



21 Western Avenue Branksome Park Poole BH13 7AN



This proposed magnificent traditional Edwardian style home is in the early stages of construction. An opulent and striking residence will be created boasting 5 bedrooms and en-suite bathrooms, 5 reception rooms including an orangery area, private terrace, indoor pool, gym/playroom, large garage, all situated on a superb 1 acre plot featuring professionally landscaped designed front and rear gardens.



Rear View of 21 Western Avenue

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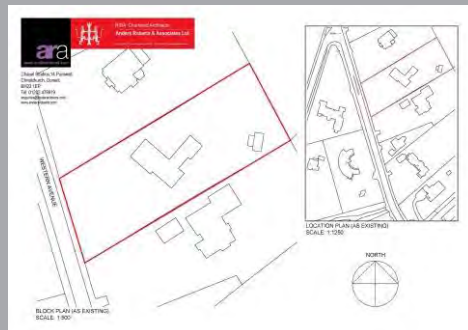
A - Overview

The scheme for 21 Western Avenue involved the replacement of an existing detached dwelling in a particularly sensitive setting.

The site is located in a well established, low density, residential area of Poole that has been designated as a Conservation Area; an area considered distinctive and with spatial qualities that provides “A peaceful residential setting and gives the impression of an almost rural character and sense of isolation from the rest of the town”.

The design brief required the replacement of existing large 1960's bungalow with a traditional styled dwelling that echoed the Edwardian period and reinforce the architectural grain of buildings in the Conservation area. Together with the design, the setting of the replacement dwelling within the Sylvan character of Branksome Park, was key factor in the brief.

Particular attention focused on the retention and enhancement of trees and vegetation that dominate the streetscape whilst allowing “glimpses” of the dwelling. The introduction of a new serpentine driveway approach with high hedging reinforces the screening of the proposed dwelling. Trees form a backdrop to the design and the use of traditional pitched roofs provides a sympathetic approach to the setting.





Sunset over Sandbanks



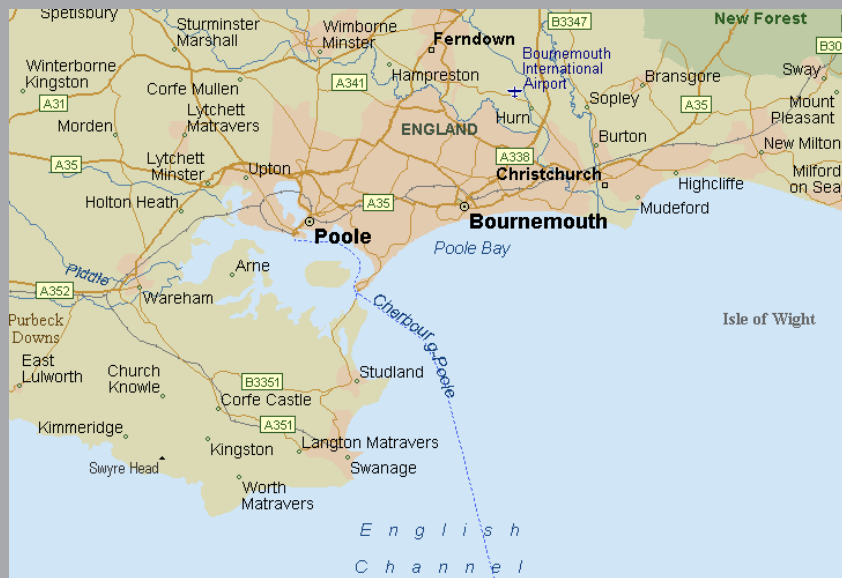
Western Avenue

B1 - Location



Western Avenue is located in the prestigious area of Branksome, Poole in Dorset. The house is within walking distance of numerous amenities including Canford Cliffs village with its delis, cafe bars, shops, post office and banks. It is also within walking and cycling distance to local yacht clubs, marinas and golf clubs. Activities in the area range from watersport activities such as canoeing, waterskiing, kite surfing and fishing in addition to cycling, walking, golf, beach volleyball and polo.

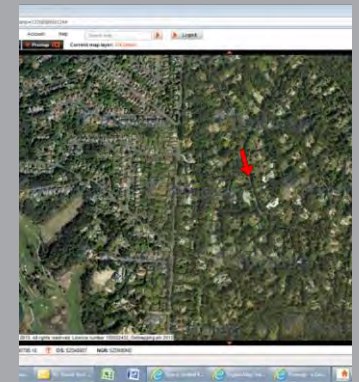
Transport Links: M27/M3 road links to London. Poole Ferry to Channel Islands. Southampton and Bournemouth Airports. Branksome, Poole and Bournemouth Train Stations.



Branksome History

Between the boundaries of Poole and the parklands of Bournemouth lies Branksome, an area of wealthy estates and family homes. It is the centre of Borough jealousies and snobbery, because the vast village of Branksome which at one time had its boundaries well inland and almost into Bournemouth Square has two separate communities divided by a railway line. There is still a strong village community spirit within each.

Branksome has one side called the Park and the other literally on the other side of the tracks, an area mainly of terraced family residences. The latter does have its beauty spots, amongst them Coy Pond, where swans and geese entertain the visitors. The gardens around the Bourne were developed with ornamental bridges in 1850, nearly twenty years before Bournemouth set out the Pleasure Gardens.



Early prints of Branksome show sheep grazing on the banks of the Bourne. Branksome Park is the area which stretched through the lovely woodland to the Chines, now developed for the pleasure of visitors at Branksome and Branksome Dene.

The Park estate belonged to C. W. Packe, M.P. for Prestwold, Leicestershire. In 1852 he built a plain stone Tudor house to a design by the Scots Romantic, Robert Burn. An earlier single towered building was on the site. The drive to the house is now the Branksome Avenue. Later Packe's home became the Branksome Towers Hotel, a famous hotel of quality where Royalty stayed, and it was run by one family until the 1960s.

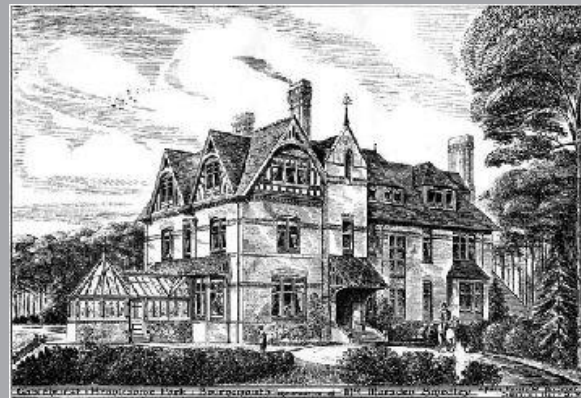
Branksome History

The Avenue became a broad boulevard flanked by mansions, amongst them Cerne Abbas, described as a Wagnerian fantasy and built in 1890 in red brick Gothic with a high chateau roofed tower, but both hotel and house have been demolished during the last decade with other proud Victorian properties and The Avenue is now lined with blocks of modern apartments as well as the site of the Branksome Towers Hotel.

Both the Chines are now beach hut-lined bathing beaches belonging to the Borough of Poole who have developed the sites without spoiling them.

In 1893 there was a rustic bridge over the Dene Chine from which the young Winston Churchill fell whilst climbing the woodwork and his life was feared for. How different might our modern history have been if a young Churchill had died in this Dorset Chine!

In 1969 a reminder that Branksome was once an Urban District was given when a skin diver lifted a large stone from the harbour bed. It bore the letters B.U.D. and it was first thought that the stone was a pet's tombstone. However, it was soon verified that it was an old boundary stone of the Branksome Urban District, which became part of Poole in 1905.





View from Evening Hill looking towards Sandbanks and the Purbeck Hills beyond

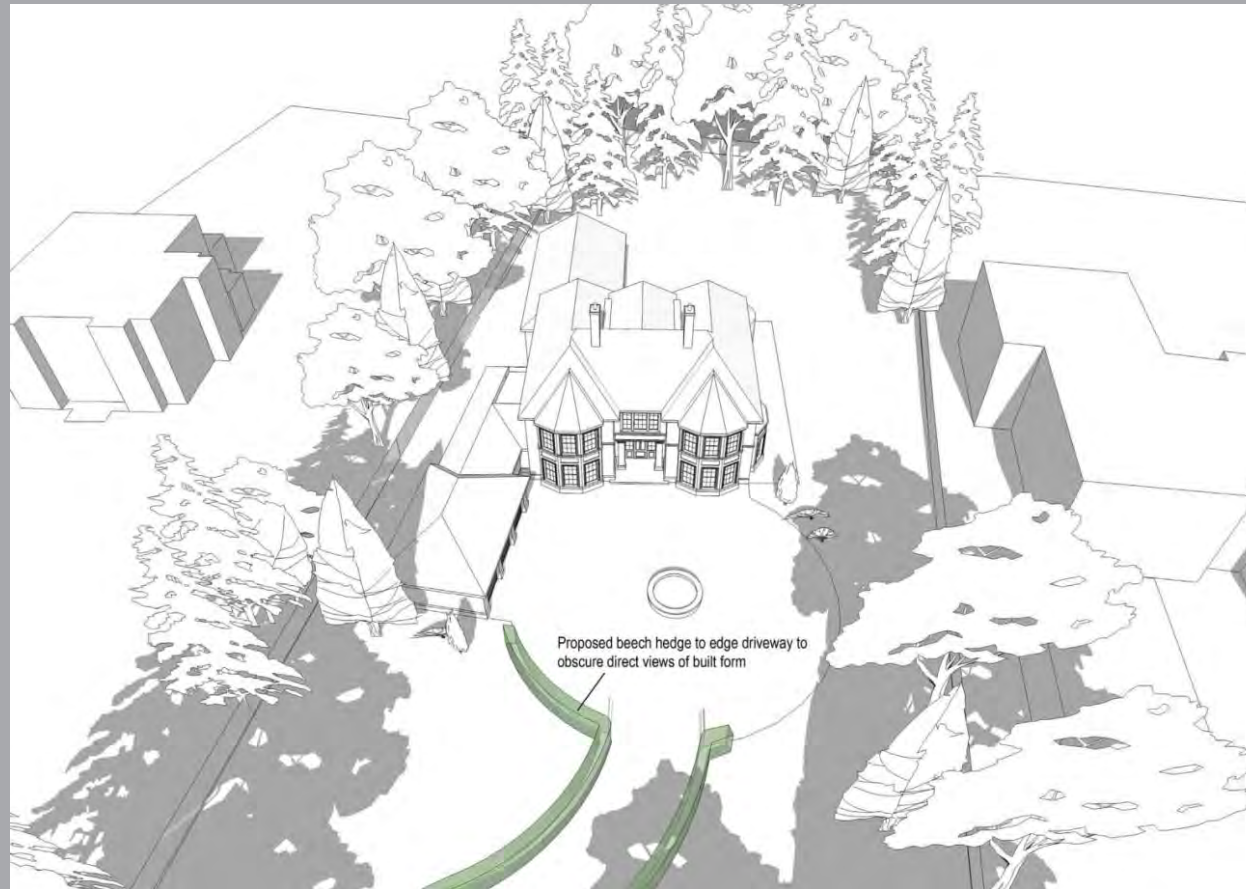


View across Sandbanks towards the Peninsula

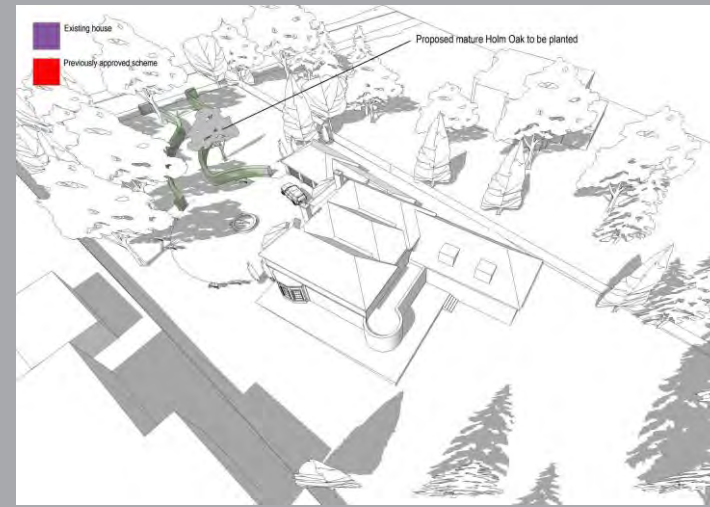
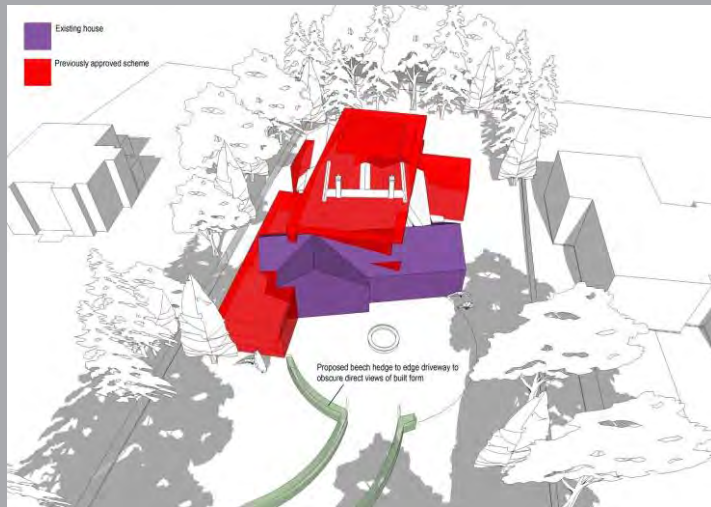
B1 – Site Layout

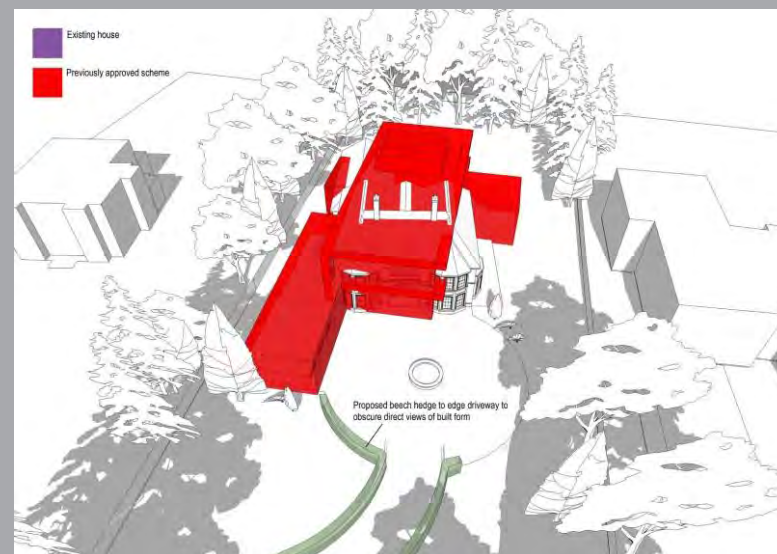
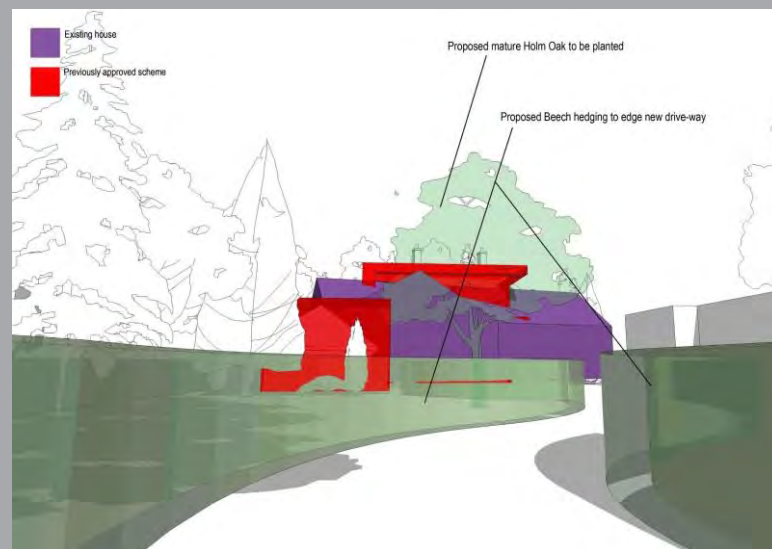
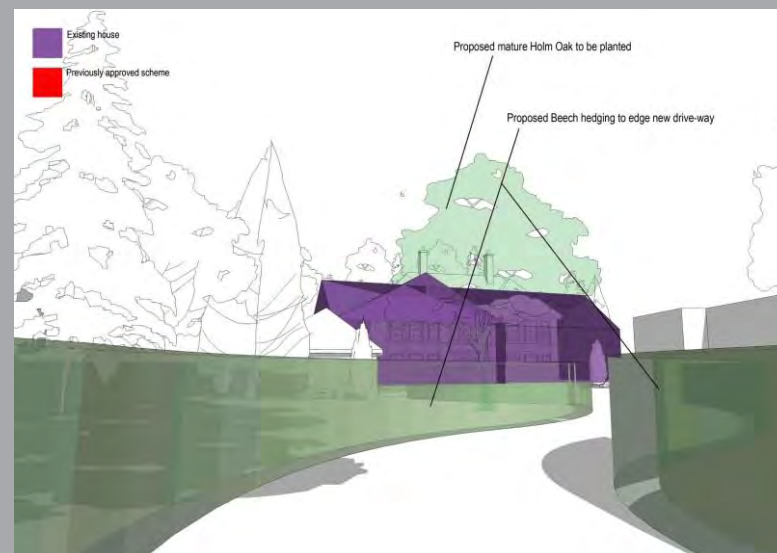
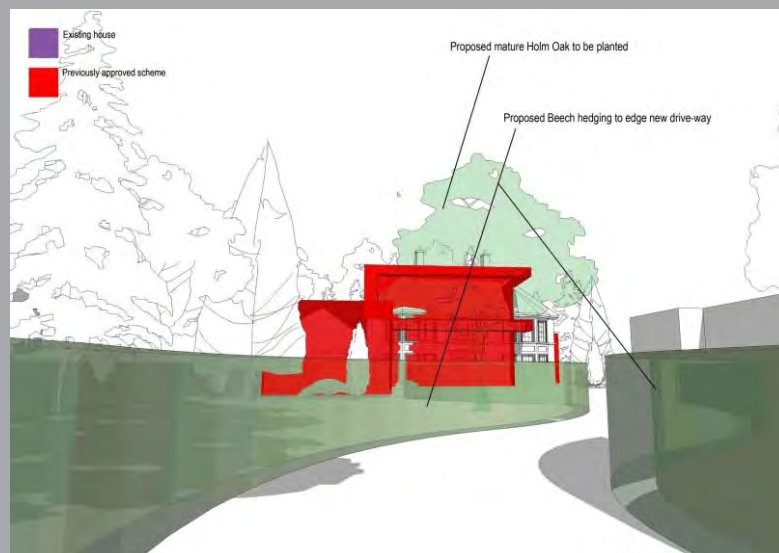


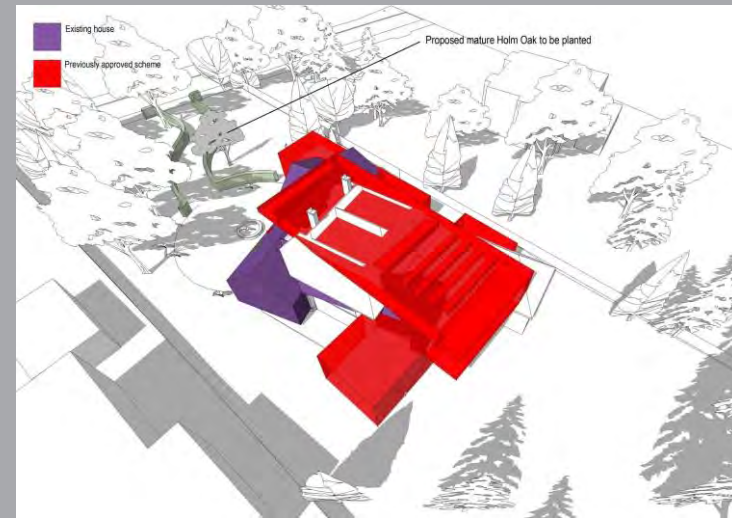
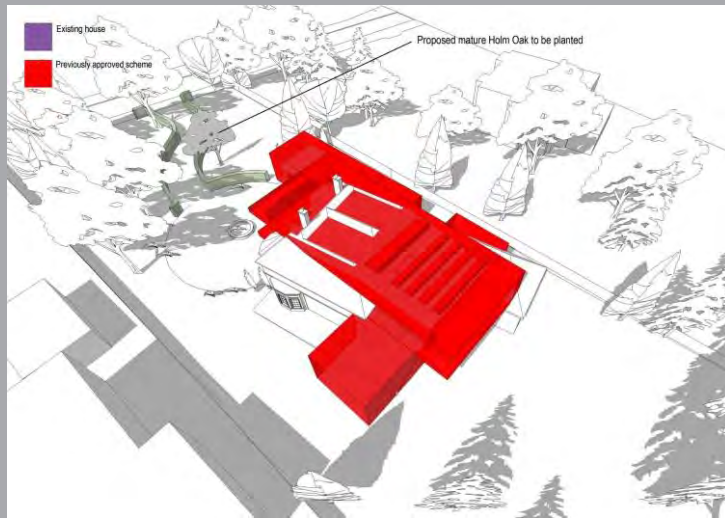
B1 – CG Imagery



CAD drawings and 3D images created for the pre-application pack by the Architects to communicate to the planning department the comparison with the existing property and the proposed scheme







B2 – Views

The site itself is well screened with mature trees and shrubs, privacy being one of the key advantages to this property. Therefore there are no notable views from the site itself. However, the views from the property to the architecturally designed and landscaped gardens will be spectacular. See landscape and lighting plan.

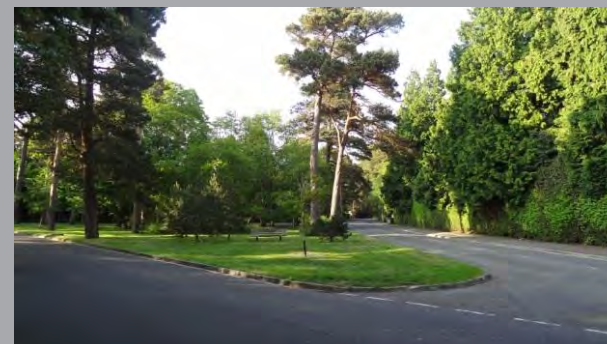
The views shown here are immediately left and right of the property entrance. The whole area is evergreen mature with established trees screening neighbouring properties of both contemporary and traditional design.



Looking left
from property
entrance



Opposite
Neighbour



Looking
right from
property
entrance

Landscape Plan

[illegible]

External Lighting Plan

[illegible]

Points of Interest

Western Avenue is surrounded by an abundance of local attractions, areas of interest and places to visit including:-

1. Brownsea Island: a short boat ride from Poole to this idyllic National Trust owned island with its own Peacocks and rare red squirrel population – great for family days out and picnics
2. Poole Quay & Marina – public moorings, trendy bars, fine dining restaurants, traditional eateries and old English maritime pubs
3. Branksome Beach and Chine: spectacular walks through to the award winning Sandbanks beaches
4. Poole Park: boating lake, tennis courts, bowling greens, children's indoor and outdoor play areas, swans, geese, picnic areas, restaurants, café and even a small ice rink
5. Whitecliff: boat moorings, large green expanse for walking/dog walking, ball games, riding bikes, fabulous childrens play park, picnic areas
6. Evening Hill: uninterrupted views across Sandbanks, Poole and beyond
7. Salterns Marina: hotel, chandlery, bar, restaurant
8. North Haven Yacht Club: floating moorings, clubhouse
9. Haven Hotel: restaurant, superb rooms with balcony views towards Swanage, Studland and The Purbecks
10. Royal Motor Yacht Club: accommodation, private clubhouse and private slipway
11. Swanage/Studland/Purbecks/Corfe Castle: traditional village shops, cafes, walking and cycling routes, stunning beaches
12. Old Harry Rocks: admire and sail around these famous giant rocks emerging from the sea
13. Parkstone Golf Club: members club and top class greens and fairways
14. Canford Cliffs Village: shops, cafes, banks, restaurants and deli
15. Compton Acres Gardens: restaurant, tea rooms, beautiful gardens to admire
16. New Forest (National Park): walker's paradise with picnic areas, acres of beautiful protected countryside habited with the Forest's own ponies and huge range of wildlife
17. Branksome Park Tennis & Bowling Club.

Sailing towards Brownsea Island



Poole Quay and Marina



Branksome Chine



Branksome



Branksome Beach



Poole Park



Whitecliff & Evening Hill



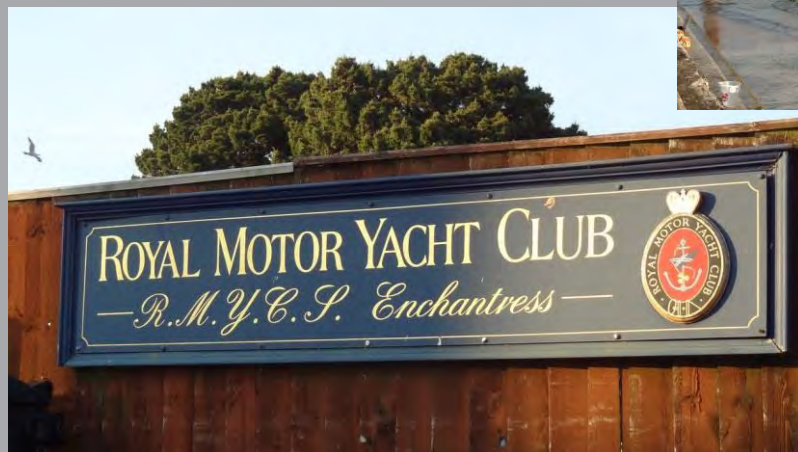
Salterns Marina, Lilliput



North Haven Yacht Club Sandbanks



Haven Hotel, RMYC and Swanage/Studland Ferry



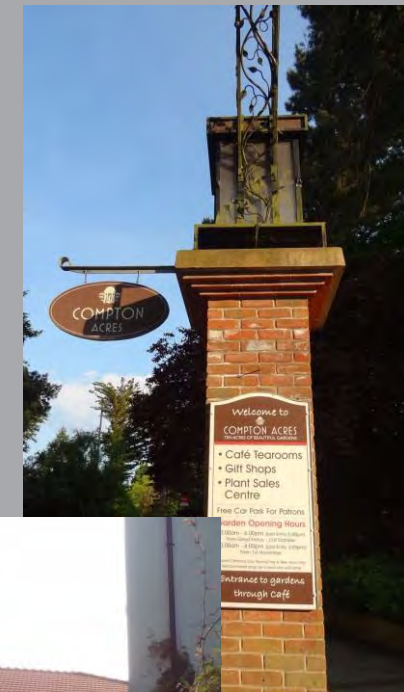
Old Harry Rocks



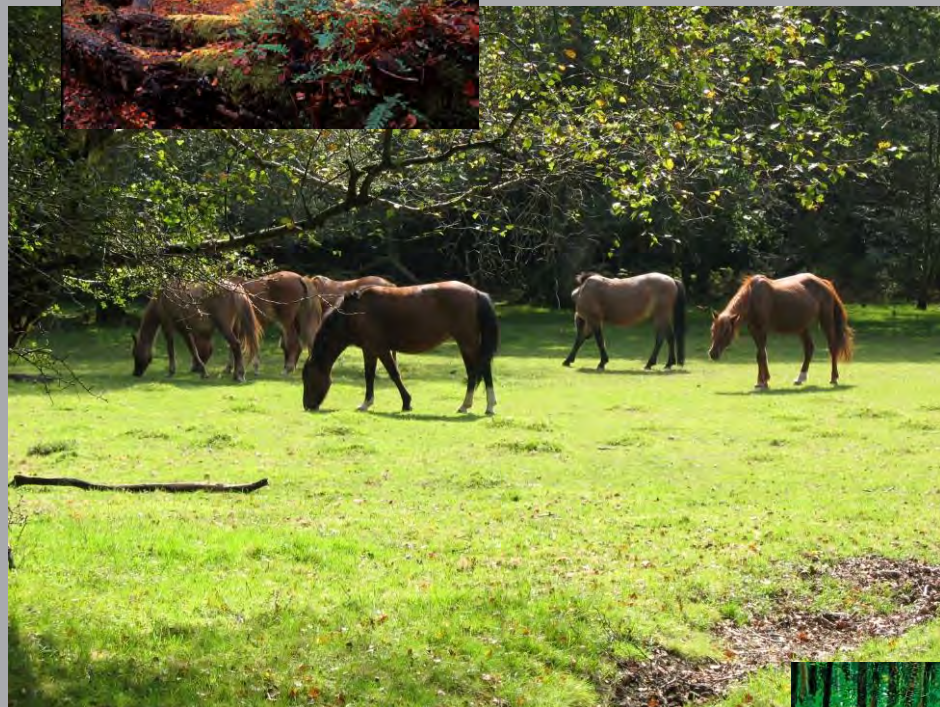
Parkstone Golf Club



Canford Cliffs Village Compton Acres Gardens with Tea Rooms & Restaurants



The New Forest



All Saints Church



Beautiful 'All Saints Church' located at the end of Western Avenue

C1 - Appearance & Finish External

The construction of 21 Western Avenue has only recently commenced so “as-built” photos are limited.

In keeping with the Edwardian design approach, the external materials are as follows:-

Further architectural detailing to enhance the overall appearance has been provided by the use of moulded and handcut local Purbeck natural stone surrounds and panels to feature bay windows, cills, string course, copings, key stones and chimney caps.

Windows, are made from high quality timber joinery, to a box sash design which also incorporate high security ironmongery and thermal properties.

Doors, all internal doors are built to a high specification, increased in height with quality ironmongery

Rich multi red/brown colour stock bricks are to a handmade design, incorporating a brick plinth with sloping cant bricks with contrasting Dorset Red window heads and Purbeck key stones. The feature red brick quoins also forming door and window surrounds.

Roof Tiles are a single camber traditional clay peg tile with the added features of bonnet hips and sprocket eaves features



Proposed Rear Elevation



Proposed Front Elevation

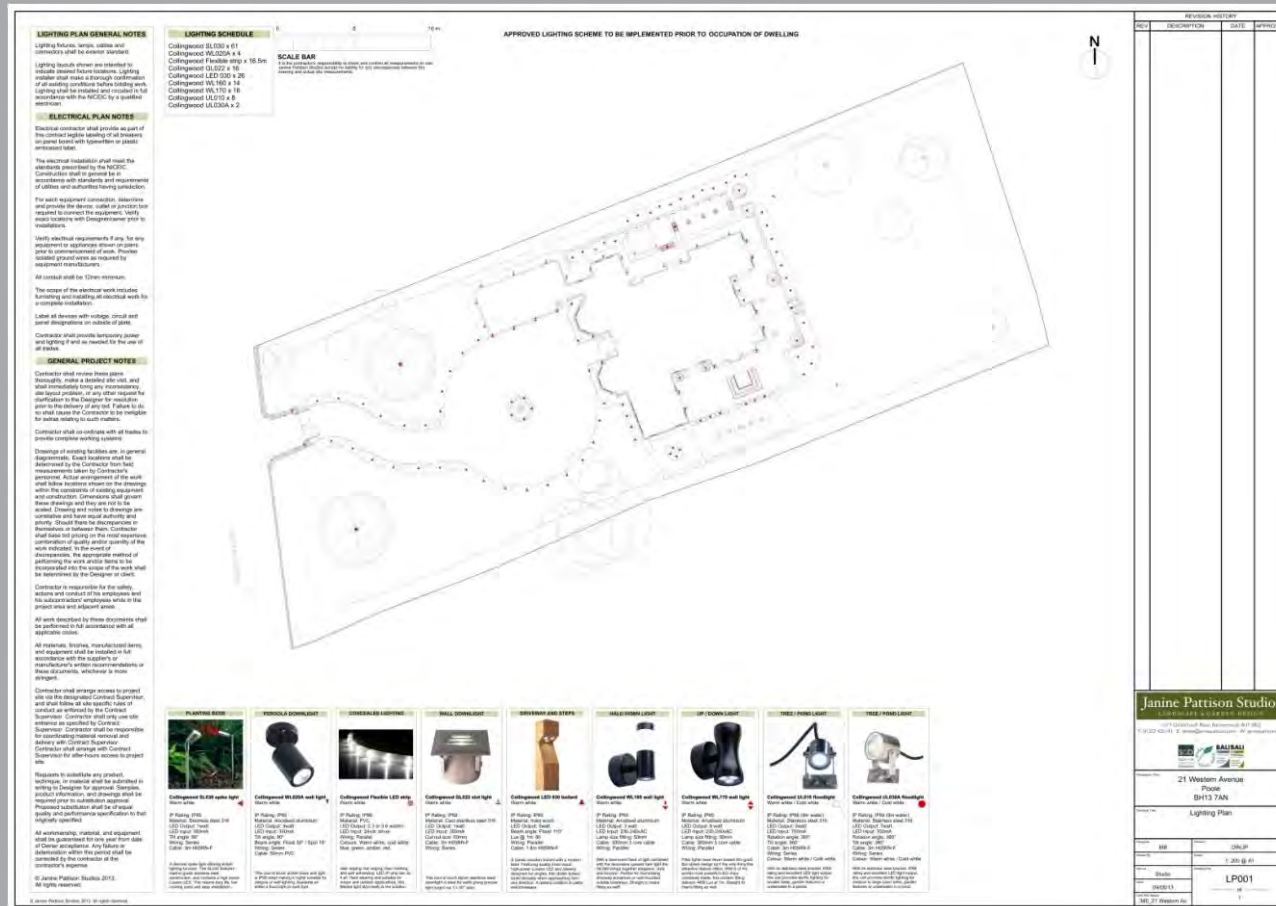


Landscaping



Detailed landscape design which frames the magnificent driveway leading to the house. Entertaining areas for alfresco dining and private terraces overlooking the large mature gardens. Particular attention has been made to incorporate the existing evergreen woodland setting accented by splashes of colour in varying areas of the garden all year round.

External Lighting



External lighting plan designed in tandem with the landscaping plan. This design highlights the splendid entrance to the driveway , the superb front façade of the property and the overall 360 degree outline of the building, spotlighting particular key features. The use of varying designs of lights, wattage and projection creates a unique outlook to and from the building.

Appearance and Finish External



21 Western Avenue is in the early stages of construction with foundations in progress. Notice extensive tree protection around the site.

Entrance



Existing Purbeck Stone to the front wall – local Purbeck stone also in the new property accenting areas of the building such as chimney caps, key stones, pillars and string course.

Appearance and Finish

C2 – Elevations and Floor Layouts



South West Elevation



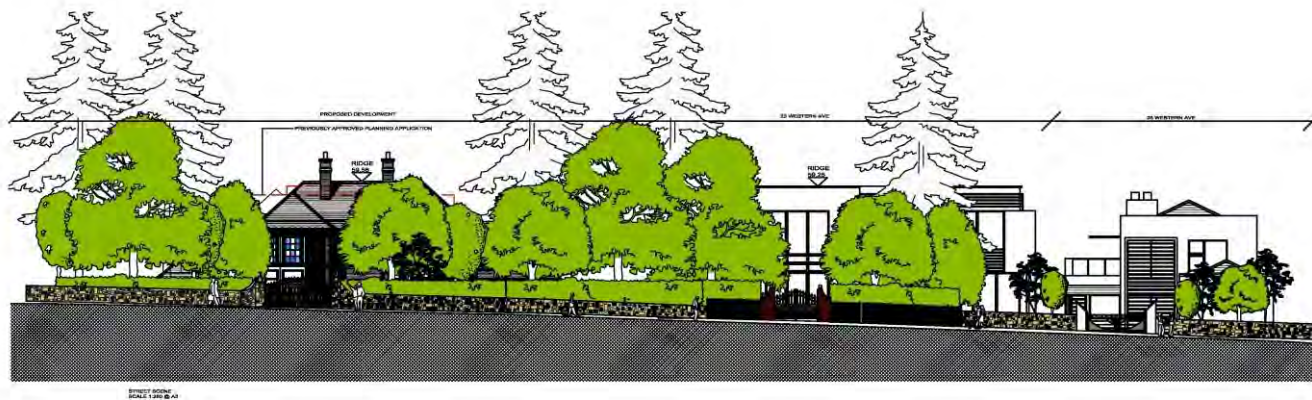
North East Elevation



North West Elevation

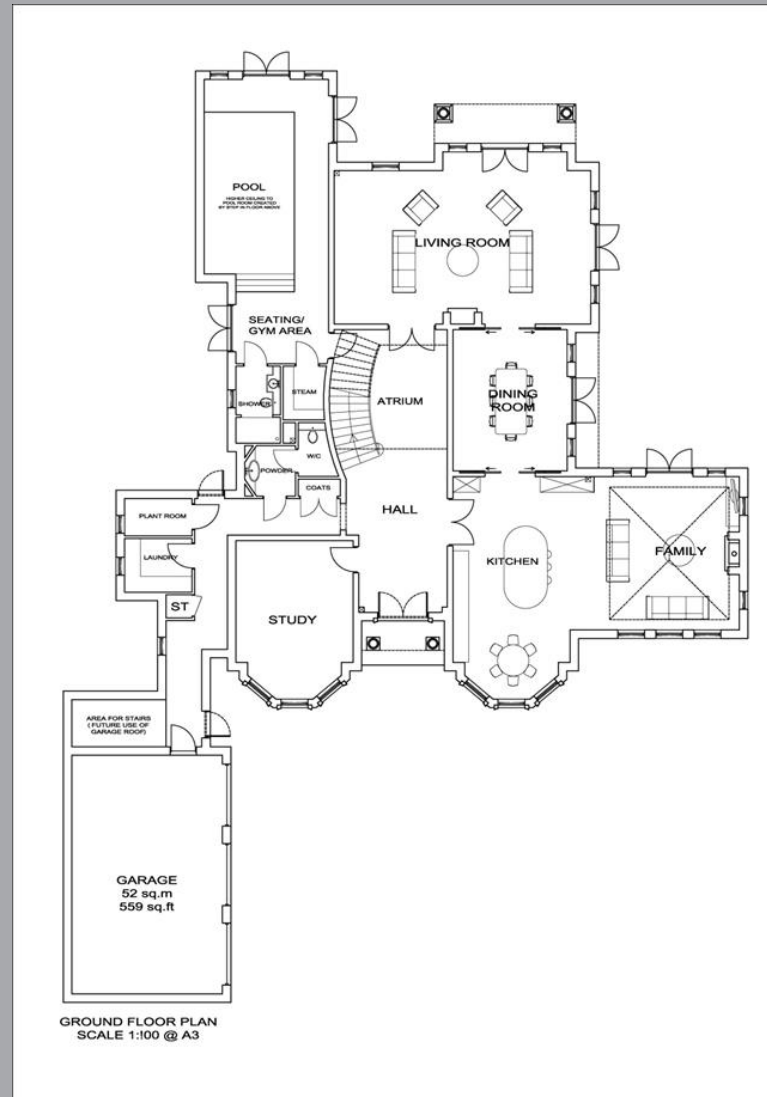


South East Elevation



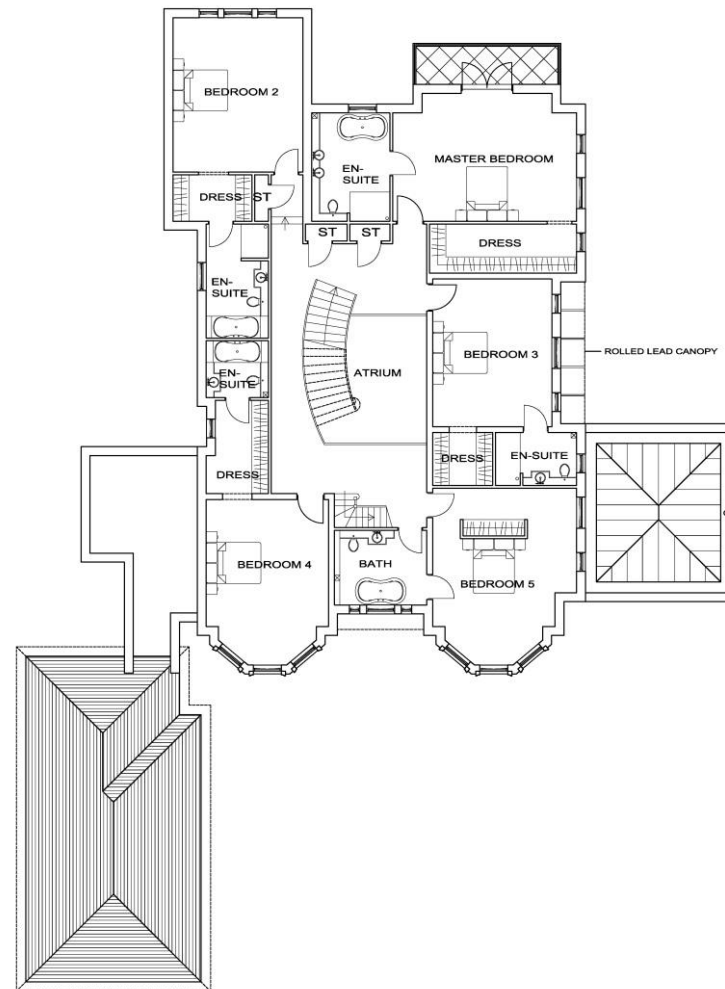
Street Scene

Ground Floor Plan



- Large 2 Car Garage
- Bay Fronted Study
- Kitchen & Family Dining
- Family Room/Orangery with Glass Atrium
- Formal Dining Room
- Large Living Room
- Indoor Pool
- Gym Area & Shower
- Steam Room
- Cloakroom
- Powder Room
- Coat Cupboard
- Laundry Room
- Plant Room (for Pool)
- Central Entrance Hall with Striking Staircase and Atrium Ceiling
- Lift pit installed for future use if required

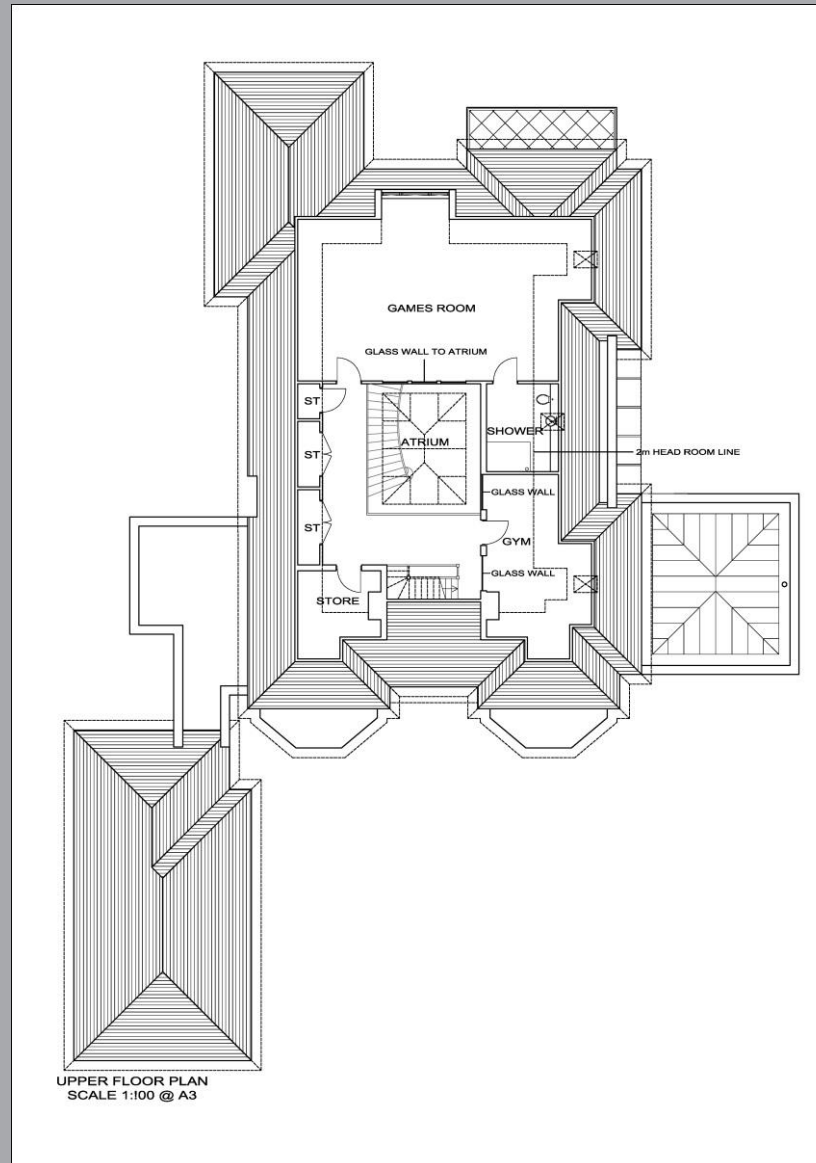
First Floor Plan



FIRST FLOOR PLAN
SCALE 1:100 @ A3

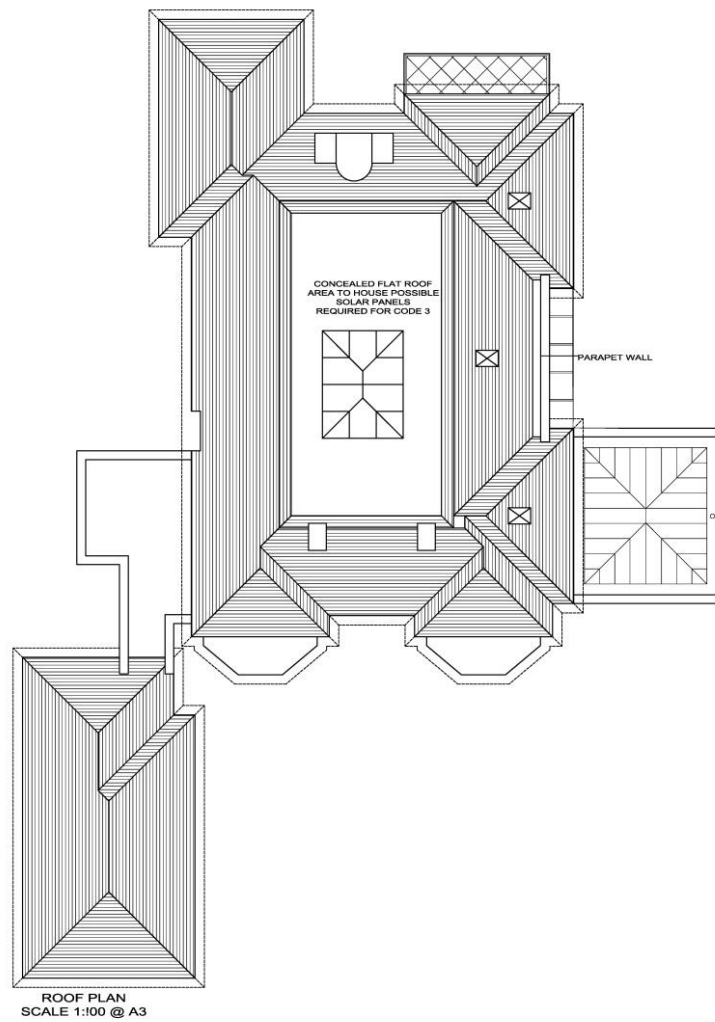
- Master bedroom with private balcony, large dressing room and en-suite bath and shower room
- Bedroom Two – large double bedroom with dressing room and en-suite bathroom
- Bedroom Three – large bedroom with dressing room and en-suite shower room
- Bedroom Four – large double bay fronted bedroom with dressing room and en-suite bathroom
- Bedroom Five – large double bay fronted bedroom with dressing area and en-suite bathroom
- Storage cupboards
- Granny Annexe/Home Office above garage

Second Floor Plan



- Games Room
- Shower
- Gym
- Storage

Roof Plan



C3 – Appearance and Finish

Interior Overview

This proposed magnificent traditional Edwardian style home is in the early stages of construction.

An opulent and striking home will be created boasting 5 bedrooms and en-suite bathrooms, 5 reception rooms including an orangery area, private terrace, indoor pool, gym/playroom, two car garage; all situated on a superb 1 acre plot boasting professionally landscaped designed front and rear gardens.

We envisage a classic, clean look with modern accents and colour. The floors are a polished stone large format specification to create a even stronger impression of the space available, additionally reflecting the natural light beaming in from the large traditional sash designed windows.

The light into the hallway reflects up the spectacular marble/tiled finish staircase with exquisitely designed metal balustrading and solid wood handrail.

This vestibule is capped with a stunning glass atrium in the roof area providing a constant light stream through the centre of the building, be it daylight or moonlight.

The orangery style family area extends from the kitchen area and flows seamlessly through to the dining area and main living space on the ground floor. The continuation of the polished stone floor throughout these areas is key to the harmonious look and consistent 'handwriting' of the build.

The exception to the stone floor would be the formal living area, which will be fully carpeted in a pure wool carpet, to provide a much softer and more decadent space for relaxation from the working areas of the house.

The specification of the kitchen sets the tone in the open plan living and daily dining environment. This will be a fully bespoke installation, combining some very striking materials, principally dark stained mahogany, with inlays of aged brass and bronze mirror, topped with a leathered stone and dove grey Corian. Coordinating sideboards and display cabinets will take this style in to the living area.

A feature pendant light will hang low above the built in circular kitchen table, adding atmosphere to this space.

A key feature of the formal living room is a stunning limestone fireplace surrounded in bronze mirror, to reflect the stunning views of the grounds surrounding this aspect of the property.

The Formal Dining room will see a continuation in the bronze and wood theme with a beautiful heavy grey stained oak dining table centre stage. A pair of full height mirrored and studded cabinets balance the wall behind this table, with central provision for a key piece of art, with a console lamp beneath.

The colour palette throughout will be muted greys, browns, and warm whites, punctuated with accents of lilac, French blue and heather to add more personality.

A return to a more glamorous time will be achieved with the powder room, this space will have a three sectioned mirrored wall on the angle to reflect both the light and stunning grey glass faceted basin sitting in front of it. A further door into the wc itself provides separation of the two spaces.

The gym, steam room and indoor pool, will provide a spa like feel to this area of the house, the use of darker tones on the wall and floors, whilst still being reflective, will create a rich and relaxing feel, mood lighting will come via illuminated ceiling enhancements above the water itself, using the surface of the water as a mirror to this detail to great effect.

The master suite would be a mixture of dark oak furniture with textures such as velvet, faux fur, silk with a highlight of lavender within the soft furnishings and dressing pieces.

Hand blown lilac glass ceiling pendants add a touch of glamour to this decadent suite.

It's adjoining en-suite glimmers with a warmly toned marble floor, the key feature being its hand cut mosaic mired tiles which will provide a delicate a feminine touch to the space, and provide a great contrast to the marble. Bronze tinted mirror doors will provide privacy to the wc and shower spaces, whilst also allowing you to see within to further enhance the perception of this space.

The master dressing room, will see bespoke hand painted wardrobes, with inlays of the lilac wall coverings that appear within the master bedroom itself, finished with polished nickel handles.

Overall, a stunning exceptionally high specification property offering uncompromising luxury within a family setting.

Interior Mood Boards



Interior Mood Boards



Interior Mood Boards



Interior Mood Boards



Interior Mood Boards



Proposed Orangery Area



Proposed Staircase

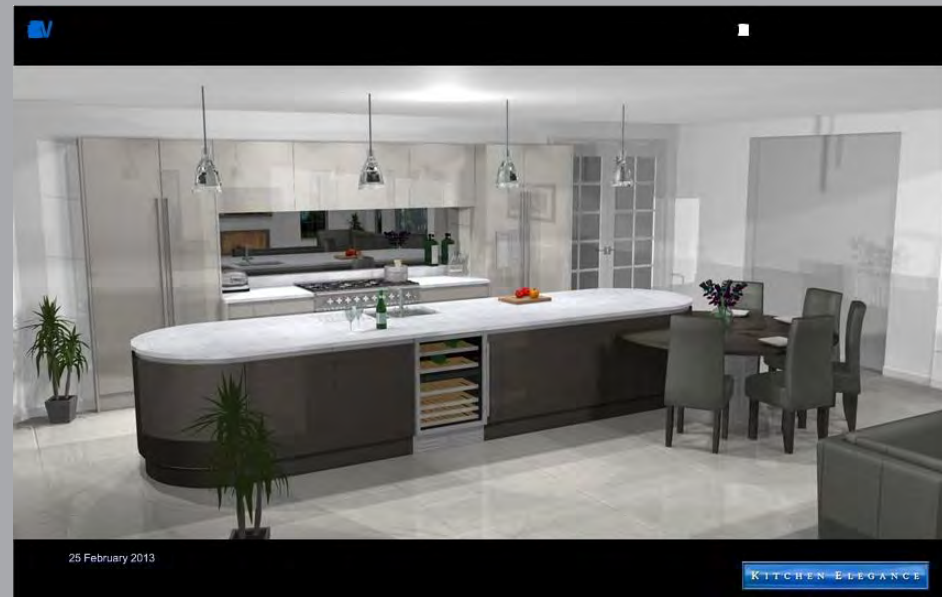
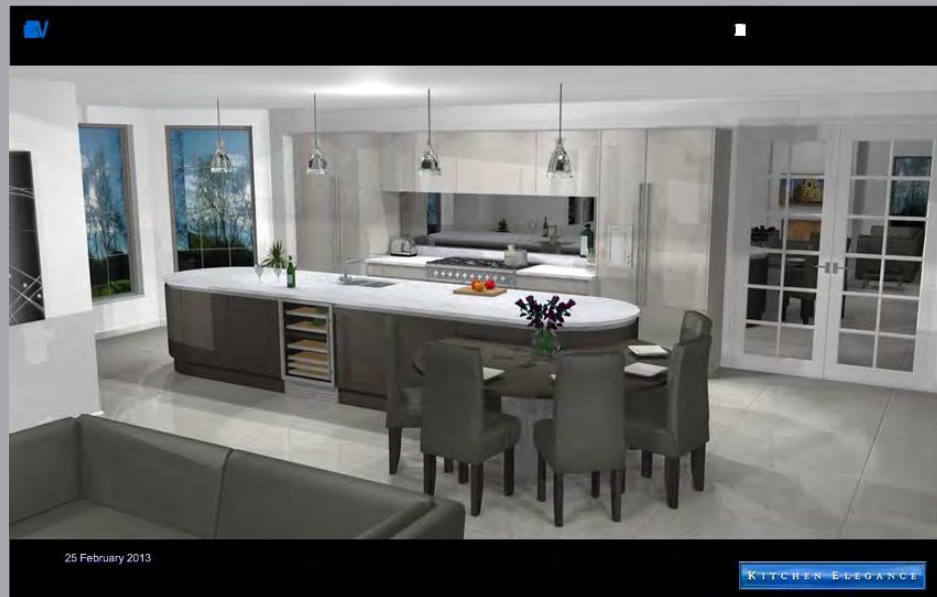


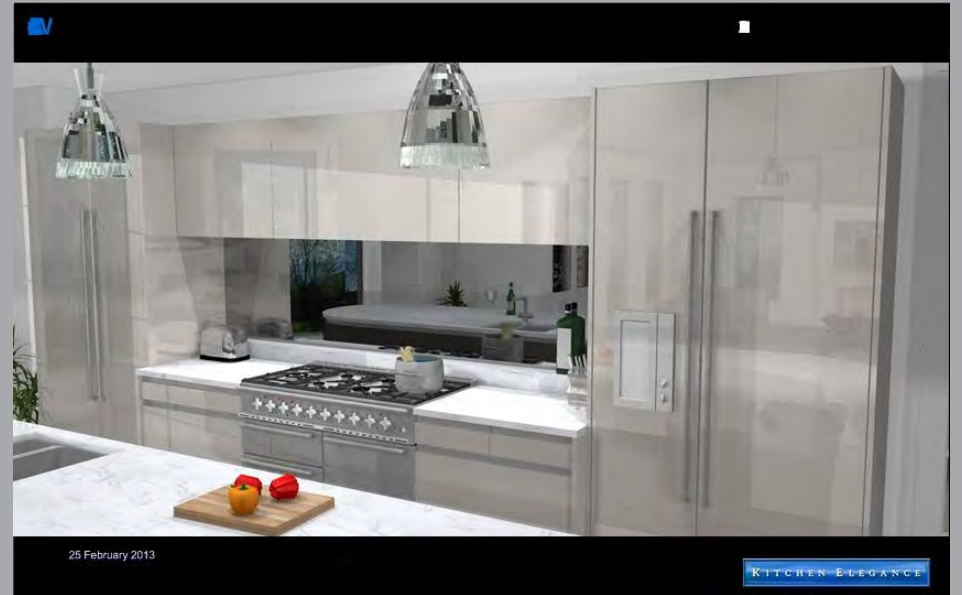
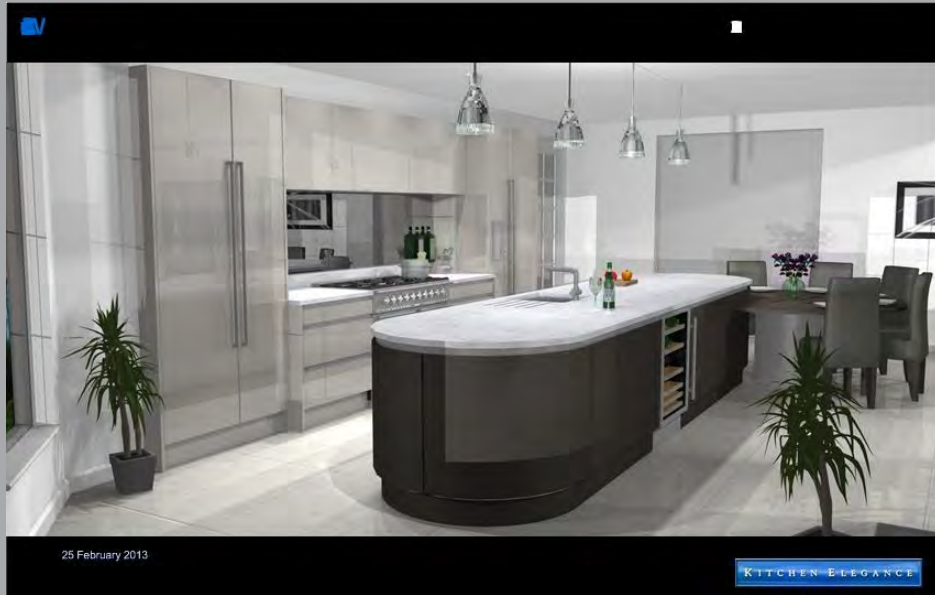
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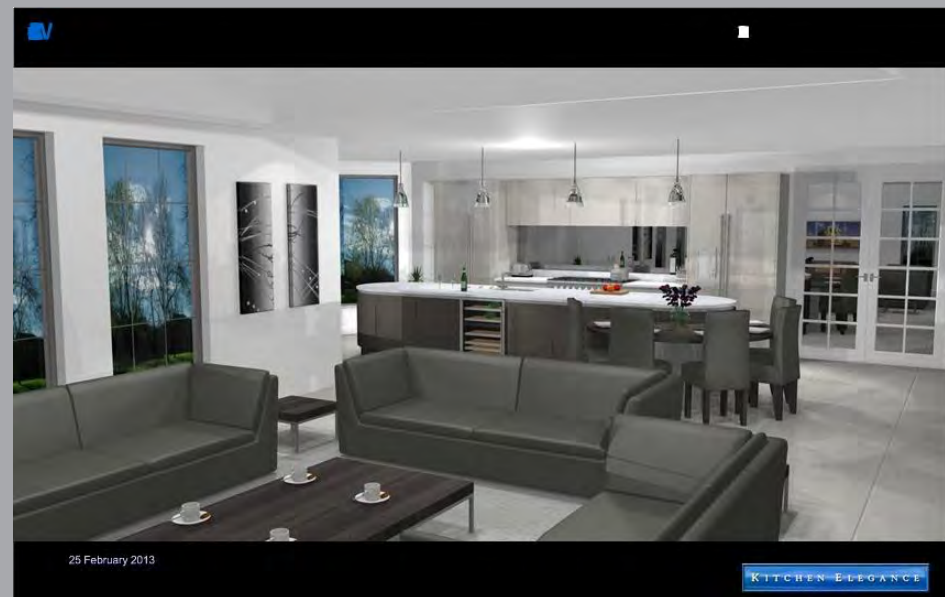
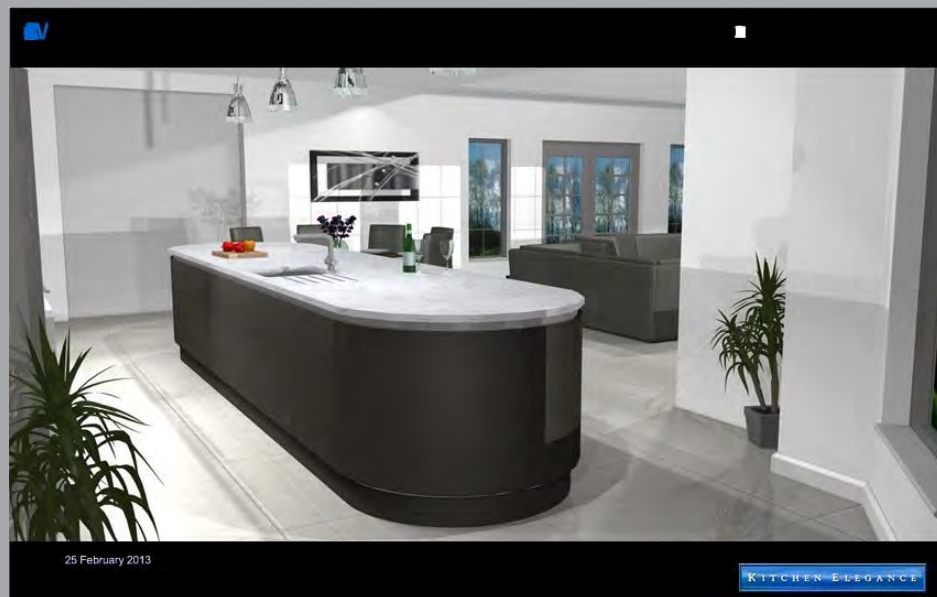
This vestibule is capped with a stunning glass atrium in the roof area providing a constant light stream through the centre of the building, be it daylight or moonlight.

Kitchen Proposals

Open plan living and daily dining environment with bespoke kitchen comprising of dark stained mahogany with inlays of aged brass and bronze mirror, topped with leather stone and dove grey corian worksurfaces. Feature light will be placed low hung over the circular dining table. Coordinating sideboards and display cabinets take this style into the living area.









DARREN JENNER
ARCHITECT

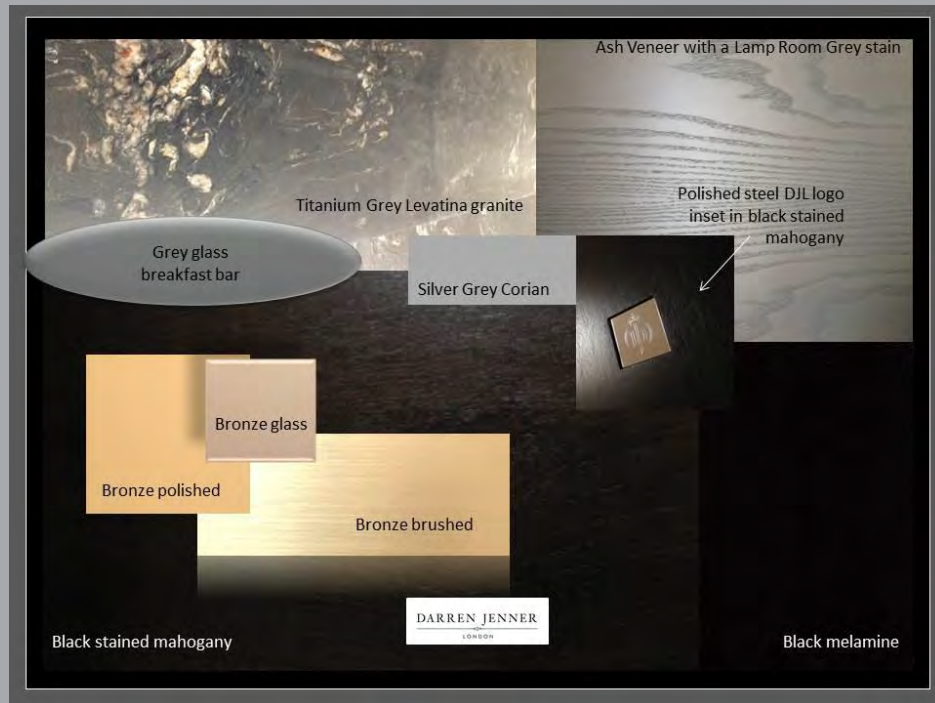


DARREN JENNER
ARCHITECT



DARREN JENNER
ARCHITECT

Proposed Kitchen Mood Boards



D – Safety, Security & Sustainability - Overview

D1 – The property will be constructed to secure by design standards and plans have been approved by the local police secure by design officer.

The site is fully enclosed and entrance is controlled by automated Gates and CCTV intercom system.

The perimeter and entrance of the site is fully illuminated with various activation controls for peace of mind of the occupant.

D2 – The property has a fully integrated home automation system controlling sound, vision and heat which will, help save on fuel including the use of a weather compensator to prevent over heating via solar gain.

D3 – Light – low energy LED lights will be provided for every fitting and is easily controlled by the home automation system, natural day light is maximised by the use of two glazed atriums to the hall and family orangery areas.

Climate Control – a weather compensator will be fitted alongside the boiler so that the solar gain (via mechanical ventilation heat recovery system) can be allowed for also an under floor heating system

Water – All taps and water cylinders comply to part G recommendations and a rainwater harvesting system will be installed in the garden

Recycling – Provision has been allocated within the kitchen and utility area for the segregation of waste materials and a strict policy is being implemented during construction

Conservation – All existing trees and planting have been retained and protected, wildlife has been encouraged with the provision of nesting boxes in the mature trees around the site.

SAFETY, SECURITY AND SUSTAINABILITY – Architect's Comments and Summary

The setting of the dwelling within the woodland context and screening around the building provides a high degree of privacy. This has required the use of current security technology and external lighting linked to a fully automated control system, to be adopted.

The building has been designed to achieve a minimum code for Sustainable Homes Code Level 3 which include the following energy efficiency and eco- friendly measures:-

- | | | | |
|----|-----------------|---|---|
| 1. | Lighting | - | 100% use of low energy lighting fittings throughout the design. |
| 2. | Climate Control | - | Use of whole house current technology energy monitoring equipment to control energy consumption and zoning of areas (including solar panels, mechanical ventilation heat recovery system) |
| 3. | Water | - | Water consumption has been achieved through the use of current low flow tap and shower fittings throughout. |
| 4. | Recycling | - | All waste water to be recycled as grey water for flushing of toilets etc. |
| | | | All surface water to be harvested and recycled to meet grey water requirements and garden use. |
| 5. | Conservation | - | Additional planting of new indigenous trees and shrub planting to reinforce woodland setting and habitat. |

All work to be carried out in accordance with Ecology Report.

The design of the roof structure includes a flat roof area masked by the pitched roof to enable installation of photovoltaic panels.

D2 – Innovate Technology & Methods

21 Western Avenue embraces the latest home technology integration to ensure it is energy efficient, easy to use, and fully customisable to the homeowner requirements, both now and in the future.

An example of this easy to use yet smart system integration can be illustrated by the following:

When the client leaves their home, they only need to arm their intruder alarm to initiate the following sequence of events:

- All lighting within the home is turned off
- Any rooms that are actively playing music will be paused
- TV's and any other active audio visual equipment are placed into standby
- Vehicular access gates will be opened in readiness for the client to leave their property.



These homes benefit from all installed lighting utilising the latest LED technology giving energy savings of more 80pct (compared with halogen lighting).

The Lighting control system is Lutron Homeworks QS – Lutron is considered to be the market leader in lighting controls. Homeworks QS is the latest system from Lutron, developed specifically to meet the exacting dimming requirements of LED lighting.

It should be noted that all of the lights fitted are controlled by the Lutron lighting system meaning it is possible to program the control of any light(s) from any lighting keypad.

D2 – Innovate Technology & Methods



Functionality includes :

'Welcome home' lighting, this is internal lighting that is activated at dusk if the homeowner is out, meaning the homeowner does not return to a darkened house at night.



A multitude of mood lighting settings in each room suitable for any occasion.

In the primary rooms, the lighting keypads are also programmed with a one-touch room shutdown feature, which will turn off all active lighting and any active audio/visual equipment for that room.

Outside lighting is also controlled using the Lutron's built in astronomic clock removing the need timeclocks throughout the year.

The lighting system has been programmed to meet the needs of the potential homeowner, though the opportunity to customise the programming will be always be available.

The Audio-visual and home integration system is from AMX – In wall touchscreens are installed in the primary rooms, with the central processor and audio distribution equipment located in a freestanding rack in the garage area.

The system can be controlled (via internet access) from anywhere in the world by the homeowner.

D2 – Innovate Technology & Methods

Electrical Installation (Continued)

- The multi-room audio system is available in the primary rooms.
- Audio is through ceiling speakers (from Sonance). The multi-room system currently comprises a DAB radio, an FM radio, a Sonance iPod dock, and the master bathroom has an in-wall TV screen from Aquavision.
- The system can readily be expanded to cater for additional devices such as Sky Tv, Blu-ray DVD player etc.
- All primary rooms are wired for distributed High definition TV.
- Control of the audio (and future visual) system is via the in-wall colour touchscreens in the primary rooms.
- Control is simple and intuitive, with informative popups to guide the user to their goal.
- Armchair control is also possible using the award winning 'TPControl' app, this is available for use on most Smartphones and Tablets.
- In addition to the control of audio-visual equipment, the touchscreens (and TPCControl app) have been programmed for the following:
 - Curtain control – The lounge, kitchen and master bedroom benefit from Lutron Electric curtain tracks
 - Lighting summary for the whole house – the ability to see at a glance if any rooms/areas have active lighting, inside and outside.
 - Global lighting scenes – these are scenes that control lighting in multiple rooms/areas, for example “Night scene” will turn on stair lighting throughout, lamps in Lounge, and feature lighting in the kitchen (this can be customised)
 - Gate control, the ability to open gates or hold them open.
 - By equipping this home with AMX and Lutron systems it has been possible to integrate all of the devices discussed seamlessly, whilst leaving scope for any future requirements the homeowner may have.



E - Marketing Brochure & Advertising




MAYS

Lilliput and Sandbanks Branch
01202 709888


Western Avenue, Branksome Park

Guide Price £4,950,000



Currently under construction a luxury specification, traditional Edwardian style mansion on a superb 1 acre plot in Western Avenue, a premier location. The property will offer five bedrooms, all en suite and will be situated on a superb one acre plot with landscaped front and rear gardens, a private terrace, an indoor pool, a gym / playroom and a double garage. New build properties of this superior quality are now extremely scarce as the majority of older properties are afforded protection from redevelopment due to the Conservation Area status.

This traditional style property offers 5 en suite bedrooms - 5 reception rooms - indoor pool - gymnasium - games room - landscaped front and rear gardens - private terrace - double garage



WESTCOAST
ESTATE AGENTS

www.maysestateagents.com

Media Schedule



01202 709888

poole@maysestateagents.com

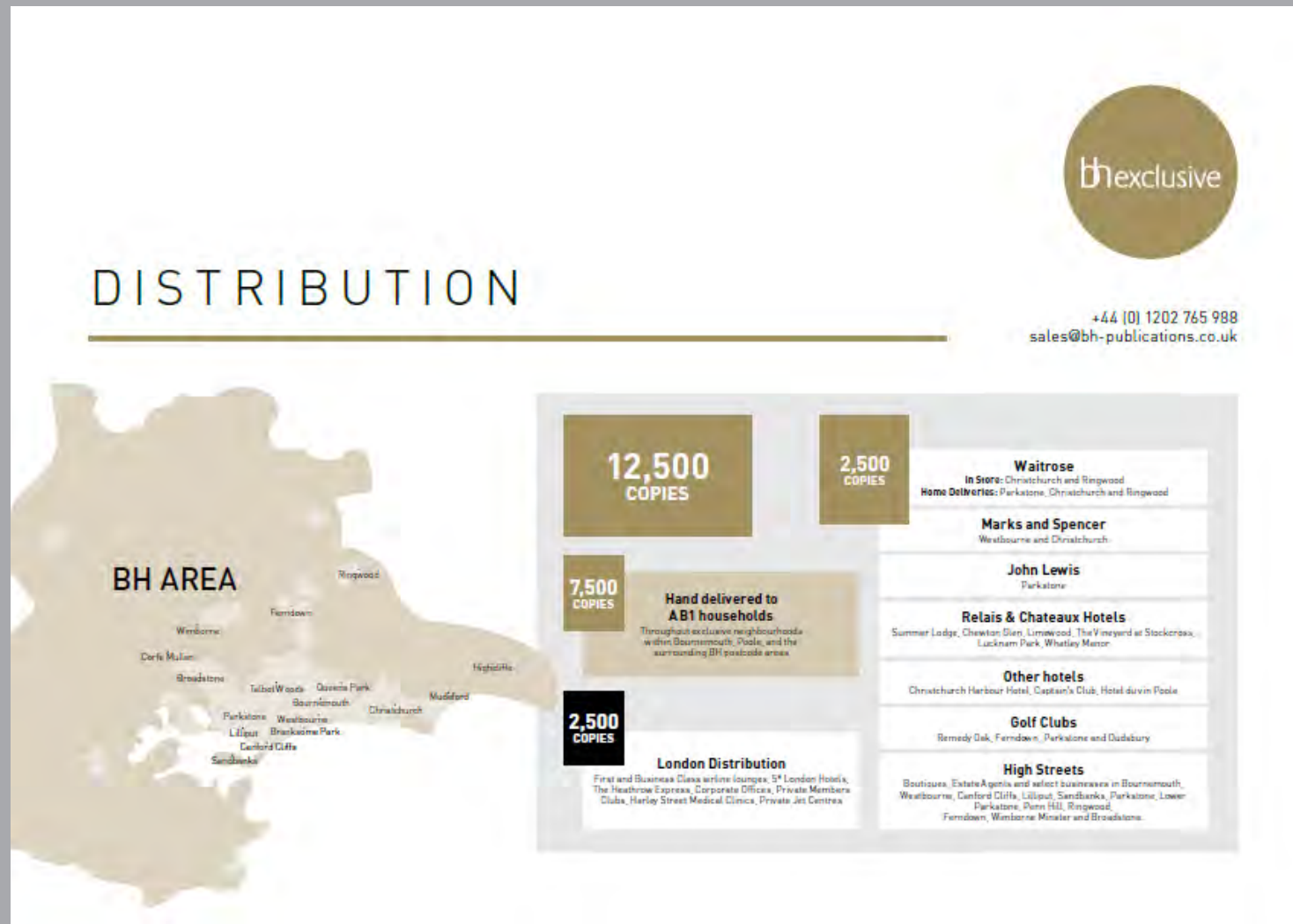
MEDIA SCHEDULE

Planned
Booked

Westcoast Developments		21 Western Avenue		2013																																		
Media	Size	Positon	Cost		MAY				JUN					JUL				AUG				SEP					OCT				NOV				DEC			
				5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29
National Press																																						
Sunday Times	Half Page Colour	Home																			15			6												2		
Financial Times	Half Page Colour	House and Home																																				
Local Press																																						
Mays Magazine	Full Colour Page	Property		1															1																	2		
Society	Full Page Colour	Property										1				1				1				1				1				1				6		
House	Full Page Colour	Property											15		29		12		26		9		23		7		21		4		18		2			11		
Compass	Full Page Colour	Property										1				1				1				1			1				1					6		

All 2013 rates are subject to change and final negotiation. All rates exclude production and VAT.

Publications & Distribution



Publications & Distribution

Dorset Society Magazine:-

Distributes to: 20,000 Monthly copies printed delivered to AB1 properties across the Dorset Area, (3,000 to Canford Cliffs, and a further 17,000 bulk dropped across the Dorset area). Also available to pick up in various department stores, Marks & Spencer's, Waitrose, John Lewis, West Hants Lawn Tennis Club, local hotels, various retailers, Estate Agents and Daily Echo offices.



Country & Town Magazine:-

Distributes to: Central London homes (hand delivered), premium targeted central London hotels. Leading WH Smiths, Waitrose and Sainsburys stores and selected newsagents throughout the UK. Readership of approx. 240,000.

Other publications:-

Sunday Times, Financial Times, Surrey Life, Society (Bournemouth), House Magazine and Sandbanks Life.

Web Advertising

Westcoast Developments Website:

Western Avenue

21 Western Avenue, Branksome Park

Set in the heart of Branksome Park, 21 Western Avenue is one of the areas most prestigious roads. Anders Roberts worked in close conjunction with Westcoast Developments to design this bespoke 8200sq.ft Edwardian style residence. Containing 5 bedrooms, 5 reception rooms, indoor pool, games room / cinema and triple garage, among other features.

[MORE INFORMATION](#)





WESTCOAST
DEVELOPMENTS