

Mr Grant Leggitt  
Development Control Planning Services  
London Borough of Camden  
Town Hall  
Argyle Street  
London  
WC1H 8ND

Our Ref: SA/3944/ef

3<sup>rd</sup> August 2005

Dear Sir,

**Re: 74A Holmes Road, London, NW5**

This Planning Support Report addresses the four Reasons for Refusal imposed on the previous application, ref no. 2004/5517/P, which was issued on 13<sup>th</sup> April 2005.

Since then detailed informal discussions have taken place with the Council Town Planning and Housing Officers to resolve these matters.

The Delegated Report of 13<sup>th</sup> April 2005 covers all other "development plan" policies matters and other material considerations which are not at issue, which this report does not reiterate therefore.

## **Reasons for Refusal**

### **1) Elevational Design**

The north and south elevations have been remodelled and a larger palette of materials introduced, to create a harmonious appearance on this irregular shaped site. The building also significantly enhances the wider streetscape at this focal point, to create a more coherent sequence of buildings. The design and access philosophy is explained in full detail in Paul Whitley Architect's report.

The scheme thereby would have a beneficial affect on the appearance of the streetscene, in accordance with the UDP objectives of Policies EN13 and EN14.

### **2) Housing Mix**

There continues to be pressing local need for small units of accommodation for those unable to purchase such flats on the open market, but able to afford low cost shared ownership affordable housing as proposed on this site.

There is very little similar accommodation locally and this proposal would thereby enhance social inclusiveness in the community, broadening thereby the overall range of dwelling types. UDP Policy HG16 is thereby satisfied.

**3) Affordable Housing**

Detailed discussion between the Council's Housing Officer and the RSL associated with this scheme have achieved full agreement on the appropriate "affordability" parameters for this particular scheme in this specific location. The RSL's "Affordability Tables" report demonstrates how this scheme meets those criteria and concludes that the accommodation would represent good value for money when compared with open market valuations for outright sale, being around 60% of those open market values.

The provision of "affordable housing" will be secured by means of a Section 106 Planning Obligation. UDP Policy HG11 is thereby fulfilled.

**4) Car-Free Housing**

This requirement will be secured by a Section 106 Planning Obligation, satisfying thereby UDP Policies TR4 and TR17.

**Conclusions**

All the previously outstanding matters have thereby been resolved and we respectfully conclude that planning permission should be granted.

Yours faithfully

**THE BELL CORNWELL PARTNERSHIP**

**SIMON AVERY**