



4a Brudenell Avenue  
Canford Cliffs Poole  
BH13 7NW

  
WESTCOAST  
DEVELOPMENTS

# A - Overview

## **Background & Brief**

Western Design Architects were responsible for the original concept design and initial planning application.

The original land owner had submitted a planning application on this site to replace an existing dwelling with two new contemporary styled houses, however strong opposition had led the application being withdrawn, following which the client and his initial Architect arranged for a pre-application meeting to discuss the scheme that had been withdrawn.

Western Design were approached to prepare new proposals that could be shown at this pre-application meeting following the initial discussion concerning the application that was withdrawn.

Western Design were aware that a scheme for two houses on this site would be contentious so they set out to create a new concept that would overcome site constraints such as trees, overlooking and proximity to neighbours whilst at the same time providing both properties with views into Poole Harbour and a bold new design that would seduce the planning officers.

The scheme that was developed was based upon a central cylindrical mass that is split into two halves with a series of petal shaped wings to each side.

In this way there are almost no straight lines in the external plan of the buildings, so that when viewed from any angle the profile of the building is always receding from view, helping to reduce its mass.

Principle rooms are all grouped on the southern elevation benefitting from harbour views, with each level having a terrace or balcony.

# A – Overview

## **Background & Brief**

Although the plan and concept for each house was similar, each house evolved according to its particular site constraints to create two individual houses, with accommodation split over 4 floors with a partially exposed basement level.

The Inner plot that is submitted for this award is accessed using the modified driveway and garage of the original house. The benefit of retaining the structure of the garage was that the garage was constructed over the root protection zone of a substantial tree subject to a Tree Preservation Order.

Whilst the outer plot adjacent to the highway is served by an access that leads to a partially subterranean garage.

Western Design presented the new scheme as a fully worked up three dimensional model at the pre-application meeting, allowing the planning officers views of the proposals from all angles right after the discussion regarding the initial scheme. The presentation benefitted from this approach as many of the objections against the initial scheme appeared to have been solved by the new scheme which was greeted with some humour by the planning officers.

Following some small alterations during the application the scheme was recommended for approval by the planning officer and approved by planning committee.

The site was later acquired by Westcoast Developments who proceeded to build and evolve the properties further with their own design team.

# B1 – Location Photos





Brudenell Avenue





View from Shore Road beach towards the Sandbanks Peninsula





View Point – Evening Hill towards Sandbanks Peninsula

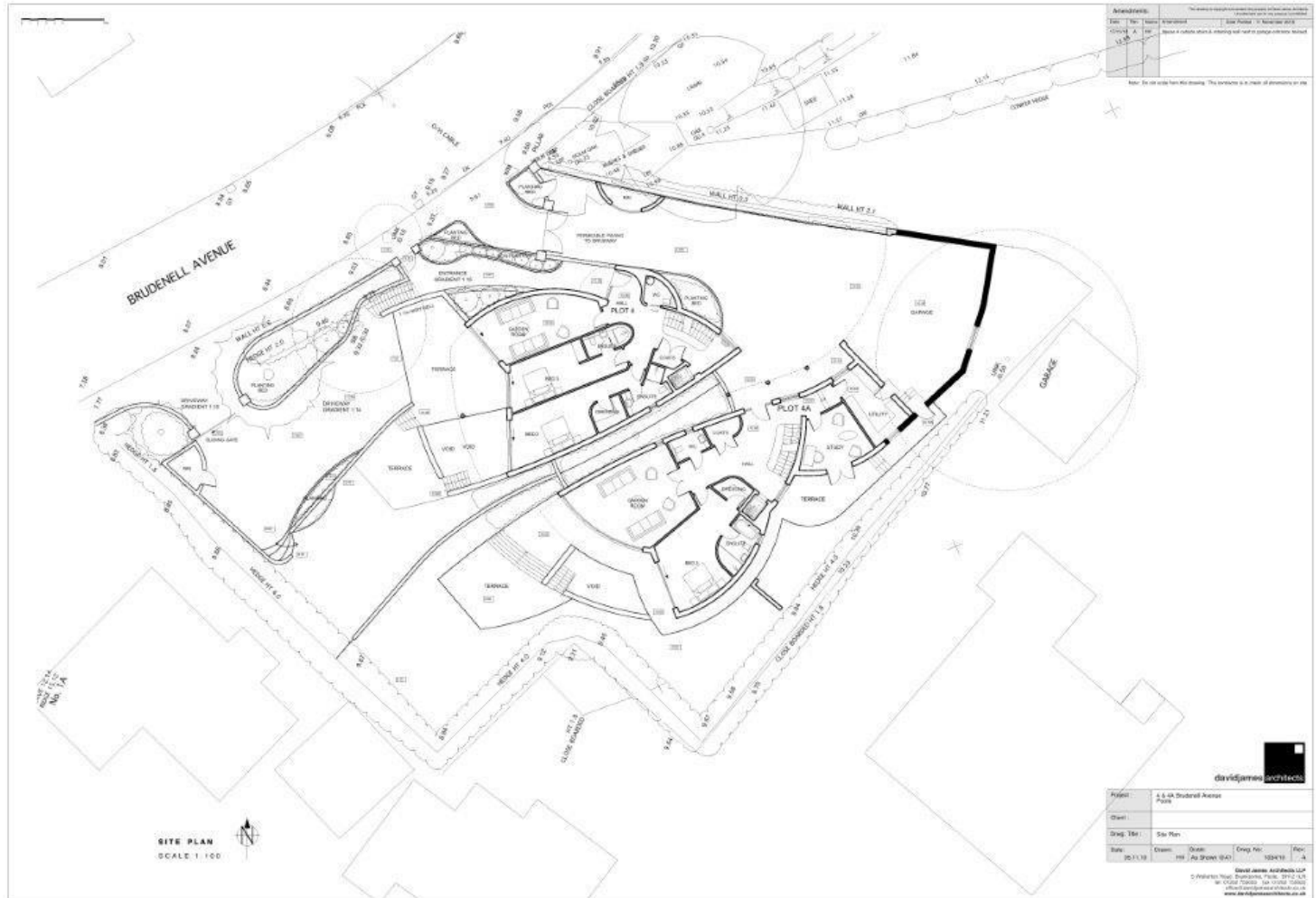
4a Brudenell Avenue nestles in a road leading from Evening Hill viewpoint overlooking Sandbanks with views towards Brownsea Island, Poole Harbour and the Purbeck Hills beyond. The house is within walking distance of numerous amenities including Canford Cliffs village with its delis, cafe bars, shops, 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, golfing, 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.





# B1 – Site Layout



# B1 – CG Imagery



CGI site layout showing both properties nestled within their surroundings



CGI - Front View of 4a Brudenell Avenue





CGI – Rear View 4b Brudenell Avenue



CGI – Kitchen and Bedroom Incorporating Actual Views

# B2 – Notable Views



View from top floor balcony of 4a Brudenell Avenue





View towards Brownsea Island which is owned by the National Trust

# Points of Interest

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

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

# Sailing towards Brownsea Island





# Poole Quay and Marina



# Branksome Chine





# Branksome Beach and Restaurant





# 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





# Appearance & Finish

## C1 – Build External Appearance



Early construction photos showing the piling, foundations and petal shape forming to the property



# Appearance & Finish

## Build External Appearance



### ICF – Insulating Concrete Form

4a Brudenell Avenue was built using the ICF system (Insulating Concrete Form) due to the nature of its curved design and also the many benefits that the system presents.



The system consists of a formwork for reinforced concrete that stays in place as a permanent interior and exterior substrate for walls. The forms are interlocking modular units that are dry-stacked (without mortar) and filled with concrete. Reinforcing steel is added before concrete placement to give the concrete flexural strength. ICF is used for high performance residential construction as it is more energy efficient and natural disaster resistant.



### Benefits of ICF:-

- Energy efficiency – minimal, if any, air leaks, improves comfort and reduces heat loss
- High thermal resistance – energy saving
- Continuous insulation/no gaps
- Thermal mass
- 10 times stronger than wood framed structures
- Better resistance to forces of nature
- Components do not decay or rot
- Sound absorption – lower rates of acoustic transmission
- Higher level of fire resistance
- Regulate humidity levels and improve air quality

# Build External Appearance



Curved walls to underground garage in formation



External steps under construction and mineral wall colour render applied to property



Floor tiles, hardwood flooring, curved walls, recessed lighting area, mirrored walls, corian worksurfaces, concrete curved stairs





Purbeck natural stone (hand cut and laid by stonemasons) curved walling to exterior, mineral wall colour render, timbertech low maintenance decking, louvre features over frameless balconies and decking area



# Rear External



Exterior view showing fully the seamless glazed balconies and louvre detail over. The Purbeck natural stone (hand cut and laid by stonemasons) curved walling is complimented by the evergreen landscaping. The building absorbs the sunlight through the oversized large bi-folding patio doors and windows

# External Rear - Night



Frameless balustrading, louvre detail over balconies, magnificent glass façades designed to maximise the beautiful views



# Entrance Gates



Iroko hardwood anti crush vehicular gates using safety beams.  
Keypad to vehicular gates and pedestrian gate

# Double Garage



Cedar Bakewell double wood garage doors in-keeping with the entrance gates

# Rear Decked Patio

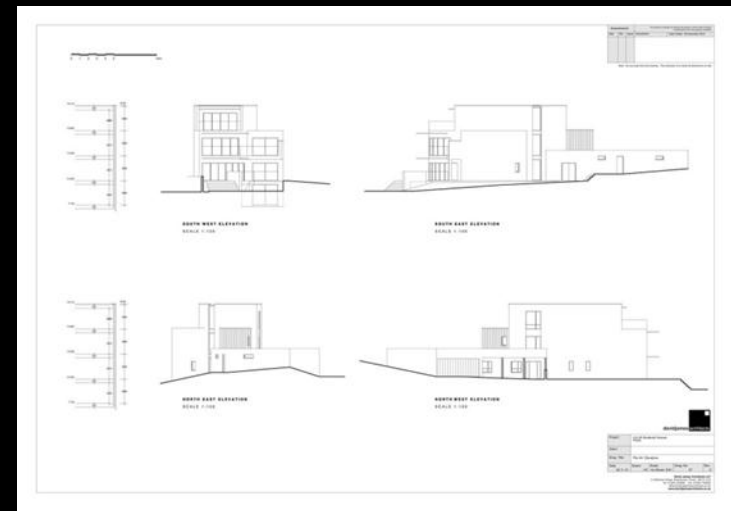
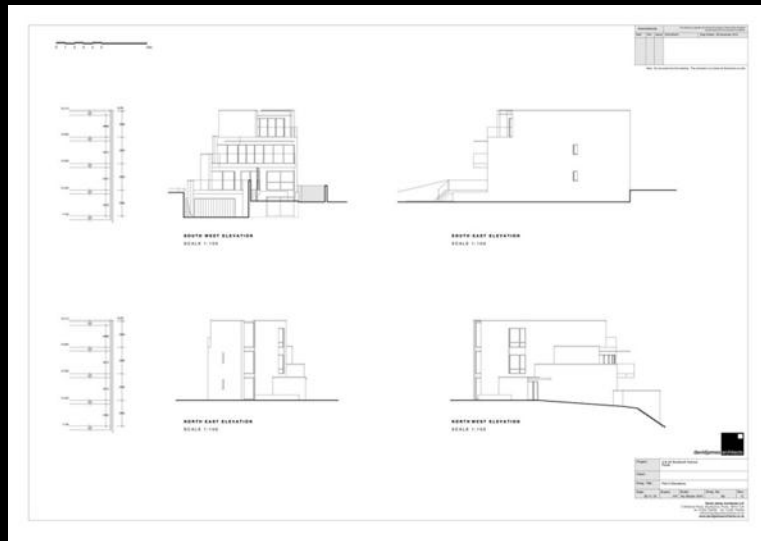


Louvre details  
highlighting curves  
and windows.  
Timbertech  
vertigrain low  
maintenance  
composite decking



# C2 - Appearance and Finish

## Elevations and Floor Layouts



**4A Brudenell Avenue, Poole**

Approximate House Gross Internal Area excluding Garage - 394 sq m / 4135 sq ft  
 Approximate Area of Terraces, Balconies & Sunken Garden - 70 sq m / 747 sq ft  
 Approximate Area of Garage - 58 sq m / 624 sq ft  
 Approximate Total Area - 511 sq m / 5506 sq ft



**SECOND FLOOR**



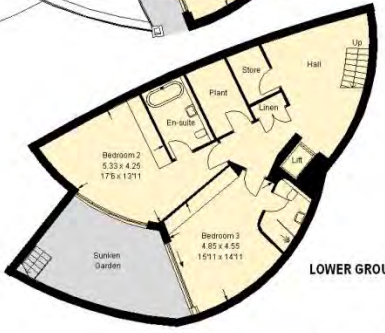
**FIRST FLOOR**



**GROUND FLOOR**



**LOWER GROUND FLOOR**



FLOOR PLANS SOUTHERNLIM ©011  
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# C3 - Appearance and Finish Interiors

These bay view properties overlooking Sandbanks are of a curved design and initially led to some restrictions on interior specification but also presented a welcome challenge.

For maximum impact with the lighting we used strong task lighting via recessed spotlights, but created more atmosphere with ambient lighting via concealed led tape to ceiling enhancements above key areas, specifically above kitchen preparation spaces and dining areas for a more subtle effect.

The use of carefully targeted spot lights on the polished walnut stairs, achieved both a practical light solution and added warmth to the wood as a contrast to its sharp white surroundings.

The impact of our lighting choices was further enhanced with the use of reflective surfaces within the interiors finishes. High gloss White Carrera Marble effect tiles to communal areas and white tones in the hallway bounce the light off the beautiful curved stairways. The concealment of obstacles such as manifolds was addressed with a sectional full height mirror design, introducing more reflective qualities to the scheme.

The contemporary style of the building depicted the use of modern fixtures and fittings with a classic twist, to deliver modern contemporary living with a softer edge to maximise the appeal and potential market for these properties.



# Interiors

Interior finishes were contained to a warm neutral colour palette, of soft greys, silvers and warm whites. The addition of previously perceived 'contract' vinyl wall coverings to the wet area, added much depth and softness to the often hard and masculine areas of bathrooms, and en-suites, this was a particularly well received and successful solution for us.

The large glazed balcony bi-folding patio doors proposed a fantastic opportunity to continue the living space to the decked area opening the space fully to maximise the views available over Sandbanks. The internal rooms and stairwells where natural light was limited were boosted with stair lighting, carefully placed spot lighting and lamps.

Window treatments throughout were carefully considered from the outset, creating track voids and concealing the window solutions at the build stage where ever possible. This adds to the feeling of height at each window, and creates a more seamless integration of the soft and hard finishes.

In summary, the whole scheme was inspired around maximising views, space, reflecting natural light and creating a high specification, luxurious and comfortable home.

# Top Floor – Lounge/Dining



Lounge & dining – day & night – recessed lighting over the dining table with stunning pendant chandelier. Exquisite metallic effect wallpapered curved wall catching the light and shadows. Seating and relaxing space angled towards the large glazed windows framing the amazing views over Sandbanks

# Garden Room/Lounge Ground Floor



Stylish and comfortable lounge and garden room leading to private garden and decking area via large bi-folding doors "bringing the outside in".  
Gold and silver furnishings shimmering in the natural light.



# Top Floor – Lounge



Lounge area to top floor with private glazed balcony boasting the property's superior view over the bay. Sumptuous leather oversized sofas and shimmering silver speckled arm chairs complimenting the taupes and greys within the room

# Kitchen



High specification kitchen and appliances with corian curved worksurfaces, granite sink and integrated solid wood dining table with feature lighting and pendant light above for everyday family dining and socialising

# Curved Staircase



Architecturally designed curved staircase bouncing reflective light around the landing and stairwell's white toned walls and white Carrera Marble effect floor tiles



# Study



Study encompassing attractive curved lines and shapes creating a peaceful and inspiring workspace with calming colours, garden views and natural light beaming in through the patio doors

# Bedrooms



Silvers and soft colour tones with luxurious carpet, soft velvet and silk furnishings create a peaceful relaxing room with direct access to the balcony



# Bedroom – Curved En-suite





# Bathroom & En-suite

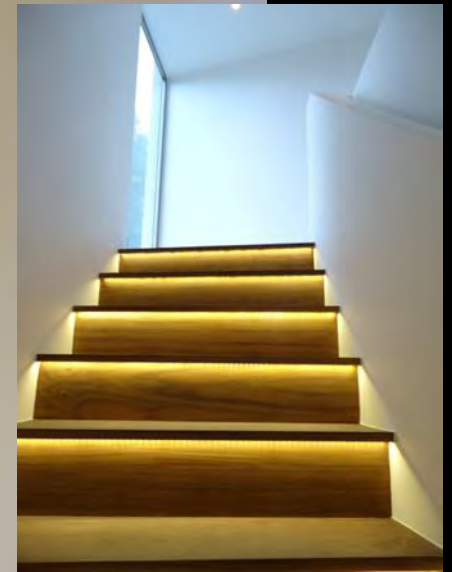
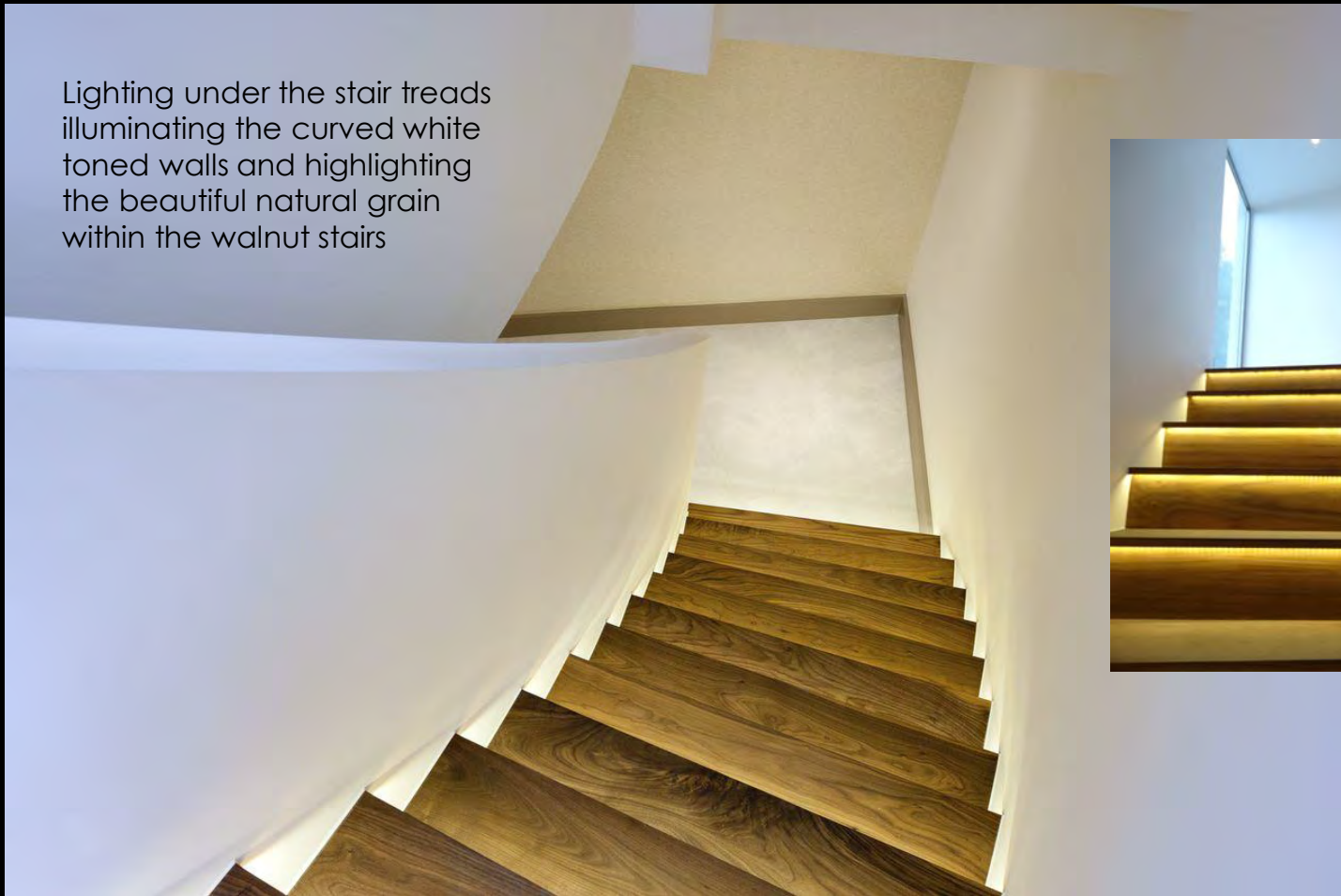


Vinyl wall coverings to wet areas added depth and softness to often hard and masculine bathroom areas and en-suites



# Illuminated Stairs

Lighting under the stair treads illuminating the curved white toned walls and highlighting the beautiful natural grain within the walnut stairs



# Safety, Security & Sustainability

## D1 - Safety, Security & Wellbeing

### Security:

- Alarm system with PIR sensors
- Legrand key pad entry to vehicular gates and pedestrian gate
- Remote control entry to garage doors

### Innovative Technology & Methods:

- ICF concrete walling system
- Mineral through colour render – Parex system
- Zoned underfloor heating
- Mechanical heat ventilation system
- Purbeck natural stone walling
- Timbertech low maintenance grey vertigrain composite decking
- Platform lift
- Lutron lighting system
- Cedar Bakewell timber garage doors
- Frameless glass balustrading
- Smart Home technology (see next page)

### Energy Efficiency & Eco Friendly:

- Underfloor zoned heating
- MVHR – mechanical heat ventilation system
- Windows & Doors:
- Windows – Sapa Aluminium Dualframe 75
- Patio Doors – Smart Aluminium Visoglide
- Bi-fold Doors – Sunfold Aluminium System SFK 70 Square Profile
- ICF walling system maximising thermal energy efficiency, sound absorption, fire protection, air quality and strength

### Safety:

- Iroko harwood anti crush vehicular gates using safety beams.
- Key pad entry to vehicular gates and pedestrian gates.
- ICF walling system - increased fire protection



# D2 – Innovate Technology & Methods

## Electrical Installation:

The property at 4 Brudenell Avenue, Poole can truly be called a Smart Home. It 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 their 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.

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.



## Electrical Installation (Continued)

The multi-room audio system is available in the primary rooms \*, these are the lounge, kitchen, garden room, master bed, master bath and guest bedroom.

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 TPControl 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.



# D – Safety, Security & Sustainability

D3 – Energy Efficiency & Eco Friendly:- Light, Climate Control, Water, Recycling, Conservation

Rooms with in-wall touchscreens controlling lighting, heating, water temperature located in:-

- Kitchen
- Lounge area
- Master Bed
- Master Bathroom
- Garden room
- Guest suite

Other conservation and recycling features:

- Mineral through colour render – low maintenance
- Zone underfloor heating to reduce heat loss in unwanted areas
- Mechanical Heat Ventilation System - recycling heat
- TimberTech decking – composite decking / low maintenance
- Lutron zoned lighting system – energy saving/zoned
- ICF system to walls



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