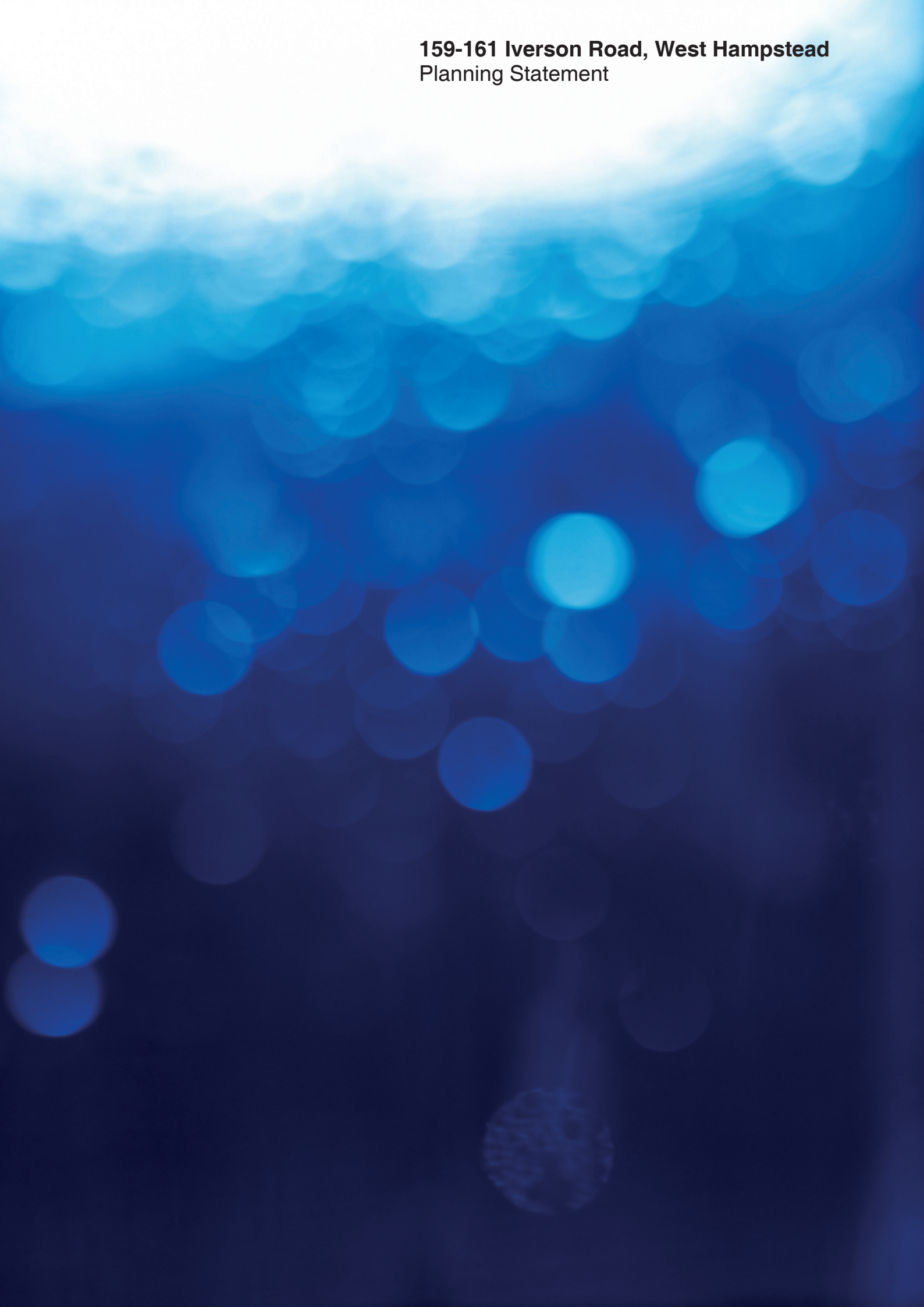


159-161 Iverson Road, West Hampstead
Planning Statement



**159 – 161 Iverson Road, West
Hampstead**
Planning Statement
August 2014

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Appendices

Appendix 1
Site Location Plan

Appendix 2
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1. Introduction

- 1.1. This planning statement has been prepared on behalf of McGregor Homes Ltd, in support of a revised planning application for development at 159-161 Iverson Road, West Hampstead.
- 1.2. The planning application has been prepared in the context of the ever increasing need in housing in London but at the same time not prejudicing any of the principles of advice provided by the Council in the pre-application discussions for the extant permission, which were held in March and July 2013.
- 1.3. This application stems from a recognised housing need in London identified in the Further Alterations to the London Plan particularly for housing and economic capacity. The Further Alterations to the London Plan has developed since the previous application was approved and the Examination in Public will commence in September 2014.
- 1.4. The revisions to the London Plan highlight the pressing need for more homes as the population is likely to increase significantly more than previously anticipated. This need has resulted in amendments to policies on housing including London Plan policy 3.3E which states that *'boroughs should seek to enable additional development capacity to be brought forward to supplement the new targets'*. As a result this application seeks additional housing on 'previously developed' which will contribute to amended targets and allows the site to be optimised to its full potential.
- 1.5. This application is a revised scheme for the site following the grant of planning permission on 21 February 2014 for *'demolition of existing building and erection of two buildings ranging between one and six storeys, comprising 19 residential units (Class C3), 164sqm of employment floorspace (Class B1c)'* (LPA Ref: 2013/7505/P).
- 1.6. The proposal comprises the redevelopment of Iverson Tyre Centre to provide residential accommodation and employment floorspace (use class B1c), as follows:
 - 23 residential units (18 private units and 5 affordable units); and
 - 164sqm of flexible employment space (use class B1c).
- 1.7. Full details on the proposed development are set out in Section 3.
- 1.8. A site location plan is enclosed in **Appendix 1** and photographs of the application site are enclosed at **Appendix 2**.
- 1.9. This planning statement sets out the planning justification in support of the proposed development and is structured as follows:
 - A description of the application site and surroundings and planning history is set out in Section 2;
 - A description of the development proposals is provided in Section 3;
 - An outline of relevant national, regional and local planning policy and other relevant documents is set out in Section 4;
 - The key planning issues are discussed at Section 5; and
 - Our conclusions are set out in Section 6.
- 1.10. The application is also supported by the following additional documents:
 - Design and Access Statement (including Floorspace Schedule), produced by Dexter Moren Associate (DMA);

- Package of Application Drawings, produced by DMA;
- Noise Assessment, produced by Aulos;
- Daylight/Sunlight Assessment, produced by Eb7;
- Energy Statement, produced by Hodkinson Consultancy;
- Sustainability Statement, produced by Hodkinson Consultancy;
- Ecological Survey, produced by the Ecology Consultancy; and
- Transport Statement, produced by Vectos.

2. Background

Site and Surroundings

- 2.1. This site is currently occupied by Iverson Tyres who use it for a tyre fitting depot and the administrative HQ for their 8 outlets across London. A site plan is enclosed at **Appendix 1**. The owner no longer wants to operate the tyre fitting depot from the site but he does want to retain the administrative function of the business in West Hampstead (either on-site or elsewhere locally) as a number of local people are employed at the site. The enclosed letter at **Appendix 3** confirms the owner's intentions.
- 2.2. The site comprises a single storey (with mezzanine tyre store above) warehouse building of 159.4 sqm GIA with three portacabins and a forecourt all used in association with Iverson Tyres.
- 2.3. The surrounding area is predominately residential. To the north is the railway embankment with the existing Thameslink railway line beyond. To the east is the site of a former garden centre which is currently being developed for housing. A new replacement rail station building for West Hampstead Rail Station is located further to the east of this site.
- 2.4. To the south, on the opposite side of Iverson Road, there is a mix of uses including offices, commercial and residential. Directly opposite the site; 190 Iverson Road is a single storey yellow brick office building occupied by Innisfree Housing Association, 188 Iverson Road is a two storey brick office occupied by Tavener & Sons builders and 184 Iverson Road and beyond are 3/4 storey yellow brick and white render Victorian houses and flats.
- 2.5. To the west of the site is a 3-4 storey red brick Network Rail signal box building with associated car parking and ancillary facilities. This is separated from the proposed site by the access road to this building and an access route to the railway line.
- 2.6. The site is in a highly accessible location and benefits from a PTAL of 5. West Hampstead tube, Thameslink, and the overground stations are in the immediate vicinity. It is close to the town centre amenities and is within the Kilburn Controlled Parking Zone.
- 2.7. The site is adjacent to the West Hampstead Growth Area which abuts both the northern and southern boundaries of the site. This is one of five Growth Areas identified under the Council's LDF Core Strategy Policy SC1. These areas are identified as having opportunities for significant development of new homes jobs and families.

Relevant Planning History

- 2.8. The site has planning consent for class B1(c) use (LPA Ref: PL/910107).
- 2.9. Adjoining the site is the former garden centre which was granted planning permission (LPA ref: 2012/0099/P) for a contemporary 36 unit residential development (33 apartments and 3 family houses) in December 2012 (the consented scheme is shown in the Design & Access Statement). This is currently being developed.
- 2.10. Planning permission was granted on 21 February 2014 (LPA Ref: 2013/7505/P) for demolition of existing building and erection of two buildings ranging between one and six storeys, comprising 19 residential units (Class C3), 164sqm of employment floorspace (Class B1c).
- 2.11. In addition, although an application has not yet been submitted, the LB Camden is promoting the redevelopment of the industrial estate at Liddell Road to the west of the site for a high

density mixed use development to include up to 140 homes within two buildings of 6 and 14 storeys, flexible business space and a new primary school. A meeting was held on the 22 July 2014 where the proposals were presented and discussed. We understand an application is programmed to be submitted in autumn 2014.

3. Proposed Development

- 3.1. The proposed development is for the redevelopment of the Iverson Tyre Centre site to provide a high quality mixed use scheme comprising 164 sqm of flexible employment space (Class B1c), 23 residential units (18 private units and 5 affordable units), with associated cycle parking, refuse/recycling area, private and communal amenity space and associated works.
- 3.2. The main alterations between the previously approved scheme and this revised scheme are as follows:
- The rear block on the site, bounding the railway track is to increase by an additional storey to seven storeys. This is a similar height to the development on the adjoining site at 163 Iverson Road and will provide 2 additional residential units (2 x 2 bedroom units);
 - There are two additional storeys proposed within the centre of the development at first and second floor levels; these floors will not cover the entire footprint of the central area and will remain subordinate to the blocks at the front and the rear of the site. The first floor will provide a 2-bedroom affordable housing unit and the second floor will provide a 2-bedroom market unit.
- 3.3. The scheme will deliver a sustainable development which will re-provide the employment floorspace which exists on the site and much needed new housing, making the best use of the site.
- 3.4. The development is for a part four, part five storey building to the front of the site, three storeys to the centre of the site and a seven storey building to the rear of the site. The heights that are proposed relate well to the surrounding building heights. It reflects the scale and massing of this part of Iverson Road, will not further impact on the Network Rail site or the development under construction on the neighbouring site at 163 Iverson Road. The contemporary design will complement the adjoining site, the railway station to the rear and the character of the surrounding area.
- 3.5. The scheme proposes a mix of one, two and three bed units to provide a range of smaller and family units to meet local requirements. The accommodation proposed is set out in the table below:

Proposed Unit Mix	
No of Bedrooms	No of Units
1 bed	1
2 bed	16
3 bed	6
TOTAL	23

- 3.6. The site is in close proximity to West Hampstead town centre and has good excellent access to public transport facilities. The site has a PTAL rating of 5 'Very Good' and therefore the development will be a car free scheme. Cycle parking is provided at one cycle parking space

per unit for the smaller 1 and 2-bed units and two spaces for each of the 3-bed units. 1 visitor space is required per 40 units, suggesting a provision of 1 additional space, totalling 31 spaces. These will be provided in a secure cycle storage facility at ground floor level.

- 3.7. Refuse and recycling storage is provided at ground floor level, which is easily accessible to all and collections will be carried out on-street. It has been agreed with the council's transport team that a servicing bay is not required and that it is appropriate for servicing to be undertaken from Iverson Road.
- 3.8. The design and access statement which accompanies this application provides more detail on the proposed development and reasoning behind the revisions to the approved scheme.

4. Planning Policy Context

- 4.1. This section sets out the planning policy framework relevant to the application site and the development.
- 4.2. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that planning applications are determined in accordance with the Development Plan unless material considerations indicate otherwise.
- 4.3. The relevant policy considerations for the proposed development are summarised below. Section 6 of this Statement details how the proposal complies with and is supported by the relevant policies.

National Planning Policy Framework

- 4.4. The National Planning Policy Framework (NPPF) has 12 core planning principles which underpin both plan making and decision taking.
- 4.5. Core planning principle three states that planning should help to *'pro-actively drive and support sustainable economic development to deliver homes...'* Paragraph 49 of the NPPF goes on to say that housing applications should be considered in the context of the presumption of favour of sustainable development. Furthermore, Paragraph 51 advises that:

'Local planning authorities should...normally approve planning applications for change to residential use and any associated development from commercial buildings (currently in the B use classes) where there is an identified need for additional housing in that area, provided that there are not strong economic reasons why such development would be inappropriate.'

- 4.6. Core planning principle eight supports effective use of land, by reusing land that has been previously developed (brownfield land), provided that it is not a high environmental value.
- 4.7. Section 7 of the NPPF outlines how good design is a key aspect of sustainable development and should be indivisible from good planning. Paragraph 58 states that development should aim to function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development. It also requires developments to respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation. And, further that developments are visually attractive as a result of good architecture and appropriate landscaping.
- 4.8. Paragraph 65 of the NPPF promotes sustainable design/buildings and states that:

'Local planning authorities should not refuse planning permission for buildings or infrastructure which promote high levels of sustainability because of concerns about incompatibility with an existing townscape, if those concerns have been mitigated by good design.'

- 4.9. With regard to decision-taking, the NPPF states that local planning authorities should approach decision taking in a positive way to foster the delivery of sustainable development, and should look for solutions rather than problems. Decision-takers at every level are encouraged to approve applications for sustainable development wherever possible (paragraphs 186 and 187).

National Planning Practice Guidance

- 4.10. The Government has published the final version of the National Planning Practice Guidance (NPPG) and cancelled existing technical guidance including the Practice Guidance on Need, Impact and the Sequential Approach (2009). The NPPG provides an explanation of the government's interpretation of policy in the NPPF.

The Development Plan

- 4.11. The Development Plan for the application site includes the London Plan (adopted July 2011), the Camden Core Strategy 2010 – 2025 (adopted November 2010) and the Camden Development Policies (adopted November 2010). The relevant policies from each of these documents are identified below:

London Plan

- Policy 3.3
- Policy 3.5
- Policy 3.8
- Policy 3.13

Camden Core Strategy

- Policy CS1 – Distribution of growth
- Policy CS2
- Policy CS5 – Managing impact of growth
- Policy CS11 – Sustainable travel
- Policy CS6 – Providing quality homes
- Policy CS14 – High quality places and conserving heritage
- Policy CS18 – Waste and recycling

Camden Development Management Document

- Policy DP1 – Mixed use development
- Policy DP3 – Contributions to the supply of affordable housing
- Policy DP5 – Homes of different sizes
- Policy DP6 – Lifetime homes and wheelchair housing
- Policy DP13 – Employment sites and premises
- Policy DP18 – Parking standards
- Policy DP22 – Promoting sustainable design and construction
- Policy DP24 – High quality design
- Policy DP26 – Impact on occupiers and neighbours
- Policy DP28 – Noise and vibration

Supplementary Planning Guidance

- CPG 1 – Design
- CPG 2 – Housing
- CPG 3 – Sustainability
- CPG 5 – Town Centres, Retail and Employment
- CPG 6 – Amenity
- CPG 7 – Transport
- CPG 8 – Planning Obligations

West Hampstead Place Plan

- 4.12. The Council published the West Hampstead Place Plan in March 2012 and establishes a vision for the area based on the priority issues. A set of actions then forms part of the plan to show how the vision can be made into a reality and the relevant actions in determining this

application are:

- Action E. 16
- Action D1.4

Neighbourhood Plan (West Hampstead)

- 4.13. The neighbourhood plan is in its final draft with a final round of consultation between January and February 2014. The Committee are addressing the responses currently in making any amendments to the plan. There are six main objectives which relate to housing, design, transport, community facilities, the economy and natural environment.

Site Allocations Plan

- 4.14. On 9 September 2013 the Camden Site Allocations Plan was formally adopted, however the application site is not identified within this document for development of any type.

5. Key Planning Issues

Protecting employment uses

- 5.1. There are no alterations to the provision of employment space on the site in this revised scheme. As such the principle of 164 sqm of flexible employment space has been established in the approved application. The proposals will reprovide the same amount of employment floorspace to that which currently exists.
- 5.2. The site is not located within a designated industrial area and is not adjacent to any other industrial uses. The existing occupier of the site, Iverson Tyres no longer wants to operate from the site, as confirmed in the approved application. The approved application (LPA Ref: 2013/7505/P) proposed 164 sqm of flexible employment space at ground floor level. The replacement floorspace would meet the needs of creative industries, new start-ups and medium sized businesses.
- 5.3. The details of the employment floorspace also remain the same as in the approved scheme. It is at ground floor level to the front of the site with a large glazed frontage which spans around the corner to the inner residential part of the site. The employment area incorporates an open space with few supporting columns; 4m high ceilings in comparison to the existing 2.9m, roller shutter doors for improved loading facilities and greater levels of natural light. The flexible space can be used as a single unit or sub-divided for smaller businesses.

Minor Increase in Residential Units

- 5.4. The principle of residential use on the site has been accepted by the Council in approving the recent application at the site (LPA Ref: 2013/7505/P). The delivery of new housing remains a key priority for the Council. Although the site is not located in the West Hampstead Growth Area, residential development on undesignated sites is encouraged.
- 5.5. The use of previously developed land and the delivery of high density development in areas with good public transport is encouraged by the London Plan. The London Plan expects sites to be optimised in order to maximise housing delivery. The site has a PTAL level of 5, 'Very Good' and therefore higher density is suitable and supported by planning policy.
- 5.6. The minor uplift in residential units from the approved scheme of four additional dwellings results in the proposed development comprising 23 residential units on 0.09ha. This calculates to a density of 256 units/ha. The higher density of development than the approved scheme is suitable in this sustainable location and accords with the London Plan's density range, which seeks higher density development in areas with good public transport accessibility.

Affordable Housing

- 5.7. Five affordable housing units are to be provided in this revised scheme, this includes one additional unit to that approved in the original scheme. It is proposed to provide 3x social rented (1x 1-bed, 1x 2-bed and 1x 3-bed) units at ground floor level, and 2x intermediate affordable (2x 2-bed) units at first floor level.
- 5.8. Contributions towards the supply of affordable housing is set out in Policy DP3 of and requires developments with a capacity for 10 or more units or 1000 sqm of floorspace to make appropriate contributions. The policy applies the target on a sliding scale from 10% for developments with capacity for 10 units to 50% for developments with capacity for 50 units. In the context of a scheme for 23 units, this would suggest a requirement for 23% affordable units.

- 5.9. The 5 affordable units would provide 22% affordable housing. It is set out in paragraph 2.33 of CPG2 an absolute mathematical correspondence to the sliding scale is not required. In this situation the size and layout of the affordable units is appropriate and is considered sufficient provision of on-site affordable housing.
- 5.10. The tenure split improves on that in the approved application to meet the required policy standard. The number of units and floorspace equates to 60:40 as sought by policy CS6. There continues to be provision of a 3-bed family sized social rented unit which is a high priority.
- 5.11. The affordable housing units located at ground and first floor are an appropriate size and layout and provide a suitable tenure mix and therefore meet policy requirements. The units will share access with the market units, however as there are a low number of affordable units it was considered in the approved application that a shared entrance is acceptable.

Design, Scale and Mass

- 5.12. The design of the proposed development has evolved following approval of the scheme in February 2014 and seeks to optimise the delivery of housing on the site in accordance with the aims of the London Plan.
- 5.13. The main changes include:
- One additional storey to the building at the rear of the site;
 - Two additional storeys within the centre of the site set back from the east elevation; and
 - A split level communal decking
- 5.14. The approved scheme was originally consulted on with council planning officers (March and July 2013) and local residents/amenity groups (July 2013) prior to submission of the application in November 2013. This application was supported by residents and subsequently by the Council in granting permission on 21 February 2014.
- 5.15. The revised application in providing four additional residential units across the site takes into consideration key design points raised within the pre-application stages of the original application. These include retaining openness to the adjoining sites, retaining a front and rear block on the site which are appropriately separated and ensuring the development complements and does not compete with the development at 163 Iverson Road.
- 5.16. The accompanying design and access statement sets out the revised scheme in more detail. Core Strategy policy CS14 and Development Policies DP24 require all new developments to be of the highest standard of design. They should respect character, setting and context and the form and scale of neighbouring buildings. We consider the key design issues below in line with these policies.
- 5.17. The proposed building ranges between a part four, part five storeys to the front of the site which remains unchanged from the approved scheme. It rises to seven storeys to the rear of the site which includes one additional storey. The building to the rear is located adjacent to the railway tracks and therefore the additional increase will have limited impact on the townscape. It is also acknowledged in the officer report *'that this end of the street is generally characterised by taller buildings'* and therefore the height of this building is complements the existing built environment.
- 5.18. By retaining the existing footprint of the approved scheme combined with the distance from the adjoining development it allows the slight increase in height of the building to the rear to continue to sit comfortably alongside the development at 163 Iverson Road. The additional storey will enable the development at 159-161 Iverson Road to continue to complement the development on the adjoining site, including the 'tree house' element.
- 5.19. The other main alteration to the scheme is the inclusion of two additional storeys within the

centre of the site. These will be located above the approved single storey ground floor level. The additional floorspace will not cover the entirety of the centre of the site and will be set back from the east elevation of both buildings. As such, this infill will remain subservient to the two main blocks.

- 5.20. By limiting the central height to three storeys there is limited impact to the Network Rail site and views from the west along Maygrove Road. The lower level infill retains the separation of the two buildings on the site and openness through the site. As a result of the additional storeys the communal space will now be provided on split levels with a smaller area at first floor level accessible from the main entrance and a third floor communal terrace accessible from the internal stairwell. This will ensure there is a similar provision of communal amenity space to that which has been approved.
- 5.21. The additional storey to the proposed building at the rear of the site and two additional floors within the middle of the site improve upon the approved development and meet the aims of the London Plan to optimise housing on the site. The alterations are minor, will only be visible in glimpse views and will complement the surrounding sites. This can be seen from the 3D images on pages 31, 32, 34 and 37 of the Design and Access Statement.
- 5.22. The street elevation will retain an open and active frontage, with large areas of glazing taking advantage of the southern aspect and set back from the façade by private terraces. Glazing to the employment floorspace will ensure an active street frontage.
- 5.23. The fenestration to the west elevation is the same as the approved scheme, where it was minimised to ensure there was limited overlooking and impact on the adjoining site. The main change includes balconies at first and second floor level on the west elevation to provide amenity space for the new units. This replicates the balconies which have been approved in the units to the rear of the site at the same level. There will also be additional fenestration in the east elevation for the new units, however the distance and orientation of the buildings will ensure there is no additional impact on the future or adjoining occupiers.
- 5.24. The scheme under consideration in this revised application is a high quality development, similar to that which has been approved. It retains the materials and detailed design which has been approved in the original application and the officer report states at paragraph 6.38 'will complement the neighbouring site but which are successful on this site in their own right.'

Residential Standards

- 5.25. The key issues in terms of residential standards are detailed and discussed below:
- Mix of units;
 - Size of the units;
 - Provision of amenity space;
 - Lifetime homes standards; and
 - Provision of refuse/storage.

Mix of units

- 5.26. The market housing element of the scheme proposes 18 units comprising a mix of 13x 2-bed and 5x 3-bed self-contained flats, this varies slightly from the approved scheme with 3 additional 2-bed units. The proposed scheme maintains a good mix of small and large units which are likely to attract a variety of households. In line with the dwelling size priority table outlined in DP5, 72% of the proposed units are 2 bed flats, aligning with the highest priority for market housing. There will be 28% of units with 3 bedrooms which are classified as 'medium' priority. The scheme will therefore contribute to the creation of mixed and inclusive communities. With regard to the on-site affordable housing, the 2-bed and 3-bedroom units correspond with the high priorities identified in policy DP5 and are therefore accord with policy.

Size of the units

- 5.27. The 18 market units provide a suitable standard of accommodation for future occupiers in accordance with policy DP26. Each unit is self-contained and the overall floor area for all the units meets the standards set out in CPG2 and the London Plan. The units retain the regular shape, vertical stacking and access to natural daylight and outlook as presented in the approved scheme.

Amenity space

- 5.28. Camden does not have an adopted standard for private amenity space; however the scheme provides private outdoor amenity space through the provision of balconies, terraces or patio areas for all units which has been considered acceptable in the approved scheme.
- 5.29. The scheme provides 324 sqm of communal amenity space in total, which includes a 187 sqm communal garden at ground level, 48 sqm of communal space at first floor and 89 sqm of communal decking at third floor level. The communal space at third floor level is accessed via the internal stairs and retains the opening to the west to allow daylight and sunlight to filter through the site.
- 5.30. The communal area will be accessed from a large opening on Iverson Road which is at the south of the site and will stretch to the boundary with the railway at the north of the site. The open space shares its boundary with the adjoining site and has been designed so it links in with the communal space provided at 163 Iverson Road.

Lifetime homes

- 5.31. The units are designed to 'Lifetime Homes' standards which is detailed in the design and access statement. 2 ground floor units are capable of being converted to wheelchair units, in accordance with policy DP6 and the requirements of CPG6.

Refuse and Cycle Storage

- 5.32. As with the approved scheme there is a dedicated refuse and recycling facility which is conveniently located adjacent to the site entrance for the residential part of the development. The facility is appropriately sized and is positioned to allow for easy collection. The B1 use will be managed separately.
- 5.33. Safe secure storage is provided for 31 bicycles and is sufficient for the additional residential unit proposed, this is in accordance with London Plan Standards, this is located at ground floor level, close to the entrance and these facilities are easily accessible for all residents.

Residential Amenity

- 5.34. The key issues in terms of residential amenity are set out below and considered in further detail in this section:
- The impact of the adjoining railway and roadway on the residential amenity of future residents of the proposed scheme;
 - Overlooking of 163 Iverson Road; and
 - The potential impact of the proposal on the existing residential properties on Iverson Road in terms of potential overlooking, outlook and daylight/sunlight impacts.

Noise/disturbance to future residents

- 5.35. There is no alteration to the footprint of the proposed scheme and as such the railway adjacent to the site and adjoining Network Rail site have implications for future residents in terms of potential noise and disturbance from any associated activity. An acoustic assessment is provided to demonstrate that the proposed accommodation would not be

subjected to noise levels in excess of the recommended levels.

- 5.36. The scheme has been designed to minimise disturbance from surrounding noise sources, particularly the railway. Mitigation measures include high performance windows on elevations near to the railway; the location of private amenity space away from the railway; screening of communal and private amenity space; appropriate door treatment; careful consideration of the location of bedrooms and enhanced sound insulation.
- 5.37. The acoustic report submitted in support of the application confirms that *'the proposed development and design is capable of achieving a reasonable internal and external noise climate for future residents with moderate attenuation provided. There is expected to be material benefit to the existing residents as noise exposure to railway noise is reduced noticeably.'*

Potential for overlooking of 163 Iverson Road

- 5.38. The residential scheme at 163 Iverson Road, approved in December 2012 is currently under construction and is located directly to the east of the site.
- 5.39. There is no change in the footprint of the proposed scheme on the site and as such 163 Iverson Road will be between 6 – 9 metres away from the proposed scheme. There are no amendments proposed to the approved fenestration. On the east elevation this has been designed with oriel windows to address any issues of overlooking. The location of fenestration on the buildings to the front and back of the site has been designed to reduce overlooking.
- 5.40. The officer report for the approved application states at paragraph 6.42 that *'it is considered that the scheme has been designed to be compatible with this earlier approval and future occupiers of this property will continue to enjoy a good level of privacy.'* In this revised scheme the additional units to the centre of the scheme are a greater distance from 163 Iverson Road and as there are no windows in the flank elevation of this building there will be no overlooking from the additional units.

Relationship with existing residential properties

- 5.41. There are no alterations in the proposed scheme which relate to the front elevation of the front building on the site. As such the 25 metres distance from the existing residential properties on the south side of Iverson Road is maintained. Given the separation distance is in excess of 18m; it is considered the scheme is acceptable in terms of overlooking and loss of privacy, as with the approved scheme.

Sunlight/Daylight

- 5.42. A Sunlight/daylight assessment has been submitted in support of this application. The majority of windows to neighbouring properties maintain Vertical Sky Component (VSC) levels and where there is a small exceedance of BRE targets this is generally secondary windows and the room remains well lit from the principal aspect. Overall good daylight and sunlight levels are maintained to neighbouring sites. The report concludes that there are no material changes in the nature and quantum of amenity impacts when compared to the approved scheme.

Transport

- 5.43. The site has a PTAL score of 5 (very good) which indicates that there is a high level of accessibility by public transport. The site is also located in Kilburn controlled parking zone (CPZ).
- 5.44. The nearest station is West Hampstead Thameslink rail station (national rail), located to the northeast of the site. West Hampstead rail station (overground) and West Hampstead

underground are located directly to the southeast of the site. Kilburn Station (underground) and Brondesbury Rail Station (overground) are located to the southwest of the site. Bus stops are located nearby on Shoot Up Hill (A5) and West End Lane (B150).

- 5.45. The scheme proposes a 'car free' development as approved in the previous application. The high levels of public transport accessibility that the site benefits from will support future occupiers to travel by public transport, to walk or cycle.
- 5.46. Secure cycle parking will be provided in a communal storage facility for 31 bicycles, this will provide sufficient extra cycle parking for the four additional units proposed within the scheme. The cycle storage area will remain next to the entrance to the residential units, all of which is in accordance with policy DP26 (h-k).
- 5.47. There is no alteration to the size and location of the employment floorspace and as such no servicing bay is proposed. Servicing will be undertaken from Iverson Road as has been agreed in the approved scheme.
- 5.48. A transport statement is enclosed to consider the impact of the development. In summary, this concludes:
- The site is situated within a highly accessible location and has a PTAL of 5 and is extremely well served by a number of bus, overground, underground and rail routes which combine to provide a variety of high frequency service to a number of destinations;
 - The existing vehicular access to the site will be closed and the footway reinstated, this will provide sufficient frontage to allow servicing to be undertaken;
 - In accordance with Camden policies, it is proposed that the development will be car-free and that no on-street parking permits will be permitted for new residents;
 - Two disabled parking spaces will be provided on-street adjacent to the development site;
 - 31 cycle parking spaces will be provided within a secure cycle store at ground floor level; and
 - The proposed development will not have a detrimental impact on the surrounding highway and public transport network.

Sustainability

- 5.49. The recently published Sustainable Design and Construction Supplementary Planning Guidance (2014) provides updated guidance to the London Plan framework. The guidance sets out that the Mayor will adopt a flat carbon dioxide improvement target of 35% for both residential and non-residential development over the Building Regulations (2013) baseline.
- 5.50. The accompanying Energy Statement considers the most suitable technologies and outlines a strategy to achieve this target. This report concludes that the combination of Be Lean and Be Green measures, such as the installation of solar PV panels, will result in a 35% reduction in regulated CO₂ emissions which exceeds the energy requirements of Level 4 of the Code for Sustainable Homes and is in accordance with local policy.
- 5.51. Development Policy DP22 requires new residential development to meet Code for Sustainable Homes Standard Level 4. The accompanying Sustainability Statement outlines the route by which Code Level 4 is to be achieved for the proposed development.
- 5.52. This includes measures such as: installation of PV panels, use of devices to achieve maximum water consumption of 105 litres per person per day; reducing surface water run-off from existing levels; providing recycling facilities; providing cycle storage areas; and using materials based on their environmental impacts.

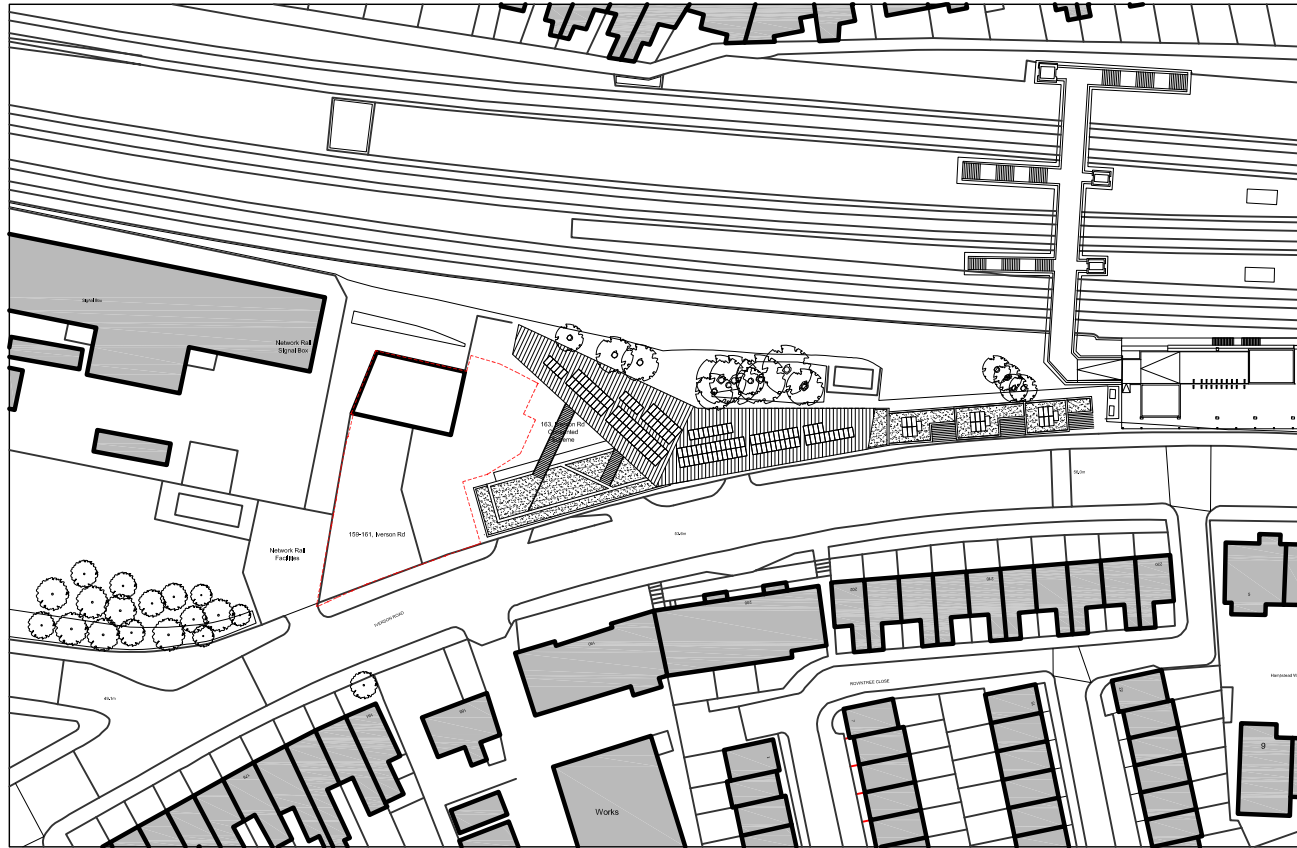
Ecology

- 5.53. The site is currently in use as a tyre fitting centre and is covered with hard standing and therefore has very limited ecological value.

- 5.54. An ecological survey is submitted in support of this application which concludes that the site has low potential to support breeding birds and the buildings and trees having negligible potential to support roosting bats. The site is considered to have negligible potential to support other protected or notable species.
- 5.55. A green wall is still proposed on the western wall of the building to the rear of the site and to the eastern wall of the building to the front of the site. The total green wall to be provided is 72 sqm. A living roof is provided alongside the PVs panels which is the same as the approved scheme.

6. Conclusion

- 6.1. The planning application has been prepared in recognition of the housing need in London to optimise delivery on this sustainable site, but at the same time not prejudicing any of the principles of advice provided by the Council in the pre-application discussions.
- 6.2. The revised scheme proposes minor changes including an additional storey to the block at the rear of the site and two additional storeys within the centre of the site to provide a total of 23 residential dwellings.
- 6.3. The revised application takes into consideration key design points raised within the pre-application stages of the original application including retaining openness to the adjoining sites, retaining a front and rear block on the site which are appropriately separated and ensuring the development complements and does not compete with the development at 163 Iverson Road.
- 6.4. The proposed scheme will relate well to the street scene in its scale, form and height and appearance of the building would be suitable in this setting.
- 6.5. The increase of four dwellings from the approved scheme provides a higher density of development which is suitable in this sustainable location. The additional units will provide one much needed affordable housing unit and three 2-bedroom market units; this is an appropriate mix and tenure of units.
- 6.6. There will be no adverse impacts on the neighbouring residential development in terms of potential overlooking, outlook, noise and daylight/sunlight impacts as a result of the additional residential units.
- 6.7. There are no alterations to the provision of employment space on the site in this revised scheme. As such the principle of 164 sqm of flexible employment space has been established in the approved application.
- 6.8. The application is supported by a comprehensive package of technical documents, including this planning statement, which demonstrates the acceptability of the revised scheme and allows the Council to make a considered and informed decision.



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Key — Site boundary

Project 159-161 Iverson Road

Title Site location plan

Client McGregor Homes Ltd

LPA London Borough of Camden

Date: 08.08.14
Scale: 1:1250@A4
Project No: 1939000&
Drawing No: 1939000&/01
Drawn By: TH



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View looking east



Existing gap


Project 159-161 Iverson Road	LPA London Borough of Camden	Indigo Planning Limited Swan Court Worple Road London SW19 4JS	
Title Site photos	Date: \$, "\$, "%(Project No: 1939000& Drawing 1939000&/P01 Drawn By: TH	T 020 8605 9400 F 020 8605 9401 info@indigo.planning.com	
Client McGregor Homes Ltd			



View looking west



Internal arrangement

Project 159-161 Iverson Road	LPA London Borough of Camden	Indigo Planning Limited Swan Court Worple Road London SW19 4JS	
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