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Your ref:
Our ref: 2014/1676/PRE
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Dear Charles,

Town and Country Planning Act 1990 (as amended) Re: Land to the rear of 148 – 152 West End Lane, London, NW6 1SD

Thank you for your enquiry received on the 5th March 2014, regarding your proposal for the redevelopment of the existing site following demolition of the existing warehouse to create a 4 storey building on the southwest of the site and a 10 storey building at the eastern part of the site.

The proposal is detailed in the following submitted documents: The Residence – West End Mews, dated March 2014.

Additional information submitted on May 9th: Pre app report 2
Additional information submitted on May 26th: Massing and visuals.

Further to our meetings on March 27th and May 9th I can provide you with the following advice.

Site Description

The proposal relates to a triangular shaped site to the rear of a mixed use building which fronts onto West End Lane. The site is located on the eastern side of West End Lane and is bound by railway tracks on either side. There is an existing warehouse building on part of the site which is currently vacant. The site is not located in a Conservation Area but is close to the boundary with West End Green Conservation Area and has excellent transport links due to the three stations which serve West Hampstead – it benefits from a PTAL rating of 6a. The site also falls within West Hampstead Town Centre.

Relevant Policies

LDF Core Strategy

- CS1 Distribution of growth
- CS2 Growth Areas
- CS3 Other highly assessable areas
- CS5 Managing the impact of growth and development
- CS6 Providing quality homes
- CS8 Promoting a successful and inclusive Camden economy

CS10 Supporting community facilities and services
CS11 Promoting Sustainable and efficient travel
CS13 Tackling climate change through promoting higher environmental standards
CS14 Promoting high Quality Places and Conserving Our Heritage
CS15 Protecting and Improving our Parks and Open Spaces & encouraging Biodiversity
CS16 Improving Camden's health and well-being
CS18 Dealing with waste and encouraging recycling
CS19 Delivering and monitoring the Core Strategy

LDF Development Policies

DP2 Making full use of Camden's capacity for housing
DP3 Contributions to the supply of Affordable Housing
DP5 Homes of different sizes
DP6 Lifetimes Homes and Wheelchair Housing
DP13 Employment premises and sites
DP15 Community and Leisure Uses
DP16 The transport implications of development
DP17 Walking, Cycling and public transport
DP18 Parking standards and limiting the availability of car parking
DP19 Managing the impact of parking
DP20 Movement of Goods and Materials
DP21 Development Connecting to the Highway Network
DP22 Promoting Sustainable Design and Construction
DP23 Water
DP24 Securing High Quality Design
DP25 Conserving Camden's Heritage
DP26 Managing the impact of development on occupiers and neighbours
DP27 Basements and Lightwells
DP28 Noise and Vibration
DP31 Provision of, and improvements to, open space and outdoor sport and recreation facilities
DP32 Air quality and Camden's Clear Zone

Updated Camden Planning Guidance 2011 (updated 2013)

CPG1 – Design
CPG2 – Housing
CPG3 – Sustainability
CPG4 – Basements
CPG5 – Town Centres, Retail and Employment
CPG6 - Amenity
CPG7 – Transport
CPG8 – Planning Obligations

Fortune Green and West Hampstead Neighbourhood Plan – currently in draft form but can be afforded some weight given London Borough of Camden will soon consult on it.

West Hampstead Place Plan – published March 2012 is a strategic document and sets out a vision for the area incorporating local priorities and objectives.

Planning History

PWX0103180 – Planning permission was granted in July 2004 for the construction of three floors above the ground floor commercial uses on the West End Lane frontage

for use as 6x 3-bed, 3x 2-bed and 2x 1-bed self-contained residential flats; and the erection of an additional floor as an extension to the existing office building, together with a new elevational design to both buildings, incorporating apart change of use to restaurant.

2003/1694/P – Planning permission was granted in May 2004 for a temporary period of 3 years for The continued use of the site as a car park for limousine car hire and storage incorporating the continued siting of 3x single storey demountable buildings and a two storey demountable building for use as ancillary office and staff facilities.

Considerations

During our meeting we discussed the following matters which are considered to be material considerations:

- Land use;
- Design;
- Quality of residential;
- Amenity;
- Transport;
- Basement;
- Sustainability;
- CIL;
- S106 contributions.

Land Use

Existing situation

The site is partly used as a car park and partly occupied by a vacant single storey warehouse building. The site was previously used for parking by a limousine company but this permission was only given for a temporary period of 3 years which expired on May 28th 2007 – see planning history above.

With regards to the existing office use, the planning history shows that 15 car parking spaces were provided with that development. These spaces are located at the front of the site. It is noted that these are the *only* car parking spaces which have been given planning permission at this site and as such are the *only* spaces which are lawful.

Proposed situation

West Hampstead is identified in the London Plan as an 'Intensification Area' that will create a minimum of 800 homes and 100 jobs – however it is stated in the LDF that it is unlikely that the major interchange works which were originally proposed will now go ahead and as such more incremental development and interchange improvements will be more realistic.

The site is identified in the Policy CS2 of the LDF as a 'Growth Area' where the Council will expect development to: maximise the site opportunities; provide appropriate links to and benefits for surrounding areas and communities; and be in accordance with the Councils aspirations and objectives for that area. This policy also specifically states that the Council will expect developments in West Hampstead to include:

- ✓ A mix of uses, including substantial new housing, town centre, employment and community uses, and open space;

- ✓ Improved transport interchange accessibility and capacity and improved pedestrian and bicycle movements and routes;
- ✓ A substantially improved street environment around transport facilities; and
- ✓ Sustainable and safe design of the highest quality that respects the character and heritage of West Hampstead.

In order to develop the site it would be necessary to demolish the existing warehouse. As this building is vacant and is of no architectural merit, no objection would be raised to its demolition. It is unclear when this building was last used but it is understood that the site was previously used by 'The Hardwood Flooring Company' (who have since moved to Fortune Green Road) and the warehouse is likely to have been used for storage associated with this use.

No employment floorspace is proposed for this site, however as the site is surrounded by office uses it is not envisaged that this would be problematic. However the loss of B8 storage from the site does need to be addressed and as such I consider that the site should incorporate some mix of uses such as a community/education use or new public open space in accordance with Policy CS2. It is noted that a gym is proposed – maybe this could be explored further in terms of a genuine new use for the community (not just the occupants of the new flats).

It is also noted that the proposed new access route off West End Lane would result in the loss of some retail space. Given the sites location in West End Lane whereby 75% of all frontages should be in retail use it would need to be explored how this would work and whether or not it would be acceptable.

Housing

Housing is a property land use of the LDF and the principle of providing residential units at this site is considered acceptable. The revised proposal indicates 2 blocks of residential comprising 57 residential units.

Mix

Policy DP5 seeks to provide a range of unit sizes to meet demand across the borough. In order to define what kind of mix should be provided within residential schemes, Policy DP5 includes a Dwelling Size Priority Table. The Council would expect any housing scheme to meet the priorities outlined in the table, or provide robust justification (such as RP requirements) for not providing a mix in line with the table and the requirements outlined in paragraph 5.5 of the supporting text to the policy. The revised scheme proposes the following mix:

- Block A: 14 x 1 beds; 14 x 2 beds and 13 x 3 beds (41 flats in total)
- Block B: 8 x 1 beds; 4 x 2 beds and 4 x 3 beds (16 flats in total)

This is considered to be acceptable and provides a high number of family sized units.

Affordable Housing

Policy DP3 expects all developments with a capacity to provide 10 units or more to make a contribution to affordable housing. DP3 introduces a sliding scale for developments between 10 units and 50 units.

The 50% target will operate on a sliding scale for housing developments, subject to the financial viability of the development, with a norm of 10% for 1,000 sq m (gross) of additional housing and 50% for 5,000 sq m (gross) of additional housing, considered to be sites with capacity of 10 dwellings and 50 dwellings respectively.

The proposed amount of residential floorspace has not been provided but is *roughly* calculated at 5,000sqm which would result in a requirement for 50% affordable housing. In line with the requirements of the policy, the provision of affordable housing will be expected on site, but where this cannot be practically achieved on the site we may accept off site affordable housing or exceptionally a payment in –lieu. An open book financial viability appraisal, which would be independently assessed at the applicant's cost, would be required should a less than 50% provision be provided by the applicant. A deferred payment obligation would be secured in the S106 for re-appraisal of the development at a later date.

Lifetime Homes and Wheelchair Housing

All units should meet lifetimes homes standards. This should be demonstrated in the submission by way of a Lifetimes Homes Assessment. 10% of the homes should either meet wheelchair housing standard or be easily adaptable to meet the standards.

Design

It is considered that the proposals (original and revised) essentially seek to accommodate too much development on a highly constrained site resulting in a number of problematic issues relating to townscape, morphology and residential amenity.

Whilst some of the views presented potentially work better than others the key view across the railway line from West End Lane opposite the Travers Perkins building is the most problematic in relation to the impact of the proposed building on the prevailing scale of the townscape. It was pointed out at the 1st pre meeting that the apparent parapet line of the Blackburn Rd building was (due to the differing levels) equivalent to the parapet line of the Paramount building. It is considered that the height of paramount building and the apparent height of the Blackburn Rd building should form the predominant height of building proposals for the site in order to respond positively to the existing townscape.

Whilst the proposed re configuration of the affordable units and the relation to existing car parking is an improvement on the previous proposal, the arrangement remains unsatisfactory. These units are essentially segregated from the rest of the site, Access through the corridor from West End Lane seems less than satisfactory. Whilst currently the outlook is southwards above existing roof tops this condition is unlikely to remain the same in the medium to long term if the site opposite is redeveloped.

Maybe a clue to how the site might more successfully be configured is suggested in the branding of the development as West End Mews. The proposals as they stand do not represent a mews as they are more commonly understood and are not in line with Camden's LDF and Planning Guidance.

Trees and Biodiversity

Policy CS15 states that the Council will require development to protected existing trees and promote to provision of new trees and vegetation and encourages biodiversity. It is not envisaged that any trees will be affected by the proposal. Any new development should incorporate biodiversity enhancing measures such as biodiverse roofs, green walls, bird and bat bricks in line with planning policy and guidance.

Quality of residential

All flats should be considered against the standards outlined within the Mayor's London Housing SPG 2012. Each new block of flats would have their own entrances with the main access to the site being via a new gated entrance off West End Lane. The flats should be accessed by both a staircase and a lift. The floor plans for the units are not at an advanced stage but the majority of flats would be dual aspect and would have amenity space. The Council's minimum residential requirements state that each unit should have a window facing 30 degrees of south in order to make the most of solar gain through passive solar energy. It is likely that this would be achieved for most new units in the blocks as it is envisaged that the flats will be designed in line with the London housing Design guide.

The site is bound on both sides by the railway and you are advised that the new building and windows should be designed to attenuate this noise. All habitable rooms should have access to natural light. In accordance with the BRE standards kitchens should have an Average Daylight Factor (ADF) of no less than 2%.

All units should meet or exceed the Mayor's space standards in terms of overall floor areas. All 1st and double bedrooms should have a minimum area of 11sqm and single rooms should have a minimum floorarea of 6.5sqm.

The site's location next to West End Lane will necessitate the submission of Noise and Air Quality assessments with any future application in accordance with policies DP26, DP28 and DP32.

Amenity space

Access to private amenity in the form of roof gardens or balconies is required especially for the family sized units. Furthermore decent amenity space needs to be built into the overall design of the scheme – the amenity space at ground floor level would not be very enticing given it would be overshadowed by both the existing office block and the proposed residential block. Maybe something at roof level could be explored?

Neighbouring amenity

Policy DP26 states that development should protect the quality of life of occupiers and neighbours by only granting permission for development that does not cause harm to amenity in terms of privacy and overlooking, overshadowing and outlook, sunlight and daylight, noise and vibration, odour, fumes and dust and microclimate.

Daylight/privacy and overlooking

There are no neighbouring residential units close-by but the site is located next to office accommodation. This relationship would need to be explored in detail as I do have some concerns but as I have not been provided with section drawings it is difficult to comment. However office accommodation is not afforded the same levels of protection in amenity terms as habitable accommodation but a report indicating the impact of any scheme on the office block should be submitted with any application. I also have concerns regarding levels of overlooking and loss of daylight to the new flats in Block B given their location next to the existing office block and full details would be required in the event of any application.

Noise

Details of any plant proposed as part of the development should be included in the application. An Acoustic Report would be required to assess the impact of any plant on the nearest noise sensitive window. Noise levels must comply with the Council's noise standards set out in policy DP28.

Transport

The site has a PTAL value of 6a meaning that access to public transport is considered to be excellent. There is a Controlled Parking Zone CA-R(a), which operates between 8.30am and 6.30pm Monday to Friday. This zone is bordered to the north by zones CA-P(a) and CA-P(b), to the west by zones CA-Q and CA-Q/R, and to the south by zones CA-R(a)/Q, CA-R(a)/K/Q and CA-R(a)/K.

Car Parking

The Council's transport department would require all of the office and retail parking spaces to be removed from the site given the highly accessible location. The temporary car park permission drawings refer to the need to maintain access to the railway lines. Network Rail should be consulted on in order to confirm whether or not this access is still required and whether the 3m wide "no build" zone on the proposed plans meets their requirements;

Track diagrams are required showing refuse vehicles and fire engines turning around within the proposed "arrival square" and these should be used to inform the design of this area;

All of the proposed 57 residential units should be designated as car free, i.e. no on-site parking should be provided and the occupants will be unable to obtain on-street parking permits from the Council. A small number of Disabled parking spaces may be appropriate as long as they are allocated to the fully wheelchair accessible units (not ones that can be converted at a later date) and their use restricted to Blue Badge holders only. This arrangement should be secured by means of a Section 106 Agreement;

Cycling

Camden's Parking Standards for cycles states that 1 space is required per 250sqm over a threshold of 500sqm of retail and commercial floorspace. 308sqm of retail/commercial floorspace is proposed as such the threshold for requiring cycle parking would not be reached.

From a residential perspective Camden use TfL's Parking standards that stipulate that a minimum of one space is required for dwellings up to 2 bedrooms. For units with 3 or more bedrooms the standards require the provision of 2 spaces per unit. Hence 52 spaces would be required as part of this development.

As outlined in CPG7, 'cycle parking needs to be accessible (in that everyone that uses a bike can easily store and remove a bike from the cycle parking) and secure. The route from cycle parking to street level should be step free. Cycle parking inside buildings should be at the entrance level of the building or accessible by a ramp or lift from street level that can accommodate a bike'.

Development connecting to the highway, financial contribution

Given the proposed intensification in use of the site, a S106 contribution will be required towards pedestrian, cycle, and public realm improvements in the vicinity of the site. This contribution could potentially be used towards providing a new

Overground station entrance building, which is due to be built on part of the Ballymore site.

Construction Management Plan (CMP)

DP21 seeks to protect the safety and operation of the highway network. For some development this may require control over how the development is implemented (including demolition and construction) through a Construction Management Plan (CMP) secured via S106. Given the level of demolition and construction a CMP would be required. Please see Chapter 8 of CPG6 for more details on the requirement for a CMP.

Basements

Existing and proposed sections have not been provided but it is clear that a lower ground floor level is proposed. Therefore, if you are proposing any excavation you should consider the following.

Policy DP27 states that developers will be required to demonstrate with methodologies appropriate to the site that schemes maintain the structural stability of the building and neighbouring properties; avoid adversely affecting drainage and run-off or causing other damage to the water environment; and avoid cumulative impact upon structural stability or water environment in the local area.

If you are proposing excavation you are required to submit a Basement Impact Assessment which satisfactorily demonstrates that the proposal would maintain the structural stability of the building and neighbouring properties; avoid adversely affecting drainage and run-off or cause other damage to the water environment; and avoid cumulative impacts upon the structural stability or water environment in the local area. Detail on preparing a Basement Impact Assessment is contained within CPG4 – Basements and lightwell.

Sustainability

Policy DP22 (Promoting sustainable design and construction) states that the Council will require development to incorporate sustainable design and construction measures. All developments are expected to reduce their carbon dioxide emissions by following the steps in the energy hierarchy (be lean, be clean and be green) to reduce energy consumption. As of 1 October 2013 new developments are expected to achieve a 40% reduction in carbon when compared to Building Regs 2010 (see London Plan policy 5.2).

Energy efficient design requires an integrated approach to solar gain, access to daylight, insulation, thermal materials, ventilation, heating and control systems. These should be considered in relation to each other when designing a scheme.

An energy statement should be submitted with an application of this nature which demonstrates how carbon dioxide emissions will be reduced in line with the energy hierarchy. CPG3 - Sustainability provides guidance on what should be included in an energy statement. For a development of this size the Council would expect the applicant to explore the opportunity of linking up to an existing or future decentralised energy network. Further details can be found in CPG3- Sustainability.

The new residential units would be required to meet as a minimum 'Code Level 4' in a Code for Sustainable Homes Assessment and the new commercial floorspace

would be expected to meet 'very good' in a BREEAM Assessment. An assessment should be submitted as part of any application submission, with a post construction review to be carried out as a condition/legal agreement of any approval.

Water run-off and attenuation

Although this may be included in any CfSH assessment, the applicants should make provision for water run-off attenuation measures and should ensure green roofs, brown roofs and green walls are proposed where possible.

Community Infrastructure Levy

The development would be subject to the Mayor of London's Crossrail CIL at £50 per sqm of new floorspace (net uplift).

Please be aware that Camden CIL would be adopted by this any application on this site is considered at committee. The preliminary draft charging schedule, out for consultation, can be found here <https://consultations.wearecamden.org/culture-environment/camden-cil-preliminary>

S106 Contributions

Local community benefits (CS19)

Any residential development will lead to increased pressure on the existing local community facilities within the area, such as the open space, schools, health and leisure uses. As such is it crucial that the development at the very least contributes towards supporting, improving and enhancing existing facilities.

Likely s106 terms (subject to change if Camden CIL adopted)

- Car free
- Affordable housing financial contribution
- Public Open Space contributions
- Education contributions
- Social and community facilities contributions
- Construction / Servicing Management Plans
- Code for Sustainable Homes 'level 4' minimum
- Energy Statement
- Environmental improvements / public realm contribution
- Highways contribution
- Construction Workers Training and Recruitment Package

You are advised to enter into a Planning Performance Agreement, the details of which can be agreed with officers. Your early consultation with the surrounding conservation area CAACs, local residents and any other local amenity groups, is recommended.

This response represents the Council's initial view of your proposals based on the information available to us at this stage. It should not be interpreted as formal confirmation that your emerging proposals will be acceptable nor can it be held to prejudice formal determination of any planning application we receive from you on this proposal.

Yours sincerely,

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