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**Bartram's Convent**

Rowland Hill Street, NW3 2AD London  
October 2014

PegasusLife

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A Detailed Planning Application, Submitted on behalf of PegasusLife to Provide Specialist Living Accommodation for Older People

## Supporting Document 1 Planning, Design and Access Statement



**BARTON  
WILLMORE**

**Camlins**

DUGGAN MORRIS ARCHITECTS

**Tibbalds**  
planning and urban design

## Contents

### 1. Introduction and Planning Policy

1.1 Introduction to the application

1.2 Content of the application

1.3 The applicant

1.4 The Project Team

1.5 Document Structure

### 2. Site and Planning Policy

2.1 Site Location and Context

2.2 The Site, its building and use

2.3 Relevant Planning Policy

### 3. Constraints and opportunities

3.1 Routes, access and views to the site

3.2 Approach to the site

3.3 Wider site analysis

3.4 Neighbours

### 4. Comprehensive design approach for the new kind of living environment

4.1 The vision for a new type of living environment

4.2 Key concepts to the proposal

### 5. Key Design Development

5.1 Key design development through the pre-application process and consultation with local residents

5.2 Facade study development

### 6. Bartram's Proposal

6.1 The proposed plans

6.2 The proposed landscape design

6.3 The proposal and its immediate neighbours

6.4 The selected verified views

6.5 The proposed massing

6.6 The proposed verified views

### 7. Access and inclusion

7.1 Access and circulation diagrams

7.2 Access statement showing conformity with Wheelchair Housing

7.3 Crime Statement

7.4 Exterior Lighting Strategy

### 8. Planning Policy Statement

### Appendices

Appendix 1: Social Needs Report

# 1. Introduction

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## 1.1 Introduction to our application

1.1.1 This Planning, Design and Access Statement has been prepared on behalf of the Applicant, PegasusLife in support of a detailed planning application for the comprehensive redevelopment of the vacant buildings and associated land that comprised Bartram's Convent (The Site).

1.1.2 The Applicant purchased the site in December 2013 with the aim of delivering a high quality development for the care and support of older people. The existing demographic of this part of the Borough, together with the Site's location, adjacent to the Royal Free Hospital and close to a number of existing facilities make the Site particularly suitable for the intended retirement community use.

1.1.3 The Applicant's vision for the Site is to deliver a holistic community, which supports a range of living accommodation and facilities for the care and well being of older people, including:

- 60 one and two bed extra care apartments.
- A health and well being facility.
- Shared communal facilities including a restaurant and café, which will also be open to the wider community, library, communal lounges, a gym, treatment rooms, guest suite and activity rooms.
- Communal gardens and roof terraces.
- Staff and concierge facilities.
- A basement car storage facility for up to 28 cars.

1.1.4 The realisation of the Applicant's ambitions for the Site has required the resolution of a number of planning, heritage, townscape, physical and topographical issues associated with the:

- The Site's location, at a point of transition between the larger scale Royal Free Hospital (RFH) to the north and west and the smaller scale buildings to the south and west of the Site.
- The proximity of existing buildings, their use and positioning of windows.
- The Site's aspect and the potential to exploit views of the City to the south of the Site.
- The character and appearance of Conservation Areas, which surround the Site to the north, west and south-east.
- The historic evolution of the area and the variety of building forms, styles and materials used in the surrounding area.
- The proximity of the Grade 1 listed St Stephen Church to the north-west of the site.
- The topography of the Site.
- The topography of the wider area and the visibility of the Site from a number of different vantage points.
- The position of Rowland Hill Street, adjacent to the Site's western boundary, the existing access arrangements and the movement of pedestrians along the route.

1.1.5 Each of the above factors, together with discussions with the occupiers of buildings immediately surrounding the Site, Camden planning and design officers, the wider community and local Members have helped inform the approach to the design of the proposed development.

1.1.6 As a result the application proposals seek to strike an appropriate balance between the various issues raised and as a result bring forward a high quality, appropriate and deliverable design response that will meet the needs of potential occupiers.

1.1.7 This PDAS is one of a number of documents that has been prepared to support the planning application. It is, however the key document in that it provides a detailed explanation in terms of the background to the project; the content of the application; the factors that have influenced the design and its evolution; the component parts of the development proposals and how they relate to the prevailing planning policy framework.



## 1.2 Content of the Application

1.2.1 The application includes for the following:

Detailed planning consent for:

'Demolition of the existing building and the construction of a new Extra Care Facility (Class sui generis) comprising 60 extra care apartments for older people and communal facilities, including a restaurant/ café, a health and well-being facility, a gym, treatment rooms, communal lounge/ library, guest suite and associated staff facilities. Basement level car storage, cycle and mobility scooter parking for residents, visitors and staff and communal gardens and roof terraces'.

1.2.2 In addition to this SD1 Planning Design and Access Statement, a number of other documents have been submitted in support of the application, including:

- A covering letter.
- The relevant application form, certificates, application fee and CIL forms.
- Site location plan.
- Application drawings - Existing and Proposed.
- **SD2: Townscape, Visual Impact and Heritage statement** prepared by Peter Stewart Consultancy.
- **SD3: Statement of Community Involvement** prepared by Keeble Brown.
- **SD4: Transport Assessment and draft Travel Plan** prepared by Aecom.
- **SD5: Daylight/ Sunlight and Overshadowing Assessment.** Prepared by JLL.
- **SD6: Construction Management Plan** prepared by Aecom.
- **SD7: Tree survey and arboricultural statement** prepared by Camlins.
- **SD8: Basement Impact Assessment** prepared by Elliott Wood.
- **SD9: Sustainability and Energy Statement** prepared by Max Fordham.
- **SD10: Noise, vibration and ventilation assessment** prepared by Max Fordham.
- **SD11: Air Quality Assessment** prepared by Aecom.
- **SD12: Ecology survey (phase 1)** prepared by White Young Green.



### 1.3 The Applicant

1.3.1 PegasusLife is a specialist developer on a mission to re-invent retirement housing in response to a rising demand and need in the United Kingdom.

1.3.2 Employing the best award-winning architects, interior and landscape designers, as well as thought-leaders in the space, the company is developing exemplar communities in locations throughout Britain and Ireland.

1.3.3 The company was established in 2012 by Oaktree Capital Management, a major investment organisation with substantial resources and ambitious plans for growth in the sector.

1.3.4 The company's central idea is that everyone irrespective of age, shares the aspiration to live in a beautiful designed, socially inclusive environment, supported by high quality services and maintenance regimes.

1.3.5 PegasusLife does not follow the 'cookie cutter' approach, preferring instead to adopt a nimble, flexible stance in the application of ideas to meet the specific attributes of the environment within which the project is created. The creation of caring, safe and secure environments, which promote healthy living and well-being, lies at the heart of these plans.

#### Design

1.3.6 Exemplary design is central to the PegasusLife offer, and as such, the company constantly seeks to expand the list of architects of renown with whom to work. The growing list includes:

Alford Hall Monaghan Morris, Allies & Morrison, Arup Associates, Aughey O'Flaherty, Bell Phillips, David James, Duggan Morris, Glenn Howells, Mae, Proctor and Matthews, Purcell, Sarah Wigglesworth, Sung, Rcka, Woods Bagot.

1.3.8 The company does not have a prescriptive design formula, choosing instead to set a series of experiential outcomes upon which the respective schemes are evolved and judged. These are:

- Kerb Appeal & Transition Experience,
- Well Being,
- Social Interaction,
- Home as Sanctuary,
- Flexibility,
- Designed for Life.

#### Well-being and Property Management

1.3.8 First class management and a sophisticated 'well-being' programme is also central to the product.

1.3.9 A 'not for profit - cost recovery' property management company is being formed and all lessees have a shareholding in the company, whilst 51% is retained PegasusLife.

1.3.10 This is to ensure full transparency and involvement with all management decisions for every lessee, thus eradicating financial uncertainty.

1.3.11 This management structure also refocuses management on communal 'well-being' and social engagement, rather than just surveying services. It's a holistic approach that will transform the lives of residents.

1.3.12 The Bartram's application is one of two applications being pursued by PegasusLife in Camden. The other site is 79 Fitzjohns Avenue, London NW3. This site is likely to deliver an Extra Care Facility comprising some 32 extra-care units and associated communal facilities. Both facilities will go a considerable way to helping Camden meet its targets in terms of delivering high quality homes for the elderly.



## 1.4 The Project Team

1.4.1 The application has been prepared by the Applicant's agent, Tibbalds and the design team comprising Duggan Morris architects and Camlins, landscape architects.

1.4.2 The core project team and their roles include:

- **Duggan Morris:** Architects.
- **Camlins:** Landscape architect, trees and ecology.
- **Elliott Wood:** Engineering (Structure and Civil) and Basement Impact Assessment.
- **Max Fordham:** Engineering (M&E) and Energy and Sustainability.
- **Tibbalds:** Planning
- **JLL:** Sunlight/ daylight.
- **Peter Stewart Consultancy:** Heritage and townscape.
- **Keeble Brown:** Community consultation.
- **Aecom:** Cost consultancy, project management, transport, construction management and air quality.



## 1.5 Document Structure

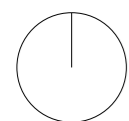
1.5.1 This PDAS is structured as follows:

- **Section 1:** Introduces the project.
- **Section 2:** Site and Planning Policy: Describes the application site, the existing building and its use, the wider site context and the current relevant planning policy framework as it relates to the site.
- **Section 3:** Constraints and opportunities.
- **Section 4:** Comprehensive design approach
- **Section 5:** Design development. Based on the analysis presented in Sections 3 and Section 4, Section 5 explains the approach to the site and its evolution through the pre-application and public consultation stages of the project.
- **Section 6:** Proposals. Describes the content of the proposals.
- **Section 7:** Access and social inclusion. Discusses access, social inclusion and safety and describes how the design provides for an inclusive environment and for those with disabilities.
- **Section 8:** Planning policy assessment. Explores the implications of the proposals in relation to the prevailing planning policy framework at the national, regional and local levels, and provides a summary of the key benefits of the development.



## 2. Site and Planning Policy

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1 4 2 3 5

## 2.1 Site Location and Context

### Location

2.1.1 The Site is located within the London Borough of Camden, approximately 1km to the south-east of the centre of Hampstead, approximately 1km to the west of the centre of Gospel Oak; and approximately 1.8km to the north-west of the centre of Camden Town, to the south of which lies the core of Central London.

### Topography

2.1.2 A prominent ridge-line extends across the townscape to the north of the Site, containing central London to the north of the River Thames. Prominent high-points include 95m Above Ordnance Datum (AOD) at Parliament Hill, approximately 900m to the north-east of the Site. Central Hampstead is situated at approximately 120-125m AOD.

2.1.3 The Site is situated at approximately 70m AOD on the eastern slopes of a spur extending south from Hampstead to the prominent outlier of Primrose Hill, at 65m AOD, approximately 1.5km to the south. This spur is defined to the west by the covered course of the River Tyburn; and to the east by the covered course of the River Fleet, approximately 200m from the Site (under Fleet Road). The ridge-line of this spur is situated approximately 150m to west of the Site, providing containment from the west. Land falls east relatively steeply from this ridge-line to the Fleet valley (approx. 1:15 slope).

2.1.4 The Site therefore lies on the topographical interface between the Hampstead ridge-line and the central London bowl.



### Clockwise from left

1. The site
2. Royal Free Hospital
3. Belsize Park Station
4. Hampstead Heath Station
5. Hampstead Heath

## 2.1 Site Location and Context

### Context

2.1.5 The A502 Haverstock Hill/ Rosslyn Road runs to the west of the site. It is one on a number of historic roadways linking central London to areas to the north-west. Development along Haverstock Hill is mixed, with a number of institutional buildings, as well as commercial frontages, notably in the vicinity of Belsize Park Underground Station and residential development.

2.1.3 South-west of this axis, to the north of Pond Street and to the south-east of the Site lie predominantly residential areas.

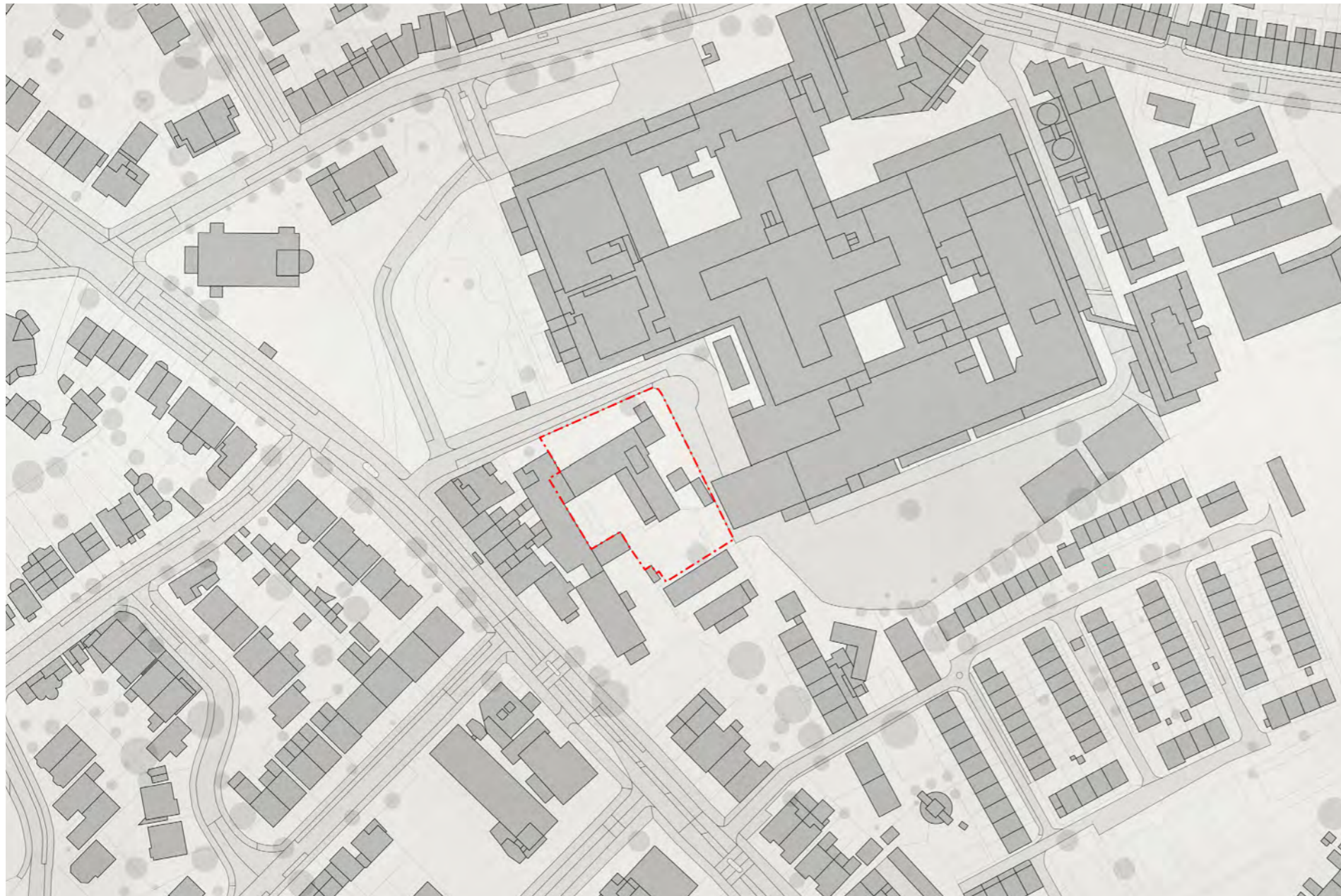
2.1.4 Mixed uses are evident to the immediate north and east of RFH with further residential areas to the north-east, in the vicinity of Parliament Hill; and to the east, in vicinity of Gospel Oak.

2.1.5 Significant open spaces are located at Hampstead Heath to the north-east and Primrose Hill to the south-west. Small open spaces are located at Hampstead Green immediately to the north-west of the Site and at South End Green, approximately 175m to the north-east of the Site.

2.1.6 A number of tall buildings are evident in the surrounding townscape, most notably: RFH (up to 15+ storeys from eastern side and 12+ storeys from western side) and associated built form to the east (up to 14 storeys at Anne Bryan's House); residential towers approximately 250-350m to the east (15+ storeys at Palgrave House and Cayford House); and residential towers approximately 23+ storeys to in the vicinity of Fellows Road, approximately 900m to the south.

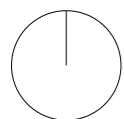
2.1.7 The Site is therefore located within an area of institutional land uses on a transition between outer and central London, including predominantly residential areas to the north and west which are generally relatively low-rise, in the form of houses and terraces; and increasing influences of large scale, higher-rise residential and infrastructural land uses to the east and south.

1.



### Key

1.  
Site plan





## 2.1 Site Location and Context

### Townscape character

2.1.8 SD2 provides a detailed description of the immediate and wider townscape character of the area. In summary this townscape description confirms that:

- The Site lies between an area which comprises predominantly 19th and early 20th century residential (reasonably cohesive albeit with some variation and occasional modern design) character to north and west and more modern and urban character to south-east towards central London which is more varied in massing, style, open spaces, street treatment and includes tall and large buildings and significant rail and industrial infrastructure.
- The mix of uses on the Haverstock Hill/Roslyn Hill axis to the west includes a range of built forms, including institutional character (including school, town hall, underground station, hotel and churches) as well as retail and residential.
- The institutional character extends down the slope to the east through the hospital complex. The area is characterised by a series of incoherent and disconnected blocks of varying styles and massing. As part of this a series of uncomfortable voids exist around Rosary School and Site.
- The only unifying feature in this area is the ever-present mass of RFH. Bartram's Convent and the other buildings in the immediate vicinity appear dwarfed by RFH.
- Rowland Hill Street streetscape is uncomfortable and inhuman in scale as a result of RFH and there is a lack of positive, attractive street-level frontage.
- The Site is perceived as part of RFH complex. RFH is also a present, distinct, discordant and occasionally dominant influence on the character of adjacent areas, particularly in views from conservation areas to the west (e.g. Ornan Road, Wedderburn Road and Lyndhurst Road); north (e.g. Downshire Hill and South End Road) and north-east (e.g. South Hill Park, Parliament Hill and Constantine Road) from townscape to the south (e.g. Aspern Grove); and from elevated locations on Hampstead Heath, including Parliament Hill.

## 2.1 Site Location and Context

### Accessibility

2.1.9 In terms of accessibility the Site has a PTAL of 5. Hampstead Heath Overground and Belsize Park Underground Stations are within short walking distance of the Site, and numerous bus routes and services are located nearby. The nearest bus stops are located on Rosslyn Hill Street, less than two minutes walk from the Site.

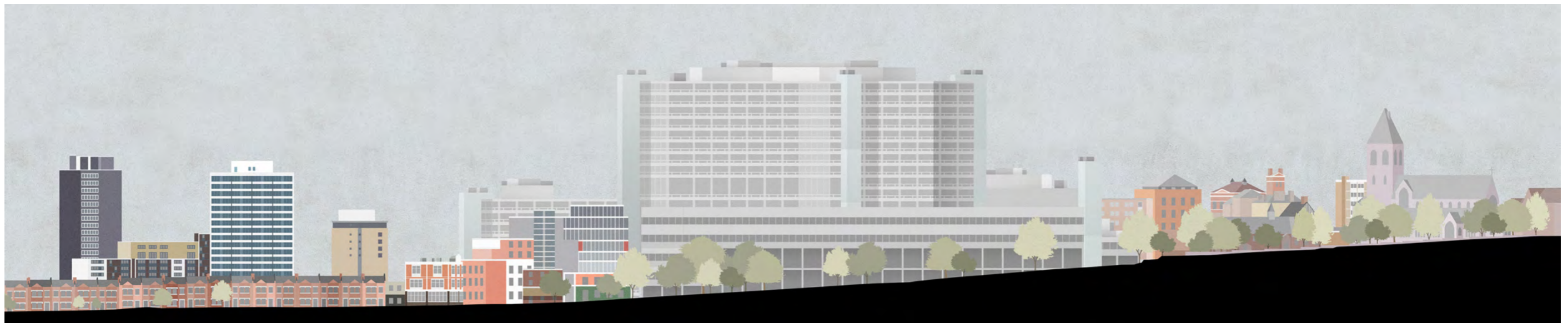
2.1.10 The Site is located within easy walking distance of a number of commercial, retail and leisure facilities located along Rosslyn Hill towards Belsize Park station and along Pond Street towards the Overground Stations. (See SD4).

2.1.11 The site is accessed via Rowland Hill Street, a private road serving the hospital, which runs adjacent to the Site's western boundary.

1.



2.



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### From the top

1.  
Section/elevation along Haverstock Hill,

2.  
Section/elevation along Pond Street,

**2.2 The Site, its building and use**

2.2.1 The convent is a 1960's brick-clad building arranged in an 'L' shaped plan, with a chapel at the western end of the northern block that fronts Rowland Hill Street.

2.2.2 Its built form is formed of four storeys plus basement, which is diminished and overwhelmed by the adjacent mass of the hospital.

2.2.3 It is setback from both street edges, with a line of trees along the eastern boundary (there is a drop in the terrain from north to south here), and a brick wall along the north boundary.

1.



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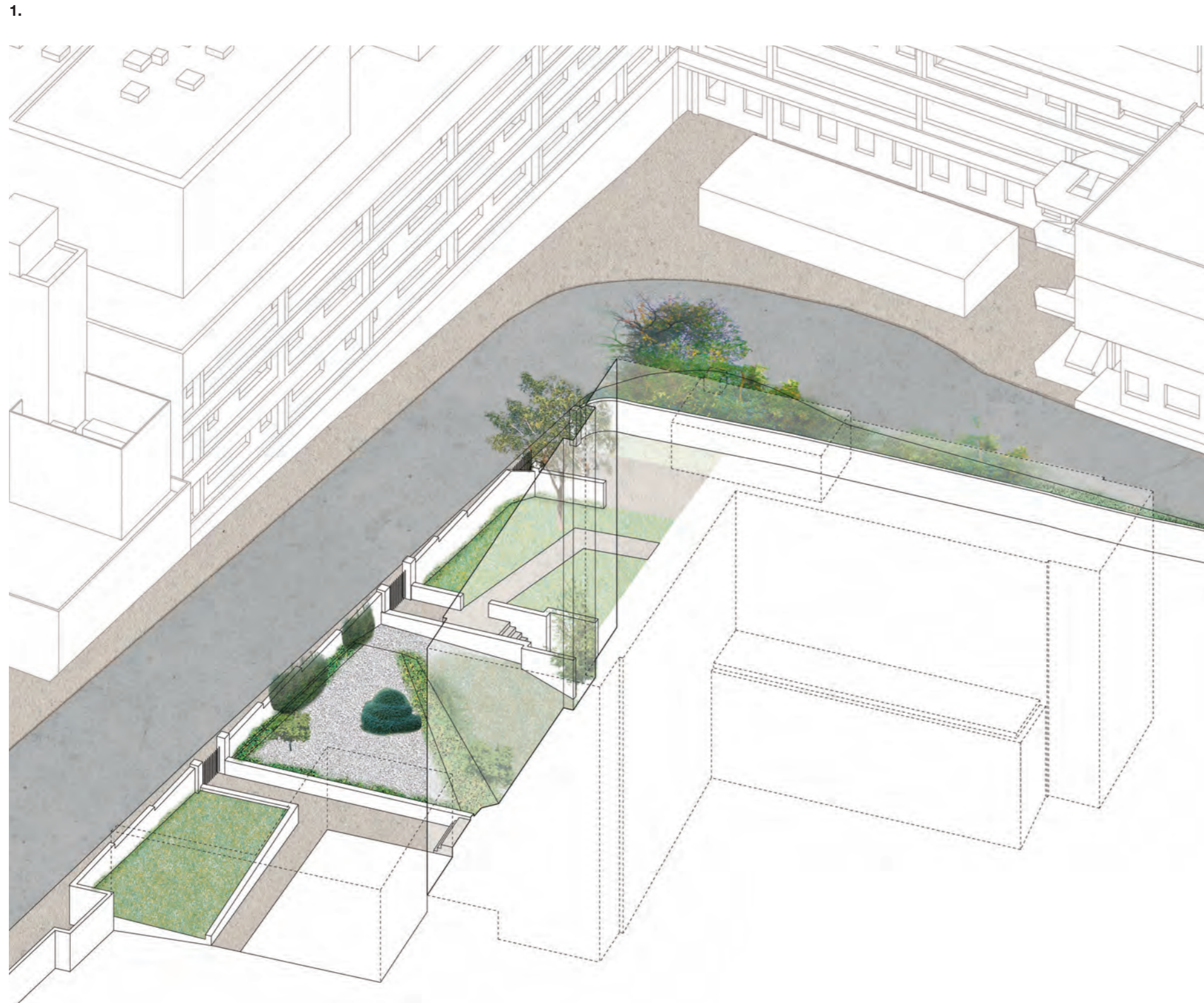
**Key**

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1.  
Aerial photographs

## 2.2 The Site, its building and use

2.2.4 The diagram adjacent highlights the significant green private space that sits in front of the existing convent providing a buffer to the street. However, due to the height and location of the existing brick boundary wall it leaves only a slim width of pavement for the public, and a view solely of the wall at pedestrian level.



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### Key

1.  
Isometric diagram showing relationship of  
existing convent landscape to street

## 2.3 Relevant Planning Policy

2.3.1 Section 36 (6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the Development Plan, unless material considerations indicate otherwise.

2.3.2 The Development Plan for the Site comprises the following documents:

- The London Plan: The Spatial Development Strategy for Greater London (July 2011);
- Revised Early Minor Alterations to the London Plan (October 2013);
- London Borough of Camden Core Strategy 2010-2025
- London Borough of Camden Development Policies 2010-2025
- London Borough of Camden Site Allocations 2013
- North West London Waste Plan
- Area Action Plans

2.3.3 Other documents that are material considerations are listed below.

### National

- National Planning Policy Framework published in March 2012; and
- Planning Practice Guidance (“PPG”) published in March 2014.

### Regional

- Draft Further Alterations to the July 2011 London Plan (consolidated with Revised Early Minor Alterations to the London Plan, October 2013) (January 2014);
- SPG: Use of Planning Obligations in the funding of Crossrail, and the Mayoral Community Infrastructure Levy (April 2013);
- SPG: Housing (November 2012);
- SPG: London View Management Framework (March 2012);
- Delivering London’s Energy Future: Climate Change, Mitigation and Energy Strategy (October 2011);
- Managing Risks and Increasing Resilience: Climate Change Adaptation Strategy (October 2011);
- Transport Strategy (May 2010);
- Economic Development Strategy (May 2010);
- SPG: Sustainable Design and Construction (May 2006); and
- Best Practice Guidance: Development Plan policies for Biodiversity (November 2005).

### Local

- CPG1: Design
- CPG2: Housing
- CPG3: Sustainability
- CPG4: Basements and lightwells
- CPG8: Planning obligations

2.3.4 The content of the various adopted and emerging policy documents give rise to a number of issues and considerations, which together have shaped and influenced how the Applicant and their design team has approached the redevelopment of the site.

2.3.5 The key planning, heritage and design related policies are summarised in the remainder of this section.

2.3.6 To avoid repetition across the various documents that support this planning application the relevant policies and guidelines relating to transport, basement construction, energy and sustainability targets, air quality, ecology and trees and the amenity of surrounding properties are summarised as necessary in the documents that support the planning application.

### National Planning Policy

2.3.7 National planning policy is set out in the National Planning Policy Framework (“NPPF”), which was published on 27 March 2012 and supersedes previously published Planning Policy Statements (“PPSs”) and Planning Policy Guidance (“PPGs”) in this single document.

2.3.8 The NPPF provides guidance for local planning authorities and decision-takers both in terms of how plans should be drawn up, and regarding material considerations in determining applications.

2.3.9 The NPPF establishes overarching principles of the planning system, including the requirement of the system to “drive and support economic development” and supports “approving development proposals that accord with the development plan without delay” At the heart of the NPPF is a “presumption in favour of sustainable development” which is seen as the “golden thread running through both plan making and decision taking”

2.3.10 Local plan policy-making is encouraged to follow the presumption in favour of sustainable development so that, “it is clear that development which is sustainable can be approved without delay” (Paragraph 14).

2.3.11 The NPPF states that all plan decision-taking should be underpinned by 12 core land use principles. In the context of this application planning is required to:

- Be genuinely plan-led, empowering local people to shape their surroundings, with succinct local and neighbourhood plans setting out a positive vision for the future of the area.
- Not just be about scrutiny, but instead be a creative exercise in terms of finding ways to enhance and improve the places in which people live their lives.
- Pro-actively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure, and thriving local places that the country needs. Plans are required to take account of market signals and to set out a clear strategy for allocating sufficient land that is suitable for development; and to take account of the needs of the residential and business communities.
- Always seek to secure high-quality design and a good standard of amenity.
- Take account of the different roles and character of areas.
- Support the transition to a low carbon future in a changing climate.
- Encourage the effective use of brownfield land.
- Promote mixed-use developments, and encourage multiple benefits from the use of land.
- Conserve heritage assets in a manner appropriate to their significance.
- Take account of and support local strategies to improve health, social and cultural well-being for all, and deliver sufficient community and cultural facilities to meet local needs.

2.3.12 Local authorities are encouraged to deliver a wide choice of high quality living accommodation and to plan for a mix of housing based on current and future demographic trends, market trends and the needs of different groups in the community, including older people.

2.3.13 The delivery of high quality and inclusive developments is seen as being important. Developments should aim to establish a strong sense of place, should seek to optimise the potential of a particular site, respond to local character and history, and reflect the identity of local surroundings and materials and be visually attractive as a result of good architecture and appropriate landscaping.

2.3.14 The NPPF encourages local authorities in making decisions to not impose architectural styles or particular taste and not stifle innovation, originality or initiative. The NPPF does, however state that it is proper to promote or reinforce local distinctiveness.

2.3.15 Finally in relation to decision-taking local authorities are encouraged to be positive in terms of fostering the delivery of sustainable development. They are encouraged to look for solutions rather than problems and to approve applications for sustainable development where possible.

### Regional Policy

London Plan (July 2011)

2.3.16 The London Plan (2011) sets the overall strategic plan for London, detailing the economic, environmental, transport and social framework for development of London up to 2031.

2.3.17 The Plan confirms that London’s population is growing and will continue to grow and that there will be a need to deliver significant numbers of new housing over the Plan period. The Plan also recognises that the population of London is changing. In relation to the specifics of this application the Plan expects that the number of people over 65 will increase by 34% to reach 1.17 million by 2031 and that the over 90s to almost double in number, to 96,000, as medical advances, improvements in lifestyles and new technologies support improved life expectations and that as a result there will be a need to address the specific needs of an aging population.

2.3.18 The Plan also recognises a perceived tension between the demands for growth and the conditions for a good - and improving - quality of life and in so doing recognises, amongst other things that there is a need to ensure that enough homes are delivered and neighbourhoods designed to meet the needs of Londoners at all stages of their lives.

2.3.19 At the same time the Plan promotes high quality design and design responses which consider form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings (Policy 7.4).

2.3.20 The delivery of high quality living environments is also a key objective of the Plan. Development is required to enable people to live healthy, active lives and contribute to people’s sense of place, safety and security. The Plan advances a series of design/ quality/ sustainability standards, which all new living accommodation will be expected to meet.

2.3.21 Individual buildings are encouraged to be of the highest architectural quality; be of a proportion, composition, scale and orientation that enhances, activates and appropriately defines the public realm; comprise details and materials that complement local architectural character; not cause unacceptable harm to the amenity of surrounding land and buildings; incorporate best practice in resource management and climate change mitigation and adaptation; provide high quality indoor and outdoor spaces; meet the principles of inclusive design and optimise the potential of sites (Policy 7.6).

Revised Early Minor Early Alterations to the London Plan (October 2013)

2.3.22 On 11 October 2013, the Mayor published Revised Early Minor Alterations to the London Plan (“REMA”). From this date, the REMA are operative as formal alterations to the London Plan and form part of the Development Plan for Greater London.

2.3.23 The majority of changes introduced by the REMA policies are not particularly relevant to this application, apart from the introduction of revised cycle parking standards and a recognition that, in line with the NPPF Transport Assessments should determine car parking levels where no standards are provided.



## 2.3 Relevant Planning Policy

Draft Further Alterations to the London Plan (January 2014)

2.3.24 The Draft Further Alterations were published in January 2014. The 12 week consultation period ended on 10th April 2014. A schedule of 'suggested changes' to the draft FALP were published on 7th July 2014 and an EIP was scheduled to be held in September 2014.

2.3.25 The FALP updates the population growth projections, including the projections for older people. The Plan confirms that the number of people over 64 is projected to increase by 64% (nearly 580,00) to reach 1.49 million by 2036. The over 90s are expected to grow in number by 89,000.

2.3.26 Based on research the Plan confirms that the choices open to older Londoners to move into local specialist housing may have been constrained through inadequate supply. The Plan recognises that a higher level of specialist provision is required to free up larger homes for family occupation. The Plan also suggests that over the period 2015-2025 older Londoners may require 3,600-4,200 new specialist units per annum (at the mid point 2,600 private, 1,000 shared ownership and 300 new affordable).

2.3.27 Based on these statistics the FALP now requires Boroughs to demonstrate in their LDFs and other relevant strategies and plans 'how they have identified and addressed the local expression of these strategic needs including through targets and performance indicators'.

2.3.28 Annex A5.1 sets out specific Borough targets for specialist housing for older people 2015- 2025. In relation to Camden the annual target is set at 100 units (65 private units, 20 intermediate for sale and 15 affordable rent). Boroughs are encouraged to work pro-actively with providers of specialist accommodation for older people to identify and bring forward appropriate sites.

2.3.29 Car and cycle parking standards and policy are also updated.

### Local

Camden Core Strategy 2010-2025

2.3.30 The Core Strategy sets out the key elements of the Council's planning vision for the borough.

2.3.31 Policy CS6 seeks to deliver a variety of housing types suitable for different groups including older people and states that priority will be given to development that provides affordable housing and housing for vulnerable people. The supporting text states that any new provision for older people's accommodation should seek, where possible to combine independent living and care on the same site.

2.3.32 Policy CS14 promotes high quality places and heritage conservation. New buildings should be attractive, safe and easy to use. Development should be of the highest standard of design and should respect local context and character; should preserve and enhance Camden's rich and diverse heritage assets and their settings; promote high quality landscaping and be inclusive and accessible.

Camden Development Policies 2010-2025

2.3.33 The CDP contribute towards delivering the Core Strategy by setting out detailed planning policies that the Council will use when determining planning applications.

2.3.34 DP7 confirms the Council's support for the development of sheltered housing and care homes for older people provided that the development:

- Is suitable for the intended occupiers in terms of the standard of facilities, the level of independence, and the provision of support and/ or care;
- Is accessible to public transport, shops, services, community facilities and social networks appropriate to the needs of the intended occupiers; and
- Contributes to creating a mixed and inclusive community.

2.3.35 DP7 states that in the case of market-led development of self-contained sheltered housing in Use Class C3, the Council will expect the development to make a contribution to the supply of affordable housing in accordance with policy DP3. In the case of care homes, the Council will encourage a mix of tenures.

2.3.36 In relation to the proposed use DP7 states that the Council will particularly support development of extra care homes and other homes for older people that combine independent living with the availability of support and nursing care.

2.3.37 DP9 states that the Council will support development of housing with shared facilities and student housing provided that the development:

- Will not involve the loss of permanent self-contained homes;
- Will not prejudice the supply of land for self-contained homes;
- Does not involve the loss of sites suitable for affordable housing or housing for older people or for vulnerable people.
- Will be accessible to public transport, workplaces, shops, services and community facilities;
- Contributes to creating a mixed and inclusive community; and
- Does not create an over-concentration of such a use in the local area or cause harm to residential amenity or the surrounding area.

2.3.38 Policies DP8 and DP9 deal with the loss of existing hostel uses. Policy DP8 states that it will resist the net loss of accommodation for homeless or vulnerable people unless either :

- adequate replacement accommodation will be provided; or
- it can be demonstrated that the accommodation is no longer needed for the particular homeless people or vulnerable people because their needs can be better met in existing accommodation elsewhere, or with alternative types of support; or
- it can be demonstrated that the existing accommodation is incapable of meeting contemporary standards for housing homeless people or vulnerable people.

2.3.39 DP9 states that the Council will resist development that involves the net loss of student housing unless either:

- adequate replacement accommodation is provided in a location accessible to the higher education institutions that it serves; or
- the accommodation is no longer required, and it can be demonstrated that there is no local demand for student accommodation to serve another higher education institution based in Camden or adjoining boroughs.

2.3.40 DP8 states that where the Council is satisfied that development involving the loss of accommodation for particular homeless people or vulnerable people is justified, they will expect the development to provide an equivalent amount of residential floorspace for other vulnerable people or for older people, or for permanent housing in Use Class C3 and DP9 requires that an equivalent amount of C3 residential floorspace when the Council is satisfied with the loss of student floorspace is justified.

2.3.40 DP22 deals with the promotion of sustainable design and requires non domestic developments to achieve 'very good' in BREEAM and 'excellent' from 2016.

2.3.41 DP24 requires all developments to be of the highest standard of design and for developments to consider character, setting, context and the form of neighbouring buildings; quality of materials; the provision of visually interesting frontages at street level; existing natural features, such as topography and trees; provision of appropriate hard and soft landscaping; provision of appropriate amenity space and accessibility.

2.3.42 In terms of other relevant policies DP18 deals with car parking; DP26 deals with managing the impact of development on occupiers and neighbours; DP27 deals with basements and lightwells; DP28 deals with noise and vibration; DP29 deal with improving accessibility; and DP32 provides guidance on air quality.

2.3.43 The content of the above policies together with the analysis of the site and its context, the various consultations that have taken place through the pre-application process and the client's brief have helped shape the proposals.

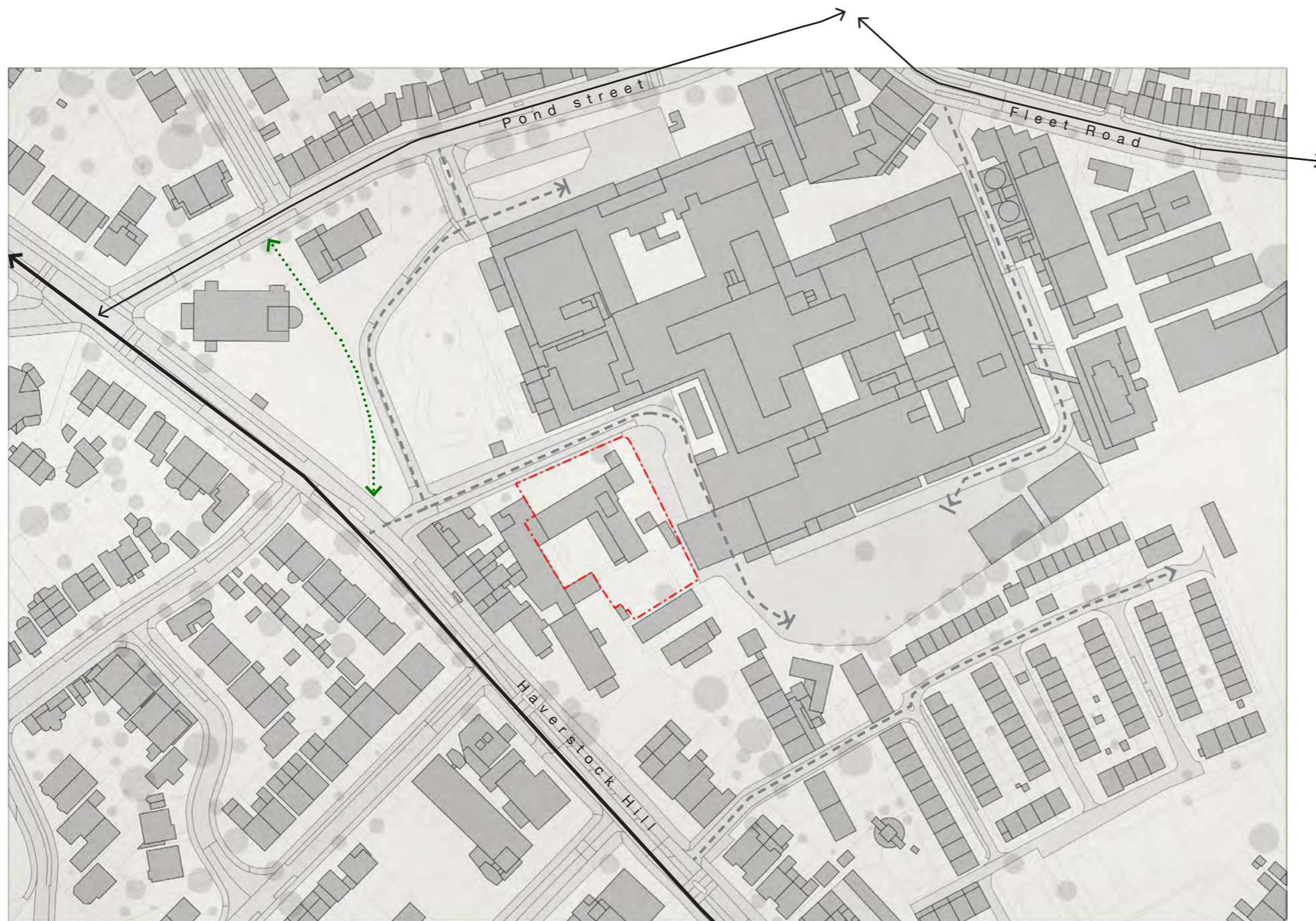
2.3.44 Having set the scene for the project in terms of the location and policy context we now go on in the next section to describe the various physical, environmental and townscape factors that have together helped to shape and inform the design development of the building.

### 3. Constraints and Opportunities

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### 3.1 Routes, Access and Views to the Site

3.1.1 The existing convent site is set back from the main traffic and pedestrian street of Haverstock Hill. The hospital and its related buildings act to block routes across the site, creating large areas of hard surfacing that is inaccessible to the public.

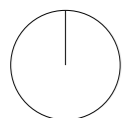


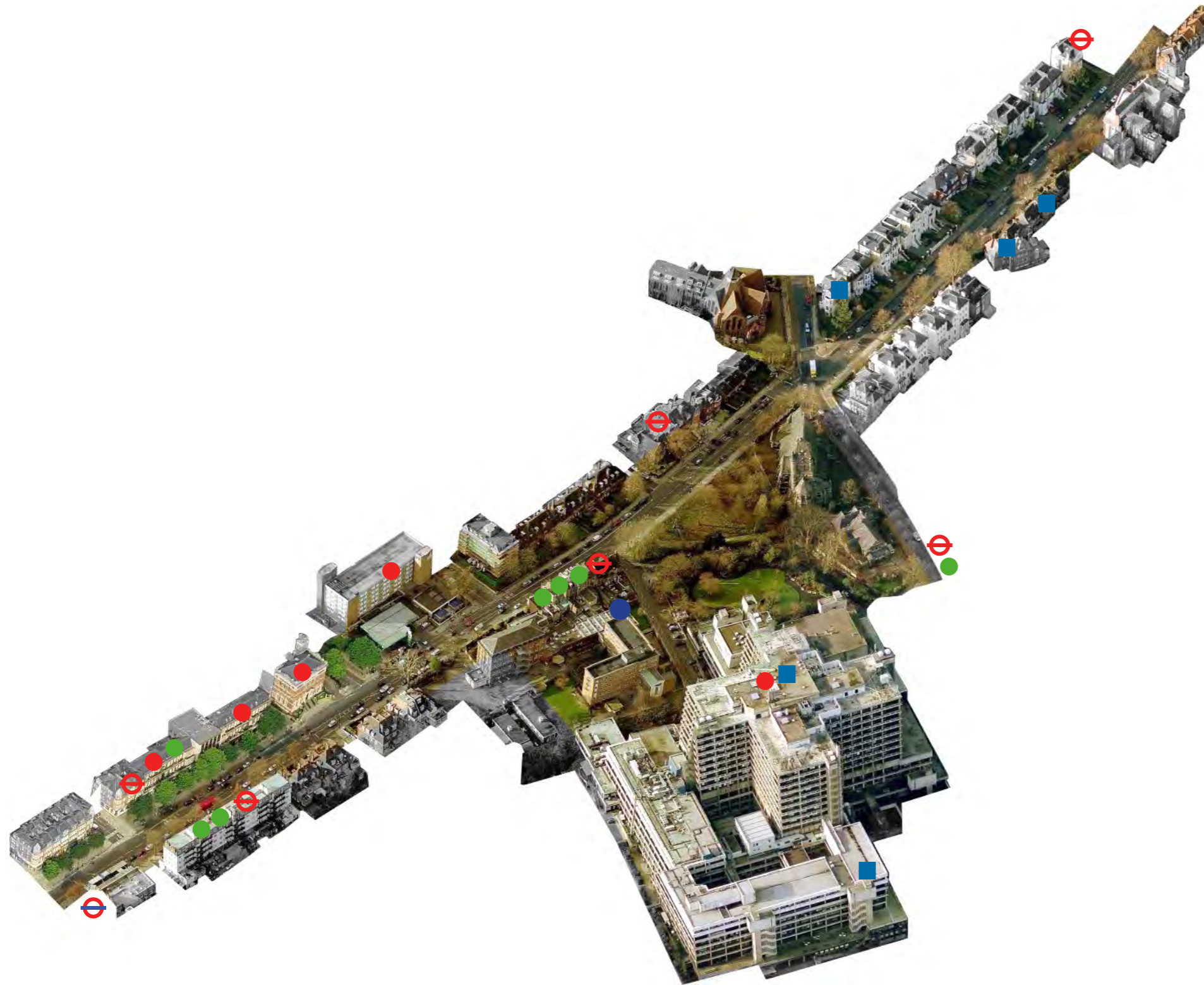
#### Key

- Pedestrian pathway ←.....
- Dead end / car-park ⊥ -
- Secondary traffic route ←
- Primary traffic route ←

#### Left

Site Plan





### 3.1 Routes, Access and Views to the Site

3.1.1 The site is located within walking distance of a number of bus services, Underground and Overground stations. Hampstead Heath Overground Station is six minutes walk towards the north, whilst Belsize Park Underground Station is five minutes walk towards the south. The site also has very good access to the bus network, with the closest bus stops, located on Rosslyn Hill being less than two minutes walk away.

3.1.2 The proposal is within easy walking distance of a number of commercial, retail and leisure facilities. Cafes, pubs, supermarkets and other shops and facilities such as pharmacies and post office etc, are located along Rosslyn Hill towards Belsize Park station and along Pond Street towards the Overground station.

#### Key

1. Belsize Station	
2. Bus stop	
3. The site	
4. Other public services: hotel, bank, post office, ATM, pharmacy, arts centre	
5. Retail/cafe/restaurant	
6. Medical facilities	

### 3.1 Routes, Access and Views to the Site

3.1.3 One of the key assets of the site location is its proximity to Hampstead Heath and the range of health and wellbeing benefits this will offer the older residents of the proposal.



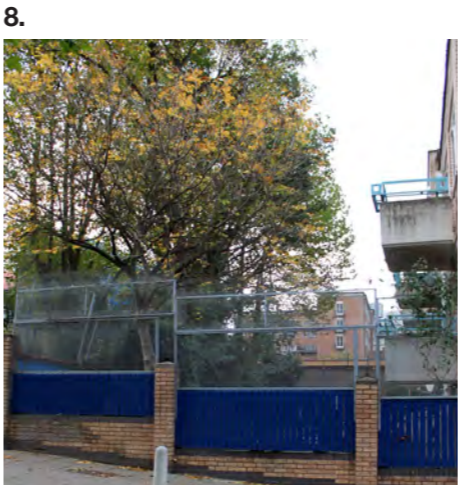
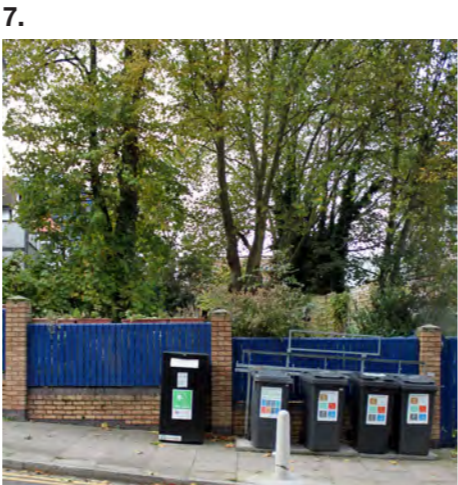
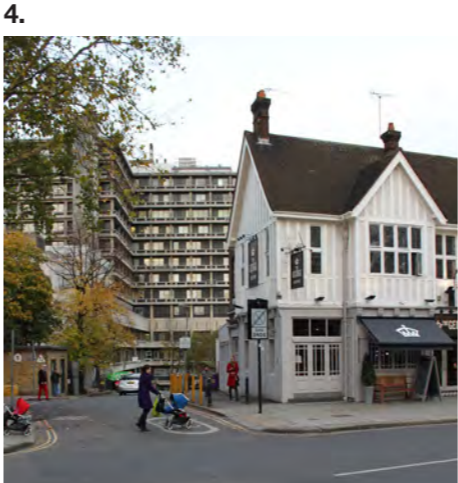
#### Key

1. The site



**3.1 Routes, Access and Views to the Site**

3.1.4 Due to the topography of the site and the massing of the Royal Free Hospital, views to the existing convent site are minimal and are further obstructed by the large trees on Haverstock Hill. There is just one view where the new building will appear as a prominent feature in the view (view5). This is due to an unusual scale shift along Haverstock Hill to a two storey 19th century building that sits to the south west of our site.



**Above left**

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**Photographs**  
 Catalogue of photographs showing key views to project site from immediate surrounding areas

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**Key Plan**

### 3.1 Routes, Access and Views to the Site

3.1.5 The Royal Free Hospital acts to block the existing convent from eastern views and reduces daylight to this part of the site.



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Above left

**Photograph**  
View of south-west corner of Royal Free  
Hospital