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# **PLANNING STATEMENT**

**On behalf of**

**DESILU ESTATES**

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**LANGORF HOTEL,**

**18-20 Frognal, London NW3 6AG**

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**August 2014**

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## 1.0 INTRODUCTION

1.1 This Planning Statement has been prepared on behalf of our client Desilu Estates (therein after referred to as 'the applicant') in support of proposals for the redevelopment of the current Langorf Hotel.

1.2 Full planning permission is sought for:

“proposed change of use of the existing hotel (C1 Use) to 13 residential flats (C3 Use)”

1.3 The proposal is compliant with Development Plan policy and will deliver a range of social and regeneration benefits including:

- The change of use of a locally important building in a conservation area from a hotel to living accommodation will give the building a revitalised active use.
- The creation of 13 dwellings would be available to the local market and the provision of these new homes would contribute towards the boroughs housing supply.
- The opportunity to promote sustainable development through a car free development with excellent transport links.

1.4 This supporting Planning Statement provides the planning background and justification for the proposal. This statement details the site and surroundings in Section 2; details of the proposals in Section 3; the relevant planning policy framework is set out in Section 4; the planning issues are discussed in Section 5; and conclusions in Section 6.

1.5 The following documents have been submitted in support of this application:

- Completed and signed application forms and ownership certificates;
- Full planning application drawings- prepared by Papa Architects;
- Planning Statement, including Design and Access statement – prepared by Tristan Squire;
- Heritage Assessment – prepared by Tristan Squire

**1.6 The planning application fee (signed cheque for £ £5005.00 made payable to the London Borough of Camden) will be sent under separate cover.**

## 2.0 SITE AND SURROUNDING AREA

2.1 The application site is located on a prominent secondary road that provides a north south link between Finchley Road and Hampstead. The site is located on the eastern side of Finchley Road, just southwest of Fitzjohn's Avenue and with Hampstead Heath located north of the site. It is sited soon after the angled turn on Frognal and is on the east side of the road.

2.2 The subject site has an area of approximately 620sqm and is located in an urban area. Frognal is adjacent to Finchley road, one of the major thoroughfares of North London. It is a residential street based in the London Borough of Camden, North London.

2.3 The site comprises a 4 storey plus basement building in use as a 30-bedroom hotel. The building is made up of a detached building and a semidetached building that were linked to form the hotel. To the north of the site are large semi-detached buildings and to the south are large detached buildings. The area is generally characterised by residential buildings. It is likely that the original use of the building at no 20 was as dwellings.

2.4 The site is not identified as being within the Finchley Road Town Centre. The site is located in a sustainable location and has a high Public Transport Accessibility Level (PTAL) rating of 6a. The site is in close proximity to various public transport links including a bus stop adjacent the site on Finchley Road.

2.5 The A41 serves as the as the main arterial route from Central London to the south towards the M1 and M25. As such many bus routes operate along this road.

2.6 The site is located within the Redington & Frognal Conservation Area and so the application makes a short assessment of how the building is identified as making a positive contribution to its character and appearance.

2.7 In reference to the group of buildings in which the application site is located, the Conservation Area Appraisal notes no's 18 – 48 Frognal:

**“The distinct quality of Redington/ Frognal is that is largely retains its homogenous late 19<sup>th</sup>/ early 20<sup>th</sup> century architectural character. For this reason most of the buildings make positive contribution to the character and appearance pf the Conservation area and the general presumption should therefore be in favour of retaining such buildings.**

2.8 A brief summary of the Conservation Area and the relevant policies which the proposal has complied with is given in Appendix 2, Heritage Assessment. The scheme recognises that preservation of the building and the character of the conservation area is of great importance to the appearance of the surrounding area

## **Planning History**

2.9 The Additions to the subject building have previously been consented involving infill, demolition and extensions, as set out below:

### **18-20 Frognal**

- 8803934: Erection of a 5-storey rear extension plus other minor works including the infilling of the gap between the two buildings in connection with existing hotel use. (Granted 24/11/1988)
- 8870631: Demolition of parts of the roofs the rear extension and parts of the rear elevation to no. 18. (Granted 24/11/1988)
- CTP/F6/6/A/26957: The erection of a rear extension at ground floor level to provide additional restaurant space. (Granted 10/07/1979) N.B. May not have been implemented.

### **18-22 Frognal**

- 2007/5871/P: Erection of single storey garden pavilion connected via a timber and steel bridge link from the raised ground floor level rear bay window, for use ancillary to the Hotel (Class C1). (Granted 28/05/2008.) This application was the subject of a judicial review and the permission was subsequently quashed.
- 2010/1773/P: Erection of single storey garden pavilion connected via a timber and steel bridge link from the raised ground floor level rear bay window, for use ancillary to the hotel (Class C1). (Refused 18/08/2010).

### **20 Frognal**

- 8804188: Elevation alterations at the rear. (Granted 02/11/1988)

## **3.0 THE PROPOSAL**

3.1 The five storey building (including basement) is currently used as a Hotel (C1 use) and consists of 30 rooms along with all the facilities normally expected of a Hotel of this type. The building contains a passenger lift which provides access to all floors.

3.2 The application seeks a change of use to residential (C3) and would provide 13 new flats. The proposed flats comply with the space standards as set out in the London Plan and as indicated on the floor plans and area schedule provided. The internal layouts have been reconfigured with a central stair core and a lift providing access to all floor levels.

3.3 The proposed development would create 13 self-contained apartments providing a mix of 4 x 1 beds, 7 x 2 beds and 2 x 3 beds. 3.4 The flats would be accessed via the existing external stairs and door along Frognal giving dedicated access to no 18 and no 20 respectively.

3.4 Being in the Conservation Area the proposals to change the use have paid direct attention to the character and appearance of the building and ensure that original and historic features are retained and incorporated into the new flats. Internally the building has not seen much refurbishment or updates to its fixtures and fittings, leaving it slightly dated. The proposed development will rejuvenate the building and give it a new lease of life.

3.4 The Design & Access sections in 5.19 – 5.30 of this statement provides greater detail regarding the characteristics of the proposed development, the design concept and architectural style.

#### **4.0 PLANNING POLICY FRAMEWORK**

4.1 Section 38 (6) of the Planning and Compulsory Purchase Act 2004 states any determination should be made in accordance with the Development Plan unless material considerations indicate otherwise.

4.2 In this instance the Development Plan relating to the development site comprises:

- The London Plan (Adopted 2011)
- Camden Core Strategy (adopted 2010)
- Camden Development Policies (adopted 2010)

#### **National Planning Policy Framework**

4.3 National planning policy is set out in the National Planning Policy Framework. The NPPF must be taken into account in the preparation of local and neighbourhood plans and is a material consideration in planning decisions.

4.4 At the heart of the NPPF is a presumption in favour of sustainable development which should be seen as a golden thread running through both plan-making and decision-taking. For decision takers this means they should approve development proposals which accord with the development plan without delay.

4.5 There are three dimensions to sustainable development; economic, social and environmental. It is recognised that these dimensions give rise to the need for the planning system to perform a number of roles; the social role being:

“supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community’s needs and support its health, social and cultural well-being” (paragraph 7).

4.6 The NPPF sets out twelve Core Planning Principles at paragraph 17 that should underpin plan-making and decision taking within the planning system. Within the context of this current development proposal, the planning system should, inter alia:

- proactively drive and support sustainable economic development to deliver homes, businesses and industrial units, infrastructure and thriving places that the country needs;
- always seek high quality design and a good standard of amenity for all existing and future occupants of land and buildings;
- take account of the different roles and character of different areas, promoting the vitality of our main urban areas;
- encourage the effective use of land by reusing land that has been previously developed (brownfield) land, providing that it is not of high environmental value; and promote mixed-use development;
- conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations.

4.7 Paragraph 22 sets out that planning policy should avoid the long term protection of sites for employment use where there is no reasonable prospect of them being reused for that use. In such circumstances alternative uses should be judged on their own merits.

4.8 Paragraph 47 sets out the Government’s objectives to significantly boost the supply of housing. Local Authorities should:

“Identify and update annually a supply of specific deliverable sites sufficient to provide five years’ worth of housing against their housing requirements with an additional buffer of 5% (moved from later in the Plan period).”

4.9 Chapter 12 is concerned with Conserving and enhancing the historic environment,

4.10 With regards to considering applications for heritage assets the LPA should take account of:

- the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- the desirability of new development making a positive contribution to local character and distinctiveness.

4.11 In accordance with the objectives of the NPPF, these proposals seek to provide new homes needed to meet identified local need. The proposals would effectively re-use the interior of a local building without causing interference to the exterior elements and the appearance which contributes to a sense of the Conservation Area. This application reflects the government’s objectives and supports the principles set out in the NPPF.

## **Regional Planning Policy**

4.12 The London Plan (adopted in July 2011) is the current regional planning policy for the borough, providing strategic planning policy for the 32 London Boroughs.

The London Borough of Camden is identified as having capacity to introduce 6650 additional homes in the borough from 2011 to 2021. (or an annual monitoring target of 665 p.a.). The key policy applicable to this submission is Policy 3.3 – *Increasing London’s Supply of Housing*. This proposal complies with this policy as it seeks to increase housing supply and contribute to the local planning authority’s housing targets.

4.13 Policy 3.4 seeks to optimise housing potential and output based on appropriate density ranges related to setting in terms of location, existing built form and massing, and PTAL ratings set about in table 3.2 of the Plan.

4.14 The density ranges are deliberately broad in recognition of the account needed to be taken of other factors relevant to optimising potential-local context, design and transport capacity being just some. These broad ranges are seen to:

“provide the framework within which boroughs can define local approaches to implementation of this strategic policy” (paragraph 3.28).

4.15 This endorses the importance the London Plan puts of local context and the need to provide density standards which take into consideration individual site characteristics.

4.16 The density matrix sets out those urban sites with a PTAL rating of 4-6 should be within the following ranges in terms of density, 45 – 185 units per hectare (u/ha) and 200 – 700 habitable rooms per hectare (hr/ha). The site would have a density of 387 hr/ha so is within the specified range. It is worth highlighting however that the ranges do not take into account different forms of housing, hence the broad ranges specified. The higher densities proposed reflect that the proposals are for flats as the matrix does not take into account multiple floors and just site area.

4.17 As such the London Plan recommends a density of 200-700 habitable rooms per hectare of which the proposals density is within the recommended limits.

4.18 Policy 3.5 – Quality and Design of Housing Developments sets out to ensure that new housing is of the highest quality both externally and internally. It sets out the LDFs should incorporate space standards.

4.19 Policy 4.5 of the London Plan sets a target of achieving 40,000 net additional hotel bedrooms across London by 2026. However, it only seeks protection of existing hotels where it is strategically important.

4.20 Policy 7.8 – Heritage Asset and Archaeology sets out that development which affects heritage assets should conserve their significance, being sympathetic to their form, scale, materials and architectural detail.

4.21 Policy 7.9 - Heritage-led Regenerations states:

“Regeneration schemes should identify and make use of heritage assets and reinforce the qualities that make them significant so they can help stimulate environmental, economic and community regeneration.”

4.22 The London Supplementary Planning Guidance (SPG): Housing introduced in November 2012 was taken into consideration.



## **Local Planning Policy**

4.23 The relevant policies within the Camden Development Policies (adopted 2010) are:

### **Residential:**

DP14 Tourism development and visitor accommodation

DP5 Homes of different sizes

DP3 Contributions to the supply of affordable housing

### **Sustainability:**

DP22 Promoting sustainable design and construction

CS13 Tackling climate change through promoting higher environmental standards

CS6 Providing quality homes

### **Highways and Car Parking:**

DP18 Parking standards and limiting the availability of car parking

DP19 Managing the impact of parking

### **DP24 Design and Conservation**

## **5.0 PLANNING ISSUES**

5.1 This application for planning permission relates to the change the use of the Langorf Hotel (18-20 Frognal) into 13 residential apartments. We address the key issues below:

### **Change of use**

5.2 The current use of the application site as hotel accommodation was in connection with the use of three floors as a commercial operation where guests would use the facilities of the building.

5.3 As a hotel in a mainly residential part of London the demand for rooms is not great and the accommodation is often under occupied. Business and social patterns have put pressures on hotels to be diverse and often will need more space and other functions to survive. Therefore hotels with space will often draw visitors by offering terraces, pools, therapy areas and large eating areas. Of the 5 hotels in close range of the Langorf Hotel, 4 are well sized purpose built establishments with large glass fronted lobbies, business and conference rooms and often car parking.

5.4 The Langorf Hotel is a Victorian townhouse with simple bedrooms and on a very different scale. The building is not able to adapt to provide the facilities and rooms on the same basis as its neighbouring hotels, and so it cannot operate in a competitive business environment.

### ***Loss of Hotel***

5.5 Policy 4.5 of the London Plan sets a target of achieving 40,000 net additional hotel bedrooms across London by 2026. However, it only seeks protection of existing hotels where they are strategically important.

5.6 Policy DP14 states that Council will support tourism development and visitor accommodation in part by allowing smaller scale visitor accommodation in the town centres and protecting existing visitor accommodation in appropriate locations.

5.7 Paragraph 14.6 also states that it may be appropriate to protect existing visitor accommodation with good transport accessibility that does not harm amenity, the environment or transport systems. While the site is in an area with good transport accessibility, it is not located within a town centre and does not contribute significantly to the supply of visitor accommodation

5.8 Fognal and Finchley are not important tourist attractions with a strong visitor economy. Hampstead and Camden Town clearly attracts a number of day visitors and the obvious central tourist/ visitor locations of Westminster and the West End have generous supplies of accommodation for guests. The subject area is a residential area with a strong commuter identity and is well placed for people working in and around London/ northern Home Counties.

5.9 The proposal seeks to convert the existing hotel which is a C1 commercial use to a mixed occupancy residential flats which are domestic C3 use. The National Planning Policy Framework (NPPF) places great emphasis on approving planning applications and states that housing applications should be considered in the context of the presumption in favour of sustainable development (para 49). The NPPF aims to avoid the long term protection of unviable employment sites and advocates the approval of planning applications for change to residential use from commercial buildings where there is an identified need for additional housing in that area.

5.10 The proposed use of the site for residential purposes should therefore be looked upon favourably by the council. The application property is a large building which is currently lying underused. The reuse of the building for residential purposes will enable the site to be rejuvenated in accordance with the sustainable development aims of the NPPF and will ensure it does not fall into further disrepair.

5.11 In addition the recent changes in permitted development, whilst they do not refer to the land uses in this case, they do demonstrate the Government's dedication to boosting the economy through the reuse of buildings for alternative uses. The new permitted development rights allow for the conversion of employment uses to residential.

### **Housing Need**

5.12 DP5 of the Camden Development Plan sets out that the Council will seek to deliver 6650 additional homes in the borough from 2011 to 2021, which is in line with London Plan targets and equates to an annual provision of 665. It is a further requirement that all residential development provide an appropriate mix of dwelling sizes.

5.13 The London Plan 2011 and the Housing Policy set out minimum floor space standards for residential developments. DP5 seeks 40% of all market housing as 2-bedroom dwellings and a higher percentage of 3-bed versus 1-bed units. The current proposal would provide 4 x 1 bed units, 7 x 2 bed units and 2 x 3 bed units. Although this is a slight variation of the required level we believe it to fairly represent the site area and the multiple floors involved.

5.14 The NPPF sets out that the reuse of buildings for residential purposes should be approved where there is an identified need for housing. As has been demonstrated there is a shortfall in available sites against the borough housing targets and therefore the reuse of an existing building to provide 13 new dwellings in a sustainable location proposed application should be looked upon favourably by the LPA.

### **Amenity of Neighbouring Properties**

5.15 The proposal will only include negligible external changes to the building which concern changes to the windows at the side and rear elevations. As such there will be no material impact with regard to outlook, sense of enclosure, overshadowing, privacy or the like.

5.16 The previous use of the building for hotel accommodation means that many of the issues in terms of neighbouring amenity were pertinent in regards to the former use just as much as the existing use. The proposed development would utilise the existing building and does not propose any additional floor area.

### **Amount**

5.17 The proposed units will provide a satisfactory standard of accommodation and provides dwellings that satisfy local and regional requirements for dwelling sizes, dimensions and layouts. Two three-bedroom units are appropriate on the site and that the remainder of the apartments are of appropriate size, bearing in mind the location.

5.18 Care has been taken to ensure that the overall size of all apartments meets the Council's requirements and those set out in Table 3 of the London Plan. Internal provision of storage space, well-proportioned room sizes and suitable ceiling heights have all been considered. It will be noted that the development includes residential bin storage areas and cycle parking located to the front of the site.

5.19 The scheme envisages a residential development with two apartments at basement level, two apartments at ground floor level, three apartments at first floor level, three apartments at second floor level and two apartments at third floor level. A schedule of accommodation is included on the drawings. The overall gross internal residential floor space amounts to 904 sq. m Overall the scheme has a gross internal area, including the common parts, 998 sq.m.

5.20 Due to the nature of the historic building and that the internal areas will be largely rebuilt there will be consideration of the Lifetime Homes standards.

## **Amenity Space**

5.21 In addition to the internal floor space, each of the proposed apartments has access to the communal rear gardens with the exception of the basement apartments which have their own private terraces. Apartment 1 has a terrace of 12sq.m and Apartment 2 has terrace of 17sq.m.

5.22 Due to the town centre location and the general site constraints that this existing building entails, a shared garden is proposed in lieu of individual amenity spaces or balconies. The private spaces will be appropriately screened and secured through a combination of landscaping and/or low walls and railings.

## **Layout**

5.23 It is proposed for the internal layout of the existing hotel to be largely reconfigured. The two stair cores and lift have been replaced with one central core to enable lift and stair access to all floors and apartments, with the exception of the ground floor flat no 18 Frognaal. Each floor plate incorporates a split level and this principle is to be retained to ensure the existing windows can be utilised without major disruption.

5.24 Removing the two existing stair cores will require sections of the floor to be in filled/ extended and windows to be raised to ensure they do not clash with the new floor. Similarly a small 1st floor rear extension is proposed to ensure the area previously housing the stair core to no 18 can be in filled with a floor allowing adequate headroom and utilising this section of the building. A new dormer window at roof level is proposed to provide adequate daylight and outlook to the 3rd floor apartment (no 11).

## **Scale**

5.25 The scale of the development remain largely unaltered with the exception of the first floor rear extension and new rear dormer window

## **Appearance**

5.26 The appearance of the building will remain as existing, retaining the main entrance locations and the appearance of two separate properties. The new rear extension and rear dormer window is to use materials to match existing. Changes made to the infill on the side elevation will use brick to match the existing and new dormer windows will match the existing as will new roof tiles.

## **Access**

5.27 Vehicle access is not proposed on this site and the residential apartments are for pedestrians only. All apartments are accessed via the existing two main entrance points. All residents will use the entrance previously used to access no. 20 with the exception of the apartment labelled no 18 Frognaal.

5.28 With no parking facilities for vehicles, the scheme is entirely car-free. Bicycle storage facilities are provided to the front of the site as shown on the plans.

## **Air Quality and Noise**

5.29 The building is adequately separated from the nearest sources of air and noise pollution.

## **Sustainability**

5.30 LDF Policy DP22 requires new developments to incorporate sustainable design and construction measures and expects conversions to achieve 60% of the un-weighted credits in the BREEAM 'excellent' rating. If post construction testing was required this can be conditioned and secured through the s106 agreement. As the scheme is proposing internal remodelling, it will be compliant with sustainable construction methods and BREEM protocol.

## **Highways and Car Parking**

5.31 The site has a Public Transport Accessibility Level (PTAL) of 6a (excellent). The site is within a short walk of several underground stations, an overground station and numerous bus routes on Finchley Road. The site is also within the Belsize Controlled Parking Zone (CPZ), a CPZ which is currently above capacity.

5.32 Therefore the proposed car-free development is particularly relevant to the area and no private car parking will be allowed on site and residents will not be allowed access to the on-street car parking scheme. on-site cycle parking is provided with 15 cycle parking spaces, conveniently located and secured.

5.33 This accords with Core Strategy Policy CS7 (Promoting sustainable and efficient travel and policies), Development Policies DP18 (Parking standards and limiting the availability of parking) and DP19 (Managing the impact of parking of the Camden Development Policies) and Camden Planning Guidance (CPG) 7.

5.34 DP18 states that,  
***“the Council will expect development to be car free in the Central London Area, the town centres of Camden Town, Finchley Road / Swiss Cottage, Kentish Town, Kilburn High Road and West Hampstead, and other areas within Controlled Parking Zones that are easily accessible by public transport”*** (emphasis added). CPG7 states that ‘highly accessible area’ are those that exceed a PTAL of 4.

## **Waste**

5.35 Finally in respect of waste access, bin stores are provided for the residential accommodation at the front of the property which are partially housed within a brick enclosure.

5.36 In accordance with section 10 of Camden Planning Guidance 1 (Design) the waste storage is located close to the pick-up point. It is appropriate that it is stored in an enclosure behind the front boundary wall and planting.

## **Trees & Landscaping**

5.37 As a building in a conservation area the setting and the visual appearance of gardens and grounds is important. SO it is fitting that the landscape plan for the rear garden shows how the communal space will be accessed and how it will provide attraction to future occupants.

## **Conservation**

5.38 As a building in the Conservation Area the proposal has retained original features of the front elevation into the proposed redevelopment. Internally the complete reconfiguration will see the removal of features such as the staircases and new floors reinstated. The new floor will clash with the existing windows so the windows will be raised to avoiding clashing with the new floor level

5.39 The only external changes to the existing building are made to accommodate new windows to the sides and for ground floor windows to the rear. These will not be readily visible from public spaces or adjoining properties.

5.40 The building is not considered suitable for listing and many of the internal features are not considered to be overly important in terms of conservation and therefore there is considerable scope for change. It is highlighted that internal alterations do not require planning permission. The reconfiguration of the building results in the reorganisation of internal spaces, rooms and corridors.

5.41 In respects to the Core Strategy the scheme relates well to the distinctive local character of the area and its adjacent buildings and is designed to create a safe, inclusive and attractive environment that will enhance Camden's rich and diverse heritage. The analysis has shown that the new development is appropriate and compatible in terms of size, scale, massing and design (CS14) and relates to strategic and local views. The proposal to reinstate a historic void in the ground provides an innovative design that will greatly enhance the built environment (DP24).

5.42 The proposals will respect the character of the existing building matching existing materials and features where possible. By being designed in sensitive materials that relate to the old building this will actually improve the setting of the listed building. The proposal enhances the current visual amenity and aesthetics of the setting. The approach to the works is to retain as much of the historic fabric of the building as possible and as such, the character of the building would not be harmed.

5.43 As a result it will be in keeping and positive to the character and appearance of the area and the Conservation area, and its setting. The assessment shows that the design is in harmony with the characteristic form of the area and surrounding buildings, in terms of height, layout and building style.

5.44 The proposed remodelling seeks to meet the key objectives of the Frognaal and Redington Conservation area Appraisal, in ensuring the design approach causes no harm to the character of the buildings on Frognaal and does not impinge on the setting of the surrounding buildings. It is important to note that the scheme protects the open spaces and views which are so critical to the character and setting of area.

5.45 In respects to the Local Plan it is demonstrated that the proposal and associated building works have been designed to respect the character and setting of buildings within the Conservation area.

## **6.0 CONCLUSION**

6.1 To summarise, the application proposes a residential opportunity that seeks to fully utilise a partly used hotel building and put it back into a socially beneficial use. The use is entirely appropriate for this location, and would serve to enhance the vitality of the locality.

6.2 The change of use is in accordance with the aims of sustainable development set out in the NPPF. In addition the highly assessable location offers the opportunity to promote alternative forms of transport than the private car. As such the proposal development would be car free.

6.3 No additional built form is proposed apart from the new rear extension and rear dormer window and the proposals will retain and enhance the historic nature of the building. Therefore the building will continue to be an asset which positively contributes to the character and setting of the area.

6.4 The new flats would provide a good standard of accommodation for future residents. In addition the residential use would not be prejudicial to any neighbouring uses or residents.

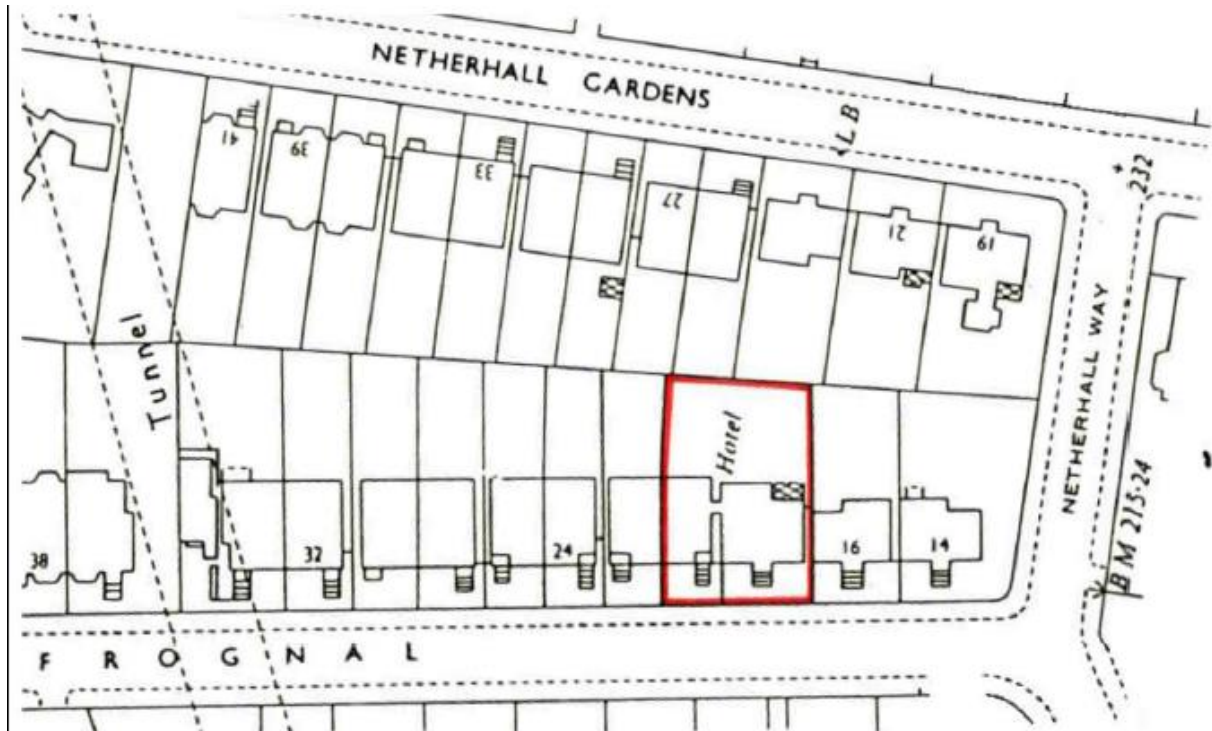
6.5 The proposed development would result in the addition of 13 dwellings which would be available to the local market. The new dwellings would contribute to making up the shortfall in housing provision within the borough.

6.6 The proposals have been assessed against all relevant national, regional and local planning policy. For the reasons stated within this statement, it is requested that the officer, appointed to determine this application, should look upon the scheme favourably and recommend approval.

6.7 There will be no damage or loss of features of special architectural or historic interest and the character and appearance of the Conservation Area will be preserved. The proposal enhances the current visual amenity and aesthetics of the setting.

6.8 It is not considered that the proposed works would appear out of place within the street scene or would harm the visual amenity of the area. The approach to the works is to retain as much of the historic parts of the building as possible and as such, the character of the street would not be harmed.

**Appendix 1: SITE LOCATION PLAN**





## **Appendix 2: HERITAGE ASSESSMENT**

### **7.0 Conservation area context**

7.1 The main part of the Conservation Area was designated in June 1985 where it was described in the report as “an exceptional example of consistently distinguished Victorian and Edwardian architecture”. Much of the shape, form and pattern of development of Frognal was, at least in part a consequence of the land ownership of individual landowners, and in particular the Maryon Wilson family, who were involved at the same time as they were speculating on parts of Hampstead Heath in the mid-1800’s.

7.2 The roads that make up the southern part of the Conservation Area, namely Lindfeld Gardens, Arkwright Road and the southern stretch of Frognal were laid out and partly developed by the mid-1890’s. The work of the Scottish architect Norman Shaw is found at no 39. Other notable buildings on Arkwright Road include no 28m a large Queen Anne style house by R.A Biggs of 1891m the former Hampstead Central Library, now Camden Arts Centre by Arnold Taylor (1897) and on Frognal, University College School by Mitchell (1906)

7.3 The area occupies an area of sloping land to the west and south west of the historic centre of Hampstead village. The houses are mainly large detached and semi-detached and display a variety of formal and free architectural styles typical of the end of the 19<sup>th</sup> century. These include red brick with clay tiled roofs, occasional areas of tile hanging and render and many have white painted small painted windows. Of much significance to the areas character are the contours and slopes that give numerous views and vistas and give emphasis to many buildings.

7.4 The southern part of Frognal is dominated by large red-brick turn of the century houses and mansion blocks. No’s 9-11 in particular are a fine pair of orange brick houses with stone dressings that give great visual value at the point where the road bends.

### **Impact on Architectural and historic character**

7.5 Through an understanding of the site and its context it is possible to evaluate the heritage impacts accruing from the proposals.

7.6 Generally, the last use of the building as a hotel is no longer viable for modern business operators. The proposal recognises the potential for allowing the historic continuum to be progressed in a way that has little or no impact on the character or appearance of the building.

7.7 In the early days the subject property was used as a home before becoming a hotel in recent years. Market conditions have seen pressures on smaller hotels to the large multinational corporations providing integrated business/ hotel blocks on a large scale. So the proposals to change the use back to residential gains much precedence from its earlier use as a home.

7.8 The change of use is seen to be a viable way to keep the building in active use. The proposal creates a use of the building that is compatible with the current fabric, exterior, interior and the setting of the building. The works to alter the building and improve its use

and accessibility do not harm its special interest as seen from the front elevation as part of the street scene in Frognal.

7.9 There are no interesting architectural elements on the buildings interior and it's the lack of any original decorative scheme which means that significant change can be made to the internal parts.

7.10 The proposed scheme will fit entirely within the original envelope of the building, without any extensions. The remodelling is adopting the internal floor space of the original upper floors so that with major interventions into internal features such as walls, habitable areas can be formed to suit the needs of self-contained flats. The floors will have a number of additional walls created in order to divide up the space into rooms more suited to its contemporary use.

#### **Impact on Street scene:**

7.11 The frontage is the chief interest of the building and the design carefully ensures that works to the building will not touch or impinge on this central feature as seen from Frognal. Access will be maintained through the existing entrances and the front elevation features are left in situ.

7.12 In addition, the scale of existing properties on Leigh Street is predominantly three or four storeys (plus basement). Therefore the proposal not to extend and keep within the existing vertical scale is typical of the street scene and causes no impact.

7.13 The proposal is not expected to have any material effect on the character or appearance of the Conservation Area or host building. External alterations at roof level to put in new dormer windows would not cause any loss of residential amenity in terms of light, privacy, or visually intrusion. In addition, the proposals to maintain the existing façade of the building, with the window opening and both side doors in use will improve the historic and architectural integrity of the street scene.

7.14 The building is not rare and is one of many within a rich and designated historic and architectural environment. It retains integrity by virtue of the fact that what remains is an example of multi-phase survival and in the surrounding landscape it offers a sense of completeness and coherence.

#### **Heritage Impact Summary**

7.15 The design process for the proposal is to carry out the minimum amount of work necessary, if any, to the external envelope of the property. This ensures that the premises retain its character and the property is not altered outside of what is considered acceptable and suitable to the street scene of Frognal and Finchley Road.

7.16 The significance of the Langorf Hotel is brought about by its group value as part of the street that has “homogenous **late 19<sup>th</sup>/ early 20<sup>th</sup> century architectural character**”

7.17 The new development does not materially damage the historic or architectural interest. It is highlighted that the external appearance of the building will remain largely unaltered. Indeed there will be no alterations to the important front elevation and the rear

elevation would only be altered through the addition of a new door and external door to the rear.

7.18 The key policies in the Core Strategy are based on promoting high quality, sustainable design and physical works to improve the Boroughs places and streets, whilst preserving and enhancing the unique character of Camden and the distinctiveness of the conservation areas and other historic and valued buildings, spaces and places.

7.19 Policy DP25 in Camden Development Policies provides more detailed guidance on the Council's approach to protecting and enriching the range of features that make up its built heritage.

7.20 Core Strategy policy CS14 and Camden Development Policies (DP24 and DP25) give Camden's approach to promoting high quality places and preserving and enhancing its heritage.

**7.21 CS14** seeks development to be of the highest standard of design that respects local context and character and preserves and enhances Camden's diverse heritage assets and their settings.

7.22 The absence of changes to the frontage will continue the quality of the building, enhancing the urban landscape and the street environment and, through this, improve the experience of the borough for residents and visitors. As the development is being contained within the envelope of the historic building plan, it will be safe and accessible and has little impact on the pedestrian environment and public realm.

7.23 Ultimately the design responds to the local area and the defining characteristics of the front entrance with its raised staircase and scrolls above the door. The red brick and bays on either sides of the entrance is a defining element and the response reinforces this unique element of Frognal and in so doing widens local distinctiveness.

7.24 The proposal for a car free scheme helps enhance the public realm and contributes to more walking and cycling environments, which respect and reinforce local identity and character.

7.25 The development is compatible with strategic and local views in terms of setting, scale and massing.

#### **DP24 – design**

7.26 Policy commands reference to the character, setting, context and the form and scale of neighbouring buildings, where alterations and extensions are proposed. The scheme does then pay full regard of the quality of materials used and the visually interesting frontages at street level.

7.27 The scheme allows the building to continue to be a part of the prevailing pattern, density and scale of surrounding development. It relates well to the rhythms, symmetries and uniformities in the townscape of Frognal. Its detailing has been carefully considered so that it conveys quality of design and promotes further an attractive and interesting building.

7.28 The retention and adaptation of existing buildings should be encouraged. The creation of further private outdoor amenity space that adds significantly to the resident's quality of life is also to be encouraged.

#### **DP25 – heritage and conservation**

7.29 The scheme preserves the special character or appearance of the Conservation area. Having regard to the content of the conservation area audit, the best quality materials will be used to match existing traditional materials on the side windows and dormers which preserve the character and appear of the Area.

7.30 The setting of adjacent listed buildings (39 and 39a by Norman Shaw) will not be harmed by the development. Views around the site have been assessed in order to demonstrate that the scheme successfully integrates with the surrounding townscape detailing as well as the wider scale and massing and thus is compatible to conservation area characteristics.

7.31 The creation of internal accommodation has no impact on the features of the building.

#### ***Conclusion***

7.32 The character of historic buildings and their contribution to the townscape can be diminished through insensitive alteration and extension or through neglect and dilapidation. The Applicant has put forward a practical solution to effectively utilise the whole Site, thereby allowing it to be viable in the long-term as residential accommodation.

7.33 Paragraph 132 of the NPPF requires any harm to the designated heritage asset to be clearly and convincingly justified. Local Plan policies referred to above state that proposals to extend or alter a building will only be permitted where the character and appearance of the Conservation Area or setting of the building would be preserved or enhanced.

7.34 In consideration of the policy assessments, the installation and design of 13 new flats contributes positively to the character, distinctiveness and significance of the Conservation Area and the wider historic environment.

7.35 The development actively seeks to preserve those elements of the setting that make a positive contribution to the asset, such as the frontages to the property, the space of the pavement and street view towards the junction with Netherhall Way. It does this through maintaining the significance of the setting (the heritage asset) through the making no changes to the frontage and as such creates an opportunity that is of public benefit.

7,36 In respects to the Core Strategy the scheme relates well to the distinctive local character of the area and its adjacent buildings and is designed to create a safe, inclusive and attractive environment that will enhance Camden's rich and diverse heritage. The analysis has shown that the new development is appropriate and compatible in terms of size, scale, massing and design. It is important to note that it protects the open spaces and views which are so critical to the character and setting of area.

7.37 In respects of National Policy, the degree of the harm caused to the historic environment is non-existent and is not compromised when balanced against the wider

design, public realm and community benefits. It helps to build on the views of the buildings that define the setting of this stretch of Frognaal at the corner with Netherhall Way. Indeed, as a small but important part of the panorama of Frognaal, the changes proposed will help to complement and enhance this part of Camden in a 21st century setting.

7.38 With respects to Local Plan (DP24) it will have no adverse impact on the public realm, and allow existing views and vistas to be continued, ensuring greater integration into the wider historic environment and spaces and features of local historic value.

7.39 The proposed seeks to meet the key objectives of the Frognaal and Redington Conservation area Appraisal, in ensuring the design approach causes no harm to the character of the listed building and does not impinge on the setting of the surrounding buildings.