

29 June 2009

Planning, Development Control  
Environment Department  
Camden Town Hall  
Argyle Street Entrance  
Euston Road  
LONDON  
WC1H 8ND

Dear Sir/Madam

**TOWN & COUNTRY PLANNING ACT 1990 (AS AMENDED)**  
**154 LOUDOUN ROAD, CAMDEN**  
**Application on behalf of Origin Housing Group**

On behalf of Origin Housing Group, we hereby submit a full planning application for the redevelopment of 154 Loudoun Road Camden to provide 42 new residential dwellings.

The description of development being applied for is as follows:

*“Redevelopment to provide 42 new residential dwellings with associated access, car parking, cycle storage, servicing and landscaping.”*

The application comprises:-

- 3 copies of the completed full planning application form;
- 3 copies of the relevant ownership certificates;
- 3 copies of plans and drawings with the attached schedule;
- 3 copies of the Planning Supporting Statement;
- 3 copies of the Design and Access Statement;
- 3 copies of further supporting documents comprising:-
  - Sustainability Statement & Energy Strategy
  - Construction Management Report
  - Daylight & Sunlight Report
  - Noise & Vibrations Survey
  - Geotechnical & Land Contamination Report.

Furthermore, as requested by the Council we also enclose 4 copies of a CD version of the above documentation.

Lastly, we enclose a cheque to cover the statutory planning application fee of £14,070 made payable to the London Borough of Camden.

The site is currently occupied by a small company employing 2 people full time and 1 part time called Haines Plant Hire. The business has faced increase pressure over recent years from large scale, multi-branch operators, some of which are national chains. These trading conditions have become worse recently with reduced construction activity and contractors tending to move towards national purchasing arrangements. Faced with these long term issues, the owners wish to close own the site

and retire. Despite marketing the site nationally no suitable offers have been made to utilise it for an employment led scheme, which is compatible with the surrounding residential uses.

Therefore, in line with the allocation of the site with LB Camden's UDP for residential use, this application seeks to redevelop the site for residential use and ensure that it does not become vacant in the future.

Origin Housing Group is a Registered Social Landlord that provides and maintains affordable housing in the Borough and North London / Herefordshire. It has secured a funding allocation from the HCA based upon 100% affordable housing provision on the site. However, in order to meet banking covenants it is required to seek planning permission for 50% of the units to be affordable.

The application meets the Council's policy for affordable housing, that is, 50% or 21 of the units proposed will be affordable with 70% of the total habitable rooms proposed for social rented housing. The remaining units will, as part of the planning application, be available for disposal on the open market; however it is Origin's intension to provide these for either shared ownership or intermediate housing.

In terms of the design of the scheme this has been developed in conjunction with Officers and has been carefully thought out to provide a high quality building and landscaping scheme, which respects its setting as well as the adjacent Conservation Area.

The scheme will also incorporate sustainable design principles, which will seek to reduce carbon emissions and save energy costs in the future.

In conclusion, the application has been developed in conjunction with Officers at the Council to develop a scheme which comprehensively redevelops this site to provide a high quality residential scheme, which is intended to provide all of the units for affordable housing. In light of the above, the applicant respectfully requests that the proposal be supported by the Council.

Yours faithfully

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