

Residential Projects

clay architecture



Residential architecture and development is rewarding, but it also has particular challenges and risks.

In this brochure, we highlight some of the key considerations for residential developments and show how we can add value. We've also included some examples of recent and current residential projects.

Our clients include homeowners, self-builders and residential developers. And our work includes extensions, refurbishments, new-build single homes, multi-home developments and apartment buildings. Many of our projects are in conservation areas, are listed buildings or involve difficult sites and challenging briefs.

The starting point for all our residential projects is to ensure the project is deliverable, on time and on budget. Our focus is on our residential clients' needs. We then combine our practical architectural flair with our passion for sustainable architecture, contemporary design and heritage.

Contact us to find out how we can help you to achieve a successful residential development.

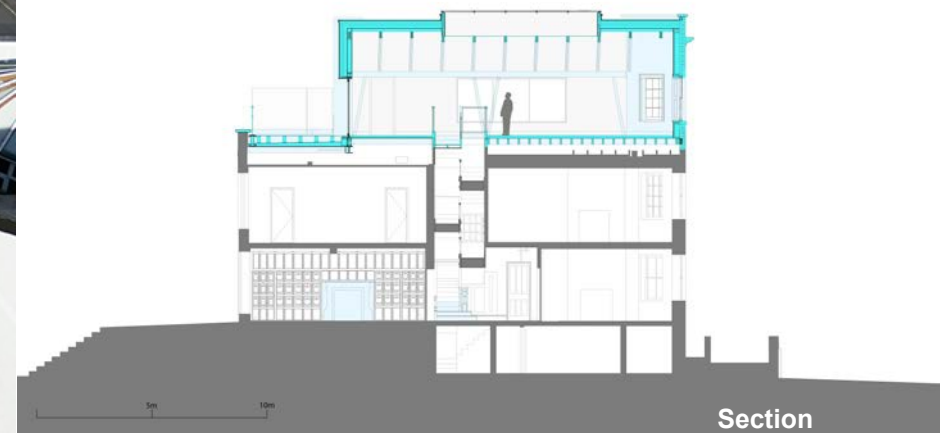
Special House Projects	Page
Flitch House, Rochester	6
The Alps, Rochester	9
Groundkeeper's House, Kidbrooke	13
Crow Lane, Rochester	17
 Smaller House Projects	
Flitch House ground floor extension	24
Horsley Road, Rochester	29
Smarts Road, Gravesend	32
Home in Chatham Historic Dockyard	36
 Projects for residential developers	
Four new houses, Gravesend	40
Botany Bay, Sevenoaks	45
Beacon Court, Gillingham	49
74 High Street, Chatham	54
Former Convent, Gillingham	58
The Lion Pub, Milton Regis	64
Berkely Road, Gravesend	67
 Challenges & opportunities in residential projects	
Viability and Feasibility	71
Heritage & Conservation/Listed Buildings	72
Retrofit	73
Gaining Planning Permission	74
Sustainable Development	75

Our Process	Page
Process	76
Who is Clay Architecture	77
Kasan Goh, Principal	78
Camilla Prizeman, Principal	79
Team	80
Client Feedback	81
Awards and honours	82

Flitch House, Rochester

Contemporary rooftop extension to a Grade-II listed house within the setting of a scheduled monument

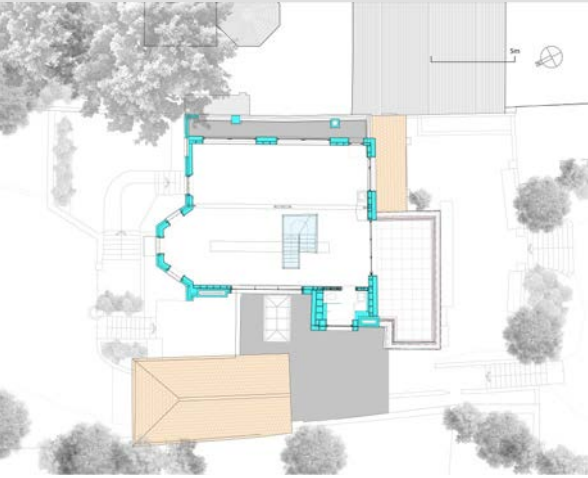
clay architecture



Flitch House, Rochester

Contemporary rooftop extension to a Grade-II listed house within the setting of a scheduled monument

clay architecture



This house has suffered two significant traumas in its 257-year history: the demolition of one of its two bays after a fire caused by a riot in 1796, and the removal of its second storey in 1955.

Our clients asked us to reinstate the lost second storey and restore the house to its former glory.

The front façade has been extended up a storey, reproducing the historic first-floor windows and dentil cornice to look as if it has always been there. Behind this new brick façade is a contemporary, open plan second floor extension with an M-shaped butterfly roof. Bi-fold doors open on to a terrace and provide expansive views of the river.

A lightweight flitch-rafter and flitch-beam extension spans the walls of the old house and touches down at just a single point onto spreader beams concealed in the middle of the floor through a forked V-post. This means no point loads are imposed anywhere on the historic building.

Planning approval and listed building consent were secured in close consultation with Historic England, with only minor conditions. This was extraordinary given the significance of the house and the protected views.

To achieve this the submission included a detailed conservation assessment to establish the provenance of the historic second floor, and a detailed study of the impact of the proposal on historic views, notably those from the top of the nearby castle.

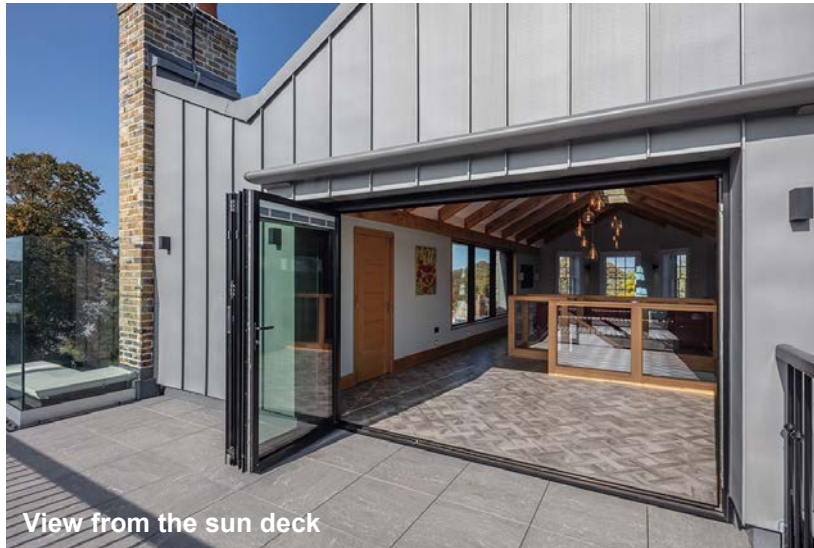
This space is now used by our clients as a living area

and entertainment space. A ground floor extension completed at an earlier phase created a new kitchen, dining and family room.

Flitch House, Rochester

Contemporary rooftop extension to a Grade-II listed house within the setting of a scheduled monument

clay architecture



The Alps, Rochester

Addition of a new second storey to a modern house with views of the River Medway

clay architecture

Visualisation using 3D Google Earth



The Alps, Rochester

Addition of a new second storey to a modern house with views of the River Medway

clay architecture

The Alps is a development of six contemporary detached houses in Rochester, Kent, completed in 2014. It is sited on high ground with extensive views of the River Medway. Each house has three storeys and a flat roof terrace.

Our clients are a recently retired couple who have lived at number 4 The Alps since it was built. Having seen our Flitch House project, they asked us to design a new second storey to contain a master suite, with a lift tower to access all floors.

Our proposed extension compliments the original design, is set back to create a new terrace to take advantage of the views and appears to float above the house below. This is because the roof structure incorporates a special kind of truss called a Vierendeel truss. It spans the new lift tower on one side of the house and the stair tower on the other side. This means the extension bears as little load as possible onto the existing flat roof, which is important because the existing flat roof was not designed to take an additional storey. We last used a Vierendeel truss for the roof of the chapel extension in our award-winning Medway Crematorium project.

The front windows of the roof extension wrap around the corners of the building. This allows for a panoramic view of the river but blocks out views of neighbouring properties on either side.

The Alps, Rochester

Addition of a new second storey to a modern house with views of the River Medway

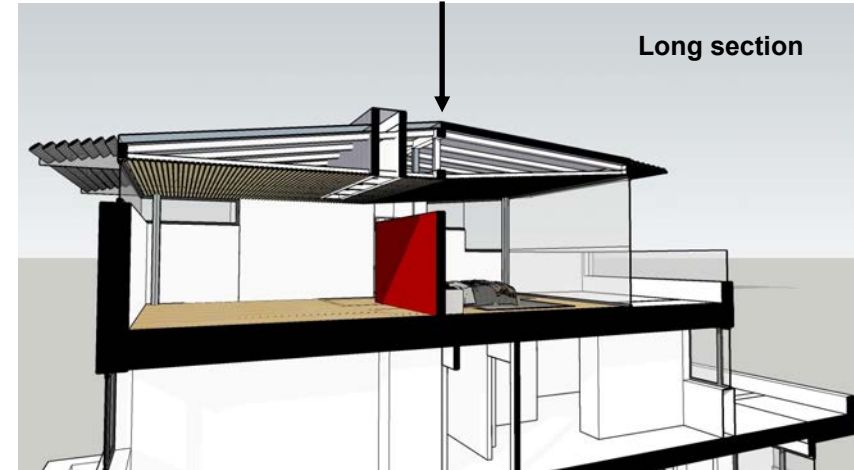
clay architecture

Front elevation

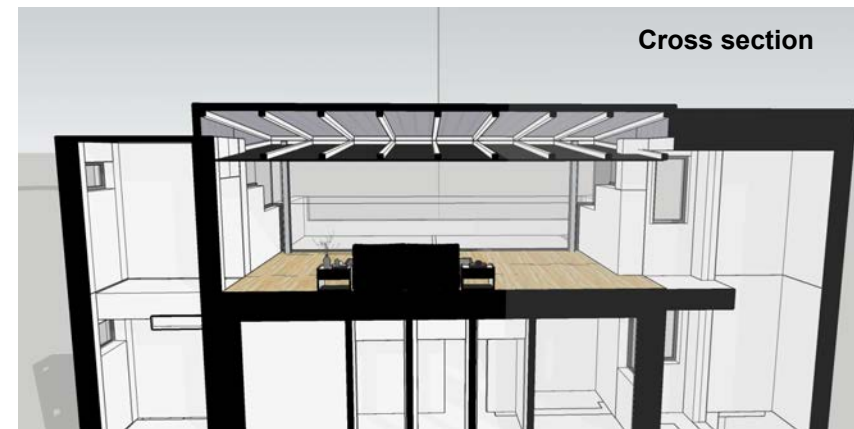


Vierendeel truss

Long section



Cross section



The Alps, Rochester

Addition of a new second storey to a modern house with views of the River Medway

clay architecture



View from the third floor bedroom



Side elevation

Groundkeepers House, Kidbrooke

New build, contemporary house in a flood zone and protected open space in London SE12

clay architecture



Groundkeepers House, Kidbrooke

New build, contemporary house in a flood zone and protected open space in London SE12

clay architecture

Our clients acquired a parcel of land in Southeast London containing disused tennis courts and more than 200 sqm of storage containers and huts. The land abuts a sports ground, which they also own, and the River Quaggy. They plan to build a 3-bedroom family home from which they will run the sports ground.

The site sits within Flood Zone 3, which represents the highest risk of flooding from the sea. Development must pass an exception test to prove that the building will be safe from flooding for its lifetime. The site is on Metropolitan Open Land (MOL), which has the same level of protection as Green Belt. There is a presumption against inappropriate development except in very special circumstances. Development must be designed for minimal impact on the landscape.

The storage containers are surplus to requirements. We developed a scheme for a contemporary single-storey house equal in area to the containers and huts to be removed. The house will be raised on stilts above predicted flood levels.

We will build a case to demonstrate that the house is ancillary to the sports ground and develop a landscaped wildflower meadow to compliment the nature conservation area nearby.

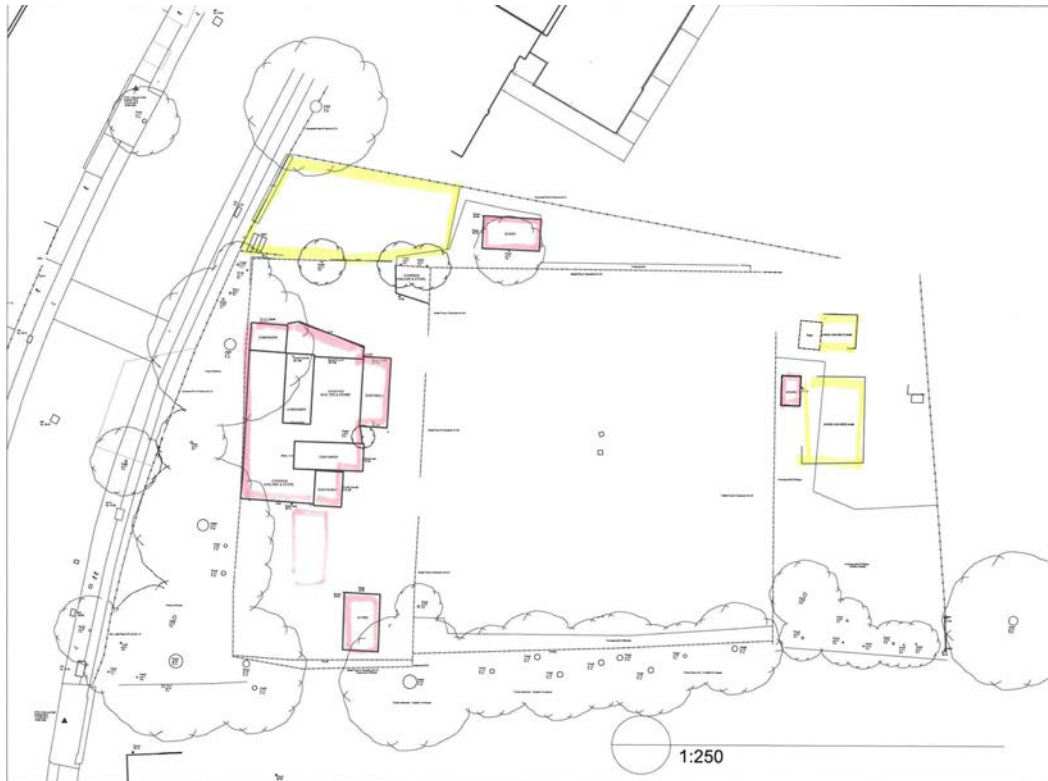
The new house provides generous accommodation, including an open plan kitchen, dining and living space with glazed sliding doors opening onto a raised terrace to let the landscape in. The master bedroom has its own private covered balcony. A study and three ensuite bedrooms complete the house.

To reduce its impact on the Metropolitan Open Land, the single storey house is sited against a backdrop of mature trees and will be clad in charred timber. A timber louvred canopy over the terrace acts as a brise soleil against solar glare and reduces the reflectiveness and impact of the large areas of glass.

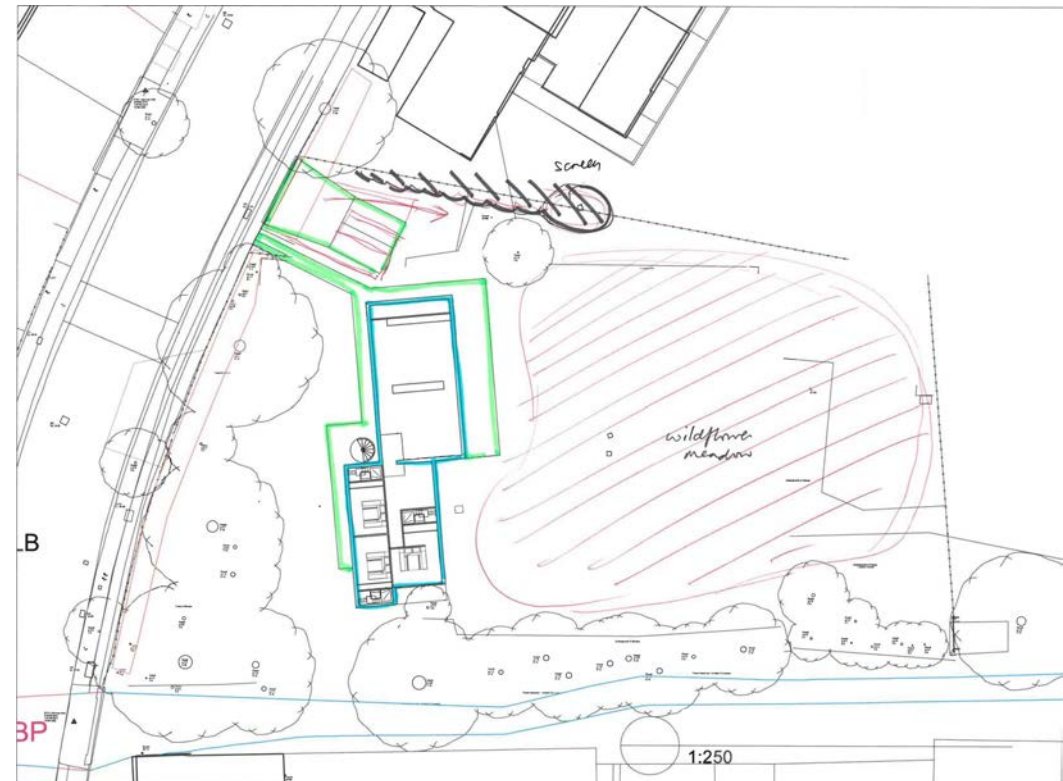
Groundkeepers House, Kidbrooke

New build, contemporary house in a flood zone and protected open space in London SE12

clay architecture



Existing site plan

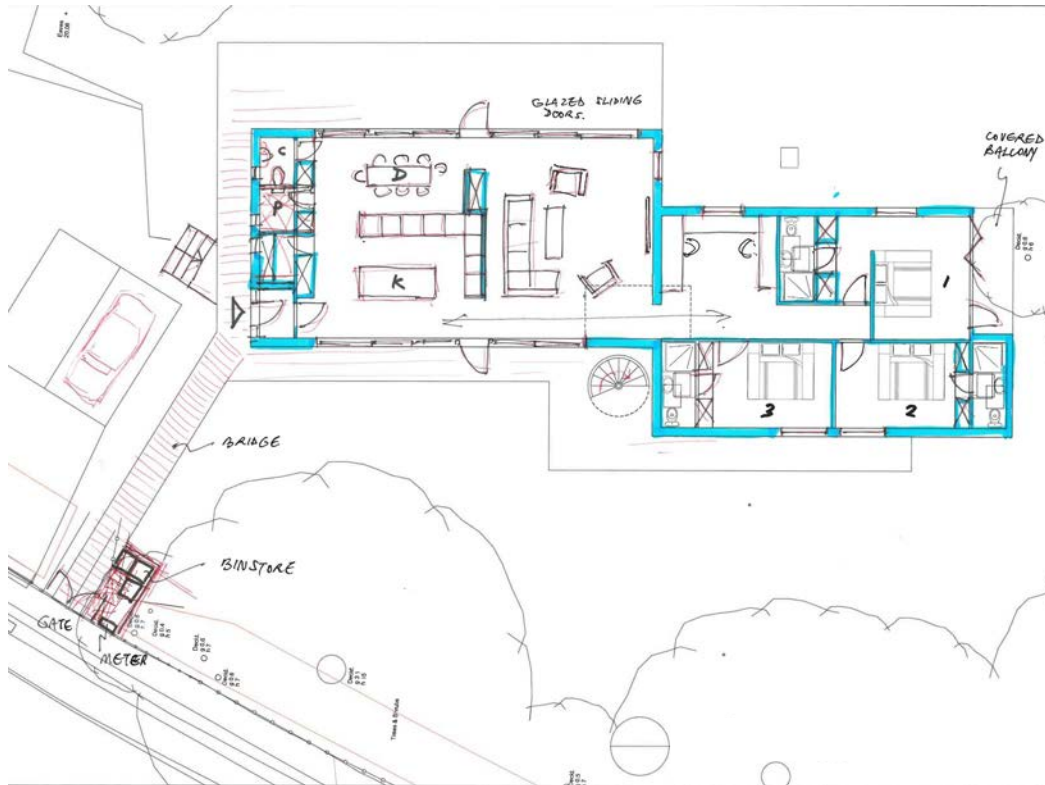


Proposed site plan

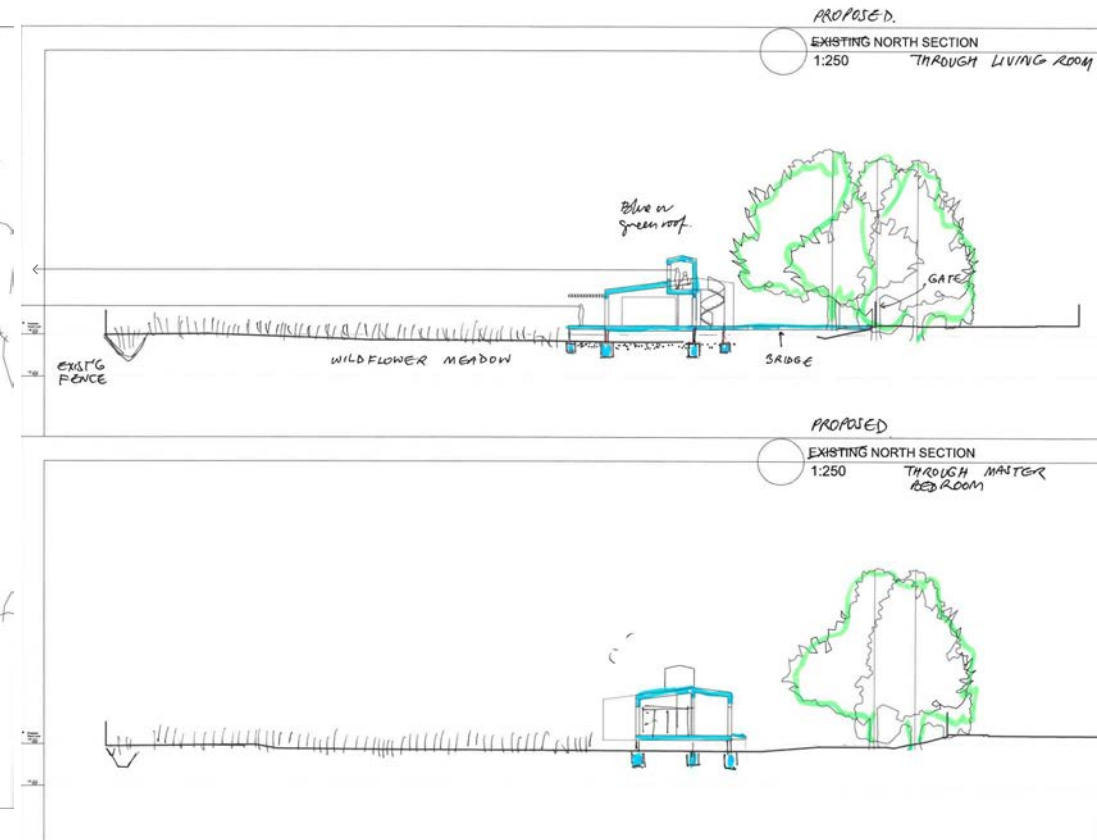
Groundkeepers House, Kidbrooke

New build, contemporary house in a flood zone and protected open space in London SE12

clay architecture



Proposed ground floor plan



Proposed sections

Crow Lane, Rochester

Refurbishment and extensions to a house in a conservation area

clay architecture



Crow Lane, Rochester

Refurbishment and extensions to a house in a conservation area

clay architecture

This house lies within the Historic Rochester Conservation Area and this sensitive setting contains a number of listed buildings on the same street, including the nationally important Grade I listed Restoration House.

Our clients wanted to add value by extending and re-configuring the house to create a modern family home. Our plans involved retaining the character of the older house and augment it with a contemporary infill extension.

The stepped and angled two-storey infill extension draws in natural light and connects the house to the garden using views, decks and balconies. It does so without impacting the rights of light or the visual amenity of its neighbour. A sunlight and shadow analysis was key to obtaining planning and conservation area approval.

The extension creates a large, open plan living, dining and kitchen area on the ground floor. Upstairs is a new master bedroom suite with a balcony, a large family bathroom and three generous double bedrooms. A new sundeck on the second floor provide more outside space.

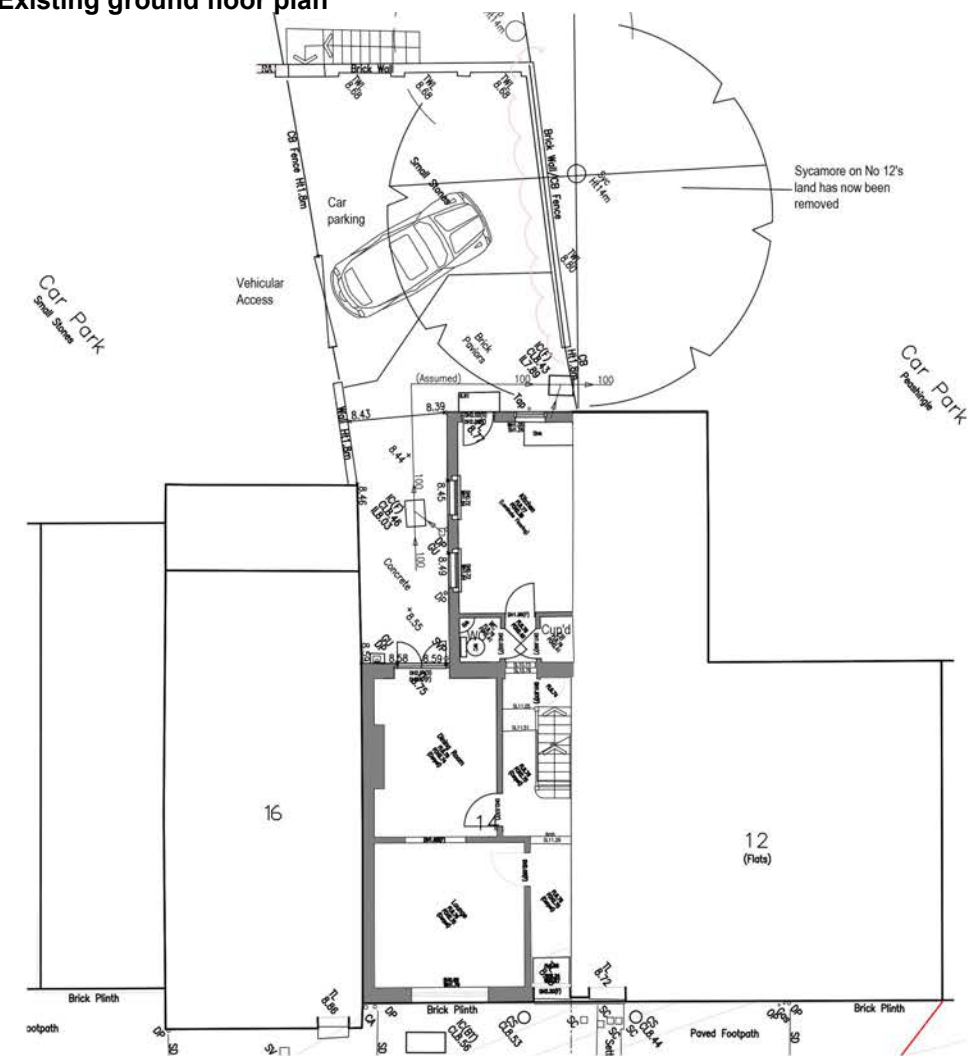
Crow Lane, Rochester

Refurbishment and extensions to a house in a conservation area

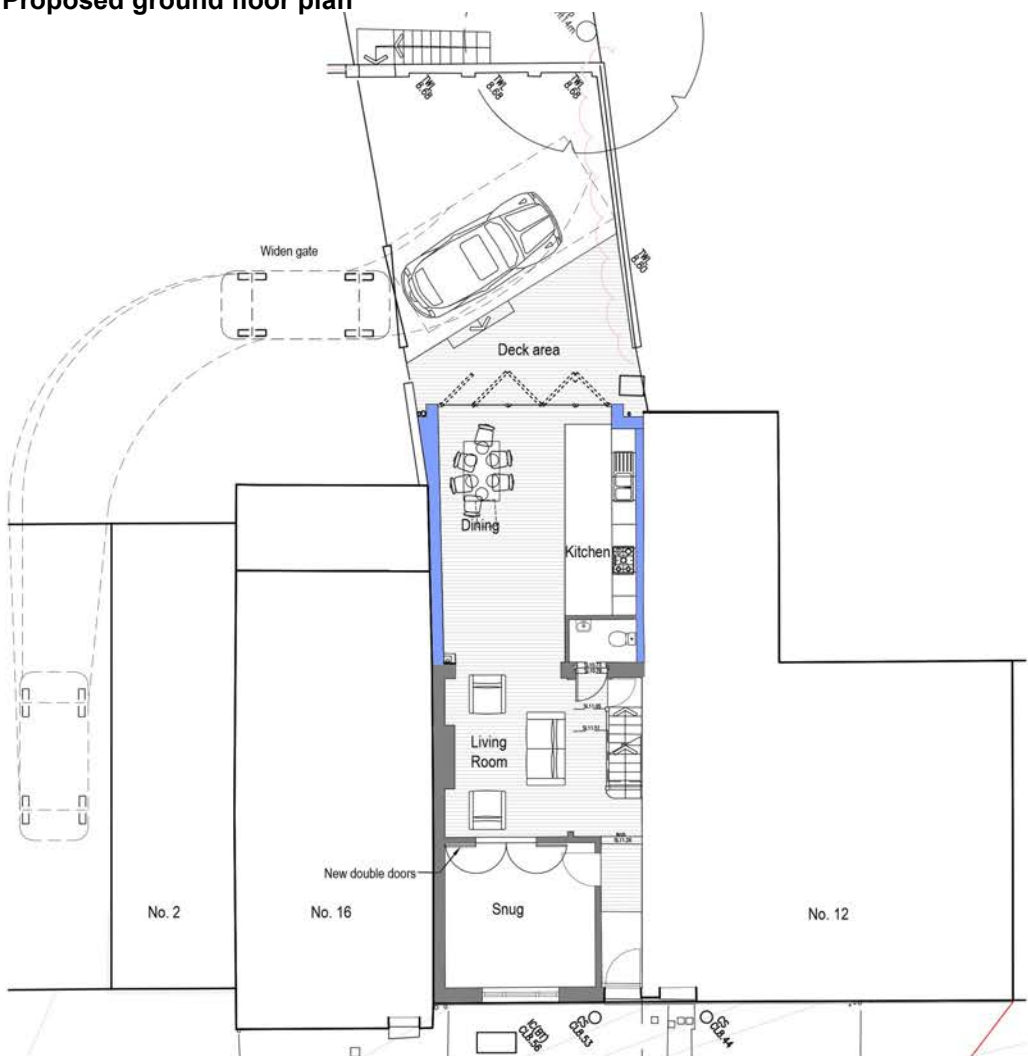
clay architecture



Existing ground floor plan

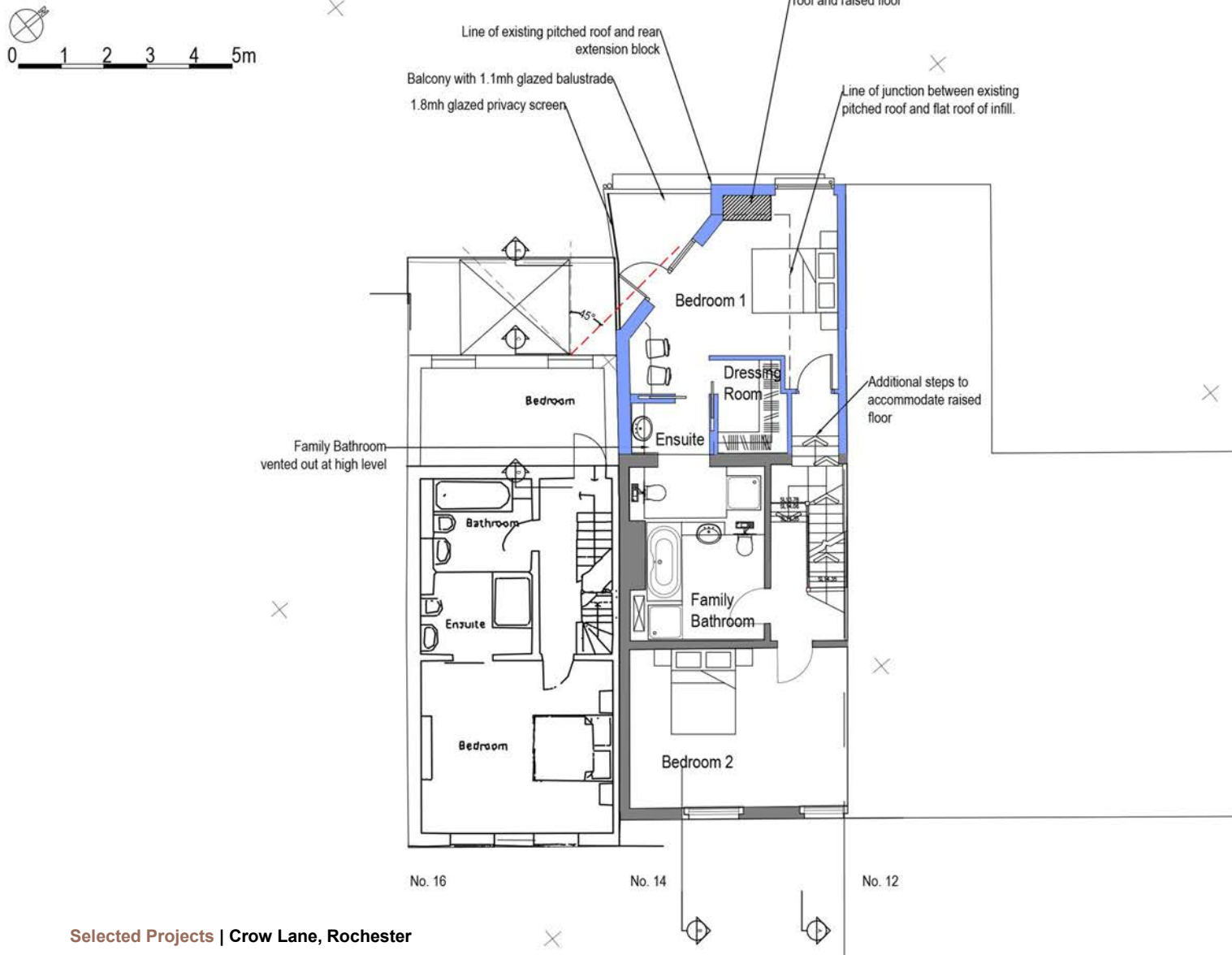


Proposed ground floor plan

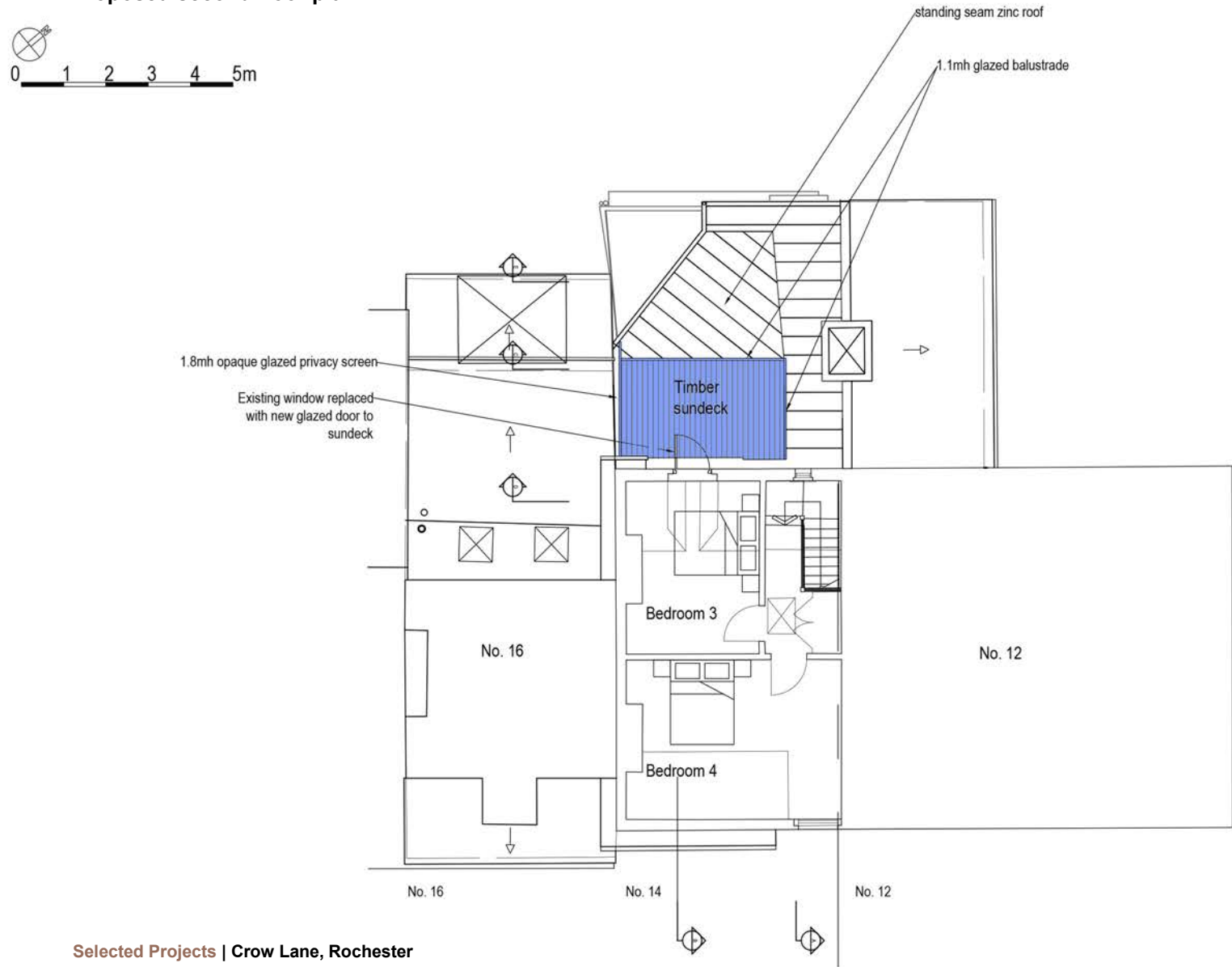


Crow Lane, Rochester

Proposed first floor plan



Proposed second floor plan



Flitch House Ground Floor, Rochester

Kitchen extension and other works to a Grade II Listed house

clay architecture



Flitch House Ground Floor, Rochester

Kitchen extension and other works to a Grade II Listed house

clay architecture

This is the first phase to a project featured elsewhere in the brochure.

Built in the 1790s, the Grade II Listed house was originally sited to command the view of the lower end of Boley Hill, across the way from Rochester Castle, adjacent to Rochester Cathedral and towards the high street. The building has been chopped about with and altered over the years but maintains its presence as a fine example of early Georgian and early Victorian architecture.

Ancillary to the main house were an untidy jumble of rooms and lean-to consisting of a 1930s kitchen extension linking the house to the stable block (originally an 18th C 'brew and wash house').

Through the strategic siting of concealed steel beams and the installation of a new flat roof between the historic buildings we were able to knock through, combine and extend old and new into a single 635 sqft contemporary open plan kitchen and breakfast space with pizza oven, positioned adjacent to the historic dining room.

The new space has a rooflight over the kitchen prep area, French doors with views of the castle, and bifold doors onto the patio with views of the private garden.

The original grand staircase was lost to a fire in 1796; what remains of the house is served by what was effectively the servants stair. We uncluttered the space around this stair by opening up the lobby area, replaced infill panels with matching balustrade spindles, and added appropriate period flourishes such as a scroll to the newel post at the start of the handrail, and three curved

stair risers to complement the scroll, embellishing a modest stair with features befitting a house of some scale and significance.

Other minor works involved the addition of a guest lobby and cloakroom to the side of the dining room, the installation of a grand fireplace to create a focal point within the 'faux Tudor' timber panelled dining room, and the design of a pedestrian and vehicular gate to the driveway.

Listed building consent for all the above was granted without issue.

Flitch House Ground Floor, Rochester

Kitchen extension and other works to a Grade II Listed house

clay architecture



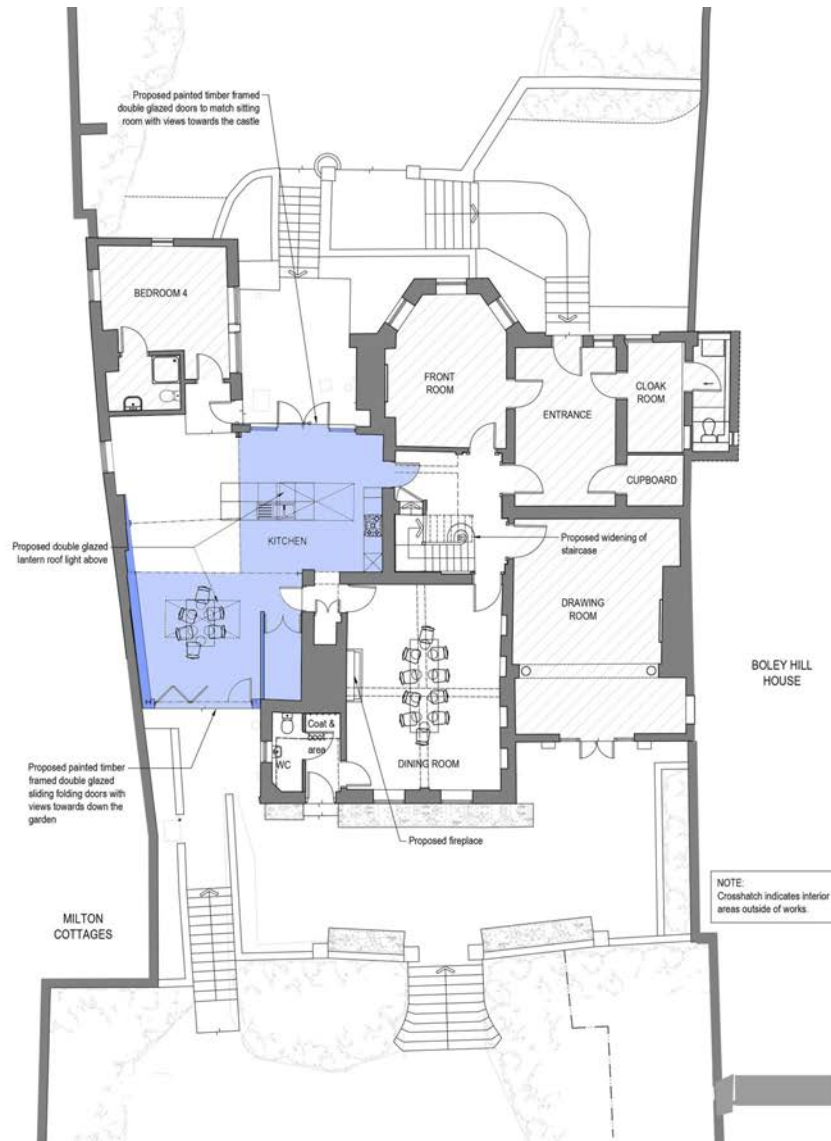
Flitch House Ground Floor, Rochester

Kitchen extension and other works to a Grade II Listed house

clay architecture

Proposed ground floor plan

0 1 2 3 4 5m



A concealed steel beam enables the space under the stable roof to become part of the continuous open plan kitchen area

Flitch House Ground Floor, Rochester

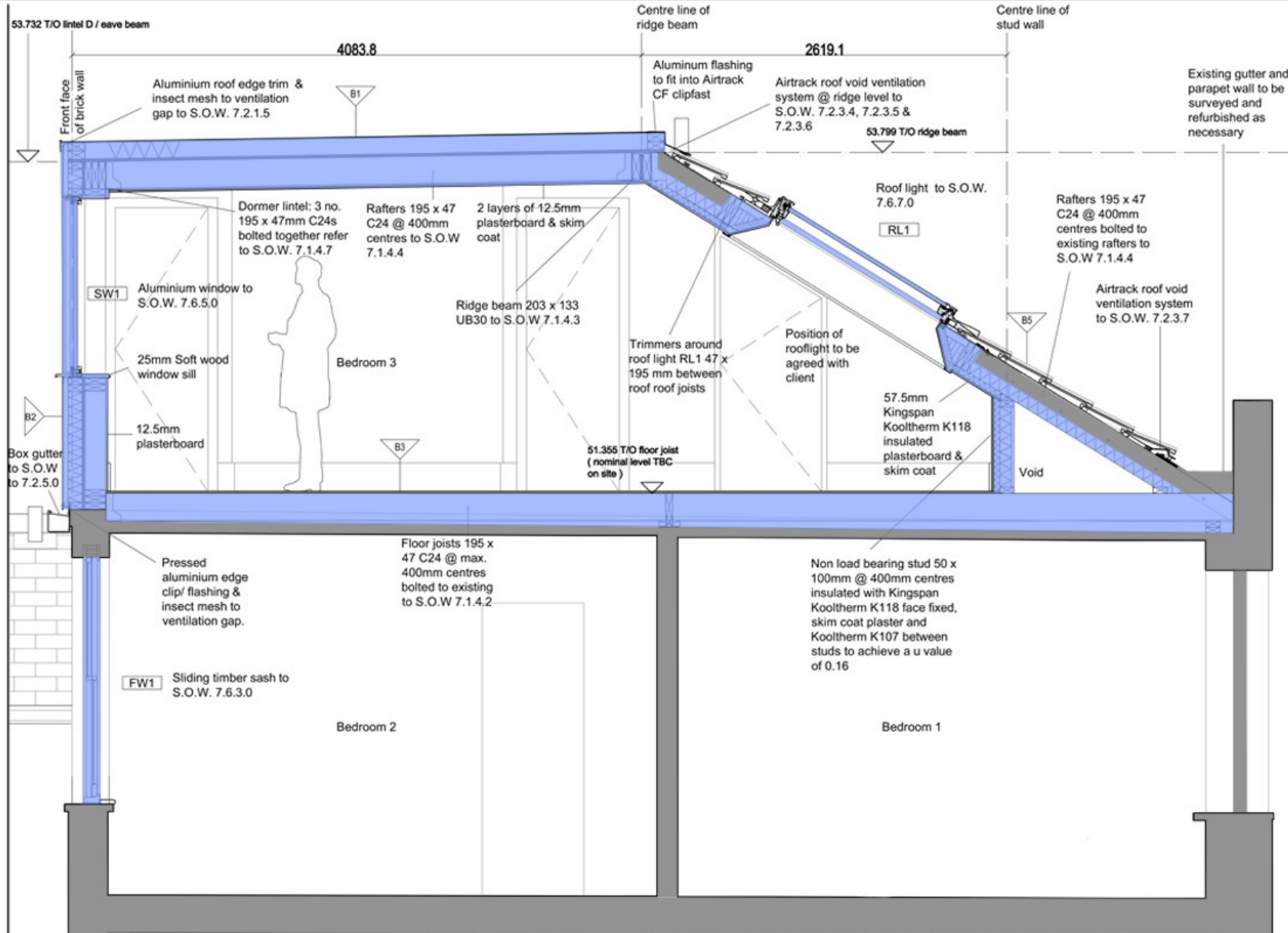
Kitchen extension and other works to a Grade II Listed house

clay architecture



Horsley Road, Rochester

Ground floor reconfiguration and loft extension



**Section through the
loft extension, which
retains the existing
front half of the roof**

Horsley Road, Rochester

Ground floor reconfiguration and loft extension

clay architecture

Over a number of years, the cost of building materials and labour have increased significantly with no sign of reducing. Plus there is VAT at 20% to pay on extensions and refurbishment.

Many recent private clients are unaware of this and are surprised by estimates for fairly straight forward home extensions and refurbishments.

But, with a creative approach and a keen eye on value engineering, we can still deliver smaller projects that exceed our clients' expectations while helping them manage their budgets.

One example of this Horsley Road in Rochester.

Our clients bought this house with the intention of extending the ground floor to create a large living space. They also wanted to move the bathroom from the ground floor to the first floor and convert the loft to create an e-suite master bedroom. All while keeping as much of the original character as possible.

We worked closely with them on an alternative plan that would provide them with the space they wanted within a more affordable budget. This reconfigures rather than extends the ground floor and still includes a loft conversion.

To keep your smaller residential project affordable, we advise the following:

- We start by keeping the design of your project as simple but carefully thought out as possible.

- We will aim to create space for you through clever adaptations and extend a house only where necessary.
- Under the new Building Regulations, as our client, you will retain us as architect and principle designer up to RIBA Workstage 3 (planning) and Workstage 4 (technical design and building control).
- We provide a fixed fee up to RIBA Workstage 4.
- You then take on the tasks of tendering for contractors, managing costs, etc.
- You complete the project using information, pricing documents and other specific tools we produce on your behalf for just this purpose.

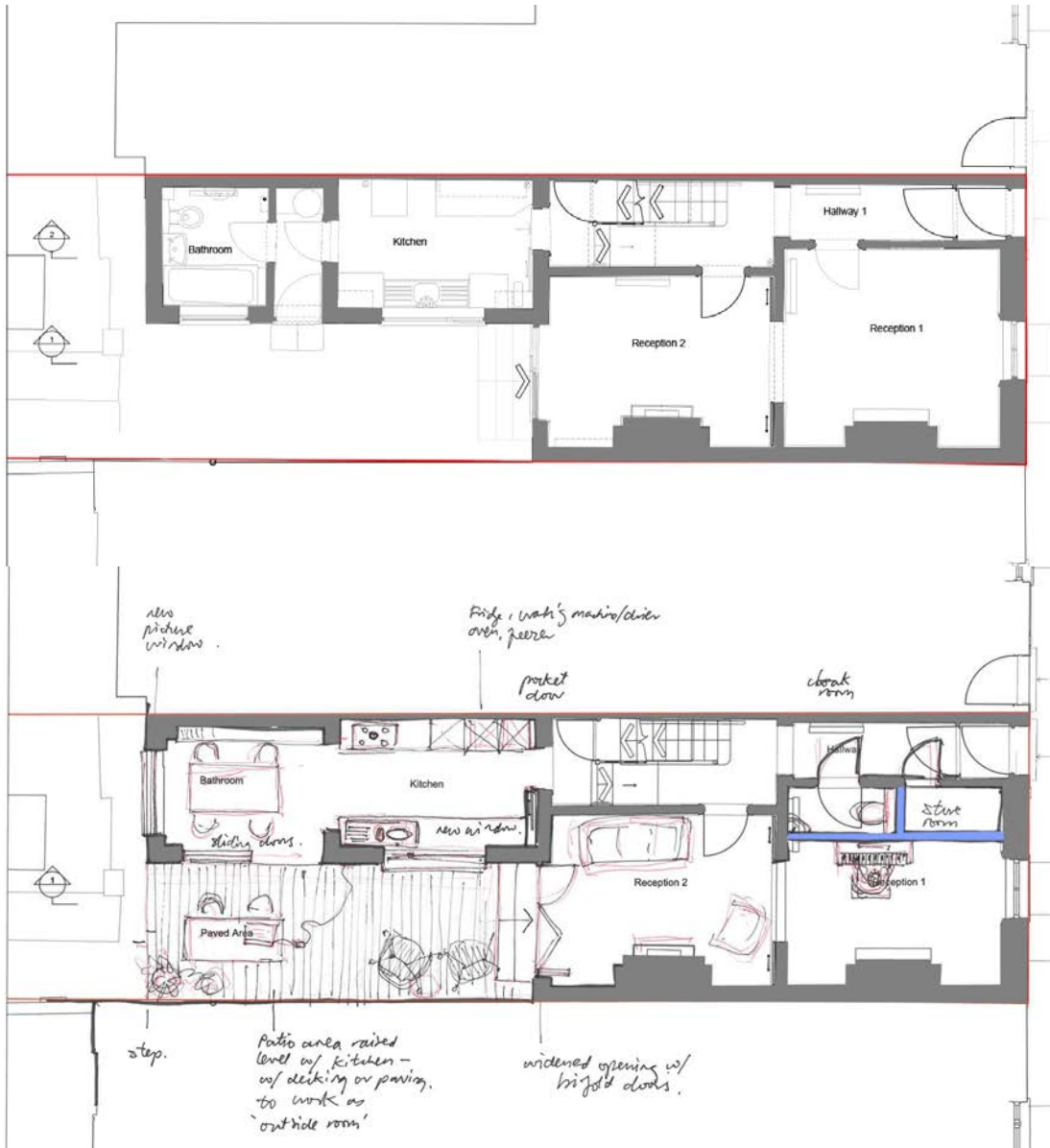
You can choose to retain us to provide valuable technical support during RIBA Workstage 5 (construction) and Workstage 6 (handover and completion), which we do either by coming to site or by answering your site queries from our office, as and when needed. Technical support is charged at our standard hourly rate, travel distance and the complexity of the project.

Please note that under the Building Safety Act, if a principle designer has not been appointed, or if the principle designer's commission has lapsed then you, as the client, become the principle designer and are responsible for any changes to the design.

Horsley Road, Rochester

Ground floor reconfiguration and loft extension

clay architecture



Existing ground floor plan

Preliminary sketch proposal

Smarts Road, Gravesend

Single-storey extension, permitted development

clay architecture



Smarts Road, Gravesend

Single-storey extension, permitted development

clay architecture

32 Smarts Road is a 1930s two-storey 2-bedroom terraced house. It had a south-facing lean-to conservatory which excessively overheated the house in the summer months and needed serious upgrading. The owner is a retired professional who travelled far and wide for work. Now that she would be spending more time at home, she wanted to treat herself by transforming her ground floor into a comfortable open plan living space where she could spend her days enjoying views of her garden.

We knocked through the wall dividing the kitchen and the rear dining room and replaced the conservatory with a more energy efficient extension of equal footprint. Solar-glazed rooflights and bifold doors bring in natural light and reduce solar heat gain. The space is comfortable, well-lit and never overheats.

The owner loves it and now spends most of her day in it; she does occasional consulting work and has even set up a home office in one corner.

Smarts Road, Gravesend

Single-storey extension, permitted development

clay architecture



Before



After

Smarts Road, Gravesend

Single-storey extension, permitted development

clay architecture



House in Chatham Historic Dockyard

Bespoke timber canopy to a house

clay architecture



House in Chatham Historic Dockyard

Bespoke timber canopy to a house

clay architecture

Our clients plan to retire to a terraced house they have purchased in Chatham Historic Dockyard. They asked us to design for them a bespoke covered porch from which they could sit and enjoy their garden.

The brief stated that the porch should contrast with the architecture of the house, it should be of timber construction, and it should have a nautical theme to remind our client of his life working at sea.

Our inspiration came from the beautiful 19th Century timber trusses of the magnificent No. 3 Slip, one of the most remarkable spaces at the Historic Dockyard designed by Sir Robert Seppings. It's just a stone's throw from the house.

We designed an oak trussed porch with forked posts and a cantilever. Along the way, we also ended up designing replacement glazing and rooflights for the kitchen next to the porch.

All timber work was fabricated by North Kent Joinery, from their workshop in the Brunel Saw Mill, not far from the house.

House in Chatham Historic Dockyard

Bespoke timber canopy to a house

clay architecture



The parts before assembly

Four new houses, Gravesend

An exclusive development of new build family homes next to the Convent of Mercy

clay architecture



Four new houses, Gravesend

An exclusive development of new build family homes next to the Convent of Mercy

clay architecture

Hillside Drive in Gravesend was once a single plot of land on which Lord John Russell, a local brewer and Mayor of Gravesend, built a mansion in 1895. Much of the land was subdivided from the 1920s onwards to create what is now a sought after cul-de-sac of homes.

The mansion and a parcel of land was acquired by the Sisters of Mercy to turn into a convent in the 1950s. We have worked with the Sisters on a number of projects including this one to build four new exclusive detached family houses with long back gardens. New developments with large gardens near Gravesend town centre are rare.

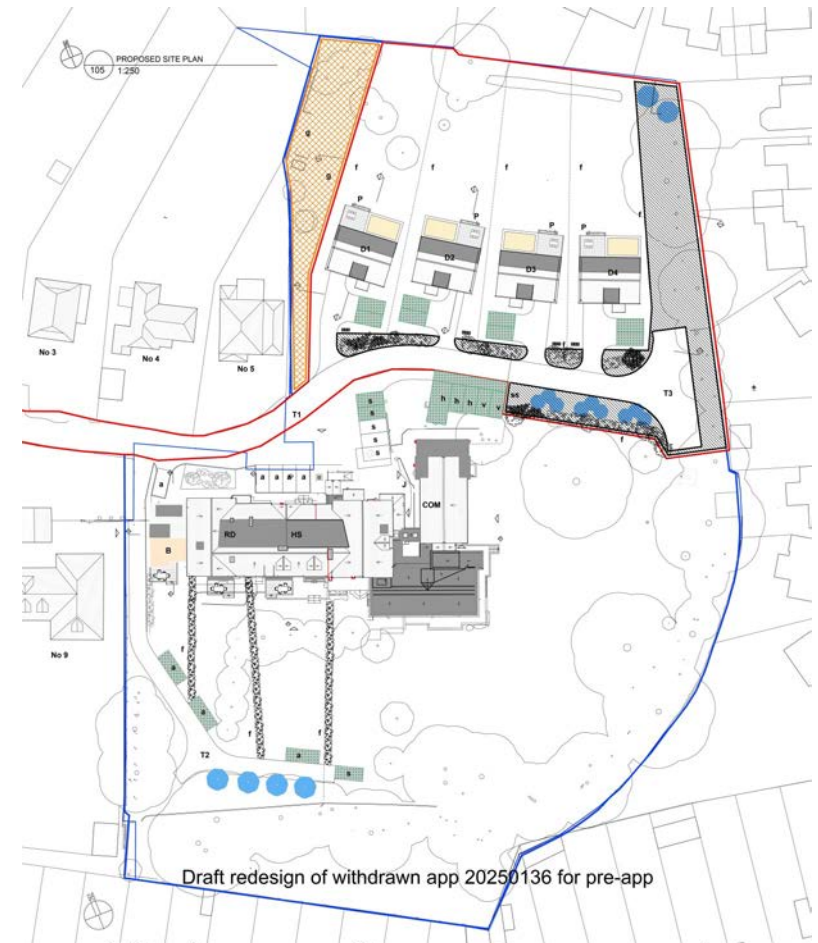
An attractive feature of the site are the mature trees along the eastern boundary. These will be retained as part of a managed habitat to meet part of the development's biodiversity net gain requirements.

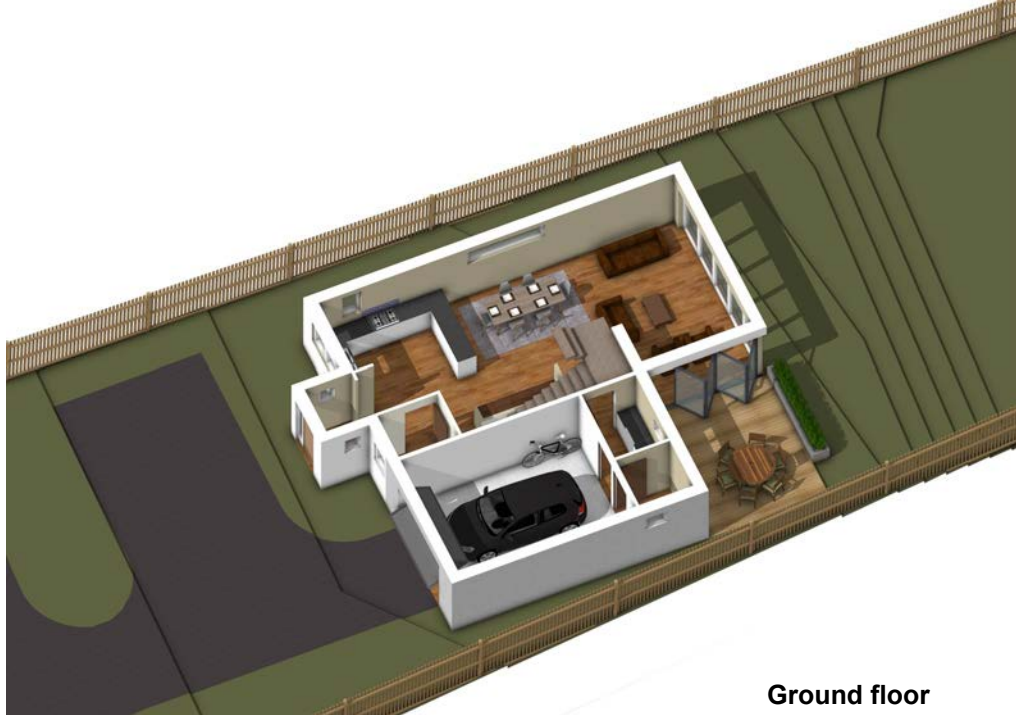
Designed in a contemporary-vernacular style, the spacious 2,400 square feet four-double-bedroom houses are designed to meet 21st Century needs including working from home and multi-generational living. They will be energy efficient, breathable homes to reduce energy consumption and environmental footprint.

Four new houses, Gravesend

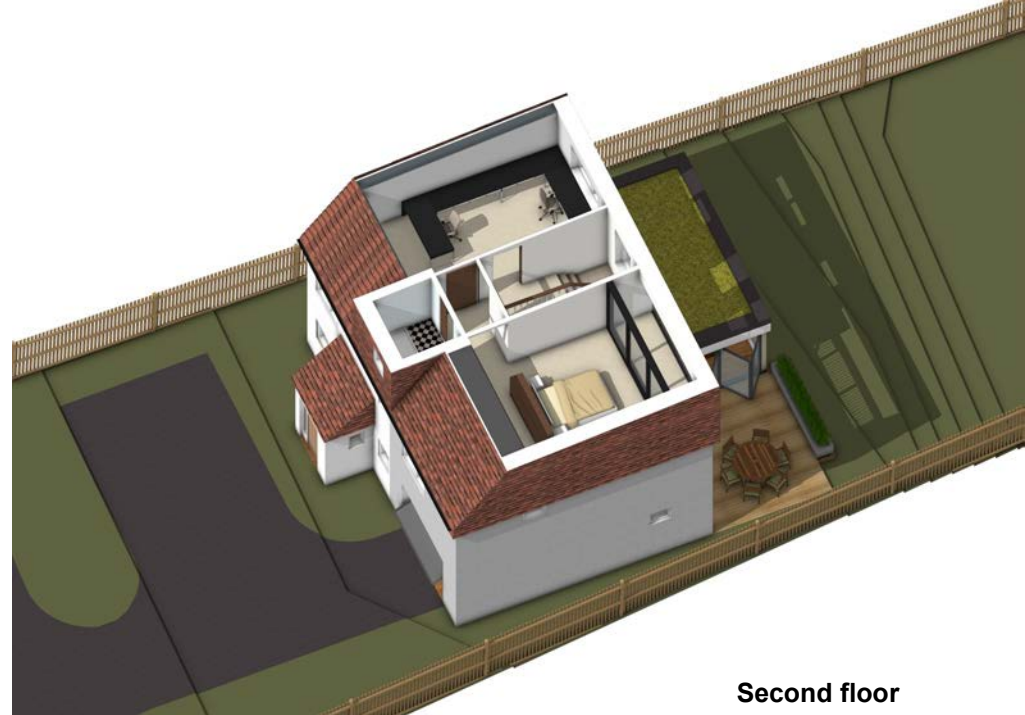
An exclusive development of new build family homes next to the Convent of Mercy

clay architecture

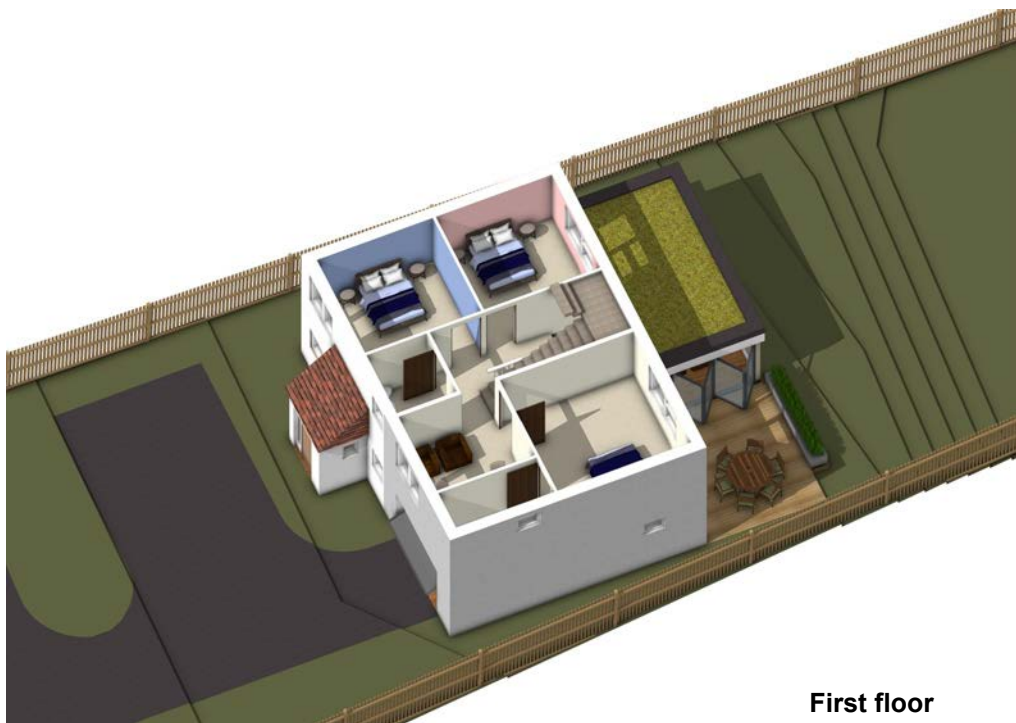




Ground floor



Second floor



First floor



Roof

Four new houses, Gravesend

An exclusive development of new build executive family homes next to the Convent of Mercy

clay architecture



Sketches of alternate roof designs

Botany Bay, Sevenoaks

New apartment building

clay architecture



Botany Bay, Sevenoaks

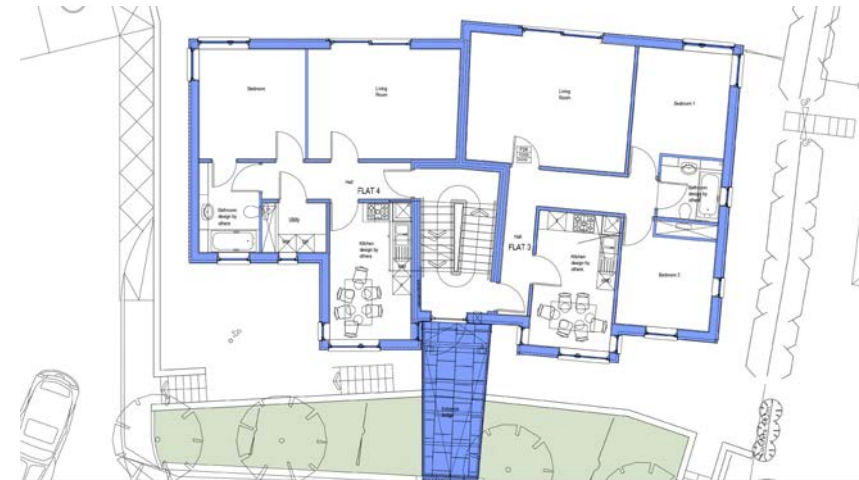
New apartment building

clay architecture

Botany Bay is an apartment block development of one and two bedroom flats with stunning views of Sevenoaks Wildfowl Reserve. This is a steeply sloping site and is wedged between the A25 road and a mainline railway.

The apartments are arranged in pairs around a stair core, with each flat on a split floor level accessed via alternate landings on the dogleg stair. They are accessed via a footbridge over a four-metre drop.

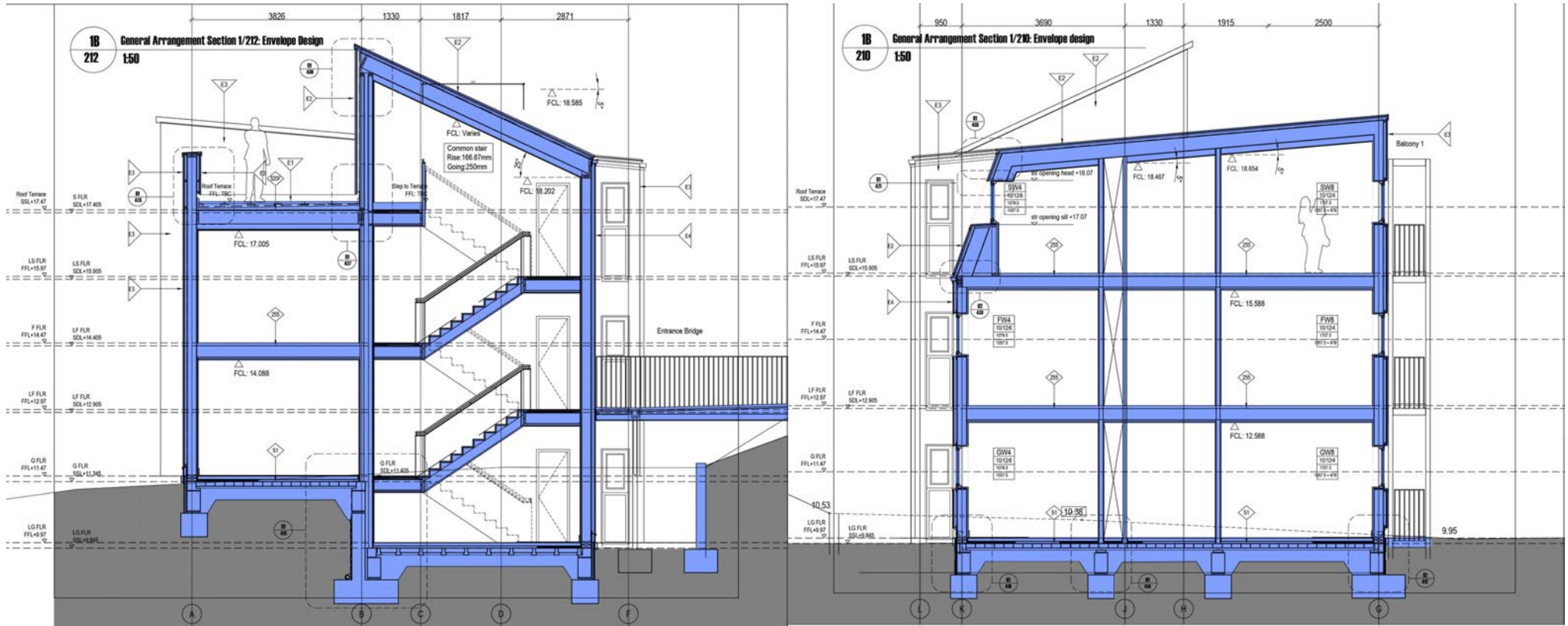
Our design maximises natural light and views of the local nature reserve. A panellised timber-frame superstructure sits on a continuous rubber mat, isolating the building from the vibrations of the railway.



Botany Bay, Sevenoaks

clay architecture





Beacon Court, Gillingham

Landmark apartment building on the site of a demolished pub

clay architecture



Beacon Court, Gillingham

Landmark apartment building on the site of a demolished pub

clay architecture

Built in the 1860s, Beacon Court Tavern was run as a managed house by Shepherd Neame until 2005. A decline in sales trade since the 1990s caused the company to transfer the pub to a long-term tenant until 2015. The last tenant traded for less than a year before leaving with a debt to Shepherd Neame. This is when our client purchased the property at auction.

Occupying a prominent corner plot at the junction of 3 streets, with a landmark frontage facing the main route between Gillingham and Rainham, the site is surrounded by two-storey terraced houses. The existing building was a three-storey Victorian corner building with a cellar and a double-height live music hall. The upper two floors had been residential.

- The client wished to retain the curved corner façade as a local landmark and feature of the new development
- A successful case was made for the loss of a community facility
- Existing pub extensions are often built in a hurry and therefore of inferior build; the existing building was not conducive to conversion
- Property values in the area are low for the Medway Towns; making viability a challenge
- Despite its proximity to Gillingham town centre there is a severe shortage of on-street parking locally. Providing on-site parking was key to reducing the number of local objections and obtaining planning approval

Following a positive pre-planning consultation we developed a scheme which:

- Retains the curved corner façade and replaces the rest with an apartment block of similar mass and height to the former pub
- Contains three 2-bedroom apartments accessed through front gardens on the ground floor, and three 1-bedroom apartments each on the first and second floors, which are accessed through a stairwell to the rear
- Provides 1 parking space per flat and a car park to the rear which also serves to set the apartment away from neighbouring properties, preventing overlooking and loss of amenity

We continued to work closely with the planners, who recommended the scheme for approval. The planning committee went against the advice of their officers and refused the application on the basis of the development's perceived effect on the character and appearance of the area, the effect on the living conditions of neighbouring properties, and insufficient parking.

We lodged a successful appeal with the following:

- 3D visualisations of the design in context (which had been included in the original application but which the planners had not shown the planning committee)
- A daylight and sunlight analysis demonstrating the low impact of the scheme on its neighbours
- Relocating 2 windows on the rear elevation to improve the privacy of neighbouring properties
- A condition that residents cannot apply for on-street parking permits within the neighbourhood

Beacon Court, Gillingham

Landmark apartment building on the site of a demolished pub

clay architecture

We developed the project up to RIBA workstage 4 (Technical Design) when our client sold the site to another developer to complete. There have been minor changes but the essence of our original design has survived relatively intact. The building looks good, remains a landmark on Canterbury Street and in a small way helps to regenerate this part of the Medway Towns.

Beacon Court, Gillingham

Landmark apartment building on the site of a demolished pub

clay architecture



Beacon Court, Gillingham

Landmark apartment building on the site of a demolished pub

clay architecture

Summer Solstice - 6:30pm—5 Copenhagen Road
June 21st/22nd

Existing building massing



Proposed building massing



Sunlight analysis in response to planning objections to demonstrate that the development does not have a negative impact, but instead improves no. of hours of sunlight to neighbouring properties.

74 High Street, Chatham

Mixed-use development including commercial space and six apartments

clay architecture



74 High Street, Chatham

Mixed-use development including commercial space and six apartments

clay architecture

This 19th Century mid-terrace building has been, at various times in its history, a gas showroom, a theatre and a restaurant. It is located in the Star Hill to Sun Pier Conservation Area. The ground floor was let for commercial and the upper floors were unused for two decades.

Our client, Medway Portfolio Builder, approached us to help them maximise the value of their asset because of our work on heritage buildings and reputation with local conservation officers.

Previous attempts to develop the upper floors had failed. The building is in a densely built-up area, with very close neighbours. Planners were concerned about rights of light, amenity, and overlooking. They were also concerned that the use of habitable rooms solely served by lightwells, the most obvious solution, did not provide suitable outlook and daylight & would be overdevelopment. Other applications proposing internal lightwells in the area were refused.

In search of alternatives, we produced a detailed daylight and sunlight analysis in-house, using a digital 3D model to analyse, test and directly inform a design which met all the necessary criteria.

By inserting a new floor in a double-height space on the upper floor, building up the existing flat roof areas behind the front mansard roof and rationalising split levels to the rear we created six apartments over three floors.

There are no lightwells. Instead, we use a combination of directional windows, flank windows and obscured windows to achieve suitable levels of natural light and

reasonable outlook for the rooms, while maintaining privacy and rights of light and privacy to neighbouring properties.

The project includes proposals to restore and refurbish the shop front, front Crittall windows, mansard & cupola to enhance the character of the conservation area.

Planning permission was granted at the first attempt.



Rear aerial view of existing



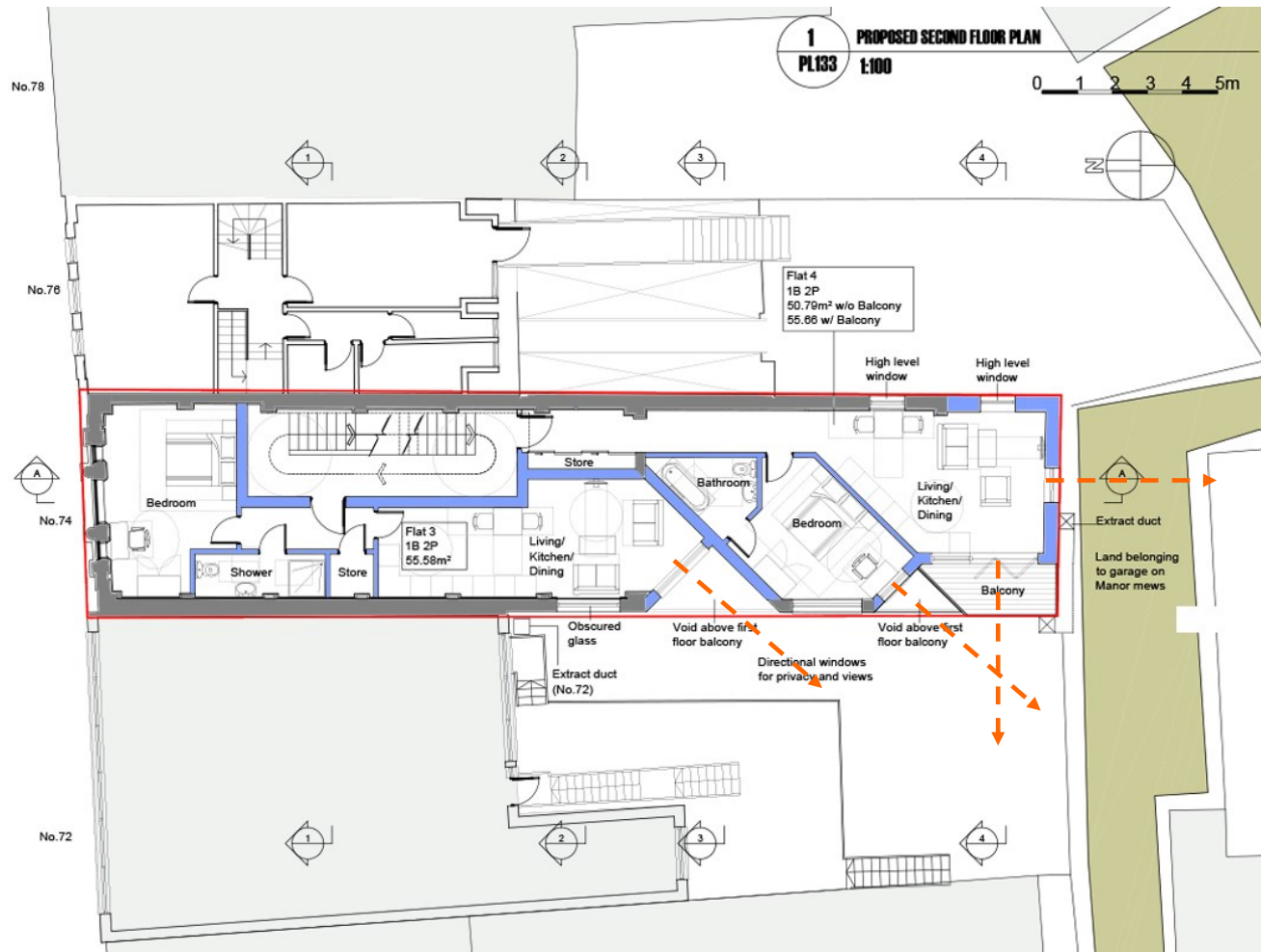
Rear aerial view of proposed

74 High Street, Chatham

Mixed-use development including commercial space and six apartments

clay architecture

Proposed second floor plan



The use of directional windows, flank windows, and obscured windows to achieve suitable levels of natural light & outlook, privacy & rights of light.

Directional windows improve amenity, daylight and aspect / views from the proposed apartments.

Former convent, Gravesend

Conversion of convent buildings to create three beautiful homes

clay architecture

New bungalow



Former convent, Gravesend

Conversion of convent buildings to create three beautiful homes

clay architecture

Hillside Drive in Gravesend was once a large, single plot of land where John Russell, owner of Russell's Brewery and Mayor of Gravesend 1876–98, built a mansion in 1895.

In the 1940s the mansion was divided into three large townhouses, while the land around it was subdivided into plots for the assortment of houses that give Hillside Drive its unique character.

The Sisters of Mercy acquired the townhouses in the 1950s and added a chapel and accommodation block to create Saint Joseph's Convent of Mercy. The community has gradually reduced in size and the convent is now too large for their needs.

Planning permission has been granted to reorganise the convent estate and provide downsized accommodation for the remaining community members.

We have submitted a second planning application to renovate two of the large townhouses as they are now surplus to requirements. Both properties will have six double bedrooms and a generous garden, making them suitable for large or multi-generation families. The planning application also includes replacing the former scullery, laundry and garage with a new two-bedroom bungalow.

Russell's former mansion will be restored to its former glory. The project will improve the buildings' energy efficiency and create unique, exclusive properties with a fantastic history.

Former convent, Gravesend

Conversion of convent buildings to create three beautiful homes

clay architecture



Front elevation



Section through the new bungalow



Proposed site plan



Proposed Ground Floor

Former convent, Gravesend

Conversion of convent buildings to create three beautiful homes

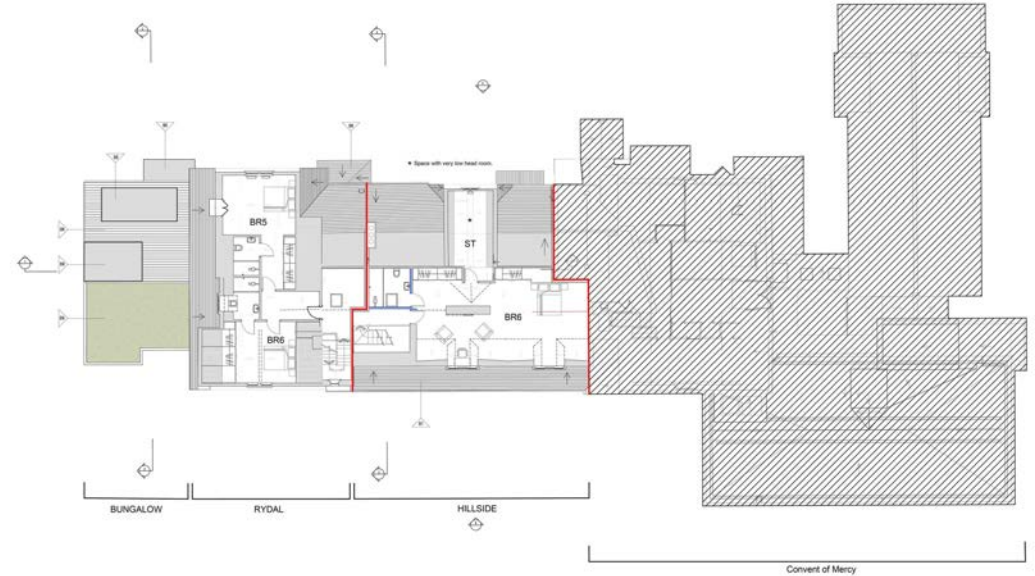
clay architecture

PROPOSED FIRST FLOOR PLAN
122 1:100



Proposed First Floor

PROPOSED SECOND FLOOR PLAN
123 1:100



Proposed Second Floor

Former convent, Gravesend

Conversion of convent buildings to create three beautiful homes

clay architecture



A comparison of the existing and proposed cross section, highlighting in blue shows where the failing roof will be replaced in order to add a second floor.

The Lion Pub, Milton Regis

New apartment building to replace a disused pub

clay architecture



Hand sketch for outline planning application



The completed project

The Lion Pub, Milton Regis

New apartment building to replace a disused pub

clay architecture

This former pub was built in the 1890s to serve the expanding workforce of Sittingbourne's major paper mill in Milton Regis. It sat derelict for 30 years before it was bought by our client's late parents in the 1970s and converted into their family home.

When their parents passed away, estate agents advised our clients that it would be difficult to sell due to its poor condition and size. They recommended selling the property with outline planning consent to develop the site.

We submitted a pre-planning application that involved demolishing the old pub and replacing it with a 15 unit apartment building, which Swale Borough Council found acceptable in principle.

Local planners had not anticipated the scale of opposition to the proposed development. Councillors at Swale Borough Council suddenly became remorseful at the loss of Sittingbourne's industrial heritage, including Sittingbourne Mill, whose demolition they had grudgingly accepted. The conservation officer, who had shown no interest in the building up to this point, hurriedly issued an objection letter based on a historic photograph of the pub in its prime. They recommended the building be listed, and insisted on a detailed heritage statement to justify the building's demolition.

Our response was a 37-page heritage statement assessing the building's heritage significance to criteria laid out in the National Planning Policy Framework 'Considering potential impacts', the Swale Borough Local Plan 'Bearing Fruits 2031', and Historic England's listing selection guide. Through our research we were also able to point out that the archive photo was wrongly

attributed to the Lion Pub, and was in fact was the photograph of another pub in Sittingbourne, which was still in operation.

The conservation officer's objection was withdrawn. Having won the planning argument, and at our planning consultant's advice, we then worked closely with the client to draft an emotional appeal to the councillors at the planning committee meeting. This letter pointed out that if the house were to be sold in its current state, without planning consent, 10 beneficiaries would lose out.

Planning permission was granted and the property was sold at an improved price.

The Lion Pub, Milton Regis

New apartment building to replace a disused pub

clay architecture

Existing ground floor plan



Proposed ground floor plan



Proposed first floor plan



Finding the right balance of parking provision is often key to a successful planning application and maximising the number of units on a site.

Berkely Road, Gravesend

Change of use from offices to HMO

clay architecture



Berkely Road, Gravesend

Change of use from offices to HMO

clay architecture

This project will convert offices at the old Anglo-Saxons Hall on Berkely Road in Gravesend into two flats and a House of Multiple Occupation, providing much-needed homes.

Working closely with our client and our planning consultant, we have secured planning permission to redevelop the building as two self-contained one-bedroom flats and a House of Multiple Occupation (HMO) for 10 residents.

The building's basement had a very low head height of less than 2m. We have developed a technical solution which involves lowering the basement slab without costly underpinning, together with raising the ground floor deck to create a head height of just over 2.2m.

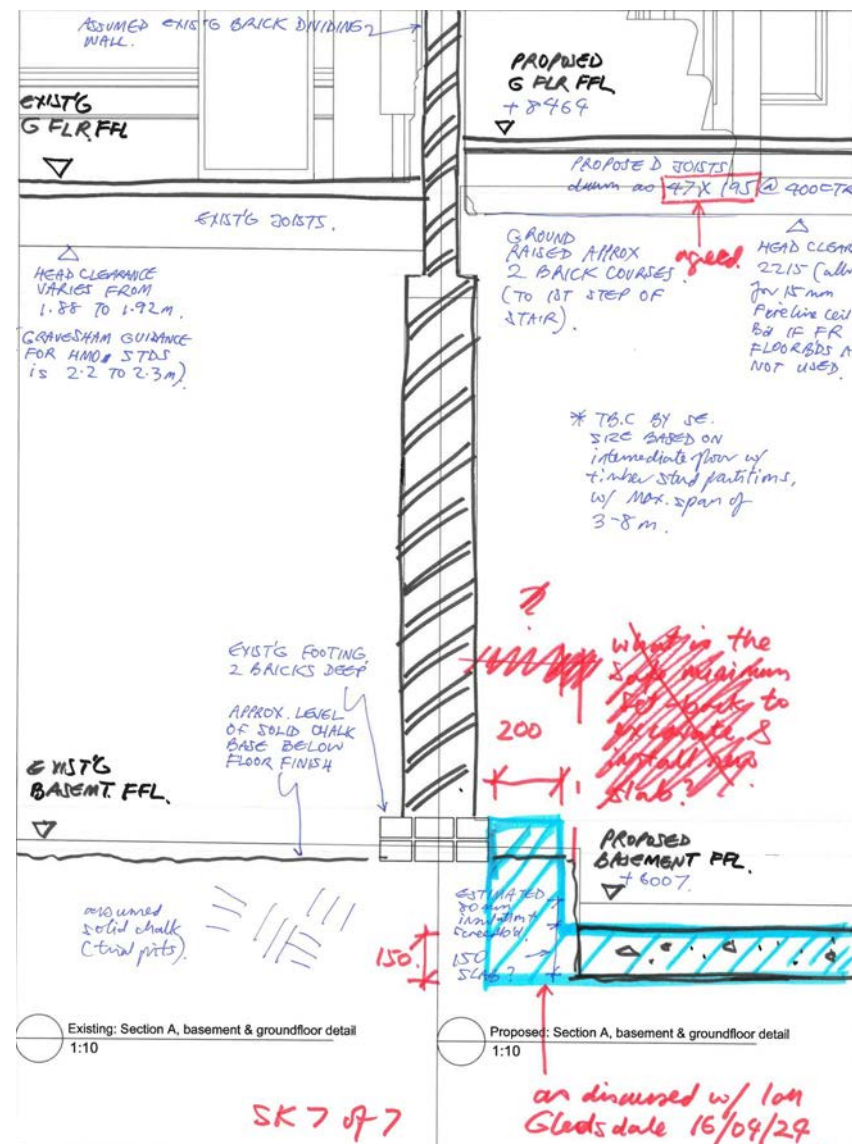
Combined with refurbished pavement lights and glazed doors and windows to a sunken basement courtyard, this improved and naturally lit space will now provide a communal area with good amenity for the residents. This enables the development of an HMO with more than six rooms.

The building will be completely remodelled internally, incorporating a new rear extension and an efficient new staircase layout that allows four rooms to be installed on each floor.

Unlocking the value contained in the basement and maximising the number of rooms per floor makes this project viable. A management plan for the HMO is included in the planning application.

The site sits within The King Street Conservation Area. The striking front elevation, with its late 'arts and crafts' appearance, will be retained. The existing uPVC windows will be replaced with conservation timber sash windows to reflect the period of the house and improve the street front.

Proposed basement floor-drop that made the HMO viable



- **Viability and Feasibility**
- **Gaining Planning Permission**
- **Heritage and Working on Listed Buildings**
- **Sustainable Development**
- **Retrofit**

Feasibility looks at whether something can be done, and viability assesses something is worth doing.

They are the top of the agenda for all our projects, along with developing your brief, and developing a design strategy in response to your brief. We do not see them as separate concerns, but something that we, as architects, deal with on a daily basis.

The way we approach viability and feasibility varies depending on the scale of your project, and the level of risk involved. Whatever the scale, we always give this due consideration in order to get it right for you. That's because the decisions made at the start of your project which will have the greatest impact on the success of your project.

We all have to be careful with money. It matters to us that we deliver your project within the resources that are available to you that exceeds your expectations.

For larger, more complex and riskier projects we advocate carrying out due diligence, a full feasibility study and, if appropriate, a development appraisal and project risk assessment.

In 25 years of practice, we have had a grand total of two planning refusals. And this was when we first started.

We work closely with local authorities to understand how their planning departments work. They know what to expect when we make a submission to them on your behalf and we have a reputation for quality applications.

We know how to build a compelling case for approval, how to strategize an application, and how to manage and collaborate successfully with teams of specialist consultants towards a successful outcome for our clients.

We tend to work with, rather than against planners and always maintain dialogue throughout the planning process. When a planner does not agree with an aspect of the project, we work with them to understand the reason for the objection and find a solution to overcome that objection.

We do not treat the validation checklist as a tick box exercise. We have a team of excellent specialist consultants, and we see each specialist survey or report required for your application as another opportunity to collaborate and help build a strong case for your application. These details make the difference between an approval and an objection.

Many planning applications we have worked on are challenging, complex and highly technical.

For the most challenging applications, there may sometimes be almost as much work post submission as before the application is submitted— we are alert to que-

ries, concerns and objections from the public, the planner's consultants and the planners. We try to deal with as much of this before the submission is made as possible, but planning is a democratic process, and it can be difficult to predict what will come out of the woodwork. It is important that you understand the need for us to deal with this as unforeseeable additional work that is crucial to the success of your application.

This link (<https://www.clayarchitecture.com/blog/article/what-planning>) explains the planning process.

Older and historic buildings, whether they are protected by an Article 4 direction (which includes listed properties or conservation areas) or not, require special attention.

If you are carrying out works that affect the fabric of an older building in any way, you are advised to seek the advice of a conservation professional or, at the very least, someone experienced with working on old buildings who understands traditional materials and construction.

This is because some modern materials or modern methods of construction can have an adverse effect and harm or damage older buildings. In our travels, we unfortunately see far too many examples of poorly judged or misinformed work on older buildings— whether this is as simple as applying plasticised paint onto a breathable wall or repointing a historic brick wall with cement rather than lime mortar, or much, much worse.

If your property is Listed, you will need consent for any work you plan to carry out on its fabric or its setting. We advise and obtain consent on all types of listed building work, ranging from projects as minor as specifying secondary glazing to windows, to more involved projects such as restoring cupolas, or carrying out site investigations for structural repairs to the floors of Gad's Hill Place, the Grade I Listed former home of Charles Dickens, for example.

Clay Architecture Director Camilla Prizeman is trained in conservation and registered with the Institute of Historic Building Conservation (IHBC).

We specialise in both contemporary and historic buildings. This places us in an ideal position to combine the very different expertise needed to design a contemporary extension onto a historic building.

We are currently working on a series of vlog guides on how to approach work on your historic building, which we plan to release in the next months.

No matter how small or how large your residential project is, planners now actively assess the sustainability of all developments. For smaller developments, this means a statement on measures to tackle climate change. For developments of 0.5 hectares or 10 or more dwellings, this means a utilities, energy and sustainability assessments.

Planners want to see that your development will add value to the local economy. They want to see good quality homes that promote healthy communities and don't put too much additional pressure on local services.

Sustainable design principles, energy and carbon reduction methods, flood risk and coastal change, sustainable drainage design, biodiversity net gain, water efficiency and recycling, waste reduction, and sustainable transport methods are among the responses that planners are looking for in your planning application.

We have practised sustainable design right from the inception of our practice 25 years ago and we continue to keep abreast of the latest products, thinking and developments in this field. We tailor this to fit each project depending on your budget, the type and age of your building etc.

Over that time, we have also seen clients become much more engaged in sustainable development. You may want to save on the cost of heating and powering your home. Or you may want to play your part in tackling climate change.

We can help. We have a set of sustainable design principles that we apply as much as possible to all our

work. You can find out more by following this link: <https://www.clayarchitecture.com/blog/article/clay-architectures-sustainable-design-principles>

Our clients are increasingly looking to retrofit their older properties to reduce their energy bills and lower their carbon footprint. We are experienced in retrofit through our work on sustainable design and historic buildings and can do this without harming the character of these buildings.

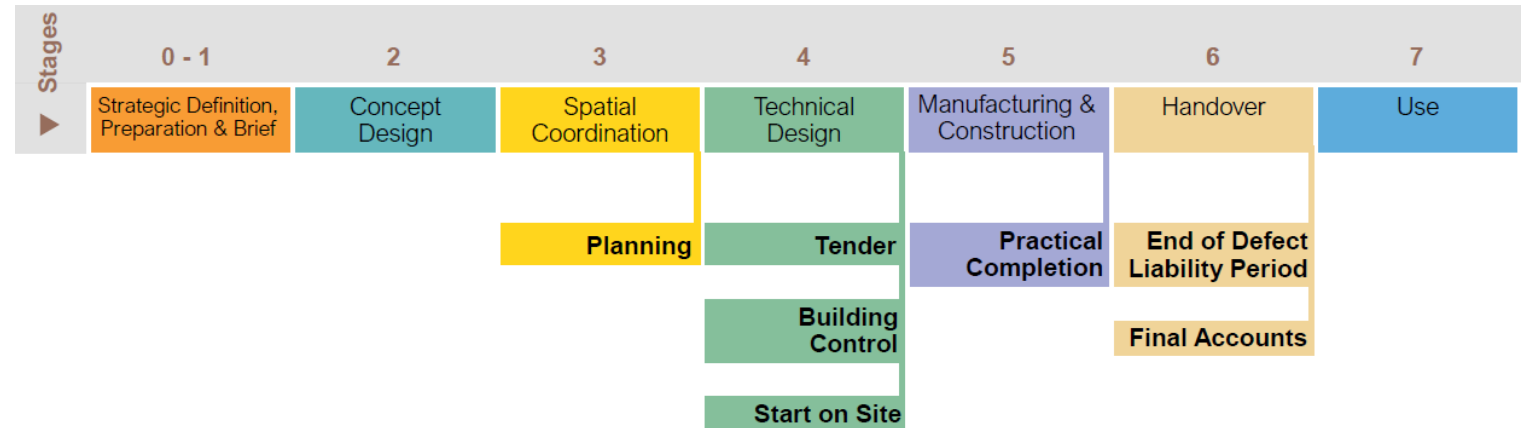
A fifth of UK buildings are considered historic, particularly those built before 1919, and over one-third of UK buildings are of traditional construction. These buildings need to be treated differently from more contemporary buildings in order to achieve energy efficiency. Many of our projects involve working on older buildings or traditional construction.

Of course, we can advise on the retrofit of more recent buildings and extensions as well.

Camilla Prizeman has a Level 3 Award in Energy Efficiency for Older and Traditional Buildings. She has a keen interest in improving the energy efficiency of historic buildings and keeps up to date with the latest developments in this area. She advises clients on retrofit techniques that maximise the thermal performance and energy efficiency of traditional and pre-1919 (or later) buildings.

The course Camilla got her level 3 award from is run by Prof John Edwards, and reflects the latest research and development in this area and references his book 'Retrofit of Traditional Buildings.' Prof Edwards was a co-author BSI PAS 2035 and PAS 2038 and lead author of BS7913, the British Standard for work to traditional and historic buildings.

First steps on a large development site



We can provide architectural services from the start to completion of a project but the key to the success of any project is the quality of the work done at the front end.

If we are looking at a new site from scratch, please contact us to discuss the needs of your project



Clay Architecture is based in the Medway area of Kent.

We have long-standing clients and a deep sense of place. We are tenacious, obsessed with innovation, viability and details. Our flair for contemporary design sits alongside our passion for historic buildings.

Our clients often have difficult sites and challenging briefs and they trust in the our ability to deliver for them.

Founded as the George Clay Partnership in 1904, the practice was taken over in 2000 by current directors and husband and wife team, Kasan Goh and Camilla Prizeman.

Camilla and Kasan have a small team working out of a studio on the edge of the Great Lines Heritage Park in Gillingham, Kent.

Great Lines Studios, a converted British Concrete Federation hut, sits in one of the few historic military landscapes in England remaining intact and was built for the RAF in the 1930s, serving as a military hospital and 1039 (Gillingham) Squadron Air Training Corps HQ.

AA Dipl RIBA MSIA
RIBA Cert in Construction Project
Management



Kasan is a Chartered Architect, and is design, technical and procurement director at Clay Architecture, which he co-founded with Camilla Prizeman in 2000.

Over the last 3 decades he has worked on a wide range of public sector projects including mainstream and special educational needs schools, community centres, hospital and libraries. Kasan has also worked on commercial projects, museums and galleries, restaurants; private and public housing and on crematoria, as well as Gypsy and Traveller sites.

He completed national service as a combat engineer officer in Singapore, before studying at the Architectural Association, School of Architecture in London under Alvin Boyarsky in the mid 80's to early 90's.

Kasan is highly skilled in the application of innovative spatial geometry to create efficient and beautiful solutions, often on difficult sites, with complex and challenging briefs. Kasan listens, consults, observes, and analyses client needs, which he then crystallizes into a clear vision and a viable plan.

BA(Hons)Sculpture AADipl
GradDiplCons(AA) FRSA
RIBA



Camilla is a Chartered Architect, a conservation registrant and affiliate member of the Institute of Historic Building Conservation. She is the Managing Director of Clay Architecture, which she co-founded with Kasan Goh in 2000.

She has more than 3 decades experience working in the UK and the Far East on a wide range of projects and sectors including schools, healthcare, sport and leisure, community, museums, libraries and galleries, ecclesiastical, housing, residential, gypsy and traveller sites.

Camilla studied sculpture at Chelsea School of Art. She then worked with her father, the polymath and architect John Prizeman, author of 'Your House the Outside View', on the crypt at St Martin in the Fields, and then with conservation practice Carden and Godfrey, before studying at the Architectural Association in the late 80's.

Camilla combines a tenacity and steely practicality with her love of sculpture, design, English gardens, the natural landscape, traditional forms of construction and decorative façade techniques. An example of which is in her execution of the decorative brise soleil for Medway Crematorium, which is based on Christopher Wren's ferramata structural supports for the stained-glass windows at St Paul's Cathedral.

In-house team

Clay Architecture has a growing in-house team with a 'can do' attitude who share a drive and determination to make a difference regardless of constraints, obstacles and set-backs.

We believe in teamwork, and in training our staff, exposing them to hands-on experience to become well-rounded architects. Our in-house drawing and management systems are set up to enable us to work accurately and collaboratively in real time, and share, update and cross-check information so that potential issues are identified and ironed out in good time.

The wider team

To complement our core service, we often fulfil a number of roles: lead consultant, lead designer, contract administrator, project manager- this includes assembling multidisciplinary teams for each project.

The key to success is a strong and integrated design team, with a track record of working collaboratively and delivering successful projects together.

Over the last two decades, we have built up a network of trusted consultants and collaborators by appraising ability, compatibility, working relationship, promptness and quality of response, experience, local knowledge (where useful), and teamwork.

Collaborators include:

- Town planners
- Cost consultants
- Structural and civil engineers
- Mechanical and electrical service engineers
- Building Control providers
- Landscape architects
- Acoustic consultants
- Conservation specialists
- Ecologists

and other specialist surveyors and consultants.

Client at Flitch House

“We are very happy with the final spaces. The kitchen is the hub and works very well taking advantage of the outlooks back and front plus good natural light. The upper lounge is fantastic and very comfortable, having taken advantage again of the exceptional light and views. It’s quite easy to keep at a good temperature. Overall, we have no regrets and we are pleased to have added our stamp as well as turn the property into our home. I felt the whole team performed very well to create an exceptional design and construction during what was probably the most difficult time in the last few decades to take on such a project.”

Client at Former Lion Pub

“Quite simply Clay Architects have been outstanding.

Right from our initial phone call we knew we had selected the right company. Kasan and the team have been first-class in every detail. Throughout the process they were always being on-hand to answer our questions (however trivial) and dealing with every detail whilst keeping us regularly updated with the project’s progress. They handled every aspect of the planning process from the initial pre-application meeting through to compiling a last-minute requested Heritage Statement and Impact Assessment and even speaking on our behalf at the Council’s Planning Committee meeting. I would not consider undertaking a project like this without Clay Architecture’s professional approach and guidance, they really offer an approachable wealth of experience and knowledge.”

Sevenoaks Kaleidoscope Museum	Highly Commended	Kent Design Awards	2007
Walderslade Primary School	Highly Commended, new building	Medway Culture & Design Award	2012
Walderslade Primary School	Winner, Public Building, Education category	Kent Design & Development Award	2012
Medway Crematorium	Winner	RIBA SE Award	2014
Medway Crematorium	Winner, Commercial & Industrial Buildings	Kent Design & Development Award	2014
Brompton Westbrook Primary School	Shortlisted	Kent Design & Development Award	2016
Walderslade Primary School	Winner, Public Buildings, Education category	Medway Design & Regeneration Awards	2017
Medway Park	Winner, Public Buildings, Community category	Medway Design & Regeneration Awards	2017
Gravesend Borough Market	Shortlisted	Kent Design & Development Awards	2018
New Sixth Form Centre, Cranbrook School	Shortlisted	Kent Design & Development Awards	2018

Contact us

clayarchitecture



Clay Architecture Ltd
Great Lines Studios
Marlborough Road
Gillingham, Kent ME7 5HB

Telephone: 01634 573017
Email: design@clayarchitects.com

