows how a rationalised approach to hard landscaping improves the circulation around the site on a practical level, whilst having the added benefit of improved drainage and landscaping across the site.

2.19. Circulation and sense of arrival to each dwelling was able to be re-considered at this stage that would both improve legibility of circulation around the site whilst also significantly reducing the hard standing.

2.20. A key part of the brief was the design and delivery of a bespoke new dwelling onsite for Mr and Mrs Selby. A complex brief to weave a new dwelling onsite that would be fit for their future needs. This was tested along with the landscape assistance from EDLA establish the most appropriate location onsite.

2.21. The testing of the location for the proposed 'Vine House' was studied considering both its wider and immediate settings and the landscape impact that any proposed driveways would have on the site.

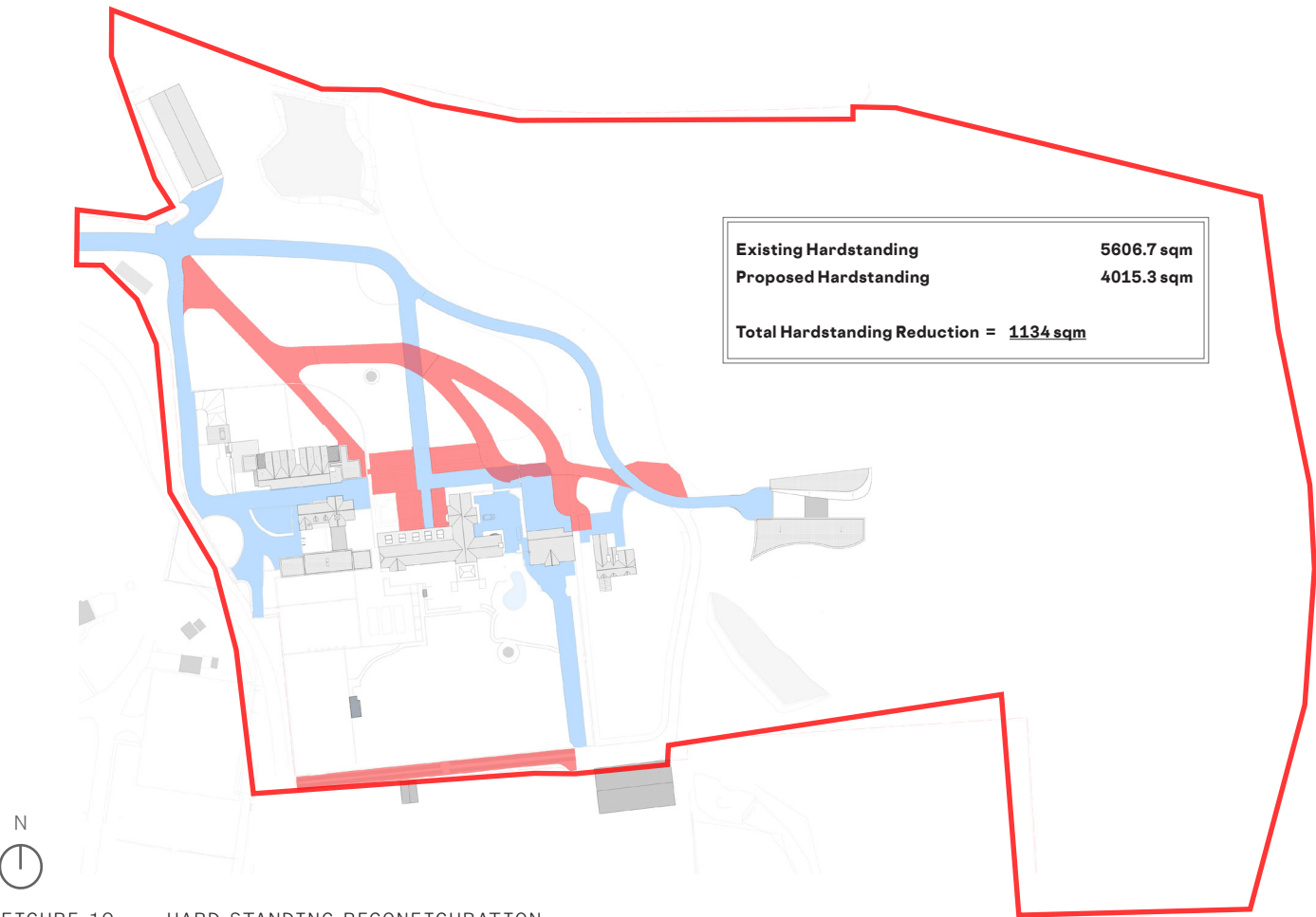


FIGURE 10. HARD STANDING RECONFIGURATION

- Proposed road
- Removed road

## 2.0 Design Approach & Application Process

2.22. Testing the appropriateness of the design intent, we engaged at pre-app level with the Local Authority. This was with a strategy to deliver a series of interventions into the existing built forms through extensions and demolitions, removal of stand alone garaging, introduction of a gate house at the entrance and a dwelling of significant architectural merit for Mr and Mrs Selby.

2.23. The pre-application advice from the case officer was limited. In order to progress with the critique of the scheme at the highest level, the design team proposed an Independent Design Review to challenge the architectural and landscape approach. Refer to Appendix 05 showing councils commitment to Design South East Review Panel.

2.24. The pre-app concluded with the applicant team proposing to engage with Design South East to host a full Design Review Panel to inform the design direction. The panel was made of a mix of experts in order to cover heritage, landscape and design. This underpinned the commitment to exceptional design and appropriate challenge from an independent peer review panel.

2.25. Design South East is a leading source of built environment design support to local authorities. Their role in the collation of panels of exceptional designers into their independent panels is very well respected within the industry.

2.26. At the time of the panel, I, Alex Richards, was not on the panel, however I have subsequently been appointed to the role of 'design expert' and able to be selected onto panels as appropriate.

2.27. In taking a project to Design Review, the applicant team submits a proposal and Design South East appoint a panel of independent experts appropriate for the scheme to be presented. This approach results in high quality feedback from independent design experts and demonstrates the commitment from the client to the level of design and affirms through feedback that exceptional and bespoke design thinking has been achieved.

2.28. Design review panel was a half day exercise attend by the design officer and case officer from the Local Planning Authority. There was a presentation from the case officer setting out the planning constraints but unfortunately the formal pre-app response had not been circulated and therefore could not be debated.

2.29. The diagrams (Figures 11 & 12) on the following two pages, show the level of interrogation to each part of the brief and are as presented to the design review panel. Each key move within the proposal was clearly demonstrated in a way that could be understood and the design rationale explained diagrammatically. This shows how the setting, orientation and brief were interpreted on the micro scale.

2.30. The panel largely supported the approach and recognised this as an appropriate response to the site. There was a debate around the scope of public benefit



# 2.0 Design Approach & Application Process

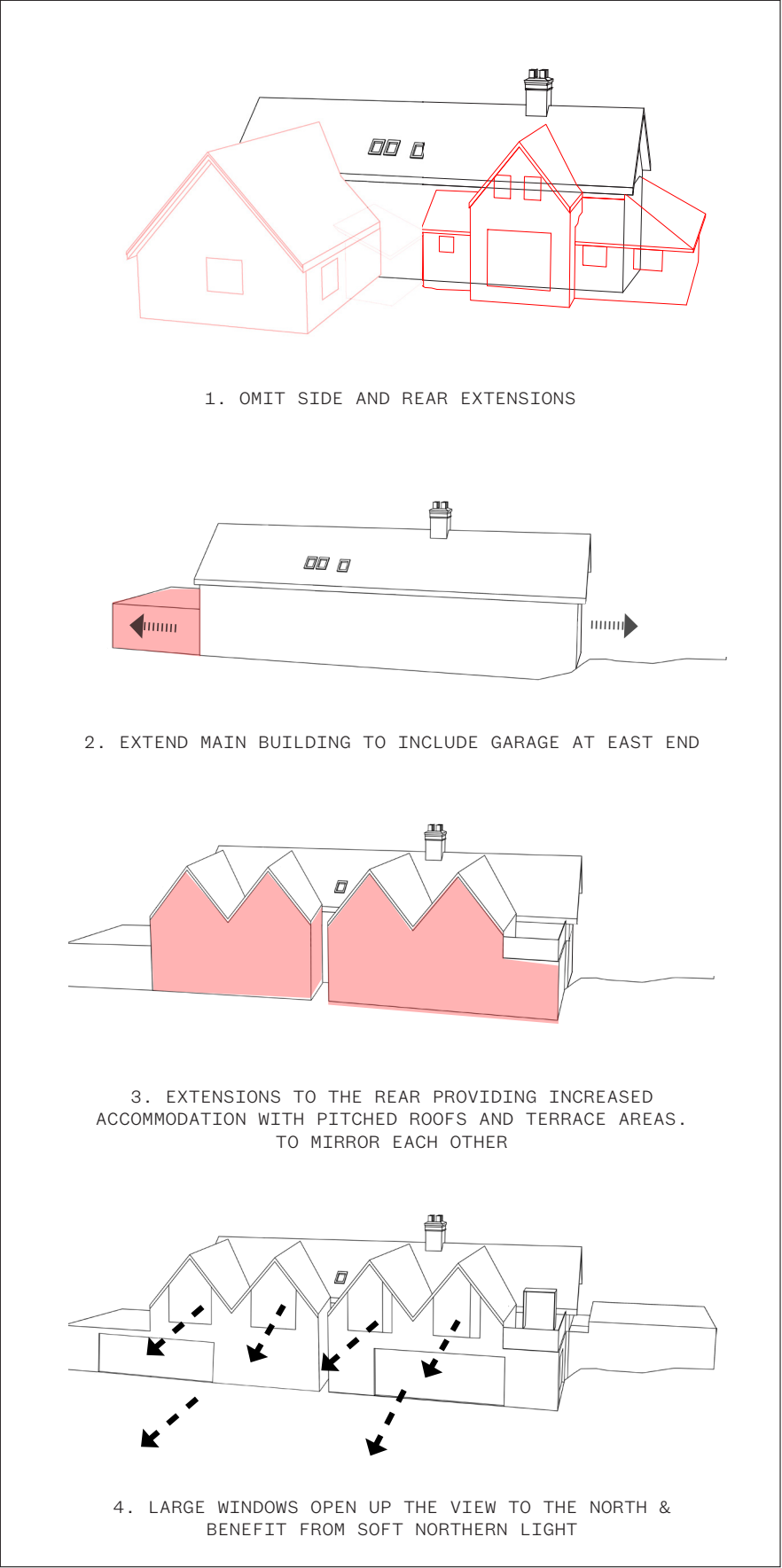


FIGURE 11. BOTHY DESIGN DEVELOPMENT

# 2.0 Design Approach & Application Process

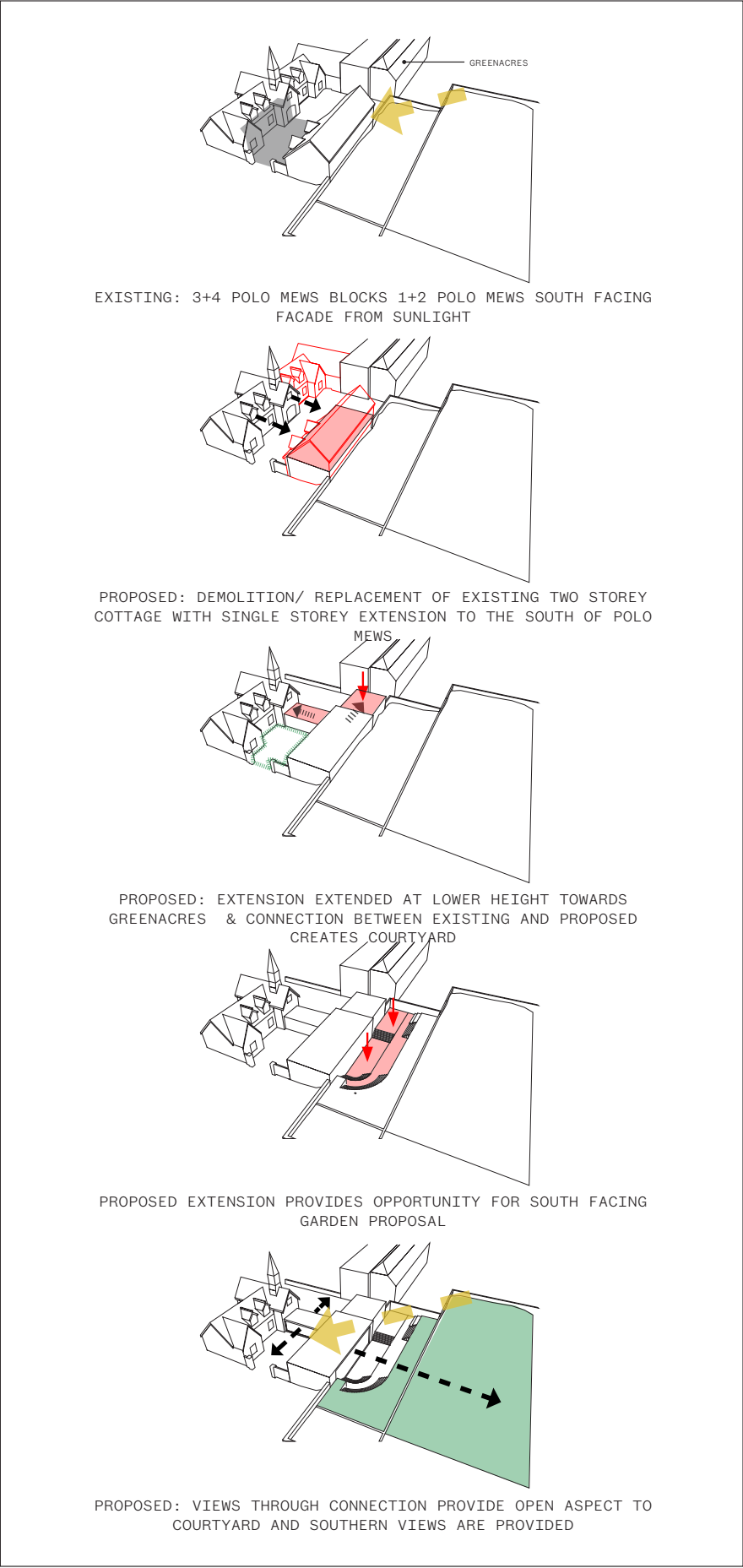


FIGURE 12. POLO MEWS DESIGN DEVELOPMENT

## 2.0 Design Approach & Application Process

in relation to the vineyard education installation, but the picnic area was well received. Interventions on the existing buildings were discussed as appropriate as a contemporary reaction to a vernacular context to clearly demonstrate the dating of any interventions. This approach to contemporary extensions and alterations to older buildings is widely regarded as appropriate in order to date a building more easily in the future.

2.31. As noted within the Design Review Panel response, ***‘an approach is needed whereby the design is sympathetic to the spirit of the Conservation Area and the site’s heritage rather than being overly constrained by the locally listed buildings’***. Design Review Panel Report para 1.1

2.32. Further reference to the heritage and Conservation Area considerations are noted in the commentary of the design within the architectural part of the report, ***‘Without***

***resorting to pastiche, the site’s historic relationship with Foxbury Manor could be acknowledged in the materials used and the rhythm of the volumes and external features... ..The proposal to connect some of the existing pitched roofs with subservient flat roof forms could serve to accentuate and frame the existing forms. This does not affect the picturesque character of the broader Foxbury Manor setting...’*** Design Review Panel Report para 4.7 (See Figure 13. CGI - Polo Mews and Figure 14. CGI - Polo Mews & Bothy)

2.33. The LPA’s officers attended the design review and presented a limited opening introduction stating policy considerations. Regrettably, no follow up advice was offered and no reference to the meeting or written feedback was contained in the officers’ report to the planning committee, contrary to the intent of the process. The report issued by the Design Review Panel was not uploaded to the consultation website.



FIGURE 13. CGI - POLO MEWS



# 2.0 Design Approach & Application Process



FIGURE 14. COMPARISON: EXISTING PHOTOGRAPH & CGI OF PROPOSAL



# 2.0 Design Approach & Application Process

2.34. The below items are taken from the summary of the Design South East report and form their recommendations for consideration. Notably, the design review itself was highly supportive and positive in its summary. From experience, design review is often very critical of schemes and result in comments such as ‘fundamental review’ however the detailed comments and those in relation to matters other than design show a level of appreciation and acknowledge the design thinking. -

**“Clarify how the design references, and resonates with, the site’s history and historic farmstead layout.”**

- The context and response to it is varied across the site. However, courtyards and low slung buildings have informed how the proposals reference the former and continuing agricultural nature of the site. The new Vine House sits beneath the vineyard, whilst continuing to develop the courtyard farmstead approach found elsewhere on the site.

**“Consider how a feeling of openness within the green belt can be improved and safeguarded in the planning process, in the event of different residences being sold.”**

- The openness of the Green Belt is a key consideration and acknowledged by the Design Review Panel. New glimpsed views between buildings that would otherwise appear as a continued mass now break down the importance of buildings across the site. Whilst ownership is not able to be controlled, appropriate Planning Conditions could clearly limit any future development onsite.
- Further to the above planning condition suggestion, the planning process itself offers any and all required controls to future development on the site.

**“Improve the public offer and social benefit of this site and consider how the site’s architecture and programme can support learning and enhance the public’s experience of this scheme.”**

- Demonstrating the hydrogen system in

operation through performance data could help to catalyse the use of technology in similar projects assisting in reaching carbon emissions targets and combating the Climate Crisis.

- The new picnic area is a further public benefit along with proposed extensions and improvements to footpath FP042. This includes a generous width (with no fencing), the provision of educational information and commitment to maintenance which are all tangible benefits.

**“Work with the client to clarify the brief and define how each building will be used and lived in.”**

- This comment came following a discussion within the design review meeting about changing Greenacres into a visitor centre. Clearly this would need distinguishing from the residential aspect of the proposals but was not taken forwards as it did not form part of the brief.

**“Ensure that the site entrance sequence is clear and contributes towards a new more farm-like, less suburban, feel to the site.”**

- Gate house building removed and driveways reduced/realigned to ensure an approach is through the landscape rather than simple residential driveways.



FIGURE 15. GATE HOUSE REMOVED

# 2.0 Design Approach & Application Process

**“Measure the embodied carbon impact of demolishing and rebuilding. Reduce embodied carbon as much as possible, for example, by reusing demolition material.”**

- Appropriate reporting was carried out throughout the following design stages both informing and being informed by the emerging proposals.
- Refer to evidence from others for sustainability input.

**“Reconsider the siting of the new home to enable a more coherent relationship with the existing built form.”**

- The location of the new building has been interrogated in detail to ensure it is informed by the topography whilst maintaining an awareness of views both to and from the property. Weaving itself into the vineyard is a fundamental design driver and this is the most appropriate site location for this to happen.
- The location, design and orientation of Vine House changed following feedback from the panel. The orientation shifted to take better account of the sun and a detailed topographical survey was able to better inform the cross section and levels of the building in relation to the existing field and proposed vineyard. This is demonstrated by the section in Figure 16.

**“Describe the architectural treatment and materiality.”**

- Rammed earth, zinc, masonry have all been interrogated through the design stages and clearly demonstrated as appropriate to both the context and contemporary architectural response. The muted colour palate will sit comfortably in this setting and improve with age.
- The suggestion of rammed earth was raised by a panel member and debated within the review. It was adopted into the design for Vine House as an appropriate reference to the ground scrape nature of the design. It refers to the tones and colours of the landscape and sits comfortably with the tones and patina of the zinc. The zinc was agreed as an appropriate material, along with its detailing that would tie together some of the other contemporary architectural interventions on the site.

**“Demonstrate in further detail how biodiversity net gain will be achieved; we expect this scheme to achieve well above the minimum 10%.”**

- As has been a key component of the scheme and demonstrated, this proposal has notable biodiversity benefits and increases the BNG to over 15%.

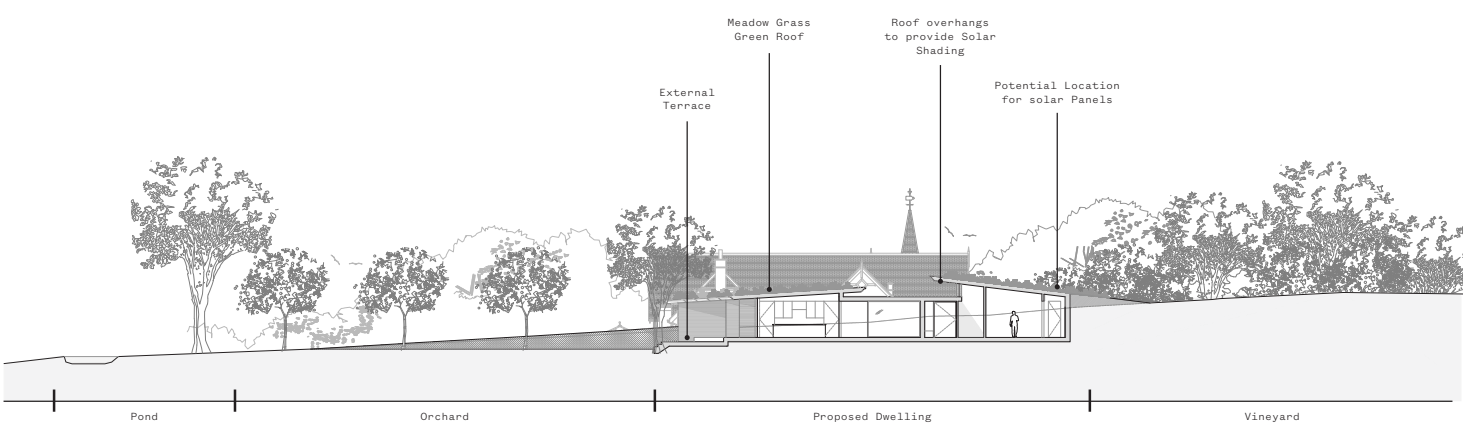


FIGURE 16. SITE SECTION THROUGH VINE HOUSE

## 2.0 Design Approach & Application Process

2.35. The existing three dwellings contained within 'Bothy' are cellular, complex, inefficient uses of space which have been the product of various extensions over time resulting in a relatively poor level of accommodation. The proposals seek to reduce the number of properties in order to facilitate a higher quality pair of dwellings fit for purpose and as a better setting to the non-designated heritage asset.

2.36. Elegant pitched roofs address the wider landscape rather than the prominent 'rear elevations' that currently address the driveway. Integrated parking now offer dedicated parking spaces without the need for incongruous garages or ad-lib parking arrangements. Generous open plan rear extensions sit appropriately into the gardens amending these into family homes.

2.37. Polo is currently a series of dwellings attached to the principal property of Greenacres. The non designated heritage asset is screened by a variety of extensions and additional buildings with the view also blocked by the projecting garage of Greenacres.

2.38. The proposal for Polo is to celebrate its original form of a courtyard and link it to the former walled garden while opening up longer views across the vineyard. Non-heritage elements are to be replaced, where appropriate with lower, contemporary responses to not compete with the retained clock tower. Fundamentally, detaching Greenacres and removing the partly consented parts of Polo are in-line with any good practice principles as a response to this part of the site. Again, cars are removed from the frontages and taken around the rear of the building to be concealed.

2.39. In the round, the project has been approached with an exemplar commitment to design in terms of architecture, landscape and sustainability. Critiqued by peers, through Design Review, Pre-App and post decision, it is clear from the proposals the high level of bespoke, high quality design response to this application.

2.40. Throughout the process, designs have continued to evolve through internal and external review. Hard-standing continued to be rationalised and reduced in line with the landscape proposals as they emerged in-line with the architecture and fundamental design changes continued after pre-app (despite no formal feedback ever provided by the Council) and design review including omission of the gate house structure and reorientation of Vine House. This continued rigorous approach to each aspect of the design is testament to the level of exceptional architecture and design standard achieved through this proposal.

2.41. Specifically to Vine House, the approach to weave a new high quality dwelling within a high status viticultural enterprise has offered an opportunity to create an exceptional design where a built intervention both facilitates and enhances the setting of both the Conservation Area and Greenbelt where both a building and landscape intervention work together both functionally and visually.

2.42. The formality and rigour of this specific crop has offered a rational design approach, broken down into rows, whilst the playful curved roof, sits lightly on the heavy walls as noted as an appropriate response to materiality by the Design Review Panel in section 5 of their report. As a building within a vineyard, its approach is not of celebrated grandeur as a typical dwelling within a vineyard, but of a muted and recessive nature, more facilitating the vineyard than the other way around.

## 2.0 Design Approach & Application Process

2.43. The GLA feedback is encouraging and supportive of the architectural intent and execution.

2.44. ***‘The site layout appears to be rationalised by the proposed changes to the cluster of existing buildings, creating a series of distinct external spaces. The proposed new dwelling associated with the vineyard sits separately from the other proposed works, but addresses them adequately. The development layout does not raise any strategic concerns.’*** GLA Report para 24

2.45. ***‘The proposed height and massing of the development is maintained in keeping with existing. The design intent for a subterranean dwelling into the vineyard landscape offers design interest and appears to respond well to overall massing of the site. This does not raise any strategic concerns.’*** GLA Report para 25

2.46. Concluding their consultee response on Urban Design as ***‘the intended massing and scale is well considered’*** GLA Report para 62



## 3.0 Rebuttal on Relevant Reasons for Refusal

### 3.1. Reason 1 - Impact on openness.

3.2. As discussed above, consideration to openness has been a key design consideration. A disparate arrangement of extensions and buildings both consented and/or constructed have reduced the visual permeability of the site both in short views and longer aspects from the wider site.

3.3. Whilst the proposal does not seek to significantly reduce the built form onsite, it successfully allows the individual buildings to be read and appreciated. The new Vine House be read against both the existing buildings onsite and the large dwelling under construction by the neighbour.

3.4. The folded roof design and curved eaves allow the building to sit in the landscape setting allowing views over and around without presentation of flat elevations whilst the courtyard breaks down the mass.

3.5. The removal of the front projection from Greenacres again allows longer views into the site from both its immediate frontage and from the wider landscape.

### 3.6. Reason 2 - Inappropriate amendments to Bothy properties.

3.7. The properties have had significant alterations and extensions both constructed and benefitting from planning approval. These changes are summarised in Exhibit 6 of Alan Selby's Statutory Declaration. The accommodation is not fit for modern living and their rear elevations do little to address the frontage approach to Greenacres and the wider site. The array of hard standing and driveways do not aid the legibility of the buildings and without intervention the contrived accommodation would not be appropriate for modern family living.

3.8. The brief to design a series of rear extensions sit below the massing of the main property, consolidate the rooms and offer generous kitchen/living/dining spaces to the occupants which better address their private gardens.

3.9. The new rhythm of pitched roofs face the driveway to Greenacres and Cherry Tree cottage with a more consolidated design response, and appropriate to the conservation area as noted in the Design Review Panel response.

### 3.10. Reason 3 - Polo Mews

3.11. Polo Mews is a former courtyard and clock tower, still legible despite replacement buildings and interventions. The buildings have had significant alterations and extensions both constructed and benefitting from planning approval. These changes are summarised in Exhibit 6 of Alan Selby's Statutory Declaration which includes approval to demolish a substantial part of 2 Polo Mews. The consented proposals take little account of the heritage and propose a series of frontage parking spaces.

3.12. The proposal to consolidate the swathe of units into a single contemporary dwelling, removing cars to the rear and detaching the building from Greenacres offer a high quality standard of accommodation which will be flexible and appropriate for modern living. An array of courtyard spaces both referencing the stable yard and walled garden celebrate the heritage setting and allow future residents to benefit from the context of the surroundings.

## 4.0 Summary Proof and Conclusion

4.1. I am a qualified architect with significant experience in the design and delivery of high quality residential properties. My experience is in both new build and extensions including in sensitive landscapes and heritage settings.

4.2. The proposals at Home Farm have come forwards care of a brief committing to high quality design agenda and a holistic Masterplan approach to the whole site in order to maximise all opportunities offered.

4.3. The design evolved and improved through challenge from a panel of experts both as part of the independent design review and the consultant team.

4.4. We did not receive engagement from Officers at pre-app, and no formal response was received following.

4.5. A high level of commitment was taken at each stage of the design to critically involve landscape design and awareness into the proposals.

4.6. Support from design officers at Bromley to the level of design scrutiny before submission The Design Review Panel and the GLA are all clear supportive of the approach taken to achieve a high design quality within the Home Farm masterplan.

4.7. The public benefits offered over and above are woven into the design thinking to ensure tangible changes can be made.

These include items referenced above rarely offered such as opportunities for the public to engage with the new hydrogen energy system and a new dwelling of exceptional architectural merit.

4.8. The reasons for refusal fail to consider the detail and level of design delivery offered by this proposal. Lack of reference or input to the design review process demonstrates the lack of appropriate consideration this significant input had in the design but also the credibility it gave to the design.

4.9. Amendments to the existing buildings were simply regarded by the Council as 'inappropriate' without considering the benefits these have to the level of accommodation offered and the enhancements to the legibility of the existing locally listed buildings with clear architectural distinctions.

4.10. All proposals across the site have a unifying design approach which allows a series of building styles to sit comfortably within a Conservation Area in a way which continues to the develop the characteristics of that area.

4.11. The level of commitment and input at all levels from the design team, client and consultees demonstrate that this is a high quality and well considered application which understands its context and maintains it for future generations with a sustainable and deliverable future.



FIGURE 17. PROPOSED VINE HOUSE - CGI

# Appendix



# 5.0 Appendix

## APPENDIX 01.

EXPERIENCE - PARAGRAPH 84 & EXCEPTIONAL DWELLINGS

HOLLAWAY HAS EXTENSIVE EXPERIENCE WITH HOUSES OF ‘EXCEPTIONAL QUALITY’, ‘REFLECTING THE HIGHEST STANDARDS IN ARCHITECTURE’ AND ‘SENSITIVE TO THE DEFINING CHARACTERISTICS OF THE LOCAL AREA’ AND AS SUCH FITTING WITHIN THE CRITERIA OF PARAGRAPH 84 IN THE NPPF.

### HANETON: ASHFORD, KENT

House set in an area of outstanding natural beauty, which will be an exemplar of model rural living.  
Status: On-site

### LIBERTY FARM: BRABOURNE, KENT

Residential dwelling which embeds itself in the site’s existing contours.  
Status: On-Site

### HOATH FARM

Residential dwelling set within a series of rich landscaped garden rooms.  
Status: Planning

### DEER HOUSE: TENTERDEN, KENT

Nestled into parkland and championing raw, tactile materials to blend into its surroundings.  
Status: Complete

### UPNOR: ROCHESTER, KENT

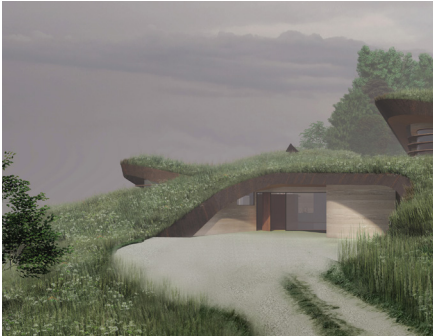
Located on a former MOD site, the project references the rich history and captures views across the river.  
Status: On-Site

### ANGLEY: HIGH WEALD, KENT

An ambitious purist design for an equestrian centre and home within the High Weald Area of outstanding natural beauty.  
Status: On-site



HANETON: ASHFORD, KENT



LIBERTY FARM: BRABOURNE, KENT



HOATH FARM



DEER HOUSE: TENTERDEN, KENT



UPNOR: ROCHESTER, KENT



ANGLEY: HIGH WEALD, KENT



# 5.0 Appendix

## APPENDIX 02. EXPERIENCE - HERITAGE - RESIDENTIAL EXTENSIONS

### THE COTTAGE: STELLING MINNIS, KENT

18th Century Cottage - Set within the Kentish countryside this is a house of two sides, a delightful quintessential cottage to the front and an uncompromising kitchen, dining, living space to the rear.  
Status: Complete

### MILL HOUSE: STOWTING, KENT

16th Century Mill - Set in rural Kent, surrounded by 26 acres of open countryside this private dwelling sensitively mixes the restoration of a Georgian house and attached 16th century mill, with a highly contemporary extension, successfully linking old and new to tell a story of the buildings history.  
Status: Complete

### UPPER MAXTED: MAXTED, KENT

Grade II Listed Building - Upper Maxted takes its essence from the very land around it to seamlessly integrate within the existing building while accommodating a growing family's needs on a limited budget. The intricate extension is almost invisible from the front of the original house, with only small glimpses of Corten roof line suggesting that a contemporary element exists hidden behind.  
Status: Complete

### VICARAGE FARM: POSTLING, KENT

19th Century House - Vicarage Farm, an early Victorian building in the middle of nine acres in the Kent Downs Area of Outstanding Natural Beauty, Hollaway Studio was tasked with creating a substantial extension that was both timeless and sympathetic to the original vicarage, while being of a scale and design dramatic enough to sit within this grand context.  
Status: Complete

### ILDEN FARMHOUSE: BRIDGE, KENT

Grade II Listed Building - The new extension connects the original farmhouse with the barn via a series of stepped roofs that sits over a new living and dining space that tie the two buildings together and transform the property by enabling a contemporary living environment within the fabric of a Grade II Listed Farmhouse.  
Status: On-Site



THE COTTAGE: STELLING MINNIS, KENT



MILL HOUSE: STOWTING, KENT



UPPER MAXTED: MAXTED, KENT



VICARAGE FARM: POSTLING, KENT



ILDEN FARMHOUSE: BRIDGE, KENT

# 5.0 Appendix

## APPENDIX 03. COLLATED BRIEF

5.03.1. The brief developed along the process as is usual with residential and domestic clients, however there were a series of overarching design drivers that we set out from the instigation of the project.

5.03.2. Mr and Mrs Selby were aware that the site had developed overtime without the benefit of a clear site wide plan at Home Farm. The key driver of the brief was to approach Home Farm with an overarching series of strategies that would bring it into the an emerging viticulturally based enterprise and a wonderful place to live.

5.03.3. The design must have a high quality approach to the design, detail and delivery of contemporary interventions across the site that would deliver a consistent yet appropriate feel to the site.

5.03.4. The brief included areas where Mr and Mrs Selby wished for parts of the built form to be removed, but did not specify where introductions should go. Over time, Greenacres had increased in size and attached to the cottages and removing this physical connection was important for Mr and Mrs Selby. Similarly, some recent interventions including new garaging blocks have not been sympathetically placed with the benefit of hindsight and should be reconfigured.

5.03.5. The additional developments across the site had lead to a large amount of hard standing. As such one of the objectives of the brief was to rationalize this existing road network, minimizing hard standing and creating logical navigation of the site.

5.03.6. The brief also called for a new self-build dwelling for Mr and Mrs Selby themselves. A generous family home sitting with regard to the vineyard and with a design which gave appropriate consideration to mobility and access in the future. The house must be of architectural significance and a building that would both sit comfortably in the setting of both Greenacres and older properties across the site.

5.03.7. Finally, sustainability was a fundamental part of the brief. A commitment to environmental strategy, carbon and biodiversity had to feature heavily within any design proposal and a landscape architect was a critical early appointment, along with sustainability advice on how a new dwelling could pioneer heating and powering in a new way.

5.03.8. In summary, the brief set out a high aspiration for design excellence and through macro and micro understanding of the site to deliver a future for Home Farm which allowed it to change into a contemporary viticultural estate fit for future whilst having a clear understanding of it's history and a commitment of sustainability beyond simple and regularly used technologies.

# 5.0 Appendix

## APPENDIX 04. PROPOSED MASTERPLAN BUILDING AREAS

	Existing			Planning Application granted consent (REF:19/05265/FULL1)			Current Proposed		
	Ground Floor (sqm)	First Floor (sqm)	Second Floor (sqm)	Ground Floor (sqm)	First Floor (sqm)	Second Floor (sqm)	Ground Floor (sqm)	First Floor (sqm)	Second Floor (sqm)
Bothy Cottage	75	52	0	88	85	0	126	94	0
Bothy House	115	29	0	108	90	8	129	83	8
Bothy Flat	0	48	8	0	0	0	0	0	0
Bothy Shed	9	0	0	0	0	0	0	0	0
Bothy Garages	75	0	0	75	0	0	60	0	0
1 Polo Mews	134	115.6	0	98	78	0	224	66	0
3 + 4 Polo Mews	63.5	60	0	104	95	0	0	0	0
Polo Mews Shed	7.7	0	0	0	0	0	0	0	0
Polo Mews Garages	0	0	0	75	0	0	30	0	0
Greenacres	435.4	360	0	435.4	360	0	435.4	360	0
Greenacres Garages & Bedrooms	68	41.8	0	68	41.8	0	0	0	0
Vine House	0	0	0	0	0	0	335	0	0
Triple Garage & Office	126	126	0	126	126	0	126	126	0
Office Store	19	0	0	19	0	0	0	0	0
Cherry Tree House	114	95	0	114	95	0	114	95	0
Cherry Tree Shed	14	0	0	14	0	0	0	0	0
Annex	51	0	0	51	0	0	0	0	0
Farm Store	65	0	0	65	0	0	0	0	0
Total	1371.6	927.4	8	1440.4	970.8	8	1579.4	824	8

TOTAL GIA	Existing (sqm)	Proposed (sqm)	Proposed (sqm)
	2307	2419	2411

# 5.0 Appendix

## APPENDIX 05.

EMAIL EXCHANGE BETWEEN  
ALEX RICHARDS (HOLLOWAY  
STUDIO) & BENJAMIN TERRY  
(BROMLEY) ON 10TH JANUARY  
2022.

**From:** "Terry, Benjamin" <[Benjamin.Terry@bromley.gov.uk](mailto:Benjamin.Terry@bromley.gov.uk)>  
**Date:** 10 January 2022 at 16:03:14 GMT  
**To:** Alex Richards <[alexrichards@hollawaystudio.co.uk](mailto:alexrichards@hollawaystudio.co.uk)>  
**Cc:** "Lai, Jessica" <[Jessica.Lai@bromley.gov.uk](mailto:Jessica.Lai@bromley.gov.uk)>  
**Subject:** RE: Home Farm, Kemnal Road - Bromley

Hi Alex

Happy new year. All is good here, thanks. I hope you had a nice Christmas break  
I think design review is a good move. Happy to attend (I think Jessica will too) - thank you for the invitation

Kind regards  
Ben

**Ben Terry | Urban Design Officer**  
London Borough of Bromley  
02083134483 | Civic Centre, Stockwell Close, Bromley, BR1 3UH |  
[benjamin.terry@bromley.gov.uk](mailto:benjamin.terry@bromley.gov.uk)

**From:** Alex Richards <[AlexRichards@hollawaystudio.co.uk](mailto:AlexRichards@hollawaystudio.co.uk)>  
**Sent:** 10 January 2022 11:35  
**To:** Terry, Benjamin <[Benjamin.Terry@bromley.gov.uk](mailto:Benjamin.Terry@bromley.gov.uk)>  
**Subject:** Re: Home Farm, Kemnal Road - Bromley

Hi Ben,

Hope all well - Happy new year.  
Further to our site meetings and subsequent Pre app meeting we have not yet had a written response from Jessica on this project. I think/hope it is coming soon.

Given the proposal and an extent of the narrative relate to design matters, we would like to continue to progress to an independent design review panel. I propose this is through Design South East and I would obviously appreciate it if you joined us on this and I hope Jessica would too.

Are you happy that I begin this and make an application so we can agree a mutually convenient date for all parties?

Kind regards

Alex

Alexander Richards  
BArch (Hons) MArch RIAS RIBA  
Partner  
-  
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T [+44 \(0\)2070965425](tel:+442070965425)

[www.hollawaystudio.co.uk](http://www.hollawaystudio.co.uk)

- COVID-19 - UPDATE**
- Hollaway staff are working remotely in line with Government advice from 5<sup>th</sup> November 2020
  - Hollaway are operating as normal; you can contact our mainline numbers, direct dials and email addresses and we are using video conferencing facilities for virtual meetings with clients, consultants and suppliers

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 Greenwich  
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TRUST

  
BIG  
LOTTERY  
FUND

 Homes &  
Communities  
Agency

 **Bromley**  
THE LONDON BOROUGH

**STANHOPE**

2023 Architect of the Year Winner (Retail and Leisure)  
 2023 RIBA South East Award Winner (F51)  
 2023 RIBA South East Award Winner (Upper Maxted)  
 2023 RIBA South East Award Winner (Vicarage Farm)  
 2022 AJ Architectural Awards - Leisure Category (F51)  
 2022 Dezeen Public Vote - Civic & Cultural Interior of the year (F51)  
 2022 WAF - Completed Buildings: Sport (F51)  
 2020 Hackney Design Awards - People's Choice Award Winner (The Fisheries)  
 2020 RICS South East Awards Commercial Category Winner (Curious Brewery)  
 2019 FX Awards (Curious Brewery) Shortlisted  
 2019 Blueprint (Process Gallery) Shortlisted  
 2019 AJ Architectural Award (Process Gallery) Shortlisted  
 2019 AJ Architectural Award (Curious Brewery) Shortlisted  
 2019 Dezeen Award (Process Gallery) Longlisted  
 2019 AJ Retrofit Award (Gin Works Chapel Down) Shortlisted  
 2019 RIBA South-East Regional Award (Process Gallery)  
 2019 BD Awards shortlisted for Small Project of the Year Category  
 2019 BD Awards shortlisted for Retail & Leisure Architect of the Year  
 2018 George Clarke Medal Winner (The Cottage)  
 2018 Property Week Student Accommodation Awards Highly Commended (Palamon Court)  
 2018 What Awards 'Best Luxury House' Silver Winner (Manor Barn)  
 2018 The Sunday Times British Home Awards Winner (The Cottage)  
 2018 AJ Retrofit Awards Finalist (The Cottage)  
 2018 BD Architect of the Year Award shortlisted for Individual House  
 2015 RIBA South-East Regional Award (Pobble House)  
 2014 Kent Design Award (Best Small Project)  
 2013 WAN World Architecture News Facade of the Year (Crit Building)  
 2012 Kent Design Awards Overall Winner (Rocksalt Restaurant)  
 2012 RIBA Downland Award (Rocksalt Restaurant)  
 2012 RIBA Downland Award (The Marquis)  
 2012 Restaurant & Bar Design Award Shortlisted  
 2011 FX International Interior Design Shortlisted  
 2011 WAN Commercial Shortlisted  
 2011 RIBA Downland Prize (Commended)  
 2010 RIBA National Award Shortlisted  
 2010 Kent Design Awards (Best Education Category)  
 2010 Building Design & Construction Award (Best Educational Building)  
 2010 Building Design & Construction Award (Public/ Community Building)  
 2009 Evening Standard New Homes Award Shortlisted  
 2008 RIBA Downland Prize (Residential Leisure)  
 2008 'Britain's Best Home' (Final Six)  
 2007 Kent Design Award (Best Small Project)  
 2007 RIBA Downland Prize (Best Conversion)  
 2007 Kent Design Award (Education Shortlisted)  
 2006 'What House' Award (Best House)  
 2005 RIBA National Award  
 2004 Kent Design Award (Overall Winner)  
 2004 Kent Design Award (Education Category)  
 2000 National Built In Quality Award

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