



# Land to Rear of 74 Fortune Green Road London NW6

## Planning Statement DMFK

P5155

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Planning

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**Appendices – Marketing Evidence.**

## 1.0 Introduction

### 1.1 Summary

- 1.1.1 This statement is prepared on behalf of the applicant, dMFK, in support of an application for the redevelopment of the existing building at land to the rear of 74 Fortune Green Road to provide a single family dwelling.

### 1.2 Planning Statement

- 1.2.1 The purpose of this statement is to examine the planning issues raised by the current development proposals for the application site. In particular, this statement identifies and describes the key opportunities presented by the proposed development for a sustainable residential development.
- 1.2.2 The statement also provides a comprehensive analysis of the relevant planning policy framework at national, strategic and local levels. As such, our planning statement is structured as follows:

**Section 1: Introduction**

**Section 2: The Application Site and Surrounding Area** – sets the context the current proposal and provides a detailed description of the application site and its previous uses;

**Section 3: The Proposal** – describes the proposed development;

**Section 4: Planning Policy Context** – summarises the planning policy relevant to this proposal at national, strategic and local levels;

**Section 5: Planning Considerations** – reviews the proposal in terms of the relevant policy context and other material considerations; and

**Section 6: Conclusion**

### 1.3 Supporting Application Documents

- 1.3.1 This planning statement should be read in conjunction with the following additional documents, which accompany the application:
- Design and Access Statement – prepared by dMFK
  - Lifetime Homes Commentary – prepared by dMFK (within D & A)
  - Marketing Report – prepared by Dutch and Dutch

## 2.0 The Application Site and Surrounding Area

### 2.1 Site Description & Location

- 2.1.1 The site lies to the rear of 74 Fortune Green Road and is accessed from a small mews called Rose Jean Mews. The existing commercial storage building has a gross internal area of 68sqm. The building was originally a small lock up unit for the retail unit at 74 Fortune Green Road however the accommodation was sold and has no longer any connection to the retail premises. The ground floor and first floor space has not been used for a number of years and has no commercial frontage and no commercial value.
- 2.1.2 The site incorporates a partial flying freehold sitting partly over the adjoining property of no. 22 Rose Joan Mews at first floor level. The northern portion of the ground floor has been most recently used as residential accommodation although there is no record of planning permission for this use. This space comprises the additional accommodation within Option B.
- 2.1.3 The structure is brick with low quality boarded up doors/windows and a flat roof. Whilst the building is water tight, it's structural integrity is failing through years of neglect and the building requires significant investment. The building is currently accessed from Rose Joan Mews or from the garden of 74 Fortune Green Road. The external finish to the Rose Joan Mews side is gravel, sloping down to the front facade. The D& A Statement contains photographs of the site and surrounding area.

## 2.2 Surrounding Area

- 2.2.1 On the west side no. 68 Fortune Green Mews adjoins the property and is three storeys high, also made from brick, with the party wall rendered. The other side of site has a single storage white rendered garage building. An application has been approved for removal of the garage and construction of a single house (2012/1293/P).
- 2.2.2 There have been a number of recent planning approvals within Rose Jean Mews and these are highlighted below. The largest and most notable is the redevelopment to provide new homes at 3-12 Rose Jean Mews. This scheme designed by Piers Gough has created a series of inward facing mews homes of three storeys in height.

## 2.3 Relevant Planning History and ratings

Set out below is the planning history for the site:

Date Registered	LPA Ref	Description	Decision
13/02/1968	4884	The change of use of the ground floor at 74 Fortune Green Road, Camden from shop to Au-pair Agency	Conditional 25/07/1966
26/06/1966	2222	The use of the ground floor shop for the purpose of a builder's office at No.74 Fortune Green Road	Conditional 20/03/1968

Set out below are also the relevant decisions on neighbouring properties:

Address	Date Registered	LPA Ref	Description	Decision
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21 Rose Joan Mews  (Land at the rear of 78 Fortune Green Road)	05/03/2012	2012/1293/P	Erection of two storey dwellinghouse (Class C3) facing onto Rose Joan Mews (following demolition of existing garage)	Granted 23/04/2012
Land at the rear of 84 and 86 Fortune Green Road	28/10/2008	2008/1662/P	Erection of part 2/part 3- storey building fronting onto Rose Joan Mews with roof terraces at second floor level to provide 2 self contained residential dwellinghouses and two ancillary single storey buildings in rear garden (following demolition of two single storey lock up garages)	Granted 04/03/2010
	27/02/2013	2013/1045/P	Renewal of planning permission granted on 04/03/2010 (2008/1662/P) for erection of part 2/part 3-storey building fronting onto Rose Joan Mews with roof terraces at second floor level to provide 2 self-contained residential dwellinghouses and two ancillary single-storey buildings in rear garden (Class C3) (following demolition of two single-storey lock up garages).	Registered
Land at the rear of 88 Fortune Green Road	19/02/2008	2008/0155/P	Demolition of existing single storey storage/workshop and redevelopment by the erection of a two storey single family dwelling house	Granted 06/03/2009
Land to the rear of 92, 94, 98 and 100 Fortune Green Road	30/08/2005	2005/2841/P	Demolition of 6 existing garage/storage units on the site and the erection of 4x2 storey residential dwellinghouses (1 x studio dwellinghouse, 2 x 1 bed dwellinghouses and 1 x 2 bed dwellinghouse) including 1 x off street parking space	Granted 27/07/2006

Land at the rear of 96 Fortune Green Road	13/06/2003	2003/0381/P	The erection of 7x3 bed houses and 2x2 bed houses with underground parking for 11 cars	Granted 16/07/2003
3-12 Rose Joan Mews				

## 3.0 The Proposal

3.1.1 This application proposal is for:

- A three storey, 2 bedroom single family dwelling matching the height of no. 68 Fortune Green Mews with a gross internal area of 92sqm (an increase of 26sqm).

3.1.2 The design projects forward on the front (south) facade by 1m at first floor level similar to the permitted development of no. 21 Rose Joan Mews Planning Application 2012/1293/P. The second floor is to be set back at the front in line with the ground floor and in line with no. 68 Fortune Green Mews towards the rear. External terraces and garden are provided with visual screening where necessary to avoid overlooking.

3.1.3 The three storey mews house is smaller in mass than the adjoining and adjacent properties of 3-12 Rose Joan Mews and 68 Fortune Green Road. The front elevation is designed to remove any potential overlooking of properties 3-12 Rose Joan Mews.

3.1.4 The house extension will be clad in contemporary render with grey powder coated metal windows and copings to match the materiality of both the new builds and permitted developments of the mews.

## 4.0 Relevant Planning Policies

### 4.1 Government Guidance

4.1.1 The National Planning Policy Framework was adopted in March 2012 and replaced the detailed guidance set out the Planning Policy Guidance notes and Planning Policy Statement which preceded the NPPF. The NPPF imposes a presumption in favour of sustainable development and sets out in concise terms the criteria against which development proposals will be considered to be sustainable in economic, environmental and social terms – the three strands of sustainability.

4.1.2 Paragraph 22 of the NPPF states:

*“Planning policies should avoid the long term protection of sites allocated for employment use where there is no reasonable prospect of a site being used for that purpose. Land allocations should be regularly reviewed. Where there is no reasonable prospect of a site being used for the allocated employment use, applications for alternative uses of land or buildings should be treated on their merits having regard to market signals and the relative need for different land uses to support sustainable local communities.”*

- 4.1.3 Section 6 of the NPPF seeks to boost the supply of housing. In particular, paragraph 51 states that empty housing and buildings should be brought back into residential use and that application for change to residential use from commercial uses (in the B use classes) should normally be approved where there is an identified need for additional housing in that area:

*“Local planning authorities should identify and bring back into residential use empty housing and buildings in line with local housing and empty homes strategies and, where appropriate, acquire properties under compulsory purchase powers. They should normally approve planning applications for change to residential use and any associated development from commercial buildings (currently in the B use classes) where there is an identified need for additional housing in that area, provided that there are not strong economic reasons why such development would be inappropriate.”*

- 4.1.4 Section 7 of the NPPF deals with good design, requiring development proposals to optimise the potential of the site to accommodate development, respond to local character and history, create safe and accessible environments and are visually attractive as a result of good architecture and appropriate landscaping.

## **4.2 The London Plan**

- 4.2.1 The London Plan (Adopted July 2011) covers the following topics relevant to this proposal:

- Sustainable Development
- Living in London
- Transport
- Design

- 4.2.2 The London Plan provides strategic guidance to London councils regarding the development of London. As part of the plan for London, the Mayor seeks an additional 30,500 new homes each year from all sources until 2016/17. The emerging draft London Plan includes a target of 6650 homes for Camden between 2011 and 2021

- 4.2.3 These policies also seek the maximum intensity of use compatible with local context, the design principles set out elsewhere in the Plan, and with public transport capacity.

## **4.3 Local Development Framework**

- 4.3.1 The Local Development Framework (LDF) Core Strategy and Development Policies DPD now form the Development plan for Camden (Adopted November 2010). As part of the framework the Council has approved development policies relevant to the proposal. These are.

## **4.4 Core Strategy**

- CS 1 Distribution of Growth
- CS3 Other highly accessible areas

- CS5 Managing the impact of growth and development
- CS6 Providing quality homes
- CS8 Promoting a successful and inclusive Camden economy
- CS11 Promoting sustainable and efficient travel
- CS13 Tackling climate change through promoting higher environmental standards
- CS14 Promoting high quality places and conserving our heritage
- CS19 Delivering and monitoring the Core Strategy

#### **4.5 Development Policies DPD**

- DP2 Making full use of Camden's capacity for housing
- DP5 Homes of different sizes
- DP6 Lifetime homes and wheelchair homes
- DP13 Employment sites and premises
- DP16 The transport implications of development
- DP17 Walking, cycling and public transport
- DP18 Parking standards and the availability of car parking
- DP19 Managing the impact of parking
- DP22 Promoting sustainable design and construction
- DP24 Securing high quality design
- DP25 Conserving Camden's heritage
- DP26 Managing the impact of development on occupiers and neighbours
- DP29 Improving access

## **5.0 Planning Considerations**

### **5.1 Introduction**



- 5.1.1 The principle of residential use and the scope for the external alterations have previously been accepted on other sites within Rose Jean Mews and the proposed scale and massing of the scheme also reflects precedents within the mews. The following section demonstrates why the scheme is in accordance with the Core Strategy and Development Policies DPD.

## **5.2 Loss of employment**

- 5.2.1 Development Policy DP13 states that the Council will retain land and buildings that are suitable for continued business use and will resist a change to non-business unless:

a) it can be demonstrated to the Council's satisfaction that a site or building is no longer suitable for its existing business use; and

b) there is evidence that the possibility of retaining, reusing or redeveloping the site or building for similar or alternative business use has been fully explored over an appropriate period of time.

- 5.2.2 The policy states that where a change of use has been justified, the Council will seek to maintain some business use on site, preferably flexible business accommodation. Where it can be demonstrated that a site is not suitable for any business use other than B1a Offices, the Council may allow a change to permanent residential uses or community uses and tests are set out in Paragraph 13.3 and 13.4.

- 5.2.3 The existing commercial premises have been vacant for approximately 15 years and there is little prospect of their use for other commercial or storage use. Detailed marketing evidence submitted as part of this application, provided by Dutch & Dutch illustrates that, in the current market conditions, the premises are not attractive to potential commercial occupiers. This is because of the size, nature, seriously constrained access to and condition of the premises and most importantly the tertiary nature of the location.

- 5.2.4 Addressing the tests in Paragraphs 13.3 and 13.4, the site is not considered to be suitable for light industrial (B1c) or Class B8 space because of the poor, narrow access for service vehicles and proximity to adjoining residential accommodation.

- 5.2.5 It is considered that this proposal for wholesale change of use of the building from commercial storage to permanent residential accommodation is in accordance with Policy DP13 and the NPPF.

## **5.3 The Principle of Residential Use**

- 5.3.1 Policies CS6 and DP2 seek to maximise the supply of housing in Camden and identifies housing as the "priority land-use". The character of the area is predominately residential and Rose Jean Mews has been subject to a number of recent residential developments. This proposal is considered to meet the policy tests sets out in Policy DP13, and it considered the introduction of new residential accommodation at the application site would contribute towards creating mixed and balanced communities.

## **5.4 Proposed Residential Mix**

- 5.4.1 The proposal is to create one 2 bedroom house. Policy DP5 states that the Council will contribute to the creation of mixed and inclusive communities by securing homes of different sizes. The accompanying table sets indicates 2-

bedroom dwellings are the priority in the market sector and the Council's aim is to secure 40% of new homes as 2-bedroom with a desire to see a range of homes including larger family housing.

## **5.5 Residential Quality**

- 5.5.1 The proposed two bedroom house exceeds the minimum overall internal floorspace standards sets out in Camden Planning Guidance (CPG2) on Housing and Table 3.3 of the London Plan and the GLA Housing SPG (November 2012).

## **5.6 Lifetime Homes**

- 5.6.1 Policy DP 6 requires all new housing meet Lifetime Homes standards. The D & A Statement contains a Lifetime Homes document assessment prepared by dMFK, which provides an in-depth commentary on the application of the Lifetime Homes on smaller bespoke properties. Notwithstanding the unique nature of the building the proposal will meet 13 of the 16 standards.

## **5.7 Design and Scale**

- 5.7.1 In terms of scale, the building has been carefully designed with it's shoulder at 2 storey (lining up with the consented parapet at 21 Rose Joan Mews) with a set back roof storey element which aligns with the adjacent 3 storey structure. The rationale for the 2<sup>nd</sup> storey is that it will match the height of it's neighbour and thus provide a gentle transition from the recently consented 2 storey structures to the north which are tall for 2 storeys. The set back elements at 2<sup>nd</sup> floor provide good opportunity for amenity space which is screened so as to minimise overlooking of neighbouring properties. All recent consents along Rose Joan Mews have been for painted rendered buildings with powder coated metal windows. This building is designed to accord with this, to enhance the appearance of the mews and continue its regeneration.

## **5.8 Amenity**

- 5.8.1 Policies CS5 and DP26 of the LDF seek to protect the amenity of the Borough's residents. Initial assessment of the scheme by Savills showed it to fall well within BRE guidelines in terms of its effect on the daylight and sunlight enjoyed by surrounding residents. As such, a formal report has not been submitted.
- 5.8.2 An obscured glazed balustrade is proposed to the 2nd floor terrace. It is considered these proposals will meet the requirements of Policy DP26.
- 5.8.3 The scheme will provide 16sqm of private amenity space through garden provision at ground floor and balconies above. The pebbled area at the front is unregistered and is also able to be used as a front garden.

## **5.9 Transport**

- 5.9.1 Policy DP18 seeks to limit the availability of car parking, in order to encourage sustainable modes of transport. The site is rated as PTAL 3 or 4, indicating moderate level of public transport access. There exists available level forecourt space on Rose Jean Mews which is available for the parking of one vehicle. As a consequence, one car parking space is proposed and the applicant agrees to a Car capped Agreement that occupiers of the space are ineligible for a residential parking permit.

5.9.2 Policy DP17 seeks to promote walking, cycling and public transport use and Appendix 2 of the DP DPD stipulates that 1 cycle storage/parking space is required per residential unit. The London Plan advises 2 cycle spaces should be provided in dwellings of 3 or more bedrooms. Space has been allocated for secure cycle storage within the unit to meet the standards of the LDF and the London Plan; this is shown on the proposed drawings.

## **5.10 Sustainability**

5.10.1 In accordance with Policy DP22 and Camden Planning Guidance 3 a statement on Sustainability Strategy is included within the D & Statement in support of the planning application.

5.10.2 The proposed design measures to upgrade the building would reduce carbon emissions by over 50% and the BREEAM Pre-Assessment details how BREEAM Refurbishment Domestic Buildings “Very Good” will be achieved.

## **5.11 Section 106 and CIL**

5.11.1 The scheme proposes a small increase in floor area. On the basis that only one residential unit is being created we consider the development will be subject to a legal agreement which covers the following areas.

- Car Capped Agreement which restricts occupiers from receiving a Residents Car Parking Permit.

5.11.2 The scheme will be subject to Mayoral CIL in respect of the increase in floor area at £50/sqm. A CIL Information notice is submitted with the application.

# **6.0 Conclusion**

6.1.1 The proposal offers the opportunity to redevelop a vacant building to create a sustainable long-term residential use as a single family home. The proposed design is considered to improve the visual amenity of the building on both elevations. The proposal will upgrade the efficiency significantly above that of the existing building and result in significant reductions in carbon emissions.

6.1.2 The principle of residential use has previously widely been accepted within Rose Jean Mews. As a 3 storey proposal, the scheme has been well designed to tie into its neighbours and is considered to be architecturally appropriate in design and scale terms.

6.1.3 A sensible balance needs to be struck when considering the application. It is contended that the proposal offers significant benefits in maximising housing provision, utilising the site effectively, improving access for the less mobile and reducing carbon emission in line with local planning policies.

## Appendix

Appendix A: Marketing Evidence (Refer to separately uploaded document prepared by Dutch and Dutch)