
Planning & Design Statement

Site Address: 66A Swan Road, West Drayton, UB7 7JZ

Proposed Development: Raising the roof and conversion of roof into habitable room along with installation of 4no skylights.

1. Executive Summary & Site Context

This Planning and Design Statement is compiled in support of a full planning application for a vertical roof extension and subsequent loft optimization at 66A Swan Road, West Drayton. The subject property comprises a first-floor residential unit situated directly above an active ground-floor commercial premises ("Swan Convenience Store").

The application site sits within an established, highly accessible urban block characterized by a heterogeneous mix of architectural typologies, varying building heights, and retail-residential configurations. While the ground floor maintains a continuous active retail frontage, the upper-floor residential volumes exhibit significant variation in ridge heights and roof geometry along the immediate street scene.

2. Comprehensive Architectural Reassessment & Spatial Analysis

2.1. Structural Massing and Elevation Analysis

A precise comparative evaluation of the existing drawing suite (Drawing No: ART/2026/LE66SR/EE) against the proposed architectural scheme (Drawing No: ART/2026/LE66SR/PE) establishes the following structural parameters:

- **Vertical Datum and Massing:** The host property currently features a compromised, shallow-pitched roof structure terminating at a maximum ridge datum of 7,300mm above ground level. The proposed development introduces a more articulated, steeply pitched gable roof form, adjusting the vertical ridge datum to 8,500mm. This results in a measured, incremental height increase of 1,200mm.
- **Volumetric Distribution (Rear Elevation):** To secure policy-compliant internal headroom and maximize the efficiency of the habitable envelope, the proposed rear elevation incorporates a rear dormer which is 4,825mm in width. This volumetric projection integrates seamlessly with the modified roof pitch.
- **Fenestration and Daylighting Strategy:** Pursuant to Drawing No: ART/2026/LE66SR/PE, the structural envelope will be punctured by four integrated high-performance skylights distributed symmetrically across the dual pitch (two flush-fitting rooflights to the primary front orientation and two to the rear). This fenestration strategy has been deliberately specified to optimize natural internal lux levels and passive solar gain while avoiding any direct horizontal lines of sight.



- **Materiality and Architectural Continuity:** The external material palette is strictly contextual. The proposed finishes will seamlessly match the existing fabric of the host building, utilizing matching brickwork (BW) to the structural base and flank elevations, complemented by matching painted render (PR) accents to mirror the established architectural language.

2.2. Contextual Reassessment of Site, Location, and Street Scene

The visual relationship between the subject property and the immediate urban fabric is clearly articulated in the submitted contextual site and street-view documentation (Drawing No: ART/2026/FLAT186LR/Street View).

The block plan and context drawings indicate a pronounced step-down in the localized roofline skyline. The existing building forms an unnatural, depressed trough within the terrace, sitting substantially lower than both immediate neighbouring properties. The flanking structures feature a significantly more robust vertical massing and higher ridge lines.

Consequently, the existing low-pitched configuration at 66A Swan Road fails to complete the street scene effectively. The proposed 1,200mm vertical extension serves to rectify this morphological anomaly, raising the roofline to a uniform datum that mirrors the scale of the adjacent built forms, thereby providing architectural closure and a more cohesive, rhythmic street frontage.

3. Core Planning & Design Justifications

3.1. Urban Morphology and Sympathetic Scale

The primary architectural justification centres on the remediation of an incongruous gap in the local urban massing. The existing building's physical underdevelopment relative to its immediate neighbours creates a disjointed, fragmented streetscape.

By executing a sensitive vertical roof extension, the proposal brings the property into direct contextual alignment with the established scale of the street terrace. Rather than representing an overbearing introduction of mass, the added volume restores structural equilibrium to the roofscape, ensuring the building forms a balanced and proportionate component of the local built environment.

3.2. Sustainable Optimization of Urban Brownfield Airspace

In strict compliance with the presumption in Favour of sustainable development set out within national planning frameworks and the London Plan, the proposal maximizes the latent potential of an existing brownfield footprint:

- **Optimizing Vertical Air Rights:** The scheme utilizes existing air rights to expand high-quality residential space upward rather than outward, embodying the core principles of efficient brownfield optimization.
- **Sustainable Densification:** By intensifying the residential capability of an existing first-floor flat above an active commercial unit, the project delivers sustainable urban densification. This



prevents suburban sprawl and utilizes established infrastructure without introducing additional ground-level footprints.

4. Amenity and Environmental Impact Assessment

- **Residential Amenity & Privacy Safeguards:** The spatial geometry of the proposed roof structure has been engineered to prevent any adverse impacts on the daylighting, sun lighting, or outlook of neighbouring residential occupants. The substitution of conventional dormer windows with flush, high-level skylights guarantees that no overlooking or loss of privacy can occur, successfully protecting the amenity of adjoining properties.
- **Design Quality and Integration:** Through the specified deployment of identical brickwork, rendering textures, and a traditional gable profile, the extension represents a highly sympathetic addition that respects the architectural integrity of the original building archetype.

5. Conclusion

The proposed development represents a highly context-driven and architecturally appropriate intervention. By addressing the existing height deficit relative to the adjacent properties, the design enhances the aesthetic cohesion of Swan Road while fulfilling strategic planning objectives regarding the optimized, sustainable use of urban brownfield land. Accordingly, the local planning authority is respectfully urged to grant planning permission for the proposed development.