

January 2013

# **Land at Midland Crescent/Finchley Road London, NW3 6NA**

## **Planning Statement**

**Prepared for:**  
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Appendix 1: Site Location Plan

# 1. Introduction

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1.1. This Planning Statement has been prepared by Savills and is submitted in support of a full planning application made on behalf of Stadium Capital Holdings (“The Applicant”) for the redevelopment of Land at Midland Crescent/Finchley Road, London, NW3 6NA to provide a high quality student accommodation-led mixed-use development.

1.2. Planning permission is sought for the following;

*“Erection of a part-4 and part-5 storey building with a double level basement comprising flexible commercial space (Use Classes A1/A2/A3/A4/B1/D1 & D2) at lower basement and ground floor levels, 138 student bedrooms with communal kitchen, lounge and common room areas at upper basement to fourth floor levels and an outdoor communal balcony at fourth floor level”.*

1.3. The Planning Statement outlines the proposals in more detail and relates them to local, regional and national planning policy. It should be read in conjunction with the accompanying plans and drawings prepared by CZWG Architects LLP and submitted as part of the application as well as the following documents:

- **Design and Access Statement incorporating Public Open Space Assessment** prepared by CZWG;
- **Air Quality Assessment** prepared by Ramboll;
- **Contamination Report** prepared by Capita;
- **Construction Management Plan** prepared by MAH;
- **Daylight and Sunlight Assessment** prepared by Drivers Jonas;
- **Ecological Assessment** prepared by Capita;
- **Energy Statement** prepared by Metropolis Green;
- **Sustainable Design and Construction Statement** prepared by Metropolis Green;
- **Noise Impact Assessment** prepared by Aecom;
- **Transport Assessment accompanied by Travel Plan and Parking Management Plan** prepared by Tim Spencer;
- **Statement of Community Involvement** prepared by Quatro;
- **Site Waste Management Plans** prepared by Ramboll;
- **Light Impact Assessment** prepared by Ramboll;

- **Student Supply and Demand** prepared by JLL;
- **Student Management Plan** prepared by CRM;
- **Surface Water Drainage Strategy** prepared by Ramboll; and
- **Basement Impact Assessment** prepared by Ramboll.

1.4. This statement provides the background information relating to the site and a detailed assessment of the proposals in relation to planning policy and other material considerations and is set out under the following sections:

- **Section 2** outlines the site and its context within the surrounding area;
- **Section 3** provides an outline of the proposals;
- **Section 4** sets out the current Planning Policy Framework for the London Borough of Camden;
- **Section 5** examines the main planning considerations in relation to the application and makes an assessment of the site context and proposals;
- **Section 6** explores the associated regeneration benefits associated with the development; and
- **Section 7** draws our conclusions in respect of the proposals.

1.5. The appendices referred to in the text are contained at the end of this Planning Statement.

## 2. Site and Surroundings

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- 2.1. The site is located on the west side of Finchley Road, adjacent to number 279. It is a triangular piece of land measuring circa 0.2 hectares locked between two east/west running railway tracks. A site location plan is attached at Appendix 1.
- 2.2. The eastern part of the site, onto Finchley Road, was previously occupied by a row of single-storey retail units which were demolished in 2003 and the site has since been vacant.
- 2.3. The site has a Public Transport Accessibility Level (PTAL) rating of 6a indicating that it has 'excellent' links to public transport. Finchley Road itself is a Red Route (with bus lanes on each side) and as such forms part of Transport for London's Road Network (TLRN). The site is within easy reach of Finchley Road and West Hampstead tube stations, Finchley Road and Frognal overground station and the West Hampstead Thameslink Station.
- 2.4. Outline planning permission was granted in 2005 for the erection of a building comprising basement and four upper floors for use as retail and offices at the eastern end of the site and the reserved matters were approved in October 2010 (LPA refs: PWX0002163 & 2008/4958/P).
- 2.5. This scheme has been implemented, however in line with the National Planning Policy Framework (NPPF) and the need to maximise the potential of brownfield sites it is considered that an increased level of development is deliverable on this site.
- 2.6. The site is located within the West Hampstead Interchange Growth Area as defined in the Council's Local Development Framework Core Strategy. The front part of the site is also located within the Finchley Road/Swiss Cottage Town Centre area. The site is not located within a Conservation Area and, as does not comprise any Listed Buildings.
- 2.7. The site is located within Flood Risk Zone 1 indicating that there is a low risk of flooding.
- 2.8. The surrounding area is mixed use. To the south of the site is the modern O2 Centre which provides retail, food and drink, cinema, and gym facilities. The buildings to the north are predominantly retail/food and drink at ground floor level with residential accommodation on the upper floors. They vary between 3 and 4-storeys in height. The buildings on the east side of the street are generally commercial at ground floor with residential above and range in height between 3 and 5-storeys. There is also a 7-storey hotel located on the east side of the street. The land to the north of the site is identified as a site of nature conservation importance in the Core Strategy (Rosemount Embankment).

### 3. Development Proposals

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- 3.1. The development proposed forms a high quality student accommodation led mixed-use development.
- 3.2. The development proposals have been the subject of extensive pre-application consultation with the London Borough of Camden including Senior Planning Officers, Nature Conservation, Transport and Conservation & Urban Design Officers. This process has assisted in informing the design process and evaluation of the scheme which has been amended where possible to address the comments and issues raised. A two stage approach taken and this is summarised in the following paragraphs.
- 3.3. A first meeting was held on the 10th January 2011 and written feedback was subsequently received (dated 1st February 2011). The principle of the development of the site was accepted at this stage, with detailed comments received on the precise mix of accommodation. This advice has fed into the planning application scheme as now prepared where possible.
- 3.4. Following subsequent work on the proposals a further pre-application meeting was held with Council Officers on the 12th July 2011. Unfortunately, the formal response was not received until 20th January 2012. Once again this did not dispute the principle of redeveloping the site and asked for further justification for the mix of uses. These issues have also been picked up through the planning application where appropriate.
- 3.5. In addition to in-depth discussions with council officers, discussions have also been undertaken with various interest groups and have endeavoured to take on-board their suggestions where possible. To date, the following consultation exercises have taken place:
  - Meeting with Virginia Berridge and Mark Hutton of 'West Hampstead Action for Transport' (WHAT) (5<sup>th</sup> October 2009).
  - Meeting with Bill Granger of the 'Finchley Road Community Forum' (19<sup>th</sup> October 2009).
  - Meeting with members of the 'West Hampstead Local Interest Group' (12<sup>th</sup> October 2009).
  - Written correspondence with Rosemount Trust and Rosemont and Lithos Road Traders and Residents Association (11th March 2010).
- 3.6. More recently, in 2012, further consultation with the following stakeholders has been undertaken:
  - Cllr Keith Moffatt (West Hampstead Ward);
  - Cllr John Bryan (West Hampstead Ward);
  - Cllr Gill Russo-Gill (West Hampstead Ward);

- Bill Granger (Arkwright Mansions Residents Association); and
- Dr. Mayer Hillman (Netherhall Neighbourhood Association).

3.7. A further, more comprehensive overview of the public consultation undertaken to date is covered in the Statement of Community Involvement prepared by Quatro and submitted with this planning application.

### ***Design Approach***

- 3.8. The concept derives from considerations of the local urban environment. The busy vibrant main road, the proximity of the 02 Centre, the two flanking railway lines and the neighbouring residential terraces to the north. Given the characteristics of the local area, the street frontage is suitable for active economic uses with student living accommodation above.
- 3.9. The design of the scheme has taken shape following the aforementioned public consultation exercises and comments/feedback from Council Planning Officers at the pre-application stage. The massing of the part-4 and part-5 storey building has been designed to be commensurate with the 02 Centre, whilst also being mindful of the potential for the building to act as a marker on Finchley Road.
- 3.10. The scheme has been designed to step down from its highest point at the east of the site fronting Finchley Road in a direct response to the topography of the site.
- 3.11. The building is articulated along its length to avoid it being perceived as too large. Subdividing and splitting the mass of the building up with breaks has created the impression of separate pavilion buildings.
- 3.12. The design focuses on being architecturally exciting and contextual, but as well as buildable.

### ***Layout***

- 3.13. The part-4, part-5 storey proposed building will occupy whole footprint of the site (as outlined in Appendix 1) and will front the public highway on Finchley Road.

### ***Land Use***

- 3.14. The proposed development comprises a mix of student accommodation (both private and communal areas) and an element of commercial space.
- 3.15. 138 private student bedrooms with associated wash facilities will be situated at upper-basement through to fourth floor levels. The student accommodation will be located in clusters with communal lounge and kitchen areas. Communal space for use by the student residents is also proposed in the form of a common room on the fifth floor and a laundry room on the ground floor.
- 3.16. Commercial space will be located at lower basement level (1159sqm) and ground floor (81sqm). The commercial units will be accessed from Finchley Road, with the ground floor

unit providing an active frontage. The commercial space is proposed, at this stage to be flexible, with the capacity to accommodate uses within classes A1/A2/A3/A4/B1/D1 & D2.

### ***Density***

- 3.17. The proposed redevelopment of the Midland Terrace site will deliver a scheme with a density of 815hr/ha. This is based on a calculation of 163 habitable rooms (comprising 138 bedrooms and 25 communal lounge/common rooms) and a total site area of 0.2ha.

### ***Landscaping and Amenity Space***

- 3.18. Amenity space for the student residents will be provided in the form of lounge areas to serve each cluster of student rooms, a first floor communal terrace and a common room at fourth floor level. The external environment is such that it would not be capable of providing good quality useable external amenity space. The Noise and Air Quality levels would not be conducive to significant external space.

### ***Vehicular and Cycle Parking***

- 3.19. The development will be car-free. However, 162 cycle parking spaces are located at upper basement level. This equates to 1 space per student room with additional excess spaces for use by staff and visitors.
- 3.20. The cycle storage areas would have secure access arrangements and CCTV coverage to enhance levels of security and safety.

### ***Servicing***

- 3.21. Servicing for the student building would take place from the Red Route loading bay within the Finchley Road. Servicing will not take place between 4pm to 7pm as this is when the bus lane running alongside the eastern boundary of the site within Finchley Road is in operation.

### ***Sustainability and Energy Efficiency***

- 3.22. Energy and water efficiency measures will be integral to the building's design and specification. The measures will reduce the site's impact on the environment and contribute to its sustainability. The BREEAM 2011 New Construction pre-assessments (in the accompanying Sustainable Design and Construction Statement) demonstrate that the proposed development can achieve a rating of 'Very Good'.



## 4. Planning Policy Framework

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- 4.1. In accordance with Section 38(6) of the Planning and Compulsory Purchase Act (2004), planning applications should be determined in accordance with the development plan unless other material considerations indicate otherwise.
- 4.2. The redevelopment proposals for the Midland Crescent site must, therefore, take account of relevant national, regional and local planning policy. The relevant development plan in this instance comprises the London Plan (2011), Camden's Core Strategy (2010) and Camden's Development Policies (2010).
- 4.3. Material considerations that have also contributed in shaping the development proposals include the National Planning Policy Framework (2012) and various supplementary planning guidance documents adopted by Camden.

### ***National Planning Policy Framework***

- 4.4. The Department for Communities and Local Government (DCLG) published the National Planning Policy Framework (NPPF) in March 2012. This framework took effect immediately replacing the previous portfolio of Planning Policy Statements (PPSs) and Planning Policy Guidelines (PPGs) with one consolidated document, albeit technical guidance in relation to some certain PPGs/PPSs has been published/remains. On this basis the NPPF is now a material consideration in the determination of planning applications.
- 4.5. One of the overarching objectives of the NPPF is the encouragement of growth and the acknowledgement that decision-makers should adopt a presumption in favour of sustainable development. Paragraph 14 of the document states:  
  
*"At the heart of the National Planning Policy Framework is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking. For decision-taking this means: approving development proposals that accord with the development plan without delay; and where the development plan is absent, silent or relevant policies are out of date, granting permission unless: any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or specific policies in this Framework indicate development should be restricted".*
- 4.6. The government expects the planning system to deliver the homes, business, infrastructure and thriving local places that the country needs, while protecting and enhancing the natural and historic environment. Paragraph 17 sets out the Core Planning Principles. It includes the requirement that planning should proactively drive and support sustainable development to deliver the homes the country needs (including for students).
- 4.7. Paragraph 47 identifies measures to "boost significantly the supply of housing". Local Plans should meet the objectively assessed need for housing in their area. Paragraph 49 states that housing applications should be considered in the context of the presumption in favour of sustainable development.

4.8. The key points relevant arising from the adopted NPPF area as follows:

- An overriding presumption in favour of sustainable development.
- Promotion of development growth both in terms of new economic development and in providing for new homes.
- Encouraging the effective use of 'brownfield' land.
- Plans should have proper regard to development viability, which includes providing acceptable returns to a willing land owner and developer.

#### ***The London Plan***

4.9. The Greater London Authority (GLA) formally published its revised London Plan in July 2011. This provides a spatial development strategy for Greater London and sets out the Mayor of London's overall strategic plan for London. It is supplemented by a number of Supplementary Planning Guidance (SPG) and Best Practice Guidance (BPG) documents.

#### ***West Hampstead Interchange Intensification Area***

4.10. Table A1.2 of the London Plan refers to the 'West Hampstead Interchange Intensification Area' which the Midland Crescent site falls within. The area is defined as *"A significant inner London transport interchange with potential to improve connections between rail, underground and bus and to secure an uplift in development capacity through intensification"*.

4.11. The London Plan also indicates an indicative employment capacity of 100 new jobs and a minimum of 800 new homes to be delivered in the area between 2011 and 2031

#### ***Camden's Core Strategy***

4.12. Camden's Core Strategy sets out the key elements of the vision for the borough and is a central part of the Local Development Framework (LDF). The Core Strategy was adopted at a full Council meeting on 8 November 2010. The following policies are considered most relevant to this application:

- CS1 – Distribution of Growth
- CS2 – Growth Areas
- CS5 – Managing the impact of growth and development
- CS6 - Providing Quality Homes
- CS7 – Promoting Camden's centres and shops
- CS13 – Tackling climate change through promoting higher environmental standards
- CS15 – Protecting and improving our parks and open spaces and encouraging biodiversity
- CS16 – Improving Camden's health and well-being

- CS17 – Making Camden a safer place
- CS18 – Dealing with our waste and encouraging recycling

***Camden's Development Policies***

4.13. Camden's Development Policies set out detailed planning considerations that are used to determine applications for planning permission in the borough. The Development Policies were adopted at a full Council meeting on 8 November 2010. The following policies are considered most relevant to this application:

- DP9 – Student housing, bedsits and other housing with shared facilities
- DP12 – Supporting strong centres and managing the impact of food, drink, entertainment and other town centre uses
- DP18 – Parking standards and limiting the availability of car parking
- DP22 – Promoting sustainable design and construction
- DP23 - Water
- DP26 – Managing the impact of development on occupiers and neighbours
- DP27 – Basements and lightwells
- DP28 – Noise and vibration
- DP29 – Improving access
- DP31 – Provision of, and improvements to, public open space and outdoor sport and recreation facilities
- DP32 – Air quality and Camden's clear zone

***Camden Planning Guidance (CPG)***

4.14. The LDF is accompanied by the 'Camden Planning Guidance' (CPG) which is a material planning consideration. The following CPGs are considered relevant to this application:

- CPG 1 Design (adopted April 2011)
- CPG 2 Housing (April 2011)
- CPG 3 Sustainability (April 2011)
- CPG 5 Town Centres, Retail and Employment (September 2011)
- CPG 6 Amenity (September 2011)
- CPG 7 Transport (September 2011)
- CPG 8 Planning Obligations (September 2011)

## 5. Planning Considerations

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5.1. The key planning considerations are considered in the following paragraphs, and are based on those raised by the Local Planning Authority during pre-application discussions. In summary, it is considered that the requirements of planning policy can be met in full and the proposed development should be granted planning permission. The following planning considerations are each addressed in turn:

- Principle of land use(s)
  - Student Accommodation
  - Commercial Use
- Residential Amenity and Design
  - Daylight and Sunlight
  - Overlooking, Privacy and Outlook
  - Noise and Vibration
  - Air Quality
  - Amenity and Open Space
  - Unit Sizes
  - Density
  - Design and Crime Prevention
- Traffic, Transport, Servicing and Accessibility
  - Cycle Parking
  - Car Parking
  - Accessibility
- Sustainability and Energy
- Ecology
- Flooding
- Planning Obligations

### **Principle of land use(s)**

#### *Student Accommodation*

5.2. The key issue raised by Officers is that of land use, and this is addressed in full in the following paragraphs.

5.3. The suitability of the site for student housing has been considered in detail, and it is considered that the proposed mixed use development comprising commercial space, and 138 student bed spaces would be entirely appropriate and consistent with the planning policy framework for the site. This is considered in the context of planning policy below.

5.4. Policy CS6 (Providing Quality Homes) of the Camden Core Strategy (2010) and Policy DP9 (Student Housing, Bedsits and Other Housing with Shared Facilities) of the Camden

Development Policies (2010) document support proposals for additional student housing in the Borough provided that:

- i. It will not result in the loss of permanent self contained homes;
- ii. It does not prejudice the supply of self-contained homes, affordable housing and homes for older and vulnerable people;
- iii. It contributes to mixed and inclusive communities; and
- iv. It is accessible to public transport, higher education institutions, shops, services and community facilities.

5.5. The sections below will address each of these considerations in turn.

*i. It will not result in the loss of permanent self contained homes*

5.6. The site itself consists of the former site of Midland Crescent which has been demolished and the vacant land between the railway tracks which flank the site. The site is currently vacant therefore the development of this site will not result in the loss of any permanent self contained homes.

*ii. It does not prejudice the supply of self-contained homes, affordable housing and homes for older and vulnerable people;*

5.7. The Council have recently stated in their responses to the Emerging Site Allocations DPD that their housing targets as set out in the London Plan can be met from existing and emerging sites that have been allocated for housing development, and where planning permission has already been granted for residential land uses.

5.8. The appeal site has not been allocated for housing in either the UDP (2006), the Core Strategy (2010), or in any other emerging LDF document; neither has it been granted planning permission for residential uses or been identified as having the potential to support affordable housing or housing for older or vulnerable people. The proposals will therefore not compromise the ability of the Council to supply self-contained homes, affordable housing or homes for older and vulnerable people.

5.9. Developing this site for student housing would not prejudice the achievement of Camden's housing targets. Furthermore, in the determination of the appeal on Blackburn Road in September 2010, the Inspector cited that supplying additional student housing is likely to reduce the demands placed on existing self contained homes. The Camden Housing Needs Survey Update (2008) indicated that there are almost 28,000 full time students registered in Camden and this figure is expected to grow. Providing dedicated student housing will relieve the demands these students place on self contained homes and make more available for general needs.

5.10. In addition, a Noise and Vibration report has been prepared (submitted with this application) which concludes that whilst it is technically possible to use robust mitigation methods to engineer acceptable internal noise conditions for residential use, the resulting quality of the

housing would be of limited desirability, with no suitable outdoor amenity space. Therefore it can be concluded that this site is not suitable for general residential development for long term occupation, or by families or those vulnerable in terms of noise (for example the elderly and the very young require more sleep than typical adults; and therefore are more vulnerable to noise at night). However, it is possible that the site could be utilised to provide short term non-permanent accommodation for less vulnerable persons such as students, who are only there for an average of 9 months of the year, and usually for only one academic year.

*iii. It contributes to mixed and inclusive communities*

- 5.11. The Camden Planning Guidance (CPG) (2011) on Housing (including a section on student housing) states that when considering the location for student housing schemes, the Council will consider any existing concentrations of student accommodation in the area as a proportion of the overall population and the wider housing mix in the community.
- 5.12. The area surrounding the site is mixed in character. To the south of the site is the O2 centre which provides retail and leisure facilities whilst the buildings to the north and on the opposite side of Finchley Road predominantly have commercial uses at ground floor level with residential accommodation provided above. In addition, the site forms part of the West Hampstead Growth Area as defined by the Core Strategy (2010), and the London Plan (2011) expects this area to deliver a minimum of 800 new homes and 100 new jobs. Although these targets have been scaled down in this replacement London Plan, the area will still see an intensification of uses over the coming years.
- 5.13. In terms of increasing the student population in the area, the allowed appeal for 347 student bed spaces on Blackburn Road supplied this area with its first dedicated student housing scheme. This site is located within 500m of Midland Crescent but the CPG demonstrates that there are no other proposed student housing schemes and only one existing student housing scheme of under 100 student beds within 1km of the site.
- 5.14. The CPG on housing outlines that the area of West Hampstead has a student population of 5.52% of the proportion of the usual resident population and this is far less than other areas of Camden such as Belsize (6.18%), Bloomsbury (25.38%), Cantelowes (7.88%), Frognal and Fitzjohns (7.58%), Haverstock (5.72%), Holborn and Covent Garden (9.55%), Kentish Town (5.64%), Kings Cross (22.97%), Regent's Park (8.65%) and Swiss Cottage (5.88%).
- 5.15. Given that the site is located within the West Hampstead Growth area which is likely to see an increased residential population over the next few years, the area will certainly have even greater capacity to support additional students whilst still maintaining the mixed community that it currently exhibits.

*iv. It is accessible to public transport, higher education institutions, shops, services and community facilities.*

- 5.16. The site has excellent access to public transport, as indicated by its PTAL rating of 6a. Finchley Road Underground station is within 250m walk of the site providing access to the Metropolitan and Jubilee Lines. National Rail services can be accessed from Finchley Road and Frognal station which is also within 250m walk of the site and West Hampstead Underground and Thameslink station is within easy reach. Furthermore, Finchley Road is a

Red Route with bus lanes on either side of the carriageway. There are 7 bus services available within 640m of the site which include routes providing direct routes to Central London. With such excellent public transport access and a number of different travel options available, the area has the transport capacity to serve the student numbers that have been proposed at the site.

- 5.17. In terms of access to Higher Education Institutions, the Camden Planning Guidance (2010) on housing demonstrates that there are 10 higher education institutions within the Borough, 9 of which are less than 5km from the site. However, regard should also be had to the higher education institutions across London. It is a unique university destination in that students will often travel up to 30-40 minutes between their place of study and their accommodation. With the excellent public transport services available to the site, these higher educational institutions are all readily accessible, as are other institutions across North London and the wider London area.
- 5.18. The site is also well situated in terms of its access to shops, services and community facilities. Finchley Road and the adjacent O2 shopping centre provide access to a number of shops, bars, restaurants, cinema, art gallery, doctor's surgery and many other facilities. The site is also within walking distance of the centres of Swiss Cottage and West Hampstead.

#### *Summary*

- 5.19. For the four reasons set out above, the site is considered to be suitable for student accommodation in line with Core Strategy Policy CS6 and DP9. The site has excellent access to public transport, local amenities and higher education establishments. In addition, the development of this site for student housing would not prejudice the achievement of Camden's housing targets or compromise the mixed community which surrounds the site.
- 5.20. Given that the Camden Housing Needs Survey Update (2008) indicated that there are almost 28,000 full time students registered in Camden, a figure which is expected to grow, the site represents an excellent opportunity to deliver student housing in order to meet the needs of local institutions and those across London.
- 5.21. Jones Lang LaSalle have been commissioned to prepare a Student Accommodation Supply and Demand Report which has been submitted with this application. The report indicates that occupational demand for student accommodation remains robust and growth in student numbers are forecast to continue. It is also recognised that nearly 80% of full-time students in London are currently unable to access purpose built student accommodation.
- 5.22. The report also identifies that there are approximately 131,000 students studying in full time higher education at institutions based within a 30 minute travel time of the subject site. Given these above statistics, the site represents an excellent opportunity to deliver student housing in order to meet the needs of local institutions and those across London.

#### *Commercial Use*

- 5.23. Policy CS2 indicates that the Borough's growth areas (including the West Hampstead Interchange Intensification Area) are expected to provide a substantial majority of new business floorspace in the period to 2024/25.



- 5.24. The site is located within the Finchley Road/Swiss Cottage Town Centre and Policy CS7 indicates that the Council support the provision of additional retail facilities (Use Class A1) in such locations. Policies CS7 and DP12 also indicates that food/drink facilities (Use Classes A3 and A4) are acceptable in town centre locations provided that they can be operated without harm to the amenity of local residents and the environment. Paragraph 12.4 of the Development Policies indicates that various other town centre uses including hot food takeaways (A5), offices (B1a), hotels (C1), community uses (D1) and leisure uses (D2) are also acceptable in town centre locations providing they comply with policy DP12 and do not harm the vitality/viability of the centre or the amenity of local residents.
- 5.25. The site is currently an open plot of land, and it is considered that a commercial unit facing onto and accessed via Finchley Road will add to the vitality of the town centre.
- 5.26. The commercial units will be modest in size, with a combined floor space of circa 1,240sq.m, and as such will be sensitive to the amenity of the neighbours and character of the town centre. In addition, Policy DP12 sets out the council's intentions to impose conditions on commercial units in town centre areas which will further ensure that any flexible uses are not to the detriment of local area.
- 5.27. Policy CS1 promotes the concept of mixed use developments in accessible parts of the Borough. The mix of student accommodation with flexible commercial floor space is considered to meet this policy test.
- 5.28. Consideration has been given to the refuse and servicing strategy, and noise and ventilation strategy (please refer to the accompanying Transport Assessment and Noise Impact Assessment respectively) in order to ensure that the proposal would not harm the amenity of the local residents and the environment.
- 5.29. Given the above, it is considered that the proposed flexible commercial unit complies with the relevant policy tests of CS7 and DP12 and is acceptable in principle. In addition, the proposed development will contribute towards delivering business floor area in a growth area as identified in Policy CS2.

### **Residential Amenity and Design**

#### *Daylight and Sunlight*

- 5.30. Policies CS5 and DP26 stress that developments should not have a significant adverse impact on the amenity of existing and future occupiers and nearby properties in terms of loss of daylight and sunlight. Where this is not possible appropriate measures to minimise potential negative impacts should be implemented.
- 5.31. Drivers Jonas Deloitte has been commissioned to prepare a Daylight, Sunlight and Overshadowing Report which has been submitted with this application. The report assesses the potential daylight and sunlight effects to the surrounding residential properties as a result of the proposal.



- 5.32. The report concludes that the majority of windows tested meet the BRE guidelines criteria and that the proposed development will have a minimal effect on the surrounding residential properties and their respective amenity areas.
- 5.33. Given the findings set out in the comprehensive Daylight, Sunlight and Overshadowing Report, it is considered that the proposed development will comply with Policies CS5 and DP26 and will not have a significant adverse impact in terms of loss of daylight and sunlight.

*Overlooking, Privacy and Outlook*

- 5.34. Policies CS5 and DP26 also highlight that developments should not have an adverse impact on the amenity of existing and future occupiers in terms of loss of privacy or outlook.
- 5.35. The proposed development has been carefully designed, with particular attention to the row of terrace properties along Finchley Road immediately adjacent to the proposed development (to the north). It is considered that these properties are the most vulnerable to any impacts by virtue of their close proximity.
- 5.36. In order to mitigate any potential impacts in relation to loss of outlook/overlooking, the proposed building has been designed with an element on the northern side to be 'cut-out' and only rise to one storey in height.
- 5.37. It has also been considered to take careful consideration with regards to potential impact upon the row of terrace properties on the south side of Rosemont Road (to the north of the application site). The row of trees along the Rosemont Embankment are considered to provide appropriate screening and their presence will ensure that the development will have negligible impacts on the privacy and outlook of these properties.
- 5.38. The imaginative design and building layout, coupled with the presence of natural screening will ensure that the amenity of the nearby properties is safeguarded and the development will comply with the requirements of Policies CS5 and DP26 set out above.

*Noise and Vibration*

- 5.39. Policies DP26 and SP28 state that development will not be granted for development that is sensitive to noise in locations with noise pollution, unless appropriate attenuation measures are provided.
- 5.40. AECOM have been commissioned to prepare a Noise and Vibration assessment which has been submitted with this planning application.
- 5.41. It is acknowledged that the site is located adjacent to a busy road and between two railway lines, and the associated noise is a reason why permanent self-contained housing has been deemed unacceptable at this site. It is considered that housing for a transient student community is more suited.
- 5.42. Whilst short-term non-permanent accommodation for less vulnerable students is considered desirable at the site, a number of measures to reduce noise and vibration are recommended to be implemented including non-opening windows and acoustic glazing.

- 5.43. In terms of vibration the report concludes that levels on the site can be made suitable through the use of mitigation measures incorporated into the foundations and building design.
- 5.44. Given the aforementioned recommended mitigation measures to be implemented, it is considered that the proposed development will comply with policies DP26 and SP28 and the proposed development and future occupants will not be subjected to unacceptable levels of noise and/or vibration.

#### *Air Quality*

- 5.45. Policies CS16 and DP32 outline that the borough has been declared an Air Quality Management Area and developments should take into account their impact on air quality and strive to help reduce air pollution levels.
- 5.46. Ramboll have been commissioned to produce a Local Air Quality Assessment which has been submitted with this planning application.
- 5.47. It has been identified that dust generated during the construction phase is the main source of potential air pollution with regards to this development. The report (and Construction Management Plan prepared by MAH) identifies a number of mitigation measures that can be implemented in order to ensure that the effects of any such dust generation are negligible. Notwithstanding this, any impacts will be short-term and temporary during the construction phase.
- 5.48. Given the scale and use of the proposed development it is considered that there will be no significant emissions to the air from the proposed development once operational.
- 5.49. The air quality of the future student occupants of the scheme will be safeguarded by ensuring that all windows are non-opening (due to the close proximity of the railway line). Ventilation will be from the roof where air quality is considerably better than close to Finchley Road. In addition, ventilation air will be filtered using activated carbon filters which will further reduce NO<sub>2</sub> concentrations within the proposed development.
- 5.50. Given the above measures, it is considered that the scheme will comply with the aforementioned relevant planning policy and will deliver a scheme that has negligible impact on the air quality of the local area.

#### *Amenity and Open Space*

- 5.51. Policies CS15 and DP31 seek to improve the quantity and quality of open space within the borough. This part of the borough is an area which is identified as having an existing deficiency in public-open space. Policy CS15 states that to tackle this deficiency, on-site open space should be secured in growth areas such as West Hampstead Interchange.
- 5.52. As indicated in Camden's pre-application advice note dated 1 February 2011 the constraints of the site and its relationship to the adjacent railways render it unfeasible to deliver on-site open space in this instance. A financial contribution towards the maintenance and improvement of open spaces in the local area, for example for improvements to the adjacent

habitat at Rosemont Embankment are, however, a more viable option to ensure the scheme complies with the aforementioned policy.

- 5.53. The proposal provides a common room and a balcony area which equates to a provision of 2.04sqm per bed space. Having discussed communal facilities with Vivienne Lewis of the Councils Regeneration and Partnerships team, it is understood that the Council will seek a minimum of 1sqm of communal floorspace per bed space (excluding communal living rooms in cluster flats). It is, therefore, considered that the proposed on-site provision is adequate to meet the needs of the development. In addition, the location of the site within a town centre means that there are already existing community facilities in the vicinity of the site which will also cater for the needs of the student population. These facilities include the O2 Centre which provides a significant social and leisure resource, and also the nearby centres of Swiss Cottage and West Hampstead.

#### *Unit Mix*

- 5.54. Para 3.21 of CPG2 (Housing) indicates that the council expect student developments to comprise a range of accommodation. A range of clustered study bedrooms with some shared facilities, double units (often suited to post-graduate students) and single units are encouraged.
- 5.55. The scheme proposes to deliver a mix of single bedrooms (110) and studio units (28). The studio units are situated across the upper basement to third floor levels to serve as accommodation for postgraduate students.

#### *Density*

- 5.56. The London Plan (Table 3.2) outlines appropriate density ranges for residential developments whilst taking into consideration the setting in terms of location, existing building form and massing, and the index of public transport accessibility (PTAL). Whilst this is not usually a specific consideration for student developments, given the circumstances of the site, it is prudent in this case to consider it.
- 5.57. In this instance, given the central context of the site, coupled with an excellent PTAL rating of 6a, the London Plan guidance indicates that a density in the range of 650-1100 hr/ha should be delivered.
- 5.58. Policy CS1 stresses, in accordance with the London Plan, that the council seek high density development in locations well served by public transport.
- 5.59. The proposed redevelopment of the site will deliver a scheme with a density of 815hr/ha. This is based on a calculation of 163 habitable rooms (comprising 138 bedrooms and 25 communal lounge/common rooms) and a total site area of 0.2ha.
- 5.60. The density of habitable rooms proposed complies with the appropriate densities set out in the London Plan. The scheme strives to meet the policy requirements of the Core Strategy by proposing an appropriately high density development at a site that is within the West Hampstead Interchange Intensification and in close proximity to public transport links.

### *Design and Crime Prevention*

- 5.61. Policy CS17 states that the Council will require development to demonstrate that design principles which contribute to community safety are incorporated. All development should include appropriate design, layout and access measures to help reduce opportunities for crime, fear of crime and to create a safer and more secure environment.
- 5.62. The proposed development has been designed in consultation with the Council's Secure by Design Officer; please see the Design and Access Statement for further information.

### **Traffic, Transport, Servicing and Accessibility**

#### *Cycle Parking*

- 5.63. Camden's pre-application advice note dated 1 February 2011 sets out the requirement for 1 cycle space to be provided per 2 students.
- 5.64. The proposed development will deliver 162 cycle parking spaces, which equates to a provision of 1 per student with an excess of 24 spaces to be utilised by staff and visitors. The cycle parking provision proposed greatly exceeds the minimum standards desired by the Council as set out in the aforementioned pre-application advice note.

#### *Car Parking*

- 5.65. Policy DP18 indicates that the council expect to development to be secured as car-free, i.e. the occupants will be unable to obtain on-street parking permits from the Council in the Finchley Road/Swiss Cottage Town Centre,
- 5.66. It is intended for the scheme to be a car-free development as outlined in the Transport Assessment prepared by Tim Spencer & Co. submitted with this application. The site benefits from excellent public transport links (reflected by its PTAL rating of 6a) and on-site parking is not deemed necessary for this type of accommodation.
- 5.67. Residents in the student accommodation will not be permitted to have Controlled Parking Zone (CPS permits) unless they qualify as a consequence of disability. Any visitors that are holders of Blue Badges can park on-street on a single yellow line (and free of charge for up to three hours) or in a designated CPZ parking bay within the local street network.
- 5.68. The proposed development will create no additional traffic and have a negligible impact on on-street parking. The car-free nature of the scheme ensures that it complies with the relevant planning policy DP18.

#### *Accessibility*

- 5.69. Policy DP29 highlights that all buildings and spaces should be designed to be as accessible as possible and that 10% of any housing (including student housing) should be wheelchair accessible. Paragraph 3.31 of CPG2 (Housing) outlines that the council expect 1 in 10 student bedrooms to be fully wheelchair accessible, or capable of being fully wheelchair accessible.

- 5.70. The scheme proposed to provide a total of 18 units (comprising 10 bedrooms and 8 studios) as fully wheelchair accessible. This equates to a provision of 13% of all accommodation being wheelchair accessible and, therefore, fully complies with the aforementioned local planning policy.

### **Sustainability and Energy**

- 5.71. Policy CS13 seeks to reduce the effects of climate change by minimising carbon emissions from redevelopment, construction and occupation of buildings and ensuring that developments use less energy. To achieve this it adopts the energy hierarchy outlined in the London Plan: Be clean, be lean, and be green. Policy CS13 also seeks to secure a reduction in CO2 emission of 20% from on-site renewable energy generation unless it can be demonstrated that such provision is not feasible.
- 5.72. Camden's pre-application advice note dated 1 February 2012 stresses that the new building(s) should be designed to be as energy efficient as possible and to make use of energy from efficient sources such as CHP.
- 5.73. Policy DP22 requires development to achieve a minimum 'very good' BREEAM rating or code 3 of Code for Sustainable Homes. The policy also indicates that green or brown roofs and green walls should be incorporated wherever possible.
- 5.74. Policy DP23 also indicates that developments should reduce their water consumption, the pressure on the combined sewer network and the risk of flooding. Measures that may help to help address these issues include the use of water efficient fittings, grey-water recycling and rainwater harvesting.
- 5.75. Metropolis Green has been commissioned to prepare a Sustainable Design and Construction Statement which has been submitted with this planning application. The Statement focuses on the implementation of sustainable systems for energy, water, waste management, recycling, and the use and choice of materials. Attention has been given to reducing the environmental impact throughout the whole lifetime of the building, and not just during occupation.
- 5.76. The total overall carbon reduction is predicted to be approximately 34.31% through high fabric efficiency and the inclusion of renewable energy technology which complies with the requirements of Policy CS13 set out above.
- 5.77. In accordance with Policy DP23, Water consumption will be substantially reduced through the incorporation of water efficient fixtures and fittings throughout. Environmentally friendly and responsibly sourced materials will be specified where possible.
- 5.78. The BREEAM 2011 New Construction pre-assessments (submitted with the Report) demonstrate that the proposed development can achieve a 'Very Good' rating in accordance with Policy DP22.
- 5.79. Metropolis Green have also been commissioned to produce an energy strategy (submitted with the planning application). This strategy outlines how the scheme proposes to use less

energy, generate renewable energy on-site and, therefore, comply with the requirements of Policy CS13 and the 'be clean, be lean and be green' hierarchy of the London Plan.

- 5.80. The report indicates that an appraisal of site suitability and energy calculations have determined that PV and Solar Thermal technology are suitable technologies for the site and can contribute significant energy reductions.
- 5.81. Given the above measures, it is considered that the scheme satisfies the high standards of sustainability as prescribed by the relevant tiers of planning policy.

### **Ecology**

- 5.82. As outlined in Camden's pre-application advice note dated 1 February 2012, officers are concerned about the impact of the proposed development on the site adjacent and immediately to the north known as Rosemont Embankment.
- 5.83. Policy CS15 recognises the important role of railway sidings in nature conservation and the provision of habitat corridors. It outlines that the council will only allow development on sites adjacent to an open space that respects the form and use of that open space and does not cause harm to its wholeness, appearance or setting, or harm public enjoyment of the space.
- 5.84. The main concern raised in Council's letter was regarding the impact of overshadowing from the proposed development on the site adjacent and immediately to the north known as Rosemont Embankment identified as Site of Nature Conservation Importance (SINC) in the Core Strategy.
- 5.85. Identified in the pre-application advice note that concerns regarding light, which would have negative implications on which plants could grow and on biodiversity. An assessment of the impact of overshadowing and shade on the SNCI has been undertaken as requested in pre-app note.
- 5.86. Capita have been commissioned to produce an Ecological Impact Assessment which is submitted with this planning application.
- 5.87. The report indicates that the site offers a low ecological value due to its location and habitats present on site. Notwithstanding this, the report proposes a number of mitigation, compensation and enhancement measures and it is, therefore, considered that the proposed development is unlikely to result in a significant ecological impact to the wider environment.
- 5.88. The removal of the scrub vegetation and construction of the proposed structure will remove all the vegetation currently on Site, but with the provision of a well designed native landscape planting and the provision of nesting boxes and a green roof, would sufficiently reduce the overall net loss of habitats within the local environment.
- 5.89. The study also outlines that the shading impacts associated with the proposed structure are likely to result in a negligible change to the Rosemont Embankment SINC's biological diversity and its nature conservation contribution at a Borough level. Notwithstanding this, it is recommended that appropriate local management prescriptions are devised and implemented

on the SINC with the involvement of the local community to provide mitigation and enhancement to the area.

- 5.90. Given the above findings, it is considered that the proposed development will have a negligible detrimental impact on the ecological quality of the site and the surrounding area. The mitigation, compensation and enhancement measures will further ensure that the proposed development complies with the relevant planning policy set out above and council officers' concerns raised at the pre-application stage.

## **Flooding**

### *Basement*

- 5.91. Policy DP27 states that *"The Council will only permit basement and other underground development that does not cause harm to the built and natural environment and local amenity and does not result in flooding or ground instability"*.
- 5.92. Ramboll have been commissioned to prepare a Basement Impact Assessment which explores the aforementioned potential impacts of basement development and has been submitted with this planning application.
- 5.93. The Basement Impact Assessment concludes that the proposed scheme will not have a significant impact on surface water flow, flooding, groundwater and slope stability that cannot be readily mitigated as part of the detailed design.
- 5.94. Notwithstanding the above, it is considered that the proposed lower ground floors do not constitute a subterranean basement in the traditional sense. The site drops from +57.3m AOD at the east of the site fronting Finchley Road to +50m AOD at the west of the site. Given the change in ground level throughout the site, only a small element of excavation works is required.
- 5.95. It is considered that the proposed lower ground floor works will have negligible detrimental impacts and is, therefore, compliant with the requirements of Policy DP27.

## **Planning Obligations**

- 5.96. In addition to the provision of the planning and regeneration benefits set out above, it is anticipated that an appropriate package of planning obligation contributions will be negotiated and agreed with the Council. Paragraph B5 of Circular 05/2005: Planning Obligations states that in order to be sought, a planning obligation must be:
- Relevant to planning;
  - Necessary to make the proposed development acceptable in planning terms;
  - Directly related to the proposed development;
  - Fairly and reasonably related in scale and kind to the proposed development; and
  - Reasonable in all other aspects.

- 5.97. Following submission of the full planning application for the redevelopment of the Midland Crescent/Finchley Road site, Stadium Capital Holdings (the Applicant) will continue to engage with the Council in order to agree the Heads of Terms for the agreement having regard to the particular characteristics of the development proposals, the statutory tests for planning obligations; and the overall viability of the development proposals.

*S106 Draft Heads of Terms*

- 5.98. In accordance with the Council's guidance, it is anticipated that the following S106 contributions for the following will be sought:

- Off-site open space;
- Community facility;
- Highways works to be paid for as requested;
- Public transport works to be paid for as requested; and
- Health facilities.

*Community Infrastructure Levy (CIL)*

- 5.99. It is understood that the proposed development will incur a fee of £50 per m2 on all new floor area in accordance with the Mayor of London Crossrail CIL charging schedule.



## 6. Regeneration Statement

### Job Creation

- 6.1. The proposed development is likely to create a number of jobs as a result of the flexible commercial floorspace provided. The below figures (based on Drivers Jonas Deloitte's 'Employment Densities Guide' 2010) illustrate anticipated job creation, dependent on the use class implemented. These figures are based on a total commercial floor area of circa 1,240sq.m GIA and refer to Full-Time Equivalent (FTE) employees. The guidance indicates that for particular uses (A1, A2, A3 & B1) a net internal area (NIA) should be used rather than GIA. As a general rule of thumb the NIA is 15-20% less than the GIA.

Use Class	Floor Area (m <sup>2</sup> )	Area Per FTE (m <sup>2</sup> )	Estimated number of jobs created
A1	992-1,054 (NIA)	19	52-55
A2	992-1,054 (NIA)	16	62-66
A3	992-1,054 (NIA)	18	55-59
A4	992-1,054 (NIA)	18 (assumed to be the same as for A3)	55-59
B1	992-1,054 (NIA)	12 8 47 10	General office: 83-88 Call centres: 124-132 IT/data centres: 21-22 Serviced office: 87
D1	1,240 (GIA)	36	34
D2	1,240 (GIA)	90-100 40-100 30-100	Cinemas: 10-14 Amusement & Entertainment Centres: 12-31 Sports Centres & Private Clubs: 12-41

- 6.2. Given the above calculations it is anticipated that the proposed development will deliver anything between 10-132 jobs dependent on the mix of commercial uses implemented. It is considered that this generation of jobs will be beneficial to the local economy.

### Floor Space Areas

- 6.3. The floor space schedules for the proposed student accommodation and flexible commercial floor spaces are set out below:

Floor	Total Floor area Sq.m		Commercial GIA Sq.m	Residential GIA Sq.m
	GIA	GEA		
Lower Ground -2	1,324	1,217	1,159	31
Lower Ground -1	1,314	1,201	35	765
Ground	1,235	1,119	81	875
1 <sup>st</sup>	1,253	1,135		1,135
2 <sup>nd</sup>	1,229	1,112		1,112
3 <sup>rd</sup>	1,229	1,112		1,112
4 <sup>th</sup>	291	262		262
Total	7,875	7,158	1,276	5,315

### ***Community Benefits***

6.4. It is considered that the proposed development will provide a number of community benefits including the following:

- The commercial floor area is to be flexible, including D1 and D2 uses which could be used by the local community;
- An influx of student residents will generate additional spending in the local area and will boost the local economy;
- Replacing the vacant site with a development overlooking the street will reduce crime and anti-social behaviour; and
- The proposed active frontage at ground floor level and associated improvements to the footway will boost the street-scene.

### ***Regeneration Strategies***

6.5. The application site falls within the West Hampstead Interchange Growth Area identified in the London Plan 2011. The implications of the growth area designation are that there is a vision for a minimum of 800 new homes and 100 new jobs to be provided in the area between 2011 and 2031. Developing the site for a high quality mixed use development would assist in meeting the vision for growth in the West Hampstead Interchange Growth Area.

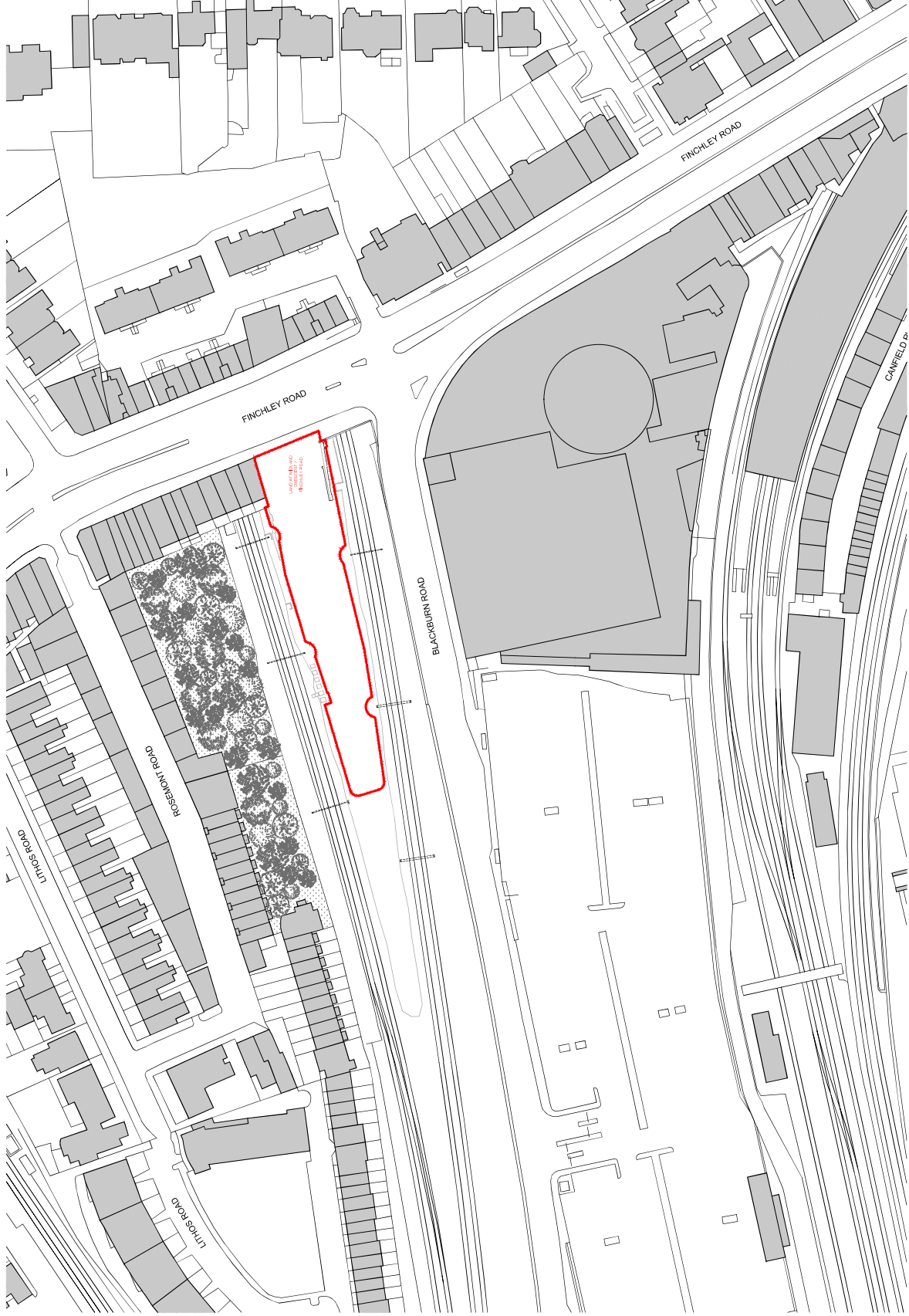
## 7. Conclusions

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- 7.1. This Town Planning Statement has been prepared on behalf of Stadium Capital Holdings Ltd in support of an application for planning permission for the development of Land at Midland Crescent / Finchley Road.
- 7.2. The application is made against the backdrop of a number of pre-application meetings and significant involvement with the local community.
- 7.3. As identified in this Statement, the proposed development will generate numerous benefits for the local area, including:
- This development proposal will make efficient use of this under-utilised “left-over” plot of land and improve this part of the Finchley Road;
  - The provision of student accommodation to help meet the needs for this type of accommodation in Camden, and London as a whole;
  - The provision of flexible commercial uses will create an active frontage to this prominent development site;
  - Both elements of the proposed development will create employment opportunities for the local community;
  - The scheme will significantly enhance the visual appearance and streetscape of the local area;
  - The proposed development will improve the local environment through a range of initiatives including: zero car parking, cycle parking provision, passive design to limit heat gain, energy efficiency measures, renewable energy and green roofs; and
  - In accordance with national and local planning policy, the proposed development will maximise the use of this highly accessible urban brownfield site.
- 7.4. In conclusion, the proposed development has been designed to be highly sustainable and architecturally excellent. There is a demand for student accommodation in this highly accessible location, and this is acknowledged by local policy and the London Plan. As such, we respectfully request that planning permission be granted.

## Appendix 1

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Rev: D01 Date: 24.10.12 Dwn: FD Chk: BM  
Initial Issue.

Do not scale off this drawing  
Report all errors and omissions to the Architect  
Dimensions to be checked on site

SHEET INFORMATION:

Plotted by : BACDQWASH  
Plot date : 24 October 2012 18:05:00

Client:  
Stadium Capital Holdings

Project:  
Midland Crescent Student  
Housing Scheme NW3

Title:  
Site Plan  
Red Line Drawing

Drawing status:  
For information  
Scale @ A3

1:1250

Drawing No:  
1666-00-0101  
Rev: D01