

ORIGIN HOUSING GROUP

PLANNING STATEMENT

FOR

RESIDENTIAL DEVELOPMENT AT
154 LOUDOUN ROAD CAMDEN

AS AT

JUNE 2009

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**RESIDENTIAL DEVELOPMENT AT 154 LOUDOUN ROAD, CAMDEN
ORIGIN HOUSING GROUP**

CONTENTS

| | PAGE |
|--|-------------|
| 1 INTRODUCTION | 1 |
| 2 SITE DESCRIPTION AND PLANNING HISTORY | 2 |
| 3 THE PROPOSAL | 4 |
| 4 PLANNING POLICY | 8 |
| 5 STATEMENT OF COMMUNITY INVOLVEMENT | 17 |
| 6 PLANNING APPRAISAL | 22 |
| 7 SUMMARY AND CONCLUSION | 24 |

Appendices

| | |
|----------|--|
| 1 | Site & Location Plan |
| 2 | Extract from LB Camden UDP Proposals Map |
| 3 | Letter from Brown Associates |
| 4 | Extent of Leaflet Distribution |
| 5 | Consultation Questionnaire |

1 INTRODUCTION

- 1.1 This Planning Statement is submitted on behalf of Origin Housing Group, a Registered Social Landlord, in respect of a detailed planning application for the redevelopment of Haines Plant Hire at 154 Loudoun Rd, Camden.
- 1.2 The application proposes redevelopment to provide 42 new residential dwellings with associated access, car parking, cycle storage, servicing and landscaping.
- 1.3 This Supporting Statement aims to provide a Planning Appraisal for the proposal, setting it in context with the existing character and appearance of the area, whilst having regard to government guidance and the planning policies of the Mayor of London and the London Borough of Camden (LB Camden).
- 1.4 This document is to be read in conjunction with the other supporting documents, which include the following specialist reports:
- Design and Access Statement;
 - Daylight & Sunlight Assessment;
 - Construction Management Report;
 - Sustainability Statement & Energy Strategy;
 - Noise and Vibrations Survey; and
 - Geotechnical & Land Contamination Report.

Scope of the Report

- 1.5 The site and surrounding area including the planning history is detailed in Section 2. The proposal is then described in detail in Section 3, with reference made to the specifications of the development, the mix of units on the site, design approach and sustainable development principles inherent in the scheme.
- 1.6 An assessment of the relevant National, London and Local planning policies is included in Section 4.
- 1.7 Section 5 then sets out the details and responses to the public consultation, undertaken before the application was submitted.
- 1.8 Section 6 considers the planning benefits/issues of the proposal. It includes analysis of the redevelopment of Haines Plant Hire, the use of an existing previously developed land resource, the benefits for existing and future residents, the provision of additional affordable housing, and the relationship with the surrounding environment.
- 1.9 The summary and conclusions are contained in Section 7.

2 SITE DESCRIPTION AND PLANNING HISTORY

Site Description

- 2.1 The application site is located at the corner of Loudoun Road and Alexandra Road and is owned and occupied by a small firm run by 3 people called Haines Plant Hire. Although there is an element of B8 (storage and distribution), the main use of the site does not strictly speaking fall within any use class and is therefore considered 'sui generis'. It is currently in the process of being sold to the Origin Housing Group
- 2.2 The site is approximately 0.167 ha in size and rectangular in shape, with the southern aspect facing the public highway. The northern aspect looks across part of Camden's green corridor to the railway tracks beyond, with South Hampstead railway station immediately thereafter. Please see the Site & Location Plan at Appendix 1.
- 2.3 The surrounding land uses are predominantly high density residential use with All Souls Church (Grade II Listed) opposite, this has also recently converted to a residential use.
- 2.4 Alexandra Road is predominately residential with a mixture of large Victorian houses and high rise residential blocks. Further along Loudoun Road there is a mix of offices, shops and residential buildings.
- 2.5 The site is highly accessible with a PTAL rating of 6a. It is within 60 metres of South Hampstead Station for London Overground services and is surrounded by numerous local bus links including the C11, 13/N13, N28, 31/N31, 46, 82, 113, 139, 187, 189, 268 and 603.
- 2.6 Swiss Cottage Underground station is within 500 meters for the Jubilee line with Kilburn Park also a short walk away for the Bakerloo line.
- 2.7 The site is also situated in close proximity to Finchley Road/Swiss Cottage Town Centre, which provides a wide variety of shops and services including the central Library and Leisure Centre within 500 meters walking distance from the site.

Planning History

- 2.8 The site has been occupied by Haines Plant Hire a family run business supplying small tools and machinery, access towers, scaffolding and propping equipment for hire since the 1950s.
- 2.9 A planning history search including both online and at LB Camden offices has not found a decision notice relating to 154 Loudoun Road; therefore it may be that the use of the site pre-dates the formal planning system.

**RESIDENTIAL DEVELOPMENT AT 154 LOUDOUN ROAD, CAMDEN
ORIGIN HOUSING GROUP**

- 2.10 Over the years for temporary periods a marquee, tent, portable flooring and associated furniture hire business has also operated by the same family, therefore not requiring any additional employees.

3 THE PROPOSAL

- 3.1 Origin Housing Group is proposing to redevelop the existing Haines Plant Hire site at Loudoun Road to provide 42 flats. This will comprise of 13 1-bedroom and 20 2-bedroom flats, 7 3-bedroom flats, and 2 4-bedroom flats designed for wheelchair use.
- 3.2 The development will also provide amenity space in the form of large usable balconies, patio areas, and usable private and secure communal garden space, which will offer an informal play space for children.
- 3.3 The development will be in the main, car free, as it has excellent public transport links. There are two dedicated car parking spaces provided adjacent to the 4 bedroom family wheelchair units on the ground floor. Secure cycle parking will be provided at 1 cycle per unit with an additional 8 spaces provided for visitors, giving a total of 50 spaces in all.

Land Use Principles

- 3.4 The site is located in a high density 'central area' and is allocated within the adopted development plan for residential or residential/mixed use development.
- 3.5 The land is surrounded by high density housing save for the railway tracks immediately to the north. It is close to the designated town centre of Finchley Road/Swiss Cottage and is less than 60 meters from the nearest railway station, with numerous good public transport links in the immediate area.
- 3.6 The land is currently not intensively developed and looks somewhat out of place in the streetscape with only a small single storey main building with outbuildings/sheds totalling some 370 m².
- 3.7 The principle of residential development is therefore well suited to this previously developed and underused site, which in a predominately residential area within the highest transport accessibility rating and is situated in close proximity to the Finchley Road/Swiss Cottage Town Centre.

Design of the scheme

- 3.8 The final proposal has had the benefit of detailed comments from Officers, and numerous design iterations have evolved throughout the design process. These are detailed in the design and access statement.
- 3.9 The proposal has purposefully been designed to make a visual feature of the site's location on a prominent corner. The façade treatment has been designed to create visual interest, with windows and balconies carefully positioned to create rhythm and change. The balconies and layout of the windows have been engineered to ensure that there is a high level of natural surveillance.

RESIDENTIAL DEVELOPMENT AT 154 LOUDOUN ROAD, CAMDEN ORIGIN HOUSING GROUP

- 3.10 Special regard has been had to neighbouring residential properties and the Grade II listed Church and adjacent Alexandra Road Conservation Area. Taller elements are located at the corner of Alexandra Road responding to the Church and the larger residential blocks in the immediate area.
- 3.11 The proposal then decreases in height from 8 to 7 then to 4 storeys the closer the development approaches more sensitive boundaries, such as the 4 storey housing along Alexandra Road.

Density

- 3.12 The site has a Public Transport Accessibility Level (PTAL) of 6a, and measures approximately 0.167 hectares. At 796 habitable rooms per hectare, the site comfortably falls within the ranges specified in the London Plan matrix (2008) for a central location.
- 3.13 When measured on a dwelling per hectare (dph) basis, the 42 units equate to a density of 252 dph. This figure is also within the range specified in the London Plan density matrix.

Residential Specifications

- 3.14 The proposed housing represents a high quality well designed scheme where. 100% of the units meet 'Lifetime Homes' requirements. Furthermore, the scheme delivers two wheelchair accessible units with a third capable of conversion; these are complimented by two disabled car parking spaces. Every habitable room, including some kitchens, has a window with direct access to light and outlook.
- 3.15 A Noise & Vibration Assessment has also been carried out. Employing the recommendations of the reports, double glazing with a Weighted Sound Reduction of between 30–32 dB will be required to ensure noise levels are within acceptable levels as set out in PPG 24.
- 3.16 Furthermore, to ensure the garden/informal play area also meets these requirements some mitigation may be required in the form of an acoustic fence, if appropriate, as the estimated infringement is just 2 dB. The report also concludes that there is no undue vibration impact from the railway line.

Amenity Space

- 3.17 As well as individual balconies, six private gardens are provided for residents. In addition to this a secure and private communal amenity space is provided
- 3.18 The total amenity space proposed measures 1,323 m². This equates a little under the Council's requirement of 9 m² per person. However, policies allow for a financial contribution to be made in lieu of this.

RESIDENTIAL DEVELOPMENT AT 154 LOUDOUN ROAD, CAMDEN ORIGIN HOUSING GROUP

- 3.19 Aside from the quantum of functional open space provided for each flat, the quality security and privacy will also ensure that it is well used. A detailed Landscape Strategy has been submitted with the application, which illustrates benefits the proposal can provide to the environment. Residents will have access to high quality private balconies and patio gardens as well as the communal garden area.

Sustainability, Energy Efficiency and Renewable Technologies

- 3.20 A detailed Sustainability and Energy Report has been submitted with the application, showing in detail the various options that have been assessed and how the various targets have been met.
- 3.21 The strategy for sustainable design proposed by the development is to promote passive methods of achieving high quality results through super-insulation and air tightness.
- 3.22 This approach is in line with the London Plan's Energy Hierarchy methodology and the aspirations of LB Camden. The scheme seeks to achieve Passiv Haus standards of insulation with the proposals placing a strong emphasis on using less energy.
- 3.23 The scheme has also taken into consideration the following targets set by LB Camden:
1. Code for sustainable homes level 3 plus 50% credit ratings in energy, water and materials; and
 2. 20% of CO₂ reduction on site to be from renewable sources.
- 3.24 The scheme has been carefully thought out and designed to meet the Code 3 Sustainable Homes requirement and the 50% credit ratings in energy, water and materials.
- 3.25 The Passiv Haus standard contributes to a saving of 16% CO₂ saving every year for the lifetime of the building. The remaining 4% CO₂ reduction is exceeded through the use of solar hot water panels or evacuated tubes on the roof (which would provide 20% of the development hot water requirements throughout the year) and increase the scheme's total CO₂ savings to 22%.
- 3.26 Both measures will significantly reduce the development's running costs (leading to lower bills for residents and higher thermal comfort) as well as providing a robust strategy for CO₂ savings now and in the future.
- 3.27 A brown roof will also be incorporated on to the roof area where solar panels and/or evacuated tubes are not provided, in order to ensure that the development is able to attract as much wildlife as possible.
- 3.28 Brown roofs can be valuable ecosystems, supporting rare species of plants, animals and invertebrates. Increasingly in demand for redevelopment, these habitats are under

**RESIDENTIAL DEVELOPMENT AT 154 LOUDOUN ROAD, CAMDEN
ORIGIN HOUSING GROUP**

threat. Brown roofs can partly mitigate this loss of habitat by covering the flat roofs of new developments with a layer of locally sourced material.

- 3.29 The roof over time are colonised by vegetation, spiders and insects (many of which are becoming extremely rare in the UK) and provide a feeding site for insectivorous birds.
- 3.30 It should be noted that due to level and safety issues access to the roof area will not be provided to residents, this also ensures that surrounding residents particularly in Alexandra Road would not be unduly overlooked by residents of the proposed development.

Crime Impact Assessment/Secured by Design (SBD)

- 3.31 To minimise and alleviate the current problems of nuisance behaviour and crime, the proposal has been designed with the input of the Council's Crime Prevention Officer. The building design, layout and choice of security gates, entry systems, have all been influenced by pre-application discussions with the SBD Design Officer.
- 3.32 The site perimeter will be secure wan no unauthorised access is allowed onto the site. The service access will be gated and controlled. All rear gardens to the grounds floor will also incorporate lockable gates.
- 3.33 The location of overlooking windows from habitable rooms, front entrances and a visible circulation core onto the street creates a continuous natural surveillance, which will assist in deterring criminals from attempting to break into the dwellings.
- 3.34 High quality security lighting will also be provided in both the shared access areas, to make entering and exiting the development as safe as possible.

4 PLANNING POLICY

- 4.1 This section provides an assessment of the National, London and Local planning policies relevant to this application. The section also details relevant planning history of both the site and neighbouring sites.

National Planning Guidance

- 4.2 The national planning framework is provided by PPS1, PPS3 and PPG13, and is provided to assist in the Council's assessment of the proposal.

PPS1 – Delivering Sustainable Development

- 4.3 PPS1 sets out the purpose and broad principles of the planning system. The guidance promotes the planning system as a key factor in achieving sustainable development.
- 4.4 Attention is drawn to developing social cohesion and inclusion by integrating built environment issues with wider strategies and programmes. The document states that planning authorities should ensure the provision of sufficient, good quality, new homes through new development or the conversion of existing buildings.
- 4.5 Paragraph 27 requires that local authorities promote more efficient use of land through higher density, mixed use development and the use of suitably located previously developed land and buildings. Furthermore, the planning system should actively seek to bring an under-used previously developed land and buildings back into beneficial use.
- 4.6 The guidance states that high quality and inclusive design should be the aim of all those involved in the development process. Key objectives of the design process should be to optimise the potential of sites to accommodate development and create an appropriate mix of uses.

PPS3 – Housing

- 4.7 PPS3 reaffirms the important role of affordable housing as a material consideration in the determination of planning applications. Paragraph 27 states:

“The Government is committed to providing high quality housing for people who are unable to access or afford market housing, for example, vulnerable people and key workers as well as helping people make the step from social-rented housing to home ownership.” (Department for Communities and Local Government, 2006)

- 4.8 PPS3 also stresses the need for efficient and effective use of land. Here, development of previously developed land at higher densities is encouraged. The document refers to three tests when considering potential housing sites. Namely, whether the site is:

RESIDENTIAL DEVELOPMENT AT 154 LOUDOUN ROAD, CAMDEN ORIGIN HOUSING GROUP

- **Available** – the site is available now.
- **Suitable** – the site offers a suitable location for development now and would contribute to the creation of sustainable, mixed communities.
- **Achievable** – there is a reasonable prospect that housing will be delivered on the site within five years. Having secured a social housing grant, building works can commence immediately on receipt of planning permission.

4.9 The proposal meets all of the above policy tests.

PPG13 – Transport

4.10 Planning Policy Guidance Note 13 Transport; the document seeks to promote more sustainable transport choices through improved accessibility to jobs, shopping, leisure and services by public transport, walking and cycling. It also seeks to reduce the need to travel, especially by private car.

4.11 In order to do this, the guidance states that housing should be accommodated principally within existing urban areas. Increased intensity of development should be sought for both housing and other uses at locations which are highly accessible by public transport, walking and cycling.

4.12 In respect of housing, the guidance states that to promote more sustainable patterns of development and make better use of previously developed land, the focus for additional housing should be in existing towns and cities.

4.13 In identifying sites for housing, local authorities should follow a search sequence, starting with the re-use of previously land and buildings within urban areas. The guidance also states that maximum (as opposed to minimum) parking standards should be set by local authorities.

4.14 The proposal entirely accords with the advice contained within PPG13.

The London Plan (Consolidated with Alterations)

4.15 Policy 3A.3 seeks to ensure that developments achieve the maximum intensity of use compatible with local context.

4.16 The proposal meets lifetime homes standards and provides a range of housing tenures and types across the site, including 3 and 4 bedroom units. Regard has been had to special need and specialist housing and wheelchair accessible or easily adaptable units form 10% of the proposal in line with policy 3A.5.

4.17 The scheme will meet the 50% affordable housing targets and tenure mix set out in Policy 3A.9.

4.18 Policy 3C.23 considers parking strategies. The proposal is fully compliant with this policy taking into account the highly accessible nature of the site and its PTAL rating of 6a to ensure that sustainable transport is supported by providing car parking spaces

RESIDENTIAL DEVELOPMENT AT 154 LOUDOUN ROAD, CAMDEN ORIGIN HOUSING GROUP

for the wheelchair accessible units only and secure cycle provision for all the residential units and visitors.

- 4.19 42 cycle spaces are provided, one per residential dwelling with an additional 8 spaces provided for visitors, giving a total of 50 spaces.
- 4.20 Policy 3D.8 states that all developments will be expected to incorporate appropriate elements of open space that make a positive contribution to and are integrated with the wider network. The proposal does so. This is articulated in Section 3. Similarly, the proposal has had regard for children and young peoples play and informal recreation strategies as stated in 3D.13.
- 4.21 The proposal also meets a number of the climate change policies set out in the Consolidated London Plan. The proposal has been based through the lean, clean and green process and an appropriate energy assessment accompanies this application.
- 4.22 There will be a 22% reduction in carbon dioxide emissions from Passiv Haus and on-site renewable energy generation. This is detailed in the accompanying Sustainability an Energy Assessment.
- 4.23 Also linked with the climate change agenda in the London Plan is the issue of flooding. The site is not within either a 1:100 or 1:1000 year flood plain. The scheme will incorporated a number of sustainable urban drainage systems and will represent an improvement in surface run off which will be reduced as a result of the development.
- 4.24 The proposal entirely accords with Policy 4B1 which sets out the design principles for a compact city. Not only the potential of the site maximised, but the development is of a high quality inclusive design.
- 4.25 It will also address security issues, provide safe secure and sustainable environments as well as being practical and legible, inspire, delight and excite. A detailed landscape strategy accompanies the application, however it is worth reiterating the development will enhance the quality of life for residents within and of the public realm as set out in Policy 4B.3.

Local Planning Policies

- 4.26 This section sets out the relevant local planning policies which should be considered by the proposal explaining where appropriate, how the redevelopment of the site accords with or addresses the policy framework itself.
- 4.27 LB Camden through its Replacement Unitary Development Plan adopted June 2006 places an emphasis on meeting the housing needs of the Borough. This is expressed as one of the UDP's main aims – Policy S4 which states that:

“The Council will seek to provide housing to meet strategic housing needs. It will seek to secure net additions to the housing stock wherever possible and retain existing permanent residential accommodation. Housing is the priority use of the UDP.”

Housing Policies

- 4.28 The site is allocated within the adopted UDP for residential or mixed-use, including residential with B1 (Offices). Please see the extract from LB Camden adopted UDP Proposals Map at Appendix 2. The proposal fully accords with this policy exceeding its requirements for the level of affordable housing.
- 4.29 Policy H1 – New Housing states that the Council will seek to meet and exceed the strategic housing target for the Borough. It will grant planning permission for development that increases the amount of land and floorspace in residential use and provides additional residential accommodation, subject to the accommodation reaching acceptable standards.
- 4.30 The policy then goes on to highlight that the Council will seek to secure the fullest possible residential use of underused sites and buildings, and may require suitable sites to be developed for primarily or wholly residential use. The proposal is fully in accordance with this policy.
- 4.31 In regard to Affordable Housing Policy H2 the Council will expect all residential developments with capacity for 15 or more dwellings and residential development sites of 0.5 ha or more to make a contribution to the supply of affordable housing.
- 4.32 The proposed development meets the 50% affordable housing requirement. The tenure mix includes 70% of units to be affordable rented.
- 4.33 The scheme has also been designed to meet Policy H7 Lifetime homes and wheelchair housing. 10% of the units are either wheelchair accessible or easily adaptable for residents who are wheelchair users.
- 4.34 Extensive discussions have been undertaken to ensure that meets the requirement of policy H8 Mix of units. The development proposes 13 1-bedroom and 20 2-bedroom flats, 7 3-bedroom flats, and 2 4-bedroom flats designed for wheelchair use. The provision of larger family units meets an identified need in the Borough.

Loss of existing business uses

- 4.35 Policy E2 states planning permission will not be granted for development where there is a potential for that use to continue.
- 4.36 Haines Plant Hire is a family business, which employs only 3 people one of whom is part time. Due to increased pressure over recent years from national operators the owners have decided that the business is not viable and that they are to retire on the sale of the site.
- 4.37 The site was fully marketed in 2008 for sale commencing with an advertisement in the national press. Details were also sent to prospective developers and agents. Only 11 offers were received with only one for a residential/employment use for an

**RESIDENTIAL DEVELOPMENT AT 154 LOUDOUN ROAD, CAMDEN
ORIGIN HOUSING GROUP**

industrial/distribution and storage proposal. The proposal would not have been compatible with the surrounding residential uses or in line with the adopted plan policy

- 4.38 In regard to Criteria a-g which supports Policy E2, King Sturge can confirm the following.
- 4.39 In relation to Criterion a, that the site is not in or adjacent to the industry area. In relation to Criterion b the site does not provide for servicing by large vehicles.
- 4.40 In relation to Criterion c, although the site is suitable to accommodation for small firms, it has been marketed since 2008 with no interest from any B1 users. The only employment type use that responded was for B2/B8 use. It would not be compatible with the surrounding residential uses causing undue impact in terms of noise, transport, etc. In addition to this, the offer was not at an acceptable level to the vendor. In relation to Criterion d the site is accessible by public transport and service vehicles.
- 4.41 In respect to Criterion e the relationship of the site to nearby land uses is that it is surrounded by residential dwellings. Any proposed employment use would have to take this into account. No enquiries were received since the site was marketed nationwide for any compatible employment uses such as B1 or B1c.
- 4.42 In relation to Criterion f, there is simply no demand for such a small site in B1 use. Therefore, the only option would be to leave the site vacant until an offer were to come forward. However, there is no indication how long this would take, particularly in the current financial climate. Furthermore, this approach does not make the best use of the previously developed land in a highly accessible location. The site could, however, be developed in line with its allocation within the UDP and utilised for residential use.
- 4.43 It should also be noted that the existing buildings are in a reasonably dilapidated state and require complete redevelopment in order to make the best use of the site for a high quality residential scheme. There are no design features of note, which are worth retention.
- 4.44 Brown Associates (who act for Haines Plant Hire) has confirmed that there is no potential for the existing use to continue or that since marketing any offers have been received for a proposal including an element of B1 (Office) use. Please see the attached letter at Appendix 3.
- 4.45 Therefore the proposal fully accords with Policy E2 and planning permission can therefore be granted for the redevelopment of the site to provide residential dwellings.

Design of the Scheme

- 4.46 Policy B1 and B2 of the adopted UDP seek to ensure that new development is of a high quality design. The Design and Access Statement accompanying this application sets out in detail the surrounding street character and urban design strategy employed to ensure that development meets the criteria set out within the Council's policy.
- 4.47 A high quality landscaping scheme and treatment to the boundaries ensures that the site respects its site and setting and stays accessible to all, it improves the underused nature of the site providing much needed new affordable residential accommodation.
- 4.48 The scheme respects the frontage onto Alexandra Road by providing attractive gardens, planting and boundary treatment in front of the entrances to the new homes. The northern edge of the development reinforces the existing green corridor with high quality landscaping, which includes an amenity area of residents and private gardens to ground floor flats. Overall the development seeks to improve the attractiveness of the area and does not harm its appearance of amenity.
- 4.49 The development also promotes energy efficiency and the efficient use of resources as well as being easily adaptable to changing social requirements.
- 4.50 In regard to Policies B6 (Listed Buildings) and B7 (Conservation Areas), the design of the massing as well as the external appearance of the building has been carefully thought out in order to ensure it respects the scale and rhythm of the church opposite. The scheme brings an interesting articulation to the existing streetscape, and can be viewed in silhouette from a distance along the northern railway edge.
- 4.51 The site is currently undeveloped and sits in a highly exposed and prominent location leaving a gap in the existing urban form. The scheme seeks to bridge this gap whilst providing a meaningful and respectful connection to the adjacent conservation area and listed buildings.
- 4.52 It provides a positive dialogue with the existing church and imposing commercial buildings, by creating a taller element on the corner and reinforcing its geometric form. The building will become a focal point when seen from any direction. This focal element is deliberately set back from the pavement in order to provide a frame to view the church and add visual interest by the larger element of the building cantilevered out from the base supporting it to allow views through the site and provides a strong and dynamic edge.
- 4.53 Overall, the proposal respects the Grade II listed All Saints Church, opposite the site as well as the nearby boundary to the Alexandra Road Conservation Area.

Amenity Space

- 4.54 Policy N4 requires the provision of 9 m² of open space per person. The proposed development will provide 1,323 m² of open amenity space which will include an informal play area for children in line with the latest guidance, as well as balconies for private patio/garden areas and a communal garden area.

**RESIDENTIAL DEVELOPMENT AT 154 LOUDOUN ROAD, CAMDEN
ORIGIN HOUSING GROUP**

- 4.55 The proposal does fall slightly short of the standard, which the applicant has noted and is willing to enter into a S106 Agreement to provide a financial contribution in lieu of this.

Daylight, Sunlight, Noise & Vibration

- 4.56 Policy SD6 aim to ensure developments avoid harmful effect on amenity. The application is therefore supported by A Sunlight and Daylight Report and Noise & Vibration Assessment.
- 4.57 The Daylight and Sunlight Report undertaken by Delva Patman assesses the development's potential impact on daylight and sunlight in regard to the proposed dwellings as well as the neighbouring properties.
- 4.58 The main methods of assessment include the Vertical Sky Component (VSC), Average Daylight Factor (ADF) and the Annual Probable Sunlight Hours (ASPH).
- 4.59 Overall, the analysis undertaken demonstrates that the given approach recommended by the BRE guidelines, the impact of the proposed development will generally create a negligible impact and the scheme is considered acceptable.
- 4.60 The Applicant's Noise Survey Consultant, Peter Brett Associates, carried out a survey between 20 and 21 May 2009. The survey comprised a 24-hour assessment taken from three free field positions.
- 4.61 The first location was to the north of the site, approximately 5-10 metres from the boundary that faces the over ground railway lines. The second location was at the south of the site, directly facing Alexandra Road, with the third on the western boundary facing Loudoun Road.
- 4.62 The conclusions of the survey indicated that the predicted sound pressure levels of the proposed façade position show the site can be classed within the Noise Exposure Category (NEC) B for daytime and NEC Category B for night time. The site therefore is considered developable providing attention is paid to the noise effects and that thus noise mitigation should be considered.
- 4.63 The report recommends that a specific glazing standard will be required and the supporting information provided in respect of the performance of a suitable glazing specification.
- 4.64 The Vibration Dose Value resulting from the operation of the nearby railway is well below the threshold criteria, with respect to relevant human comfort standard for residential buildings. It is concluded that vibration will not be a significant issue with respect to the residential development of the site.
- 4.65 A full copy of the Consultant's Report and related Appendices is attached to this application.

Resources and Energy

- 4.66 The Council do not consider that the development could potentially cause any significant harm to air quality. Therefore it has not required the submission of an Air Quality Assessment.
- 4.67 In terms of water development, the proposal carefully considers water supply and waste treatment and has taken into account a SUDS drainage system in order to ensure that it prevents or mitigates any possible flooding.
- 4.68 The development has taken into account the London Plans Energy Hierarchy Methodology as well as the targets set by LB Camden in its adopted UDP and supplementary planning guidance.
- 4.69 The scheme has been carefully thought out and designed to meet the Code 3 for Sustainable Homes requirement and the 50% credit rating in energy, water and materials.
- 4.70 The passive house design of the building and the use of solar hot water panels will significantly reduce the development's running costs, leading to lower costs for residents and higher thermal comfort, as well as providing a robust strategy for CO₂ savings now and in the future. The scheme's total CO₂ savings is 22%, which is in excess of the 20% reduction on site requirement specified by LB Camden. Although this is not achieved by wholly renewable sources, it has been agreed with Officers that they will accept that the development will seek to achieve the Passiv Haus standard in lieu of this.
- 4.71 In addition to this initiatives such as brown roof and collection of rainwater will be incorporated into the scheme to ensure that it meets and exceeds the sustainability standards required by the Policy Framework.

Refuse and Transport

- 4.72 The scheme compiles with the first of LB Camden's waste storage requirements and where this is not wholly possible, agreement has been reached in regard to the solution for this with the Council's Street Environmental Services Department. The scheme is supported by a well thought out and concise refuse strategy, which provides for waste and recycling facilities in line with the Council's guidance.
- 4.73 In addition, cycle parking spaces are provided in line with the Council's guidance for one space per unit and slightly above the Council's guidance for residents providing eight spaces for visitors. Only two parking spaces will be provided as part of the development and these will be dedicated to the wheelchair accessible units provided on the ground floor of the site.
- 4.74 The Council's car parking standards are maximum, therefore due to the site's highly sustainable public transport location it is proposed that only disabled car parking spaces will be provided for residents. In terms of the surrounding road network it should be noted that this has the benefit of a controlled parking zone, therefore the

**RESIDENTIAL DEVELOPMENT AT 154 LOUDOUN ROAD, CAMDEN
ORIGIN HOUSING GROUP**

Council will be able to control parking in the wider area to ensure that there is no negative impact for existing residents.

LB Camden Local Procurement Initiatives (iCAM)

- 4.75 iCAM aims to ensure that as many local businesses as possible are selected to bid for and are subsequently awarded contracts on local developments. It encourages more diversity procurement by housing associations and their framework contractors. It also encourages the identification of smaller work package opportunities for smaller companies. In addition to this it promotes new businesses, community and social enterprises to take up opportunities generated by local developments.
- 4.76 Origin Housing Group is keen to support this initiative, already attending a meeting with the Project Manager for iCAM, David McAlpine. As part of the implementation of the development, Origin Housing will seek to support the initiative and try to reach the targets set. However, some flexibility will be required in order to ensure that the development is not prevented or delayed in coming forward on the site.

Supplementary Planning Guidance

- 4.77 Since adopting the UDP, the Borough Council has published a number of Supplementary Planning Guidance notes (SPGs) to provide further guidance on specific issues within the UDP. The 'Camden Planning Guidance 2006' document gives additional advice and information on how the Council will apply planning policies within the Borough and is a material consideration in the determination of planning applications.
- 4.78 The development meets and exceeds the standards set out in the document and where this is not wholly possible agreement has been reached to deliver acceptable solutions.

5 STATEMENT OF COMMUNITY INVOLVEMENT

5.1 This section sets out the strategy, approach and activities undertaken by Origin Housing Group and its professional team to consult the local community and key stakeholders on its proposed scheme to redevelop 154 Loudoun Road. The consultation programme was undertaken in advance of the planning application being submitted for consideration by Camden Council.

5.2 The programme of consultation was managed by King Sturge, based on the following principles:

- Communicate - to let people know how they can engage and the scope of the consultation, in terms of managing their expectations.
- Consult widely – to seek to ensure that all those who wish to take part are able to.
- Consider the feedback and seek to amend where appropriate and feasible.

5.3 Throughout the consultation process Officers at Camden Council, were kept fully informed of the programme and were consulted in advance for commencement of the consultation exercise.

Local Residents and Key Stakeholders

5.4 An appropriate area around the site including both Kilburn and Swiss Cottages areas was identified by King Sturge and in discussions with Officers the extent of the area around the site to be informed of the proposal was agreed. The plan identifying the extent of the area is shown at Appendix 4.

5.5 Initial stakeholder research was also undertaken and identified a number of organisations and individuals with a potential interest in the proposals for the site. These included:

- Camden Councillors for the Swiss Cottage and Kilburn Wards.
- Combined Residents Association of South Hampstead (CRASH).
- The Ainsworth and Alexandra Tenants and Residents Association.

5.6 Officers at LB Camden were kept informed of the process and agreed the extent of the stakeholders and local residents to be consulted.

Consultation

5.7 The proposals presented at the consultation stage were for the redevelopment of the current site with 42 new homes including one, two, three and four bedroom flats. Two of the four bedroom flats on the ground floor were proposed to be wheelchair accessible.

RESIDENTIAL DEVELOPMENT AT 154 LOUDOUN ROAD, CAMDEN ORIGIN HOUSING GROUP

- 5.8 It sets out that the development seeks to create new homes, which respond to the buildings in the surrounding area, landscape and topography. Furthermore, that each dwelling will be designed to provide designated cycle storage space and incorporates sustainable design principles.
- 5.9 In advance of the public exhibition, local residents, businesses and stakeholders and community groups were notified of the exhibition via a number of methods, these were:
- A newsletter was sent out to 5,000 homes and businesses in the local area on 4 June promoting the exhibition and including a layout plan and details of the proposed development.
 - A letter was sent to the key stakeholders/community groups personally inviting them to the public exhibition.
 - A letter was sent to the Ward Councillors of Kilburn and Swiss Cottage inviting them to the exhibition.
 - An advertisement appeared in both the Kilburn Times and the Ham & High advertising the exhibition.

Public Exhibition

- 5.10 The public exhibition was held on Wednesday 10 June at the East Foyer of the Swiss Cottage Central Library between 4pm and 8pm. This was identified as the closest venue to the site enabling as many local residents as possible to attend.
- 5.11 At the exhibition there were six exhibition boards set out in three pairs of two in order to allow as many people as possible to see the initial plans for the scheme.
- 5.12 Members of the project team were also on hand to answer any questions from visitors and listen to/log their feedback. As part of this process, a questionnaire with feedback form was provided which could then either be filled out on the night or returned to King Sturge. A copy of the questionnaire is attached at Appendix 4.
- 5.13 Over the course of the afternoon and evening, 14 people attended the exhibition and the team were able to answer relevant questions and provide the feedback questionnaire. In total, 12 completed feedback questionnaires were received.

Analysis of the Consultation

- 5.14 A number of the respondents gave specific comments. Below is a summary of the main comments raised.

Provision of Affordable Homes

- 5.15 Of the questionnaires completed, seven respondents indicated that the provision of new homes was very good or good with two respondents to the questionnaire indicating that they feel the principle of the provision of new homes in this location was poor.

RESIDENTIAL DEVELOPMENT AT 154 LOUDOUN ROAD, CAMDEN ORIGIN HOUSING GROUP

Design/Height

- 5.16 Seven of the respondents stated that the design was very good or good with three feeling that it was poor.
- 5.17 One of the issues raised was that the height of the development should be a maximum of five storeys at the most and the whole of the development would be better if it was exactly the same height as the surrounding houses on Alexandra Road.

Density

- 5.18 There was some concern over the density of the proposed new development but that there was also an understanding for the need for social housing.

Car Parking

- 5.19 There was some concern that more car parking should be provided, despite the proximity to public transportation.

Construction

- 5.20 The majority of responses showed concern in regard to the construction management scheme that will be adhered to by the development of the site. It is clear that other developments in the area have caused noise, dust and other issues which have been to the detriment of local residents.

Amenity Space

- 5.21 Verbally a resident of Alexandra Place stated that the increase in families in the area if the proposal is given permission would put additional pressure on the existing play facilities for children in the area. They requested that financial contributions are sought from the development in order to help fund the maintenance and improvement of these facilities for the residents of Alexandra Place and in the surrounding area.

Project Teams Response

Design/Height

- 5.22 A wide range of views was expressed about the preferred architectural approach, broadly most respondents were pleased with the approach taken by the team and the two respondents who did not consider the design of the building to be of a poor standard stated that this was in relation to the density/height which is dealt with below.
- 5.23 In terms of the design itself, this has evolved through detailed discussions with Officers at LB Camden and a detailed analysis of the site and surrounding area by the architects Levitt Bernstein.

RESIDENTIAL DEVELOPMENT AT 154 LOUDOUN ROAD, CAMDEN ORIGIN HOUSING GROUP

- 5.24 The applicant feels that the building responds to the various constraints in the surrounding area including the adjacent conservation area and Grade II listed church opposite the site.
- 5.25 The proposals were carefully set to follow the height of the neighbouring buildings along Alexandra Road rising up to the prominent corner of Loudoun Road and Alexandra Road. The height of the building has been carefully thought out in response to the surrounding buildings and in order to ensure that the development makes the best use of previously developed land in a highly accessible location.
- 5.26 A detailed appraisal of the design of the scheme is provided within the Design and Access Statement submitted with this application.

Density

- 5.27 The proposed density of the development is in the middle of the range promoted by the London Plan in terms of the habitable rooms per hectare required for a central area. This ensures that the best use of this previously developed land is made to provide affordable housing units for the Borough.

Car Parking

- 5.28 The site is in a highly accessible location in terms of the public transport provision in close proximity and benefits from a PTAL rating of 6a. It is also located close to Finchley Road/Swiss Cottage Town Centre, which provides numerous shops and facilities. The car parking provision accords with the thrust of London and local policies which seek to discharge private car use in highly accessible locations.

Construction Management

- 5.29 A Construction Management Plan has been devised and is included within the Design and Access Statement. Origin Housing Group will seek to ensure that no undue disturbance will be created by the development if given planning permission and will work closely with local residents and LB Camden to ensure this is the case.

Amenity Space

- 5.30 A considerable amount of amenity space will be provided on site including balconies for each of the flats and/or private garden/patio areas. In addition to this, a private garden/children amenity space will be provided within the development seeking to provide informal play areas for children and general grassed areas whereby residents can utilise for recreational purposes. It is, however, understood that LB Camden will seek contributions in relation to community facilities and open space provision. Origin Housing Group is willing to work with the Council in order to provide an appropriate level of financial assistance.

Summary

- 5.31 Overall, the responses received were in the main positive, with the principle of affordable housing welcomed in this location. Most respondents also found the design of the scheme either very good or good with some concerns expressed relating to the height, the level of car parking and impact on existing amenity space in the area.
- 5.32 Concerns were also raised in relation to the construction of the scheme and as detailed above, it is considered that these issues can be addressed by LB Camden/Origin Housing Group through the careful consideration of the application.

6 PLANNING APPRAISAL

6.1 On the basis of the relevant planning policies contained in Section 4 of this report, the development of Loudoun Road entirely accords with the planning policy framework at a National, London and local level.

6.2 However, there are a number of planning benefits/issues that need to be considered in the determination of the application, which is outlined below.

The Benefits for the Borough

6.3 National, London and local planning policy guidance seeks to promote a high level of affordable housing in new residential schemes in the Borough.

6.4 The development proposed presents the Council with an opportunity to provide 42 new homes supplied by a Registered Social Landlord. The scheme will therefore help to alleviate the existing requirement for new affordable homes in line with the policies within the Local Plan.

Housing Mix

6.5 The development includes nine, three and four bed units. Two of the 4-bed units are wheelchair accessible units and a third dwelling is provided which is capable of conversion to a wheelchair accessible unit. These dwellings will be available social rent, introducing much needed larger units to the existing housing stock in the Borough.

Development on Previously Developed Land

6.6 National, London and local planning policy promote the use of previously developed land for development. The redevelopment of Loudoun Road would consist entirely of previously developed land and contribute to achieving this aspiration.

The existing employment use

6.7 Loudoun Road has historically been used for a sui generis/B8 (storage and distribution) type employment use providing plant hire and a builder's yard. The business only supports two full time employees with one part time employee and is currently not financially viable; in addition the owner also wishes to retire.

6.8 A nationwide marketing campaign was undertaken in order to sell the site with no responses being received for an appropriate residential/business use for the site.

6.9 The existing employment use is simply not viable to continue in this location. Furthermore, no accepted employment use to occupy the site has come forward, despite the marketing the site for development. This coupled with the need for affordable housing in the Borough and the site's allocation within the Adopted UDP for

RESIDENTIAL DEVELOPMENT AT 154 LOUDOUN ROAD, CAMDEN ORIGIN HOUSING GROUP

residential use means that the redevelopment of the site for new housing is in line with the Council's policies.

Design of the Scheme

- 6.10 The proposal meets modern residential standards with 100% of the units meeting Lifetime Home Standards. The proposal also meets the many affordable housing quality indicators set by the applicants themselves. This is complimented by ensuring that the needs for disabled residents are planned for. In addition to this, the provision of amenity space has been carefully considered within the development ensuring that each flat has access to high quality private and communal amenity space.
- 6.11 The design of the scheme has been carefully assessed in terms of noise and vibration, daylight and sunlight and these reports have concluded that it is a high quality scheme, which provides a high standard of new residential accommodation to meet residents' needs.

Energy Efficiency

- 6.12 The scheme has been designed to maximise the sustainability and energy efficiency of the building in showing that it exceeds Camden standards of carbon reduction by 2%. In addition to this, the development will seek to achieve Passiv Haus standard, which will seek to ensure that the running costs of the dwellings will be affordable to the residents for the lifetime of the building.

Crime Impact Assessment

- 6.13 The Secure by Design Officer has been able to positively influence development of the proposal and was consulted at an early stage to ensure that the layout and design of the buildings help deter criminal activities.
- 6.14 The development will provide a secure environment for the residents within as well providing active outlook onto Alexandra and Loudoun Road to ensure that it deters criminal activity in the wider area.

Section 106 Agreement

- 6.15 The pre-application discussions undertaken with Officers at LB Camden indicated that the new development will be required to make a contribution for community facilities/amenity space. Officers also stated that it will be required to provide contributions in respect to highway works and adhere to the sustainability plan. In addition to this, local procurement and employment will also have to be considered by the applicant.
- 6.16 It is understood that a financial contributions will be required as part of any permission and Origin Housing Group will seek to work with LB Camden to ensure that appropriate levels of financial contributions are provided. Officers have confirmed that this will be assessed in detail during the determination of the application by the Council.

7 SUMMARY AND CONCLUSION

Summary of scheme

- 7.1 An application has been submitted by King Sturge on behalf of Origin Housing Group in respect to 154 Loudoun Road, Camden.
- 7.2 The proposal is to provide 42 new residential dwellings and associated access, car parking, cycle storage, servicing and landscaping.
- 7.3 Origin Housing Group is a Registered Social Landlord already working in Camden, it has a good track record of providing high quality residential dwellings for local residents and maintaining them to a high standard.
- 7.4 The development provides a high quality scheme which addresses the need for family dwellings in the Borough and wheelchair accessible units. It is in accordance with the housing policies in the Adopted UDP and although replacing an existing employment use, it has been shown that this neither viable in its present form or that the site is attractive to an appropriate residential/business occupier.
- 7.5 In land use planning terms, therefore, the principal of the development is wholly acceptable and will bring numerous benefits to the Borough.
- 7.6 In addition to this, the design of the scheme is of high quality, taking its inspiration from local materials in order to harmonise it with its surrounding environment and the design, height and density of the scheme has been carefully considered in light of its context adjacent to the Alexandra Road conservation area and the Grade II listed All Souls Church.
- 7.7 The proposal seeks to meet the Passiv Haus standard and incorporate renewable technologies such as solar panels in order to heat the hot water on the site. Overall, the development will exceed the Councils standards for carbon reduction by 2%.
- 7.8 The layout of the scheme has also been carefully considered, in ensuring that a high quality landscaping scheme is provided along with amenity areas in the form of private balconies and/or private gardens, as well as a communal private garden area for the residents of the proposed development. It is also acknowledge by the applicant that a financial contribution will be needed in respect of nearby community facilities/amenity space.
- 7.9 A consultation exercise was undertaken in advance of the application being submitted, which provided valuable feedback in relation to the concerns of local residents. Overall, in terms of the principle of development and design, the feedback was mostly positive with some concerns raised in regard to height, density, car parking, amenity space and construction.

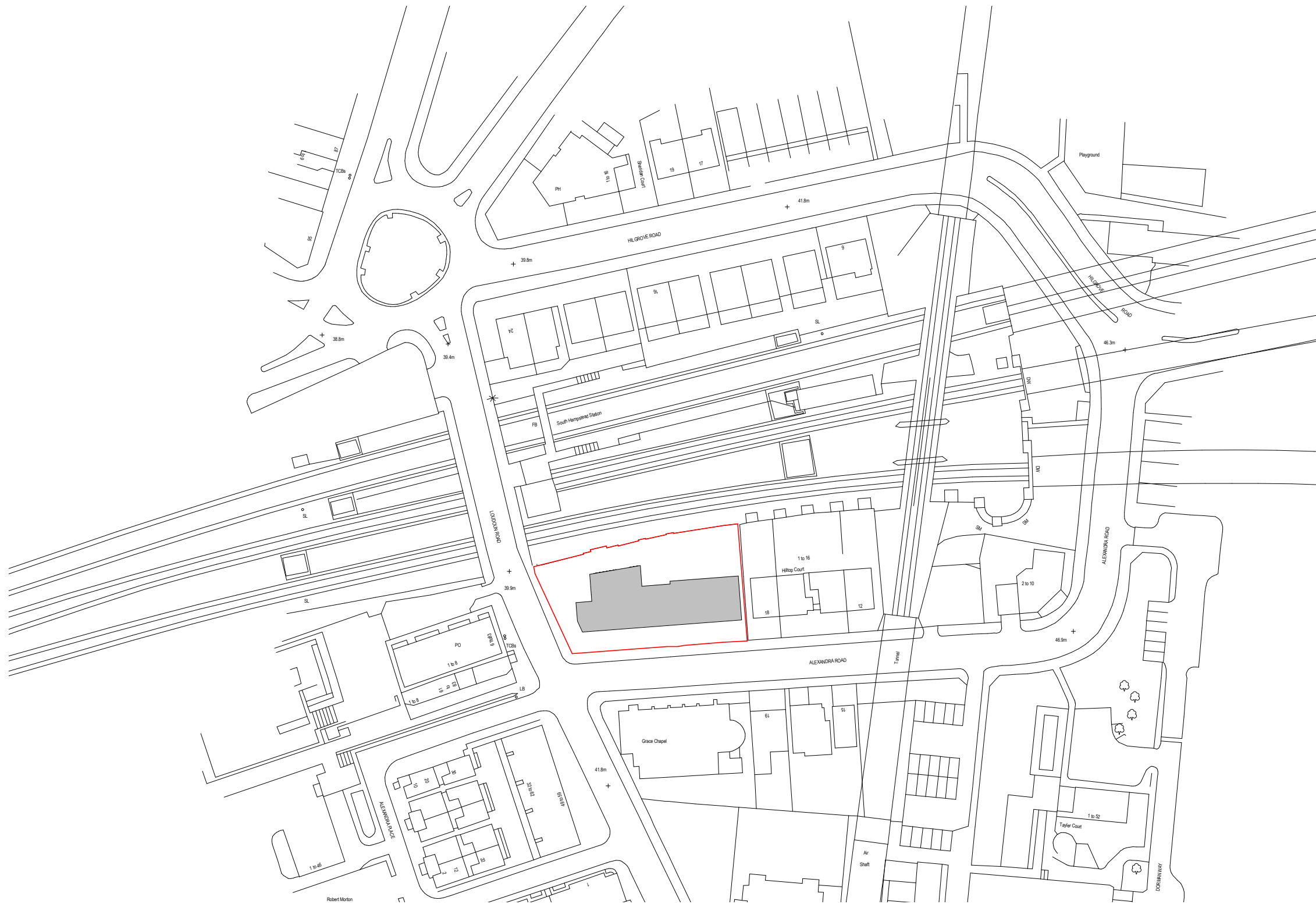
**RESIDENTIAL DEVELOPMENT AT 154 LOUDOUN ROAD, CAMDEN
ORIGIN HOUSING GROUP**

- 7.10 The applicant feels that the application can address those concerns and analysis has shown that there are no transport, amenity, or contamination constraints in this regard to the proposed development.

Conclusion

- 7.11 Having regard to all of the information submitted, it is concluded that the proposal is in accordance with the relevant planning policy framework. That it would regenerate this existing under used employment site, provide much needed affordable housing in the Borough and provide a high standard of accommodation for residents, whilst exceeding the sustainability and energy requirements for new developments.
- 7.12 It is therefore respectfully requested that this application is permitted by LB Camden at the earliest opportunity.

APPENDIX 1
SITE & LOCATION PLAN



1
098

Location Plan 1/1250

1 : 1250



standard notes

1. Do not scale this drawing.
2. All dimensions must be checked on site and any discrepancies verified with the architect.
3. Unless shown otherwise, all dimensions are to structural surfaces.

THIS IS NOT A CONSTRUCTION DRAWING. IT IS UNSUITABLE FOR THE PURPOSE OF CONSTRUCTION AND MUST ON NO ACCOUNT BE USED AS SUCH.

drawing notes

revisions

P1 26.06.09 ISSUED FOR PLANNING

154 LOUDOUN ROAD CAMDEN NW8

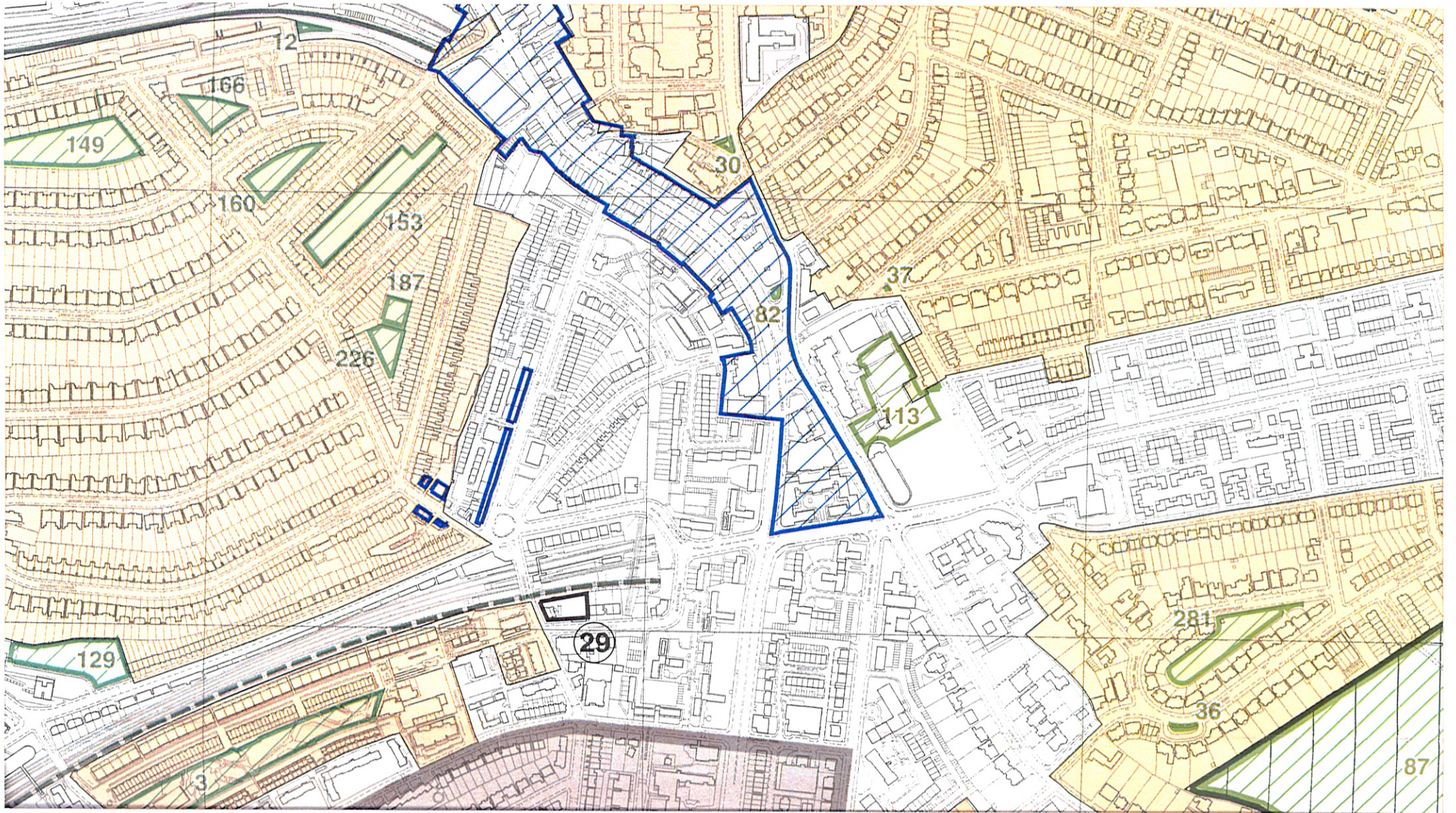
date 10/06/09
client Origin
scale 1 : 1250 @ A3
drawing Location Plan
drawn TL
checked SBN
drawing number 2811 · D · 098

rev
P1

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APPENDIX 2

EXTRACT FROM LB CAMDEN UDP PROPOSALS MAP



The plan is based upon the Ordnance Survey Map with the sanction of the Controller of H.M. Stationery Office Crown Copyright Reserved, Licence No. ES100017659. Chas. E. Goad Ltd. & Geographers A-Z Map Co. Ltd. where applicable. This plan is published for convenience of identification only and although believed to be correct is not guaranteed and it does not form any part of any contract.

Address:

**Extract from LB Camden UDP Proposals Map
Showing allocation 29 for 154 Loudoun Road**

Scale: NTS

Ref: CS01

Date: June 2009



APPENDIX 3

LETTER FROM BROWN ASSOCIATES

154 LOUDOUN ROAD, LONDON NW8 0DJ

BUSINESS USE CONSIDERATIONS

Haines Plant Ltd is a family business primarily engaged in the hire of power tools and small items of plant and equipment, mainly to small firms of building contractors. There is an associated peripheral business which hires marquees and associated flooring and furniture.

The Company operates from only this site and employs 3 people of whom 1 is part time. The joint owners manage the Company and an 82 year old relative assists at the site.

The business has faced increased pressure over recent years from larger 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 by these long term issues, the owners will close down the business and retire on sale of the site.

The premises are old former nursery garden buildings and surfaced yard on a site which slopes downhill and also steeply down towards the railway. Part of it is leasehold and must be kept clear for railway maintenance access.

The site is not an established or allocated employment location but is in a predominantly residential area with a number of high density housing/flat developments nearby, some very recent. There is excellent public transport (the PTAL is 6a) and there are local shops and services within easy walking distance.

The site is identified in the Schedule of land use proposals to the UDP for "*Residential or mixed use including residential with B1*".

The owners have received unsolicited inquiries about the site over a number of years, most notably from 2 firms of developers and 1 particular firm of agents in 2004. All of these inquiries were for housing development and there was no such interest for business use.

The site was fully marketed in 2008 over an extended period commencing with an advertisement in the Estates Gazette on 8 November for sale unconditionally or subject to planning. Details were also sent to prospective developers and agents. In total, details were sent to 73 parties, 32 of whom had responded to the advertisement.

11 offers were received, only one of them with a business content. This was for a mixture of industrial, warehouse and offices for dry cleaning plus an unspecified number of flats. Warehouse is a B8 use, dry cleaning is regarded as B2 and neither would accord with the UDP allocation or be compatible with residential use on the site or adjoining. The price proposed was low, indicating under use of a scarce, highly accessible urban site.

Sale terms were not agreed until February 2009 (over 4 months from the start of marketing) and contracts exchanged with Origin Housing in April 2009.

At no stage has there been any interest in the property for business use only, for business or any other use of the existing site and buildings or for a business use which complies with the UDP Site Allocation Schedule.

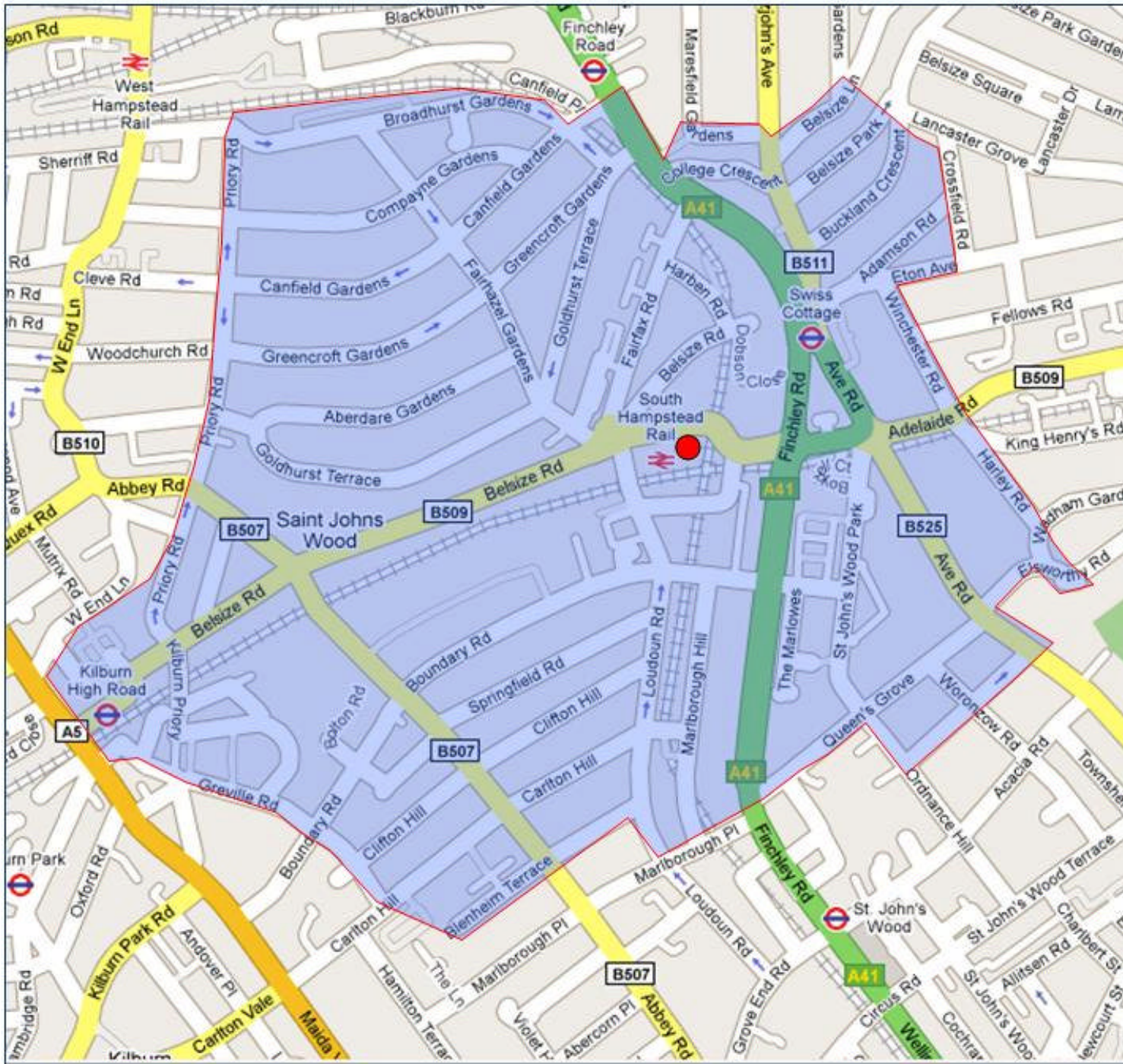
The current proposals are an opportunity to achieve high quality social housing on an accessible site in a residential area in accordance with UDP provisions.

BROWN ASSOCIATES on behalf of Haines Plant Ltd



A handwritten signature in blue ink that reads "David Brown". The signature is written in a cursive style with a long horizontal flourish at the end.

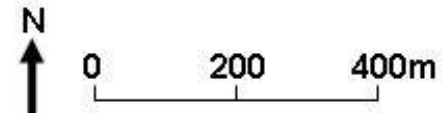
29th June 2009

APPENDIX 4
EXTENT OF LEAFLET DISTRIBUTION



Public Consultation Area

-  Catchment
-  Application Site



APPENDIX 5
CONSULTATION QUESTIONNAIRE

154 Loudoun Road Proposals

June 2009

Questionnaire

Thank you for coming to our exhibition regarding 154 Loudoun Road. We would be grateful if you could spare a few minutes and complete this questionnaire.

| | | |
|------------------------|--|------------------|
| Name | | |
| Address | | |
| | | Postcode: |
| Telephone (day) | | |
| Email | | |

| Question | Very Good | Good | Neutral | Poor | Don't know |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| What you think about a scheme to provide new affordable homes on the site? Is it... (please tick) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you think the design of the proposals that you have seen at the exhibition are... (please tick) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Yes | No | | | |
| I welcome the exhibition/consultation regarding these proposals | <input type="checkbox"/> | <input type="checkbox"/> | | | |
| I would like the Council to inform me when the application is submitted | <input type="checkbox"/> | <input type="checkbox"/> | | | |

If you have any further comments, please fill in the comment box below:

| |
|-----------------|
| Comments |
|-----------------|

[Empty box for questionnaire responses]

Thank you for taking the time to fill in this questionnaire.
Please leave in box provided or return the questionnaire to:
Catherine Seddon, King Sturge 30 Warwick Street London W1B 5NH