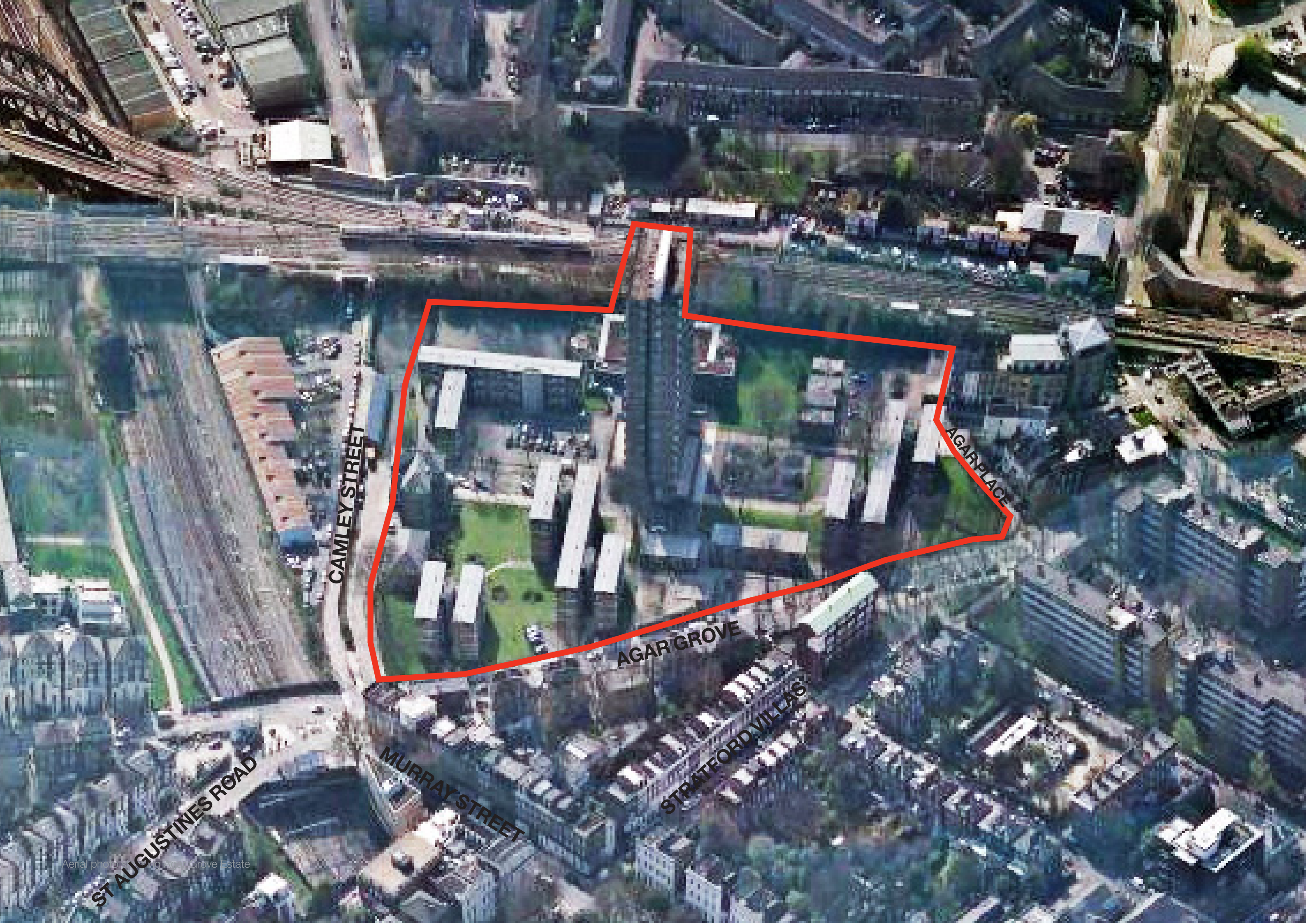


1.0 INTRODUCTION



CAMLEY STREET

AGAR PLACE

AGAR GROVE

MURRAY STREET

STRATFORD VILLAS

ST AUGUSTINES ROAD

1.1 Introduction

Site Location

The Agar Grove Estate comprises a triangular site east of Camden Town and north of the Kings Cross development area, bounded by Agar Grove to the north, the Thameslink / Midland Mainline railway to the east and the London Overground line formerly known as the North London Line to the south. Camley Street forms the immediate edge to the eastern site boundary, between the site and the railway line. Wrotham Road connects the western part of the site to St Pancras Way.

The Existing Estate

The Agar Grove Estate was constructed by the London Borough of Camden in the 1960s and comprises 249 homes, of which 210 are let to Council tenants and 39 are occupied by leaseholders. The Estate consists of a series of low / medium rise blocks of flats and an 18 storey tower (Lulworth House).

The Estate is home to a stable and cohesive community, including many households who have lived there for a number of years and are established in the area. However, the existing stock has significant investment needs and the estate is in a poor state of repair throughout.

The existing homes are also undersized when compared to today's space standards established by the Mayor of London. Many families have outgrown the number of bedspaces their homes can provide and the estate suffers from overcrowding.

The existing configuration of the Estate also represents an inefficient use of land given its accessible and sustainable location.

The Camden Community Investment Programme

The Agar Grove Estate regeneration project forms part of Camden's 'Community Investment Programme' (CIP) which aims to generate investment, deliver new homes and regenerate neighbourhoods. The CIP is a 15 year plan and forms a central part of the Council's strategy which seeks to ensure that investment in schools, homes and community facilities can be realised despite wider economic circumstances.

Agar Grove estate was included in the CIP programme in July 2011 (CENV/2011/45) as a site with potential for development and one with investment needs. Following positive initial consultation with residents in March and June 2012, more detailed proposals were formulated culminating in a development proposal which will transform the 1960's estate and make a major, and very visible, improvement to the architecture and landscape of Agar Grove. The proposals have been developed in close consultation with residents there has been consistently high support amongst residents and the wider community.

If approved, the Agar Grove proposals will be the largest CIP investment programme, replacing 249 existing homes which have very significant investment needs and creating 244 new homes. The proposals will also radically change the landscape of the estate and its relationship with the surrounding area, reinstating a traditional street pattern, community spaces and gardens.

Appointment of the Design Team

Collaborating architects Hawkins\Brown and Mae along with Landscape Architect Grant Associates were appointed in February 2013 after a competitive process. Part of this process included a design competition for the regeneration of the estate, and the winning team's masterplan was developed along the theme of 'stitching in' a piece of city, rather than recreating an isolated estate.

Pre-appointment, Hawkins\Brown and Mae were keen to collaborate together on this project, believing that multiple architects, with shared ideals, working on a major regeneration scheme would be able to inject more variety and act as 'critical friends' to one another.

The site masterplan introduces a series of streets and squares, with emphasis on properly programmed public realm, passive surveillance of the street by residents and active frontage via front doors to the street, along with concierge service within larger buildings. An important part of the design is the location of bedrooms above the ground floor in public areas to improve privacy for residents. With two architecture studios developing the design, this has led to individual plots having a distinct personality and it is hoped that this will help residents to identify more closely with their homes.

The planning application scheme shown in this document has developed from the original competition scheme, taking into account two iterations of a housing needs survey, a single decant phasing strategy and responses from consultation with residents, key stakeholders and council officers.

Keeping the community together

The Agar Grove Estate is well represented by a mixed community. Some residents are opting to move to accommodation elsewhere, but many would prefer to stay at Agar Grove. Consequently, the proposals have been developed as a series of phases that will allow existing residents to watch their new homes being built and then move in.

Tackling Fuel Poverty

The project will also deliver highly sustainable dwellings which substantially reduce heating costs for residents improving long term maintenance and management of building services. This is achieved by using a "Passivhaus" approach to design and exceeding current building requirements for insulation, windows and ventilation.

Creating a mixed tenure community

The construction of new rented homes for council tenants, along with provision of shared ownership homes will be cross-subsidised by the addition of homes for private sale.

The market sale housing will be spread across the phases so that the regenerated Agar Grove Estate will become a mixed tenure community. The architectural design has been developed as a cohesive masterplan and is tenure-blind.

Developing the design- consultation with stakeholders

The existing residents, both on and off the estate have been consulted regularly throughout the design process in stages of approximately every two months. The format of consultation has ranged from informal drop-in sessions on site to a more formal presentation to the Camden Development Forum Planning

Consultation.

Additionally, numerous pre-application meetings have been held with officers, including detail topic meetings and design workshops at the architects studios.

The scheme has also been presented to CABE twice as well as the GLA, with positive responses from both.

Summary of the proposals

The application scheme comprises the demolition of the existing estate, with the exception of Lulworth House, which will be stripped back to its concrete frame. The buildings will then be replaced with a series of new buildings that respond to context, housing need and phasing.

The proposal will deliver 493 new homes. Of this, 51% will be affordable housing, including 216 rented homes for LB Camden tenants and 37 shared ownership homes. The remaining 240 homes will be for private sale, to offset the cost of the affordable housing.

10% of the homes will be fully wheelchair adapted or adaptable, depending on tenure. The scheme will also deliver a small local convenience store, café and community space to replace / enhance the existing facilities on site along with a small amount of new business space. The total floorspace within the proposal is circa. [50,000sqm].

The dwelling sizes will increase according to housing need and unit sizes set out by the London Plan. Consequently, the proposals will provide a significant uplift in the amount of nett affordable housing floorspace (excluding cores and common parts), rising by 56% from circa 12,170 sqm up to circa 18,980 sqm.

The density of the proposals will optimise the site area in accordance with the London Plan. The scheme has a density of circa 500 habitable rooms per hectare or 200 dwellings per hectare- this is within an allowable density range of 200-700 hr/ha or up to 260 dw/ha, using the parameters set out in the London Plan Density Matrix.

1.2 Structure of the Design and Access Statement

The Design and Access Statement has been set out in accordance with reference to CABE’s Best Practice Guidance.

The development proposals are based on a thoughtful design process and a sustainable approach to access. Within the Statement, we will seek to explain and justify the proposals and in turn, this should help those assessing the application to understand the design and access rationale that underpins them.

The Statement is structured across ten chapters and in accordance with the Circular, provides the following information:

An introduction to the Site and Proposed Development (Chapters 1)

An appraisal of the context of the proposed development (Chapters 2 - 3)

Assessment of the site’s immediate and wider context in terms of physical, social and economic characteristics and relevant planning policies.

Evaluation of the information collected on the site’s immediate and wider context, identifying opportunities and constraints and formulating design and access principles for the development.

Details of the brief (Chapter 4)

A summary of the brief requirements.

Details of the Masterplan Principles (Chapter 5)

Details of the masterplan objectives including key moves and studies of local building typologies used to inform the proposals.

Details of Consultations (Chapter 6)

Details of involvement of both community members and professionals undertaken and the findings of any consultation that has been taken into account. This section includes a summary of meetings held with LB Camden in Pre-planning meetings, and documents on evolution of the design through subject-based workshops.

Details of the design component (Chapters 7)

Details of the masterplan principles and objectives
The layout of the proposed buildings, routes and open spaces.

The scale (height, width and length) of the proposed buildings in relation to the surroundings
Details of proposed landscaping by reference to Landscape Design and Access Statement
Details of the proposed appearance including the external built form of the development, its architecture, materials, decoration, lighting, colour and texture

Details of the access component (Chapter 8)

Details to explain how access arrangements will ensure that all users have equal and convenient access to buildings and spaces and the public transport network.

Details of technical design issues (Chapter 9)

Details of technical design issues including phasing and decant; services and sustainability strategy; refuse and recycling strategy; London Housing Design Guide principles; Lifetime Homes; and Secure by Design.

Appendices (Chapter 10)

Provides full accommodation summaries, 1-50 unit types and Verified Views Methodology. This document should be read in conjunction with all of the submitted reports, including the following:

- Planning Statement (with associated Affordable Housing and Planning Obligation Statements);
- Statement of Community Engagement;
- Transport Assessment;
- Energy and Sustainability Statement;
- Daylight and Sunlight Assessment;
- Ecology
- Flood Risk and Drainage
- Tree Survey and Impact Assessment
- Contamination Report
- Air Quality Assessment
- Noise and Vibration Assessment
- Wind Microclimate Report

1.3 Proposed Development

Built form

The overriding design objective is to ‘stitch-in’ with the local area and create a development that is a natural extension of the city not a stand-alone estate as currently exists. This is being pursued through a masterplan based on “streets and squares” with an emphasis on building typologies which have front doors at street level, creating liveable spaces between them.

The masterplan creates a series of streets which connect back to the wider area and create meaningful opportunities for pedestrian and cycle movement across, through and within the site. These streets are framed by a mix of building types (terraces, villas, mansion blocks and towers) to create diversity and interest in type, scale and appearance.

The proposals step down in scale towards to the Agar Grove frontage in response to the medium-rise buildings to the north of the site, whilst building height increases towards the south-east corner (adjacent to railway and towards Kings Cross / Central London) including a new 18 storey tower which provides a new home for the existing occupiers of Lulworth House.

A considered and conscious decision to retain the existing Lulworth House has been made on sustainability grounds; however, the building will be stripped back to its concrete frame and then extended, re-configured and re-clad to create high-quality new homes.

A diversity of architecture is achieved across the project through the collaboration of two practices; however, this is held together by a joined-up approach towards materials and detailing which includes a predominance of brick and celebration of domestic ornamentation.

Public realm and landscape design

The existing Estate has large areas of green space; however, they are poorly surveyed, lack definition and have no active programme of use.

The masterplan aims to provide more usable open space for public and communal use including: green

streets and spaces, private and communal gardens and a new central square which provide opportunities for movement, (integrated) play, recreation, bio-diversity and visual amenity. The masterplan also includes extensive planting that will enhance the ecological value of the site with improved species diversity and a response to climate change with tree shading, water sensitive urban design and sustainable urban drainage systems.

Access and inclusion

The masterplan seeks to create a liveable environment that is prioritised for pedestrians and cyclist and reduces reliance on private-car based travel. The streets and squares approach stems from a contextual masterpanning approach that creates a legible hierarchy of public and private space. Whilst vehicle access is catered for to facilitate deliveries and refuse collections it is within a pedestrian priority environment.

Notwithstanding, the development needs to work at a practical level including taking a positive approach towards limited vehicle parking, refuse collection, deliveries and emergency vehicles. However, the site layout and circulation has been devised to ensure that there “is no other reason” for a vehicle to enter the site unless it should or needs to.

Approximately 60 car-parking spaces are provided although parking will be limited to Blue Badge holders and existing residents who have a parking permit on the Estate. Beyond this the development will be car-free.

Cycle parking is provided on a block-by-block basis in secure and convenient storage areas within the shared courtyards or adjacent to cores.

	Tenure	No. units Camden	No. units Intermediate	No. units Private	TOTAL
Plot A	Camden	38			38
Plot B	Camden	105			105
Plot C D	Camden	14			14
Plot E	Camden	20			20
Plot F	Camden	14			14
Plot G	Private			23	23
Plot H	Camden	20			20
Plot I	Intermediate/ Camden	5	33		38
Plot JKL	Private			73	73
Lulworth	Private / Intermediate		4	144	148
TOTAL		216	37	240	493
TOTAL					

52% affordable units to private

Summary of Accommodation



Sketch Overview of Agar Grove
