

POCKET

OAK GROVE
DESIGN + ACCESS STATEMENT
FEBRUARY 2014



INTRODUCTION

ABOUT THIS DOCUMENT

This Design and Access Statement has been written in support of a detailed planning application for 17 new homes on the vacant site at Oak Grove.

ABOUT OUR TEAM

This statement has been prepared by HTA Design LLP on behalf of Pocket Living LLP.

Pocket is an award winning London developer helping singles and couples on low to moderate incomes to fully own a home of their own - the importance of which in contributing to the diverse range of homes on offer in London has recently been recognised through a £21.7m loan from the Mayor of London. Further information on Pocket is provided opposite to provide a context for our proposals at Oak Grove.

HTA Design LLP are an award winning local design practice who have over 40 years of experience in delivering housing of all scales and types across the UK. Examples of our work are illustrated on this page. The first column shows some of our designs which have been fortunate enough to be recognised by national awards. The second shows designs for developments of a similar scale to that considered for Oak Grove.





Artist's Impression of Pocket Development in Star Road, Hammersmith W14



3D illustration of one bedroom apartment



Entrance of Pocket Development at Weedington Road, Camden NW5



Living room of Pocket home at Fermoy Road, Westminster W9

ABOUT POCKET

Pocket builds affordable housing for sale in London. Pocket helps the ever-growing numbers of Londoners who are priced out of private housing and unable to secure social housing to own a home of their own. Pocket's one-bedroom apartments are sold outright to buyers at a discount to the local market of at least 20%. To be eligible to buy, a prospective owner must earn less than the maximum household earnings limit set each year by the Mayor of London, and the sale price can only be up to 3.5 times this level. This means that the top price for a brand new one-bedroom Pocket home in London is £230,000. Buyers can only sell on to eligible buyers so Pocket homes always remain affordable, and priority is given to local residents or people working in the borough.

POCKET AND THE GLA

In a landmark deal announced in September 2013, Pocket has been awarded £21.7m equity funding for 10 years by the Mayor of London as part of his Housing Covenant commitment to help thousands of working Londoners into home ownership. This funding will see around 400 Pocket homes developed across eight London boroughs in the first two years alone. Over the next 10 years Pocket expects some 5,000 London residents to have been able to buy their own Pocket home outright under this programme. Pocket has committed to the GLA that it will reinvest its profits alongside the Mayor's capital over the life of the programme and, furthermore, that it will prioritise those boroughs that initially pledged land to its Housing Covenant bid.

As well as enabling more Londoners to buy their own homes, the Mayor's funding will deliver a huge boost to the capital's construction industry, creating thousands of new jobs. Pocket estimates that over the next 10 years it will invest around £500m in delivering new homes, generating over 5,000 jobs.

OUR HOMES

Pocket one-bed flats are compact (38 sqm) but cleverly designed so they feel much larger, and have won many design awards. For example:

- Ceilings are higher than most similar homes
- Floor to ceiling windows mean Pocket homes are really

bright

- Plenty of built-in storage to reduce clutter
- Ample room for a dining table and chairs
- Underfloor heating means furniture can be placed wherever owners want without blocking radiators
- Bedrooms are designed around a large bed and bedside tables, with space for a desk or dressing table as well

Pocket doesn't stint on the fixtures and fittings either, with wooden floors throughout and a really well thought-out kitchen with quality appliances. And running costs are low with plenty of insulation and easy access to the main services.

Pocket understands how important transport is to people living in London, which is why it aims to develop its homes close to public transport within a 30-45 minute commute to Central London. Cycle parking is also always provided.

POCKET HOMES ARE AFFORDABLE... FOREVER

Pocket homes satisfy the definition of affordable housing in the NPPF and the definition of 'discount market homes'. The manager of the London Plan has confirmed that Pocket homes count towards LPA's affordable housing numbers. Pocket provides affordable housing that supplements traditional affordable housing. Unlike conventional shared ownership and shared equity products, Pocket buyers own 100% of the equity and the value of their home from day one, but resales are restricted to other eligible buyers, so instead of being released back onto the open market eventually, Pocket homes remain in the affordable arena forever.

POCKET NOW

To date, Pocket has completed and sold out its first six schemes in Camden, Hounslow, Ealing, Westminster and Hammersmith & Fulham and it is commencing construction on a new scheme in Hackney in early 2014. Pocket is constantly working with councils across London to identify new sites suitable for development by Pocket. Pocket's schemes have been nominated for and won many of the housing design awards in the country; including a RIBA award, multiple Evening Standard awards and a CABE award.

THE SITE IN CONTEXT

LOCATION

The site is located on Oak Grove, set back parallel to Cricklewood Broadway. It is located in the northwest corner of the London Borough of Camden, on its boundaries with the London Boroughs of Barnet (to the north) and Brent (to the west).

The site benefits from good public transport accessibility (PTAL level 4). Cricklewood railway station is located at a short walk's distance to the north of the site (5 minutes), providing a regular service to Luton in the north and Kings Cross St Pancras in central London. Willesden Green and Kilburn station are both located within a 15 minutes walking distance to the south of the site; both are served by the London Underground Jubilee Line. In addition, buses services are available from Cricklewood Broadway and Cricklewood Lane.

THE SITE

The site is currently vacant. It backs on to the embankment of the railway tracks. The northern boundary is formed by the flank wall of a garage business. A detached residential property is located to the south of the site, approximately 6.3 metres set back from the shared boundary.

The site boundary extends along the backs of the properties of 19 Richborough Road and 247-249 Fordwych Road.

The surrounding area is predominantly of residential nature with shops and businesses located along Cricklewood Broadway and Cricklewood Lane.

CONSTRAINTS

- Windows facing into the site from 19 Richborough Road
- Railway noise

OPPORTUNITIES

- Improve street scene and feel of security through passive surveillance from new homes
- Infill a vacant site in the fragmented urban grain
- Create a more consistent domestic frontage to street
- Introduce new housing to an established residential area
- Protect Oak Grove from impact of railway line



The Oak Grove development site (highlighted in red); within the context of Cricklewood and North Kilburn. The site is located within walking distance of a range of stations with railway services into central London and the London Overground. The PTAL rating for the site is 4.

THE SITE AND SURROUNDS



Looking north along Oak Grove showing the site and the garage buildings, and 2 storey residential buildings beyond



The garage adjacent to the site with dropped kerbs all along the front. The front eaves compare to two storeys in height, rising to form a significant roof behind.



The development site - currently boarded up, with 19 Richborough Road to the right and the railway embankment visible in the background



A more recent built, 58-60 Oak Grove - opposite the site - is a semi-detached red-brick building with grey soldier courses at ceiling level and white windows



19 Richborough, a two storey red-brick Victorian detached building with a pitched roof, with its main elevation towards the south onto Richborough Road



Two storey buildings on Oak Grove, where the roof space has been converted into a third storey



Oak Grove (looking south) consists of terraces of two storey Victorian houses with pitched roofs, brick or rendered facades and bay windows



Richborough Road is of a more leafy character with mature trees. The facades are red-brick or painted brick with white window frames and ledges



The eastern end of Richborough Road, showing the southern end of the development site, full of mature vegetation, and substation in front