



46 Hollycroft Avenue
Hampstead
NW3

Planning; Design & Access Statement

Prepared by

metropolis go green

on behalf of Owners:
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Site Location Plan

1.0 Site & Surrounding Area



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- 1.1 The application site comprises a large detached dwelling on the west side of Hollycroft Avenue of over 441sqm (4747sqft) in floorspace, located within Hampstead Garden Suburb.
- 1.2 It is a building that dates from the 'Arts and Crafts' period with a distinctive red brick exterior. It has recently been extensively refurbished. There is landscaping to the road frontage and a rear garden/patio area.
- 1.3 There is no car parking currently provided at the site. There is a 'permit holders only' zoning in this area (12.30-2.30 Mon – Fri). An existing large garage fronting the street is adjacent to the site at No 44.
- 1.4 The site falls within the Redington/Frognaal Conservation Area. The building is not listed.

2.0 Planning History



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- 2.1 There are a number of entries identified from searching the Council's web site.
- 2.2 Of particular relevance is planning permission 8703087 granted on 18th February 1988 for a substantial two storey side extension to the south west with a single storey extension to the rear and a semi-underground garage set into the front garden. This established the principle for car parking at the front of the site (although an application to renew this permission was refused in 1993). It is noted that an earlier double garage proposal was refused permission in 1979 on the basis of visual amenity grounds and loss of a street tree.
- 2.3 Further planning permissions were issued in 2008; 2009 and 2010 respectively. The 2008 & 2009 permissions related to various extension proposals (two storey side; rear extension and basement) and the 2010 permission was for a conversion proposal from a single family house to two residential units. The latter is therefore an extant permission but has not been implemented.

3.0 Application Proposal



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- 3.1 The proposal involves the formation of a new vehicular access point and the creation of one new parking spaces (to meet lifetime homes standard) adjacent to the steps leading to the front entrance. Cycle parking space is also provided.
- 3.2 High quality hard and soft landscaping materials are proposed ie. Cobbled finish to surfacing of the space enclosed by green walls. Appropriate level access to the car parking space will be provided via a dropped curb.
- 3.3 The full details of the proposal are shown on Pennington Phillips drawing numbers: 5829/12, 5829/13 and 5829/14.
- 3.4 It should be noted that this proposal can be accommodated without any loss of "on street" parking. (See notes on Drawing No. 5829/12.)

4.0 Assessment & Planning Policy Issues



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- 4.1 The application site falls within a Conservation Area and the Hampstead Heath Archaeological Priority Area. The latter is not relevant to the application proposals but the former is in terms of the sensitivity of the townscape and visual amenity issues. The proposals address this issue by using high quality (hard and soft) materials and integrating the proposed car parking space within the existing banked landscaped area. As such, the proposals are sensitive and sympathetic to the existing character of the area and will blend into the street scene. There is no impact on the existing street tree.
- 4.2 The Ptal rating for the site is 1b (very poor) and Local Development Framework (LDF) policy DP 18 (Parking Standards) applies. This policy seeks to ensure that developments provide the minimum necessary car parking provision. As the site has a very low ptal this is not an area where it is appropriate to seek 'car free' developments. It should be noted that the proposal can be accommodated without any loss of existing "on street" car parking and that the provision of one new "off street" space is consistent with the maximum 1 space per dwelling standard (shown at Appendix 2 of the Camden Development Policies document).
- 4.3 In addition, consistent with Policy DP19 (Managing the impact of parking), the proposals will have no negative impacts on parking; highways or the environment. Adequate sight lines are provided and pedestrian movement will be unaffected. The provision of a parking space at the site is entirely appropriate for this large dwelling and improves the overall standard of the residential accommodation. The inclusion of cycle parking provision is a further benefit and the amendment to the existing 'on street' arrangement will be minimal.
- 4.4 In designing these proposals, it should also be noted that the architects have had due regard to Camden's Planning Guidance No. 7 (Transport) and that the criteria therein has been satisfied.

5.0 Conclusion



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- 5.1 For all these reasons, the proposals comply with the Council's relevant planning policies and therefore meet the test set out at Section 38 of the Act. As such, planning permission for them should be granted accordingly.

Practice Information

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