

## **1.0 Development Framework**





Existing View looking South along Winchester Road



27 May - Proposed View looking South along Winchester Road



30 November - Proposed View looking South along Winchester Road

## 1.1 Introduction

- 1.1.1 The following design statement describes the design proposals for 2-20 Winchester Road, London NW3. The site is currently being used for small commercial units and 8 residential duplex flats.
- 1.1.2 London Merchant Securities, LMS, have owned the site for approximately 40 years and are proposing an exemplary development illustrating the new direction the company are taking in developing sites in and around London.
- 1.1.3 The scheme now comprises of 76 residential homes, previously 88, divided into 3 blocks;
- Block A - 3 Duplex family maisonettes, 10 Affordable Flats
  - Block B - 46 Private Flats, 5 Private maisonette Penhouses  
Commercial at Ground Floor
  - Block C - 3 Affordable Townhouses, 11 Affordable flats.



## Introduction

The application proposals now submitted are the culmination of 18 months of discussion with Council officers, local residents and other interested groups. The application is a resubmission of the proposals originally lodged with the Council in May 2005, and subsequently withdrawn in October 2005.

The proposals have been revised in the light of comments received from officers, residents and local groups. In particular, they have been amended in the light of the Council's letter dated 6th October 2005.

This brochure sets out a detailed consideration of the planning and design issues raised by the proposals, the rationale for the building and the details of the application scheme, including the application drawings. Separate reports are provided in support of the application as follows,

- |                                |                      |
|--------------------------------|----------------------|
| - Affordable housing tool kit- | LPP and Ian Stuart   |
| - Sunlight and daylight        | - Watts and Partners |
| - Arboriculture                | - ACS Consulting     |
| - Transport and highways       | - Capita Symonds     |
| - Energy and ecology           | - Hoare Lea          |

At the outset, we summarise below the ways in which the application has been revised to take account of the comments made. Each of the issues are considered in detail both within this document and in the others provided by the members of the applicant's professional team.

Firstly, however, we welcome officer's comments within their letter that they are "mindful of the benefits of the proposal, for example the level of housing proposed and bringing forward a quality development that makes more intensive use of the site". The examination of the issues raised by the scheme, should be viewed in this context. We summarise the changes made to the application in response to those comments as follows:

### Affordable Housing

The proposals now contain 33% social rented affordable housing floor space (Gross Internal Area), in comparison with 26% mixed tenure floor space in the planning application. When the existing floor space is taken into consideration, this figure increases to 38%.

Rather than mixed tenure, the affordable housing is now entirely made up of social rented accommodation.

The financial appraisal, the GLA Tool Kit, has been reviewed by the team and Ian Stuart of Housing & Economic Development Consultancy. The revised tool kit is enclosed within the package of information now submitted and is accompanied by an explanatory note prepared by Ian.

We consider that the proposals are carefully and thoroughly justified and we would welcome an early meeting with the Council's Housing Department to discuss this element of the

scheme in detail.

The proposals retain the three 6 bedroom family units, and all the accommodation would be of high quality, arranged around an area of open space dedicated to the affordable units.

The proposals are presented with the support of Genesis Housing Group who have confirmed their commitment to deliver this element of the scheme.

### Design, Mass and Light Impact

Officers confirmed the acceptability of the design of the planning application proposals and we note their support for this "quality development". However, in the light of local opposition, LMS have removed a storey from Block B and a storey from Block C. Whilst the original application submission is considered to be acceptable in design, townscape and amenity terms, where possible, LMS are willing to accommodate the opinions of those living within the vicinity of the site.

The reduction in mass of the buildings has had a significant impact upon the sunlight and daylight assessment. Watts and Partners have extended their analysis beyond those properties and windows which they considered would be the subject of greatest impact.

### Trees

APC Consulting have reviewed the proposals in the light of the comments made in the letter and provide a full justification for the scheme's impact upon existing planting and greater detail regarding the new tree planting upon Winchester Road.

We consider that this document sets out the highly beneficial effects the proposals will have in terms of the provision and maintenance of trees upon Fellows Road and Winchester Road.

### Retail

In the light of the letter and the concerns expressed by local residents, the proposals now comprise the commercial use of the entire ground floor of Block B. The floor space will predominantly be given over to Class A1 (retail) use, divided into small units, but would also contain elements of Class A2 and Class B1 (office) use.

In addition, in the light of the concerns of some of the residents living close to the site, LMS would propose to house the pharmacist on site within a temporary portakabin during the construction period and accommodate it within the new scheme; a newsagent would also be accommodated within the completed development.

The operators of the existing launderette have made a number of representations to the Council. Whilst there are other launderettes within the vicinity of the site, LMS acknowledge that this launderette provides a quasi-community facility for the residents of Taplow Towers. They therefore propose, without prejudice, to provide a payment to the Council to enable a launderette, with accompanying monitoring measures, to be located within the basement of the Tower.

This provision is therefore considered to represent a significant planning gain.

### Transport Issues

The quantum of parking has been reduced from 55 spaces in the original application to 41. LMS are happy to enter into a Residential Travel Plan in order to promote sustainable transport modes.

The cost of the scheme, set out within the GLA Tool Kit, includes a sum for the reinstatement of footways around the site after the scheme has been completed. We do not, however, consider the sum of £74,140 to be reasonable.

Provision has been made within the scheme for recycling.

### Accessibility

We can confirm that all dwellings will be designed as Lifetime Homes. In addition, 10% of dwellings will be adaptable to wheelchair housing. All the parking spaces are accessible by lift.

### Use of Energy and Ecology

It has always been LMS's intention to achieve an "excellent" EcoHomes rating for the scheme. The measures to be implemented to achieve this are now detailed in the schedule prepared by Hoare Lea.

In addition, the proposals now include a Biomass generator, located within the basement, which will provide 10% of the scheme's energy as renewable power.

### Microclimate

Hoare Lea have examined the issue of microclimate effects that may be generated by the proposals. They conclude that given the site's location, adjacent to the high rise Taplow Towers and Visage, the proposals are likely to have a positive effect upon the local microclimate.

### Education and Open Space Contributions

LMS are willing to accept the payment of contributions to education and open space. In respect of open space, there is significant merit in investing the contribution within the immediate locality of the site, and particularly to improve the quality and security of the spaces around Taplow Towers. Used for this purpose, such a payment would comply with Government guidance on planning contributions.

### Application Drawings and Presentation Information

All surrounding buildings, including The Visage, were represented in good faith and based upon information available at the time of submission. A survey has been undertaken of The Visage as built and this information will be used in all future presentation material.



## Planning Statement

### Site and surrounding area

The site lies on the east side of Winchester Road to the north of Adelaide Road and the Taplow Estate. It is bounded to the west by Winchester Road, to the north by Fellows Road and to the south by Taplow Towers. The properties to the north fall within the Belsize Park Conservation Area.

The site is occupied by ground floor commercial floor space and eight upper floor residential units; the residential units are all let on an open market basis.

The buildings are unattractive and detract from the townscape of Winchester Road and the setting of the Conservation Area to the north.

The application site itself has no Proposals Map designation.

The immediate surrounding area is residential, with the mixed use centre of Swiss Cottage a short walk away.

On the opposite side of Winchester Road is the Barratt Homes residential redevelopment scheme, known as Visage. This building is currently under construction.

In addition, there is a significant regeneration and renewal of Swiss Cottage underway, with a range of leisure and community facilities under development, all of which are in close proximity to the application site.

The site therefore sits within a transition zone, with Taplow Towers to the south, Visage to the west and Fellows Road and the Belsize Park Conservation Area to the north and east.

The application site is in close proximity to the public transport facilities provided at Swiss Cottage.

### Site Analysis

The site is entirely suitable for a high quality, residential redevelopment scheme.

The area is characterised by a variety of building styles, heights, sizes and ages. The immediate vicinity is predominantly residential, with good transport links provided close by at Swiss Cottage.

The application site not only includes the buildings on Winchester Road, but also 157A Fellows Road; this property was acquired by LMS and brought into the application site to ensure the proper planning of the development.

### Planning Considerations

The development proposals have had full regard to national planning guidance, the London Plan (2004), the Council's Replacement Unitary Development Plan Revised Deposit Draft (RUDP) (May 2004), and associated supplementary planning guidance.

This section of the supporting statement addresses the land use planning implications of the proposed development.

Consideration is given to the following issues:

- Redevelopment
- Affordable housing
- Dwelling mix
- Townscape
- Residential amenity
- Traffic and transport
- Sustainable development

### Redevelopment

At present, there are eight private residential units and a parade of retail units on the site. The application proposals provide for their removal and replacement with a scheme providing commercial use at ground floor level along Winchester Road and residential units within the remainder of the buildings.

The proposals contain a total of 76 residential units and, as such, it accords with one of the principal objectives of the Council's emerging RUDP. Policy H1 confirms that the Council will grant planning permission for development that increases the amount of land and floor space in residential use and provides additional residential accommodation.

The Policy also states that the Council will seek to secure the fullest possible residential use of vacant and underused sites and buildings.

The supporting text to the policy confirms the presumption in favour of residential development, and paragraph 2.8 states that the Council will look favourably on schemes for new residential development that provide accommodation of an acceptable standard.

The current site is an underused, brownfield site in an accessible, predominantly residential location. The site is considered to be suitable in principle, for a high density, residential-led scheme.

Paragraph 2.11 confirms that in order to maximise residential development, the Council considers that high densities will be an important means of making the best use of the scarce amount of land available in Camden. This helps to meet overall housing needs and increases the amount of affordable housing within the Borough. High densities can also contribute towards sustainable development, and contribute to the viability of local facilities and services by increasing their catchment's population.

Accordingly, paragraph 2.12 states that the Council wishes to encourage housing developments with high densities that are sensitively designed with regard to amenity and its surroundings. The density of development that makes the fullest use of a site's potential will relate to site circumstances.

The proposals are considered to accord with these objectives.

The application has been modified and the quantum of floor space proposed reduced, but the objective is still to maximise the use of the site, to provide as much residential as possible, whilst respecting the character and appearance of the locality and the amenity of surrounding residents.

In addition, the proposals incorporate a total of 465 square metres of Class A1 floor space at ground floor level within Block B. This floor space would accommodate a range of retail units; the intention is to provide new accommodation for the current pharmacy and a newsagents.

### Affordable housing

The application proposals a total of 76 units as affordable, equivalent to 33% of the proposed floor space within the development and 38% of the increase in residential floor space. The scheme provides the totality of affordable housing within the site, rather than seeking off-site provision or via commuted payments.

The mix of affordable housing is set out within the attached schedule.

Policy HG11 of the emerging RUDP states that the Council will expect all residential developments with capacity of 15 or more dwellings to make a contribution to the supply of affordable housing. The Council will seek to negotiate 50% affordable housing in each development, taking into account factors that it considers to affect the suitability of the site, namely, the site size, condition and character, nature of the scheme and economics of provision, other planning objectives and the impact on sustainability.

Therefore, whilst seeking the provision of 50% of new units as affordable, the emerging policy and guidance acknowledges, in accordance with Government guidance, that there may be reasons, associated with site costs and funding sources, why this cannot be achieved if the development is to remain viable and the residential scheme is to proceed.

In this case, the development site has an existing building, occupied by a number of commercial operators and eight, permanent residential units. It therefore has an existing value which must be taken into account in the consideration of the viability of any alternative scheme. In addition, the grant regime will not yield the funding necessary to achieve the Council's 50% aspiration. There are also construction costs associated with the creation of a high quality scheme, and the costs incurred in securing renewable energy and an EcoHomes "Excellent" rating.

The applicant's approach, in discussion with Council officers, has been to maximise the provision of affordable housing whilst ensuring that the development remains viable and the desired redevelopment of the site can proceed. In addition, the applicant has sought to provide a variety of housing sizes, including much sought after six bedroom units, so that an identified need within the Borough is met by the proposed development on this site.

The quantum of affordable housing has been maximised, and



this is evidenced in the appraisal prepared by the applicant. This will be submitted to the Council in parallel with the submission of the planning application.

#### Dwelling mix

The application proposals provide for the following mix of units:

Unit Type	Private Units	Aff. Units	Total	Percentage
1 Bed	21	7	29	37%
2 Bed	16	5	21	27%
3 Bed	10	9	19	25%
4 Bed	4	1	5	7%
6 Bed		3	3	4%
<b>Total</b>	<b>51</b>	<b>25</b>	<b>76</b>	

Policy H8 requires an appropriate mix of units sizes, including large and small units. The Policy confirms that the Council will consider the mix and sizes of units best suited to site conditions and the locality, and the requirements of special needs housing.

The proposals are considered to provide for a range of accommodation sizes, and particularly a number of large family houses for social rent, with an associated amenity space.

The proposals are therefore considered to accord with Policy H8.

#### Townscape

The Council's approach to the accommodation of new development is set out in paragraph 3.1, which states,

In protecting and enhancing the built environment, the policies in this section seek to accommodate the necessary levels of change to the built environment required for Camden's continued vitality and prosperity, whilst ensuring the preservation of the Borough's rich historic and architectural heritage. We will encourage development in areas where it can be beneficial, provided it responds to the particular demands of the existing townscape, and achieves a high standard of design.

The Council aims to enhance and protect the built environment and to promote the highest possible standards of design in the Borough (paragraph 3.2).

The design of the proposals and their relationship with the surrounding built environment is considered in detail within this document by Squire and Partners. These issues are considered here against the Council's emerging RUDP policies.

Policy B1 sets out general design principles. The development has been carefully considered in terms of design but also its relationship to its surroundings, and this is evidenced in the considerable pre-application discussion that has taken place with Council officers.

The proposals are considered to represent a high quality building, utilising contemporary design and employing natural materials, attractive in themselves and appropriate for their context.

Accordingly, the proposals are considered to comply with Policy B2 in relating appropriately to their surroundings, the urban grain and public spaces.

Part of the context of the site is made up of the properties to the north which fall within the Belzise Park Conservation Area. The Council make clear through Policy B7 that they will not grant planning permission for proposals which they consider will cause harm to the conservation area's character, appearance or setting.

The existing buildings are considered to significantly detract from the setting of the Conservation Area. In contrast, the scale and design of the proposals have been carefully considered in the light of its context. The proposals have been designed with great care and are considered to provide an entirely appropriate setting for the buildings on the opposite side of Fellows Road which fall within the Conservation Area.

#### Residential amenity

The Council set out their criteria against which residential amenity should be considered in emerging RUDP Policy SD6. The policy confirms that the Council will not grant permission for development that it considers causes harm to the amenity of occupiers and neighbours. The factors the Council will consider include:

- Visual privacy and overlooking
- Sunlight and daylight levels
- Artificial light levels
- Noise and vibration levels
- Odour, fumes and dust
- The adequacy of facilities for storage, recycling and disposal of waste; and
- Microclimate

Paragraph 1.42 elaborates on the Council's application of this policy and confirms that harmful effects to the amenity of existing and future occupiers on a development site and to nearby properties should be avoided, especially in the case of residential buildings. The design of the development should give consideration to overlooking and the potential effects on privacy, and allow sufficient daylight and sunlight into buildings and land. Occupiers and neighbourhoods should also be protected from excessive artificial light, noise and vibration pollution and from odour, fumes and dust. Adequate provision should be made for waste facilities and the effect of the design of any development on the surrounding microclimate should also be taken into consideration.

The proposals have been carefully considered with appropriate regard being paid to the amenity of surrounding residents, as well as the future occupiers of the proposed development.

Visual privacy and overlooking have been considered as the

scheme has developed. One of the reasons for the applicant's acquisition of No. 157A Fellows Road was to ensure that problems of privacy and overlooking did not arise. The layout and configuration of the proposed buildings, and the internal layouts and distribution of habitable rooms have been designed to ensure that such problems do not arise.

Watts and Partners have provided a detailed assessment of the proposals' impact in terms of sunlight and daylight on surrounding residents. They have been involved with the development of the scheme and their involvement has resulted in a design, massing and layout which does not give rise to adverse impacts in terms of sunlight and daylight.

The development will not give rise to problems as a result of artificial light pollution.

The proposals do not provide external air conditioning plant, the plant being located entirely within the basement of the buildings. Problems of noise and vibration associated with such equipment have therefore been designed out of this scheme.

It is not anticipated that the proposals will give rise to problems associated with odour, fumes and dust, neither is the scheme considered large enough to cause microclimatic problems; a view shared by Hoare Lea and confirmed in writing in their letter to the applicant dated 1st November 2005 and submitted in support of this application.

Finally, adequate space has been designed into the scheme for the storage, recycling and disposal of waste.

The issue of residential amenity and the proposal's potential impact upon it, has been considered very carefully by the applicant. The design of the proposed buildings have been informed to a great extent by the need to ensure that residential amenity is protected. As such, the applicant even took the opportunity to acquire No. 157A Fellows Road to ensure the proper planning of this area.

In terms of impact upon residential amenity therefore, the proposals are considered to be entirely acceptable.

#### Traffic and transport

This issue has been considered in detail by Capita Symonds, who have prepared a transport assessment and a detailed case in support of these aspects of the proposals. This issue is considered here against RUDP policies and relevant guidance.

The Council's strategy for traffic and transport is set out in emerging RUDP Policy T1. This policy confirms that the Council will grant permission for developments that encourage travel by walking, cycling and public transport, and will not grant permission for developments that would be dependent on travel by motor vehicles.

Accordingly, Policy T3 requires developments to make satisfactory provision for pedestrians and cyclists.

Policy T7 considers off-street parking and confirms that the

Council will only grant permission for development that complies with the Council's Parking Standards. The policy goes on to confirm that where off-street parking is permitted in accordance with the standards, the Council will encourage the provision of electric vehicle charging equipment. The Council will also encourage the provision of city car clubs and city bike schemes as an alternative to private off-street parking.

The parking standard for the residential units is a maximum of 1 space per dwelling, with one space per ten units suitable for use by people with disabilities. One cycle space per unit is also required.

The existing site currently makes provision for the parking of 29 cars. This parking available to and used by residents on the site, the workers within the shops and people visiting the shops currently on site. The application proposals will be removing these spaces from the public domain and instead will provide a total of 41 parking spaces, all at basement level; an increase of 12 over the existing situation. Disabled parking would be provided in accordance with policy.

Following discussions with Genesis Housing Group, no parking is to be provided for the affordable housing. However, the use of a car club will be made available to all the tenants of the affordable housing, as well as the private units.

Points for the charging of electric vehicles and secure cycle parking will be provided within the scheme.

These proposals are set out in greater detail in the statement provided by Capita Symonds.

The overall strategy is therefore to provide 41 parking spaces on site, an increase of only 12 spaces, and to actively promote alternatives to car use, via electric vehicle charging points, support for a car club and cycle parking, thereby actively encouraging sustainable transport in accordance with the aims and objectives of the Council's RUDP.

#### **Sustainable development**

The development proposals have been formulated with considerable regard to the Council's objectives for promoting sustainable development. In particular, the high quality redevelopment of the site, adopting a design-led approach to maximise density, is entirely in accordance with the principles of sustainable development.

This is reflected in Policy SD3 which contains the confirmation that the Council's "overriding need" is to increase housing as the priority use of the UDP.

The proposal is also considered to comply with Policy SD4 which encourages the maximisation of development on sites, provided that the proposals do not cause harm to townscape or amenity. For reasons set out elsewhere within this, and other consultants' reports, this proposal is not considered to give rise to harm in respect of these issues.

Policy SD5 seeks to locate developments which generate significant travel demand in certain locations. This

predominantly residential proposal is not considered to be such a development, generating relatively low levels of travel demand.

The other members of the consultant team have set out how sustainability issues have informed the design and development of the scheme from its initial stages.

An EcoHomes assessment has been undertaken by Hoare Lea and the scheme achieves an "Excellent" rating. In addition, an analysis of renewable energy sources has been undertaken. Four options have been assessed by Hoare Lea and a biomass generator, to be located within the basement of scheme, is included within the proposals. This generator would be able to supply 10% of the energy used by the proposed development.

#### **Community involvement**

The applicant has undertaken a detailed and extensive programme of community consultation, at both pre- and post-application stages. The consultation has utilised a local exhibition, presentation and meetings with small groups.

#### **Planning obligations**

The proposals are considered to represent a significant enhancement of Winchester Road and the surrounding area, including the setting of the Conservation Area. The proposals remove a large, unsightly block and replace it with buildings of very high quality, designed by the nationally renowned practice, Squire and Partners.

They make a significant contribution to the dwelling stock of the Borough and provide a substantial quantum of socially rented affordable housing, including large family-sized dwellings.

The applicant is aware of the Council's policies regarding financial contributions, and is will to enter into discussions regarding the provision of planning obligations, provided that they are in accordance with Circular 05/05.

### 1.3 Design Team

<b>Client</b>	London Merchant Securities Plc
<b>Architect</b>	Squire and Partners
<b>Project Manager</b>	Chantey Davis Limited
<b>Planning Consultant</b>	The London Planning Practice
<b>QS</b>	Cyrill Sweett & Partners
<b>Structure</b>	Adams Kara Taylor
<b>Services</b>	Hoare Lea
<b>Agent</b>	Knight Frank LLP
<b>Highways</b>	Capita Symonds
<b>ROL Sunlight &amp; Daylight</b>	Watts and Partners
<b>Arboriculturist</b>	ACS Consulting
<b>Wind</b>	BMP
<b>PR</b>	Louise Taylor Consulting
<b>CDM</b>	Cyrill Sweett & Partners