

Planning Statement



**143 Adelaide Road,
London, NW3 3NL**

**On behalf of
Gas Spring Ltd**

November 2010

P4026

PLANNING

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Appendix 1	Plan layout of the self contained unit of the existing pub.
Appendix 2	Letter dated 12 th April 2010 from commercial marketing agent
Appendix 3	Letter dated 16 th October 2010 from current leaseholder

1.0 INTRODUCTION

1.1 Summary

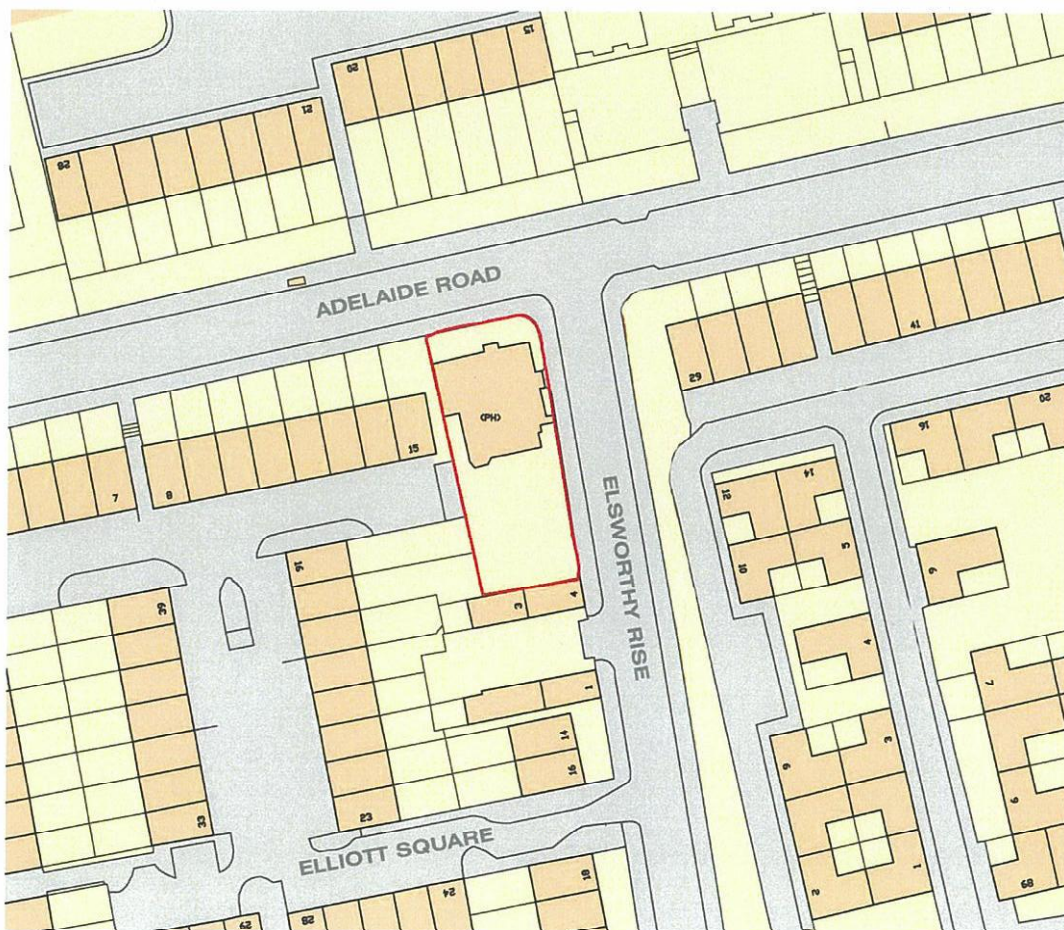
- 1.1.1 This planning statement has been prepared by Rolfe Judd Planning on behalf of Gas Spring Ltd, the freeholder of the site, in support of an application for planning permission for the comprehensive redevelopment of the site of 143 Adelaide Road, NW3 3NL.
- 1.1.2 The proposed redevelopment of 143 Adelaide Road comprises the demolition of the existing ground and two storey public house building with upper floor residential for a wholly residential scheme comprising a part three part four storey building. The development will comprise 5 units comprising 4 bedroom family terraced houses. The scheme will accommodate on site parking in the proposed basement. This scheme will involve the net addition of four residential units.
- 1.1.3 The public house ceased trading in January 2009 due to the business no longer being viable.
- 1.1.4 Careful consideration of UDP policies, pre-application meetings with officers and a thorough site analysis has resulted in an innovative and sympathetic design for the site. The scheme proposes much needed family housing for the borough.
- 1.1.5 This statement will demonstrate that the proposed redevelopment will provide an appropriate provision of family housing which corresponds to local and borough housing needs. This statement will also demonstrate that the proposed development will constitute a high quality sustainable design which is respectful of the local townscape and will have no adverse effect on the local built environment.

1.2 Supporting Application Documents

- 1.2.1 The following documents are to be submitted in the electronic format via the Planning Portal:
- Existing and Proposed drawings
 - Design & Access Statement
 - Site Location Plan
 - Sunlight and Daylight Assessment
 - Planning Statement
 - Transport Assessment
 - Sustainability Statement (Code for Sustainable Homes)
 - Tree Report
 - Financial Viability Assessment

2.2 Surrounding Area

- 2.2.1 The site is located on a main thoroughfare and links directly the neighbourhoods of Chalk Farm (North London) to Swiss Cottage (North West London).
- 2.2.2 The area is predominately residential with multi-storey public housing north of the site and low three storey circa 1970's housing to the west, east and south. It is considered that the immediate surrounding comprises an eclectic mix of styles, ages and types of housing.
- 2.2.3 Local amenities can be found in the adjacent neighbourhood of Belsize Park which is located approximate 200m away. More substantial neighbourhoods though further in distance of Chalk Farm, Swiss Cottage and Primrose Hill are also assessable via an easy walk.
- 2.2.4 The site is in a good accessible location, with on street parking controls and has a PTAL: rating of 3 as confirmed by Transport of London. The site is not listed or adjacent to a listed building and is not within a conservation area.



2.3 Relevant Planning History

- 2.3.1 The Council's online records for the site date back to 1950 where permission was granted for alterations to the elevations to the first floor level at the then known as "Eton Hotel" (planning ref: H8/11/1/679). A record of an application to alter the roof of the building to a flat roof with parapet in 1953 also acknowledges the premises as a "hotel". Permission was premises granted on 9th August 1954 for alterations to "Eton Hotel Public House" (planning ref: H8/11/1/9489). It is therefore clear that the building was once a hotel in its entirety at least up until August 1954 and then became a combination of a hotel on the upper levels and a public house on the ground floor thereafter.
- 2.3.2 An application for a two storey and single storey extensions were granted permission in 1983 (planning ref: H8/11/1/36877) again under the application address of "Eton Hotel".
- 2.3.3 In 1993 advertisement consent (planning ref: H8/11/1/36877) was granted for a total of 6 signs at the premises. The new name of the premises for this application is referred to as "The Viceroy Public House". It is therefore assumed that around this time the hotel use was abandoned and the site was rebranded as a "public house" only. This coincides with VOA records that show Council Tax banding and payments dating back to 1993 with regards to the residential accommodation on the top floor of the property above the public house use.
- 2.3.4 The existing use of the site is Class A4 on the ground and first floor with residential on the 2nd floor comprising a 5 bedroom unit from at least 1993 according to Council records. Appendix 1 shows a plan layout of the self contained unit on the second floor.
- 2.3.5 The development immediately to the south of the site comprises two attached houses (House 3 and 4 of 12 Elsworthy Rise). Originally constructed in the early 1990's, mansard roof extensions were later granted for the houses in 2006 (planning ref: 2006/1953/P) to provide additional bedrooms. The two mansard windows face onto the rear of the development site and provide light to the staircase landing. As part of the 2006 permission there was a condition that states that these two windows must remain obscured and fixed shut to prevent overlooking.

3.0 THE PROPOSAL

3.1 Family Housing for the Borough

- 3.1.1 The proposal involves the redevelopment of the site to provide a part three/part four storey building with basement to provide five 4 x bedroom family houses formed in a terrace. The scheme will provide on site parking in the basement of one space per unit.

- 3.1.2 Residential accommodation already exists on the 2nd floor of the public house in the form of a five bedroom self contained unit which measures 182sq m.
- 3.1.3 The total amount of floorspace provided by the scheme is 1278sq m GEA however the net increase of residential floorspace is 1096sq m sq m with the subtraction of the floorspace of the existing self contained unit. The net increase of residential units proposed is four units.
- 3.1.4 The scheme will enhance the street frontage to Elsworthy Rise creating a new building line which reflects the building line elsewhere along this road. The scheme will accommodate the majority of the ground floor of the site and is set back on the southern elevation to respect the houses located at 12 Elsworthy Rise.
- 3.1.5 Individual private amenity areas will be provided for each of the houses comprising of rear gardens, balconies and green roof space.
- 3.1.6 The scheme will provide 4 cycle spaces per unit.

3.2 Design Statement

- 3.2.1 A number of pre-application correspondence meetings were held with the council officers in order to establish the layout, parameters and principles of the proposed scheme.
- 3.2.2 The broad design guidelines were accepted and confirmed at the meeting on the 13th April 2010 by the planning and urban design department and formally acknowledged in the subsequent Council's report. The principle of the change of use was also accepted at this meeting for the redevelopment of the site. The Council report made a recommendation of a design approach of replacing the pub with a new building with a repositioned footprint and with a new frontage to Elsworthy Rise.
- 3.2.3 Further to the comments and guidance a revised scheme was submitted to officers at a further pre application meeting to refine the design detail on the 13th July 2010. This included the following:
- Further analysis of the relationship of the terrace to the existing bulk and height of Elsworthy Rise.
 - Development of the front boundary wall.
- 3.2.4 Sketches of the requested information were submitted to the Council on the 10th August 2010. Formal comments were then received on the 11th October 2010. It was noted that the Council considered that the end of terrace house nearest Elsworthy Rise was too 'dominant' and 'abrupt' and recommended a storey height to be removed from this unit.
- 3.2.5 Subsequently the one storey height was removed and the bay elevation set back and these revisions have now been incorporated into the final scheme.

- 3.2.6 A design statement accompanies this planning application and explores the design concept and context in more detail.

3.3 Access Statement

- 3.3.1 The development has been designed to comply with approved Document Part M of the Building Regulations to embrace best practice and to enhance everyone's experience of living or visiting the residential development. The residential units are built to 'Lifetime Home' standards and can easily be adapted for potential residents who are wheelchair users.
- 3.3.2 The stairs within the units are compliant with Approved Document Part M of the Building Regulations.
- 3.3.3 The external entrance to the terrace will be DDA compliant.
- 3.3.4 Further detail is provided in the Access Statement that accompanies this planning statement.

4.0 RELEVANT PLANNING POLICIES

4.1 Government Guidance

- 4.1.1 Relevant national guidance for this proposal is summarised below:
- 4.1.2 PPS1; Delivering Sustainable Development, which sets out the Government's overarching planning policies on the delivery of sustainable development through the planning system. PPS1 emphasises the need to deliver homes, jobs, and better opportunities for all, whilst protecting and enhancing the natural and historic environment, now and for future generations. It also promotes the sustainable and inclusive patterns of urban development by protecting and enhancing the natural and historic environment, the quality and character of the countryside, and existing communities; ensuring high quality development through good and inclusive design.
- 4.1.3 PPS3; Housing: sets out the Government's key strategic objectives for planning for housing one of which seeks to create sustainable, inclusive, mixed communities in all areas, both urban and rural. In order to achieve this objective the Government is seeking to ensure a flexible, responsive supply of land, including re-use of previously developed land.
- 4.1.4 PPG13; Transport sets out the objectives to integrate planning and transport at the national, regional, strategic and local level and to promote more sustainable transport choices both for carrying people and for moving freight.

4.1.5 PPG17 – Planning for Open Space, Sport and Recreation - sets out objectives for open space, sport and recreation which are all considered to underpin people's quality of life.

4.1.6 PPS 22 – Renewable Energy - recognises that renewable energy development can contribute to the Government's sustainable development strategy

4.2 The London Plan

4.2.1 **The London Plan** and 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 The London Plan: Interim Housing SPG (April 2010)

4.3.1 Supplementary planning guidance 4 of the document details the Mayor's response when assessing affordable housing on individual sites. It states that Councils must consider other strategic factors that need to be taken into account. These include:

- *"The need to encourage rather than restrain housing development, and*
- *Individual circumstances of the site, as well as*
- *Applying the targets flexibly, taking account of individual site costs, the availability of public subsidy and other requirements".*

4.4 The Unitary Development Plan

4.4.1 The following policies within the Camden UDP (adopted June 2006) are relevant to the proposed development. They are proposed to be replaced in November 2010.

Sustainable Development Policies

- SD1- Quality of Life
- SD3- Mixed Use Development

- SD4- Density of Development
- SD5- Location of Development with significant travel demand
- SD6- Amenity of occupiers and neighbours
- SD7- Light, noise and vibration pollution
- SD8- Disturbance
- SD9-Energy and resources

Housing Policies

- H1- New Housing
- H2- Affordable Housing
- H7- Lifetime Homes and wheelchair Housing
- H8-Mix of Units

Built Environment Policies

- B1-General Design principles
- B2- Design and Layout of developments large enough to change their context

Natural Environment Policies

- N6-Nature Conservation sites

Transport Policies

- T1- Sustainable Transport
- T3-Pedestrians and Cycling
- T9- Impact of Parking

4.5 Local Development Framework

4.5.1 The emerging Local Development Framework (LDF) will replace the existing adopted UDP shortly.

4.5.2 As part of the framework Camden have proposed development policies (pre adoption September 2010 version). These are:

Core Strategy (pre-adoption version)

- CS1 Distribution of Growth
- CS5 Managing the Impact of Growth and Development
- CS6 Proving quality homes
- CS11 Promoting sustainable and efficient travel
- CS13 Tackling climate change through promoting higher environmental standards
- CS18 Dealing with our waste and encouraging recycling

Development Policies (pre adoption version)

- DP2- Making full use of Camden's capacity for housing
- DP3- Contributions to the supply of affordable housing
- DP5- Homes of Different Sizes
- DP6-Lifetime homes and wheelchair homes
- DP13-Employment sites and premises
- DP16 Transport Implications of development
- DP17-Walking, cycling and public transport
- DP18 Parking standards and limiting the availability of car parking
- DP19-Managing the impact of parking
- DP22-Promoting sustainable design and construction
- DP24- Securing high quality design
- 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

5.0 PLANNING CONSIDERATIONS**5.1 Loss of the Public House**

- 5.1.1 The public house ceased trading in January 2009 due to the business being no longer viable.
- 5.1.2 There is no adopted policy that protects the retention of Class A4 uses in the Borough. Notwithstanding this emerging policy DP13 however restricts the loss of employment uses unless it can be proven that the use is no longer viable and that there is evidence to support that there is no possibility of reusing or redeveloping the site for a similar or alternative business use.
- 5.1.3 Please see attached appendices 1 and 2 from the current leaseholder and a local agent detailing the financial viability of maintaining the existing business at this particular location.
- 5.1.4 The Council has noted that they are concerned with the loss of A4 uses particularly those that serve a community function in terms of providing rooms or acting as meeting places for community groups (LDF policy DP15). It is understood the pub was not used or requested to be used for such purposes during its operation. Accordingly there is no planning policy reason why the loss of the existing use should be resisted.

5.2 Change of Use to Residential

- 5.2.1 Housing is considered the priority land-use of the Local Development Framework. Housing supply within the Borough is expected through the life of the Core Strategy to provide 850 units per year, exceeding the annual monitoring target of 595 units per year. However the Council expect the demand for additional housing within the Borough to vastly exceed the anticipated supply with household projections predicting 1000 additional households per year (as noted in Core Strategy paragraph 6.15).
- 5.2.2 The vacant site is previously developed land as defined in PPS3. The Core Strategy states that *'The Council aims to close the gap between housing demand and supply by minimising the net loss of existing homes, and by regarding housing as the top priority when considering the future of unused and underused land and buildings.* 'Therefore it is wholly appropriate to consider the suitability of this site for housing.
- 5.2.3 The Council accepts that not all potential housing sites can be identified in the Sites Allocations documents and therefore small sites may come forward through the life of a development plan which have not been identified but are suitable for housing.
- 5.2.4 Adopted Policy H1 states that the Council *"will seek to secure the fullest possible residential use of vacant and underused sites and buildings"*. Emerging policy DP2 continues to maintain this objective by the Council and in doing so the Council *" will seek to minimise the loss of housing in the borough by:*
- d) *Protecting residential uses from development that would involve a net loss of residential floorspace, including any residential floorspace provided:*
- *within hostels or other housing with shared facilities; or*
 - *as ancillary element of another use, wherever the development involves changing the main use or separating the housing floorspace from the main use"*.
- 5.2.5 Para 2.18 of the supplementary text supporting emerging Policy DP2 states that *"in some cases, residential accommodation is ancillary to another use, such as a caretaker's flat at school, a staff flat above a shop or pub, or a nurses' home at a hospital. Alterations between the proportion of floorspace in the main use and the ancillary use will generally be outside planning control. However, where the development involves changing the main use or separating the housing floorspace from the main use, it will generally be subject to planning control, and will seek to protect the residential floorspace"*.
- 5.2.6 Residential accommodation currently exists on the second floor of the public house formed of one self contained unit comprising of 5 bedrooms covering 182 sq m. This is supported by Council tax records dating back to 1993 (see para 2.3.4 of this report). The application thus proposes a net increase of four units comprising a total of 1096sqm of additional residential floorspace.

5.3 Affordable Housing

- 5.3.1 PPS 3 states the Government is committed to providing high quality affordable housing for people who are unable to access or afford market housing. It goes on to say that local planning authorities should balance the need for affordable housing against the viability of sites, having regard to the implications of competing land uses and by making informed assumptions about the levels of finance available.
- 5.3.2 Policy 3A.10 of the London Plan seeks the maximum reasonable amount of affordable housing in schemes, having regard to affordable housing targets for the local borough, the need to encourage rather than restrain residential development and the individual circumstances of the site. The Mayor's SPG advocate the use of toolkit appraisals when assessing the amount of affordable housing achievable in a development.
- 5.3.3 The Council will be applying a sliding scale to the provision of affordable housing once the LDF documents are adopted. For a scheme of this size (1,096sq.m), this equates to 10% affordable housing based on floorspace. The Council also recognises that it is not always appropriate or possible to incorporate affordable housing within smaller market housing schemes in accordance with emerging policy DP3.
- 5.3.4 Policy DP3 states that "*in considering whether an affordable housing contribution should be sought*" it will consider the following:
- a) access to public transport, workplaces, shops, services and community facilities;*
 - b) the character of the development, the site and the area;*
 - c) site size, and constraints on including a mix of market and affordable tenures;*
 - d) the economics and financial viability of the development including any particular costs associated with it;*
 - e) the impact on creation of mixed and inclusive communities; and*
 - f) any other planning objectives considered to be a priority for the site.*
- 5.3.5 The final scheme comprising of five family houses has considered and taken into account of several factors including site size, surrounding structures heights and design and impact on existing amenity. Due to the current economic climate the final scheme has also had to take into account a scheme that is financially viable whilst providing high quality homes to meet identified housing need. In doing so for the reasons above a flatted scheme was an option that was considered but not developed further.
- 5.3.6 As a result of the constraints the proposed five houses would be impossible to divide to provide on site provision of 10% affordable housing as one house would equate to 20%. Notwithstanding this the proposed scheme includes a shared pedestrian access and car ramp. Consequently the difficulties in sharing access between affordable and private occupiers cause problems with regard to