



32 Lawn Road  
Camden  
Urban Design Appraisal  
July 2014

LAWN RD NW.3.



Fairview  
NEW HOMES Ltd.

nlp

Nathaniel Lichfield  
& Partners  
Planning. Design. Economics.



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### Appendix 1: Policy Context

## 1.0 Introduction







Site Context: Aerial Photograph: Source Google Earth.

## Introduction

- 1.1 This urban design appraisal has been prepared by Nathaniel Lichfield and Partners (NLP) to inform of the development proposals for 32 Lawn Road, Camden.
- 1.2 This appraisal provides an understanding of the local character and context, and has been prepared in accordance with the guidance within the NPPF, the PPG, the policies in Chapter 7 of the London Plan 2011 and the 'Character and Context' SPG (2014).
- 1.3 The various factors described within this appraisal will inform the development proposals being prepared by Fairview New Homes and its design team, and the influences will be referred to in the Design and Access Statement.

## Structure

- **Section 1**, this section introduces and sets out the framework for this appraisal.
- **Section 2, Context:** Provides a summary of the site location, the physical, social and economic characteristics of the site and surrounding area.
- **Section 3, Local Character:** Describes the character of the surrounding area.

## Design Team

- **Developer:** Fairview New Homes Ltd
- **Planning Consultants:** Nathaniel Lichfield and Partners
- **Architects:** John Pardey Architects
- **Transport:** URS Infrastructure & Environment UK
- **Landscape:** MCA Landscape
- **PR Consultants:** Curtin & Co



# 2.0 Context

2.1 An understanding of the context of a site is vital to produce a scheme that integrates with its surroundings. This section of the appraisal describes the site features and characteristics of the surrounding area informed by fieldwork and a review of historical mapping.

## Location

2.2 The site is located within the Gospel Oak area, to the north of Lawn Road and close to the junction with Fleet Road. It is roughly triangular in shape, with long frontages to Lawn Road to the west and Upper Park Road to the east.

## Local services

- 2.3 There are local shops and facilities within walking distance (100m) along Fleet Road. The plan on this page illustrates the location of services close to the site.
- 2.4 Belsize Wood lies within 100m to the west of the site.
- 2.5 The former community uses on site are to be relocated as part of the original site disposal strategy by the Council.

## Site area

2.6 The site, as identified by the red line boundary, covers 0.245ha.

## Site boundaries and adjacent uses

### Northern

2.7 The northern boundary is defined by the junction of Lawn Road with Fleet

Road and a small area of open space with a large tree. At the junction is The Stag public house. Across Fleet Road to the north, are predominantly three/ four storey terraced houses with local shops at the junction of Cressy Road.

### Eastern

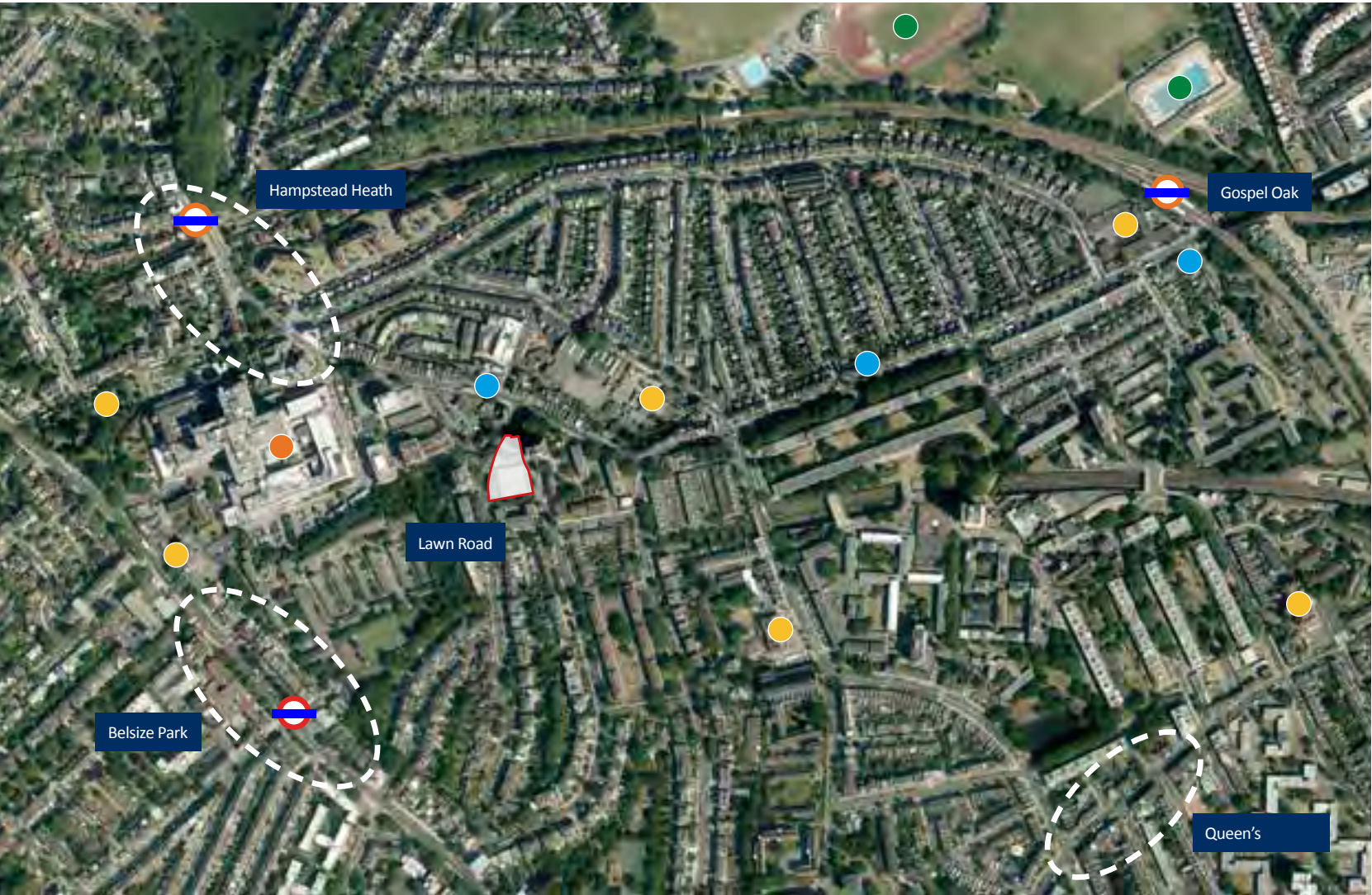
- 2.8 To the north east, at the end of Upper Park Road, is the 15 storey Palgrave House tower block. The ground floor of the tower block comprises the stair, lift access and bin stores for the flats above. The tower block lies within 7m of the site boundary and flats have an aspect over the site.
- 2.9 The eastern boundary is defined by Upper Park Road, a cul-de-sac that terminates at Palgrave House. Across from the site are four storey flats (no. 90 Upper Park Road) and a terrace of three storey houses backing onto the road. These dwellings are within 15m of the site boundary.

### Southern

- 2.10 The southern boundary adjoins the courtyard of Garnett House, a five storey block of flats that addresses Garnett Road to the south and turns the corners to Lawn Road and Upper Park Road. The boundary is defined by a fence line with trees planted along the edge of the courtyard.
- 2.8 The flats are accessed from a courtyard space.

### Western

- 2.9 The western boundary is defined by Lawn Road which turns due north east towards Fleet Road. Immediately west of the site is Cayford House, a similar



Accessibility plan and local services: Source NLP

- 15 storey tower block to Palgrave House. The tower lies within 19m of the site boundary.
- 2.10 To the north west of the site, and south of The Stag is an Education Centre, a large two storey Victorian building set back from Lawn Road and formerly part of the Royal Free Hospital.
- 2.11 Either side of the Education Centre are access ways to a car park serving the Royal Free Hospital, and to south is a single storey, flat roofed, brick building.

- 2.12 To the south west of the site on Lawn Road is Du Maurier House, a five storey block of flats of a similar age to Cayford House. Du Maurier House is parallel to Cayford House and aligned on a similar rear building line to Belsize Wood. The set back serves to reveal mass of Cayford House in views north along Lawn Road. Further south, the Grade 1 listed Isokon block of flats.

**Key**

- The Royal Free Hospital
- Primary School
- Leisure Facilities
- Cluster of shops/facilities
- High street/facilities hub





Site boundaries plan



1. The Stag on Lawn Road



5. Upper Park Road flats and houses across from site



2. Education Centre on Lawn Road



6. Upper Park Road looking north towards Palgrave House



3. The Royal Free Hospital and car park



7. Garnett House



4. Du Maurier House on Lawn Road



8. Park Dwellings



# 2.0 Context

## Access and accessibility

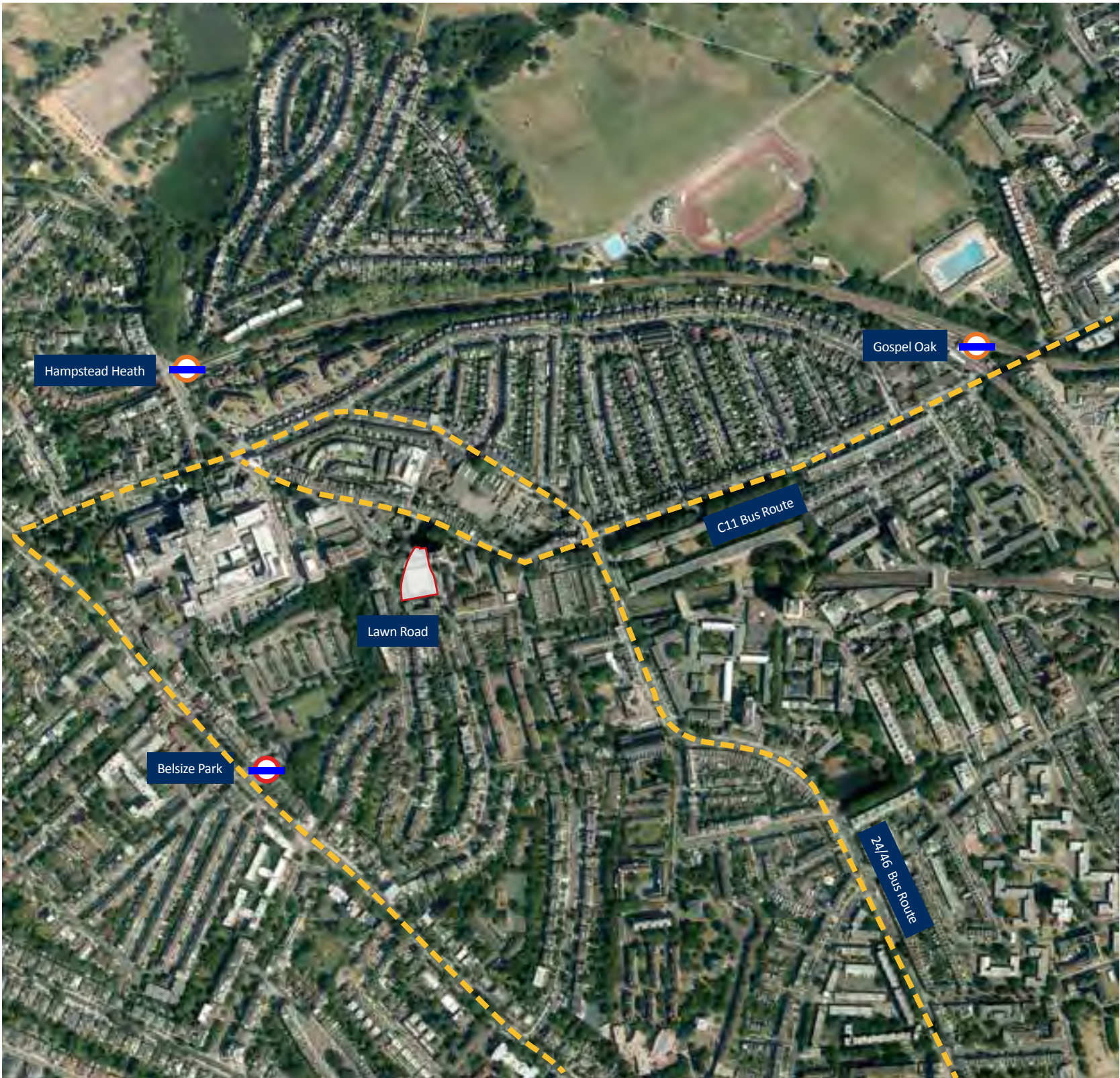
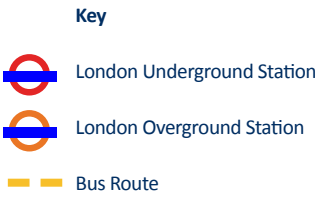
- 2.13 There are footpaths along the boundaries to the site on Lawn Road and Upper Park Road. There is presently an informal path through the site between the former Fleet Community Building and the car park that serves to access the car park stairs.
- 2.14 Vehicular access/egress into and from the site is currently via existing points on Lawn Road and Upper Park Road.
- 2.15 Provision will need to be made for a widening of the firepath into Garnett House to the south.
- 2.16 The nearest underground station is within 400m of the site at Belize Park and within 460m is Hampstead Heath Railway Station.
- 2.17 Several existing bus routes operate on Fleet Road with bus stops within close walking distance (126m) of the site (routes 24, 46 and C11),
- 2.18 The site has a PTAL zone of 4-5. With regard to the London Housing SPG, Table 3.2 –Density Matrix- and the surrounding built form and density, the site can be considered to lie within ‘an Urban Setting’ characterised by predominantly terraced houses, mansion blocks, a mix of different uses, medium building footprints and typically buildings of 2-4 storeys. The guidance for the site supports a density within the range of 200 - 700hr/ha.

## On site buildings

- 2.19 The site comprises two existing buildings. The former Fleet Community Building is single storey, flat roofed and of brown brick. The front elevation has a large colourful mosaic which will be retained and used on site.
- 2.20 The car park may have served the adjacent 1960s housing estate . It is a concrete framed, 3 storey structure with parking at ground floor, part first and originally second floor level. The first floor has been converted to create employment units - now vacant. The upper floor was used for a play area and is now disused. The siting of the car park appears to have been a be purely practical exercise to fit the largest decked car park on the available space between Lawn Road and Upper Park Road.
- 2.21 The buildings are not considered to have historical value, and the site does not form part of a conservation area. However, there are listed buildings and conservation areas nearby.

## Topography

- 2.22 The site lies some 1-2m below the ground level of Lawn Road to the south, and levels out to the north.



Accessibility plan





Site features



1. Tree at northern site boundary



5. Former Fleet Community Building



2. Existing trees along Lawn Road and level change



6. Car park elevation to Upper Park Road



3. Existing trees on Upper Park Road and car park access



7. Trees and elevation to Lawn Road



4. Tree planting along boundary to Garnett House



8. Mosaic on former community building



## 2.0 Context

### Trees

- 2.23 There are some trees along the site boundaries and there are a number of significant, large trees immediately to the north of the site and within the grounds of the Education Centre.
- 2.24 Formal street tree planting is not a strong characteristic of Lawn Road, although it is more prevalent along Upper Park Road. The trees are generally sited close to the edge of pavement and contribute to the street scene.
- 2.25 To the west of Lawn Road, tree planting within plots reinforces the sylvan setting of the flats that back onto Belsize Wood - such as at the Isokon building and Du Maurier House.
- 2.26 As demonstrated by the aerial photograph, the greatest amount of tree planting actually occurs within the back gardens of the houses and villas along Lawn Road and Upper Park Road.



1. Fleet Road



2. Tree planting along frontage to Du Maurier House



3. Isokon building



4. Lawn Road south

Individual trees within the grounds of the Education Centre extend the street tree planting along the western edge of Lawn Road towards Fleet Road

Trees within the grounds of Du Maurier House contribute to its sylvan woodland edge setting, contrasting with the more urban character of Lawn Road opposite

Trees to the edges of Isokon frame building. Feature trees on Lawn contribute to the setting of the building

Dispersed street trees along Lawn Road within front gardens. Generally a more urban character



Street trees and street scene

View south into Lawn Road illustrating the trees along the western side of Lawn Road contribute towards the street scene by screening Cayford House and Du Maurier House



5. Lawn Road

View north along Upper Park Road illustrating a number of informally planted street trees along both sides of the road that frame views towards Palgrave House



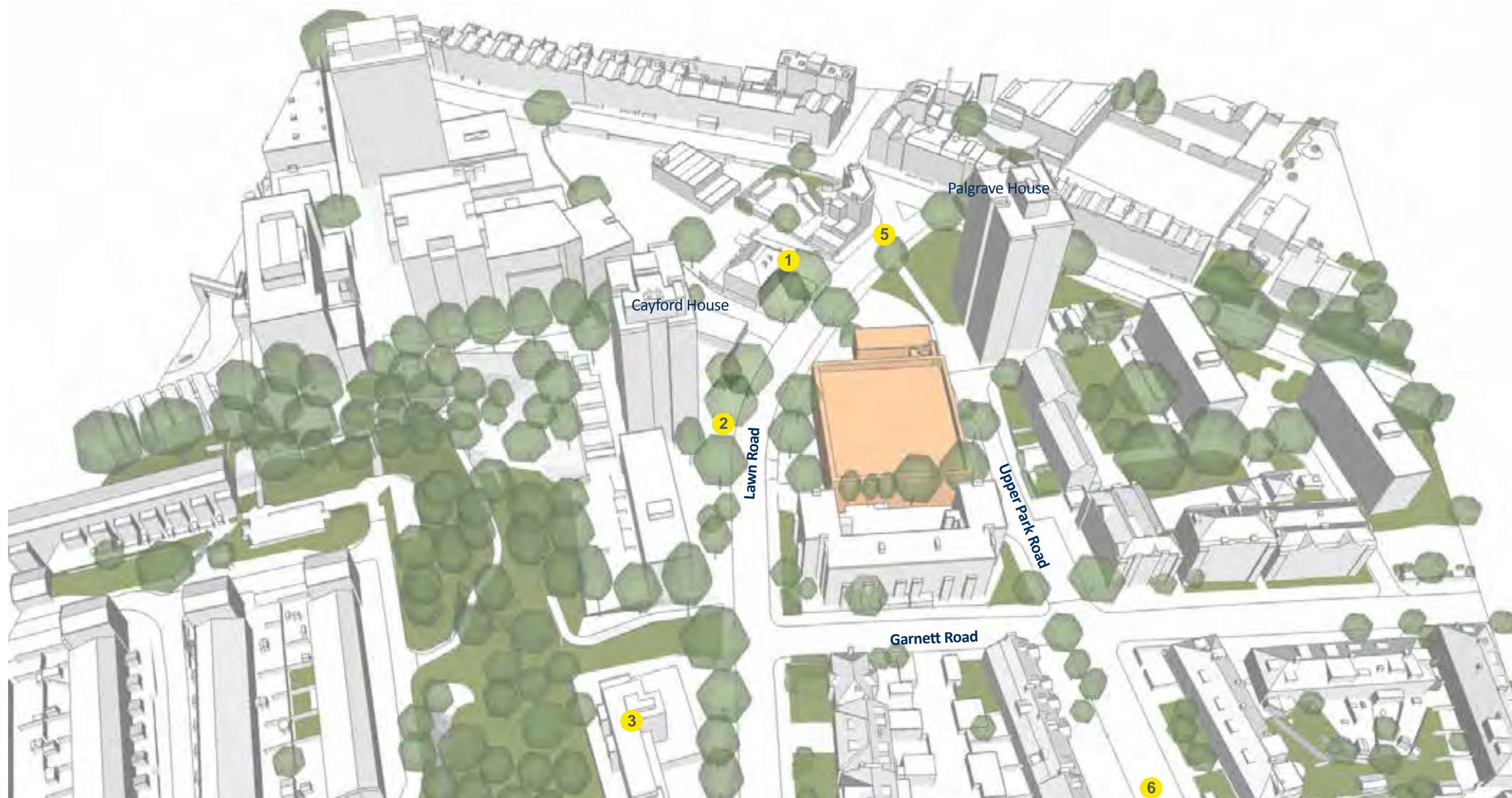
6. View north along Upper Park Road

Large street trees within the grounds of Barn Field flats



7. Street trees along frontage to Barn Fields flats





Landscape context and urban form, illustrating the woodland edge to Du Maurier House and the Isokon building, with tree planting extending around the edges of these buildings towards Lawn Road - contributing to the sylvan setting of the individual woodland edge blocks. By contrast, the urban character of the eastern side of Lawn Road and along Garnett Road and Upper Park Road within the immediate context of the site

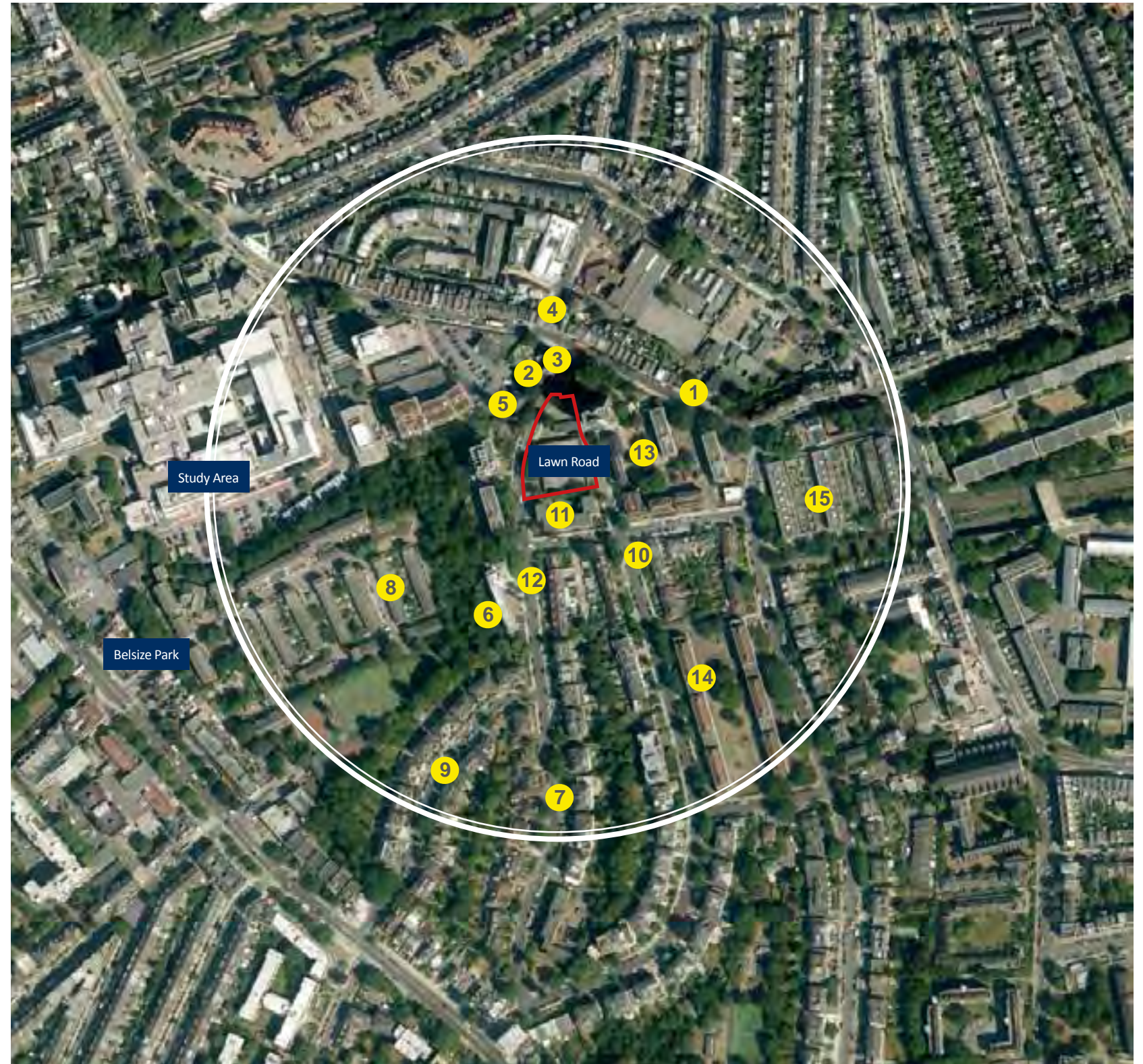


## 3.0 Local Character

- 3.1 The NPPF and the Character and Context SPG note the importance of responding to local character and adding to the quality of an area. Looking at the local character and context can identify relevant forms and patterns of development that can help integrate the new development into the local area.
- 3.2 An important part of the process of creating a new piece of townscape is to look at the design principles of the local environment rather than simply copy the appearance of the buildings. The design principles such as height, scale and massing, materials, and siting can all be a sound basis for new design. This accords with the NPPF that encourages development to understand and reflect surroundings but without “...discouraging appropriate innovation” (p58(4)).

### Study Area

- 3.3 For the purposes of this appraisal, the study area extends to include development within some 200m of the site, describing the visual context within which the development will have an impact.



Study area





1. Fleet Road



5. Education Centre on Lawn Road



9. Downside Crescent: Italianate villas



13. 1960s estate



2. The Stag, Cayford & Palgrave House from Cressy Road



6. Lawn Road: Isokon building



10. 1930s housing estate on Upper Park Road/Garnett Road



14. Communal gardens within Barn Fields



3. The Stag and Fleet Road



7. Lawn Road - south



11. Garnett Road



15. Dunboyne Road



4. Cressy Road



8. Woodside Walk



12. Tree planting along Lawn Road





## 3.0 Local Character

### Conservation Areas

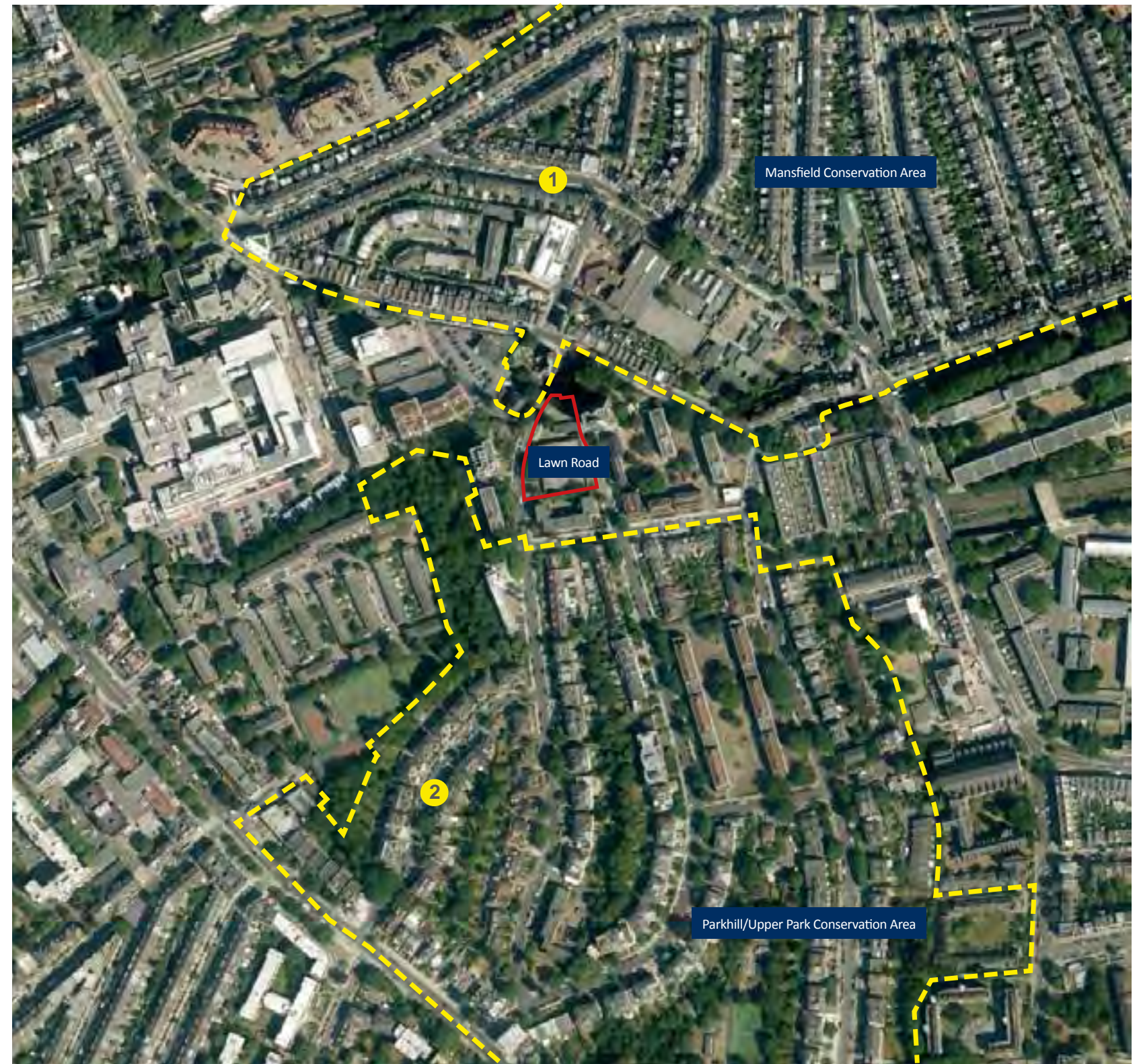
- 3.4 The study area includes development within two Conservation Areas - the characteristics of which can help inform the development proposals - and three listed buildings.

#### **Park Hill/ Upper Park Conservation Area**

- 3.5 The Park Hill/ Upper Park Conservation Area lies to the south of the site beyond Garnett Road and includes Belsize Wood. With regard to the 2011 Parkhill and Upper Park Conservation Area Appraisal and Management Strategy the 'Definition of Special Character' describes this as a nineteenth century London suburb with characteristic Italianate Victorian houses and modern interventions. The characteristics of the suburb - building set backs and front gardens - are visually terminated along the north side of Garnett Road, at Garnett House and Park Dwellings both of which are set close to the pavements of Lawn Road and Upper Park Road, reinforcing the progression to an urban townscape to the north.

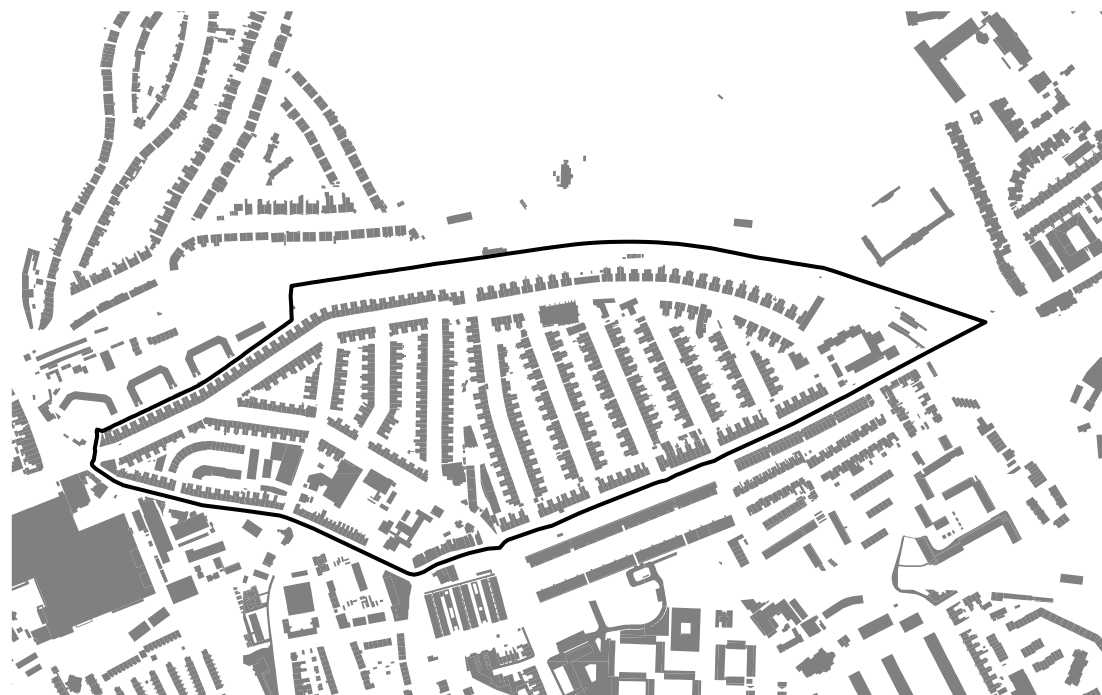
#### **Mansfield Conservation Area**

- 3.6 The Mansfield Conservation Area lies to the north of the site and includes The Stag public house, the Education Centre - formerly part of the Royal Free Hospital Building and the northern frontage to Fleet Road.
- 3.7 With regard to the 2008 Mansfield Conservation Area Appraisal and Management Strategy the Definition of Special Character describes Fleet Road (Sub Area 1) as a busy, one way road, urban in character which contains commercial premises and retail units mixed with residential properties. The urban character of this area transcends towards the site along Lawn Road.



Conservation Areas





Mansfield Conservation Area Urban Grain:  
Source: Mansfield Conservation Area Statement



Park Hill and Upper Park Conservation Area Grain:  
Source: Park Hill and Upper Park Conservation Area Statement



Agincourt Road



Downside Crescent



## 3.0 Local Character

### Listed Buildings

#### Isokon building (Grade I Listed)

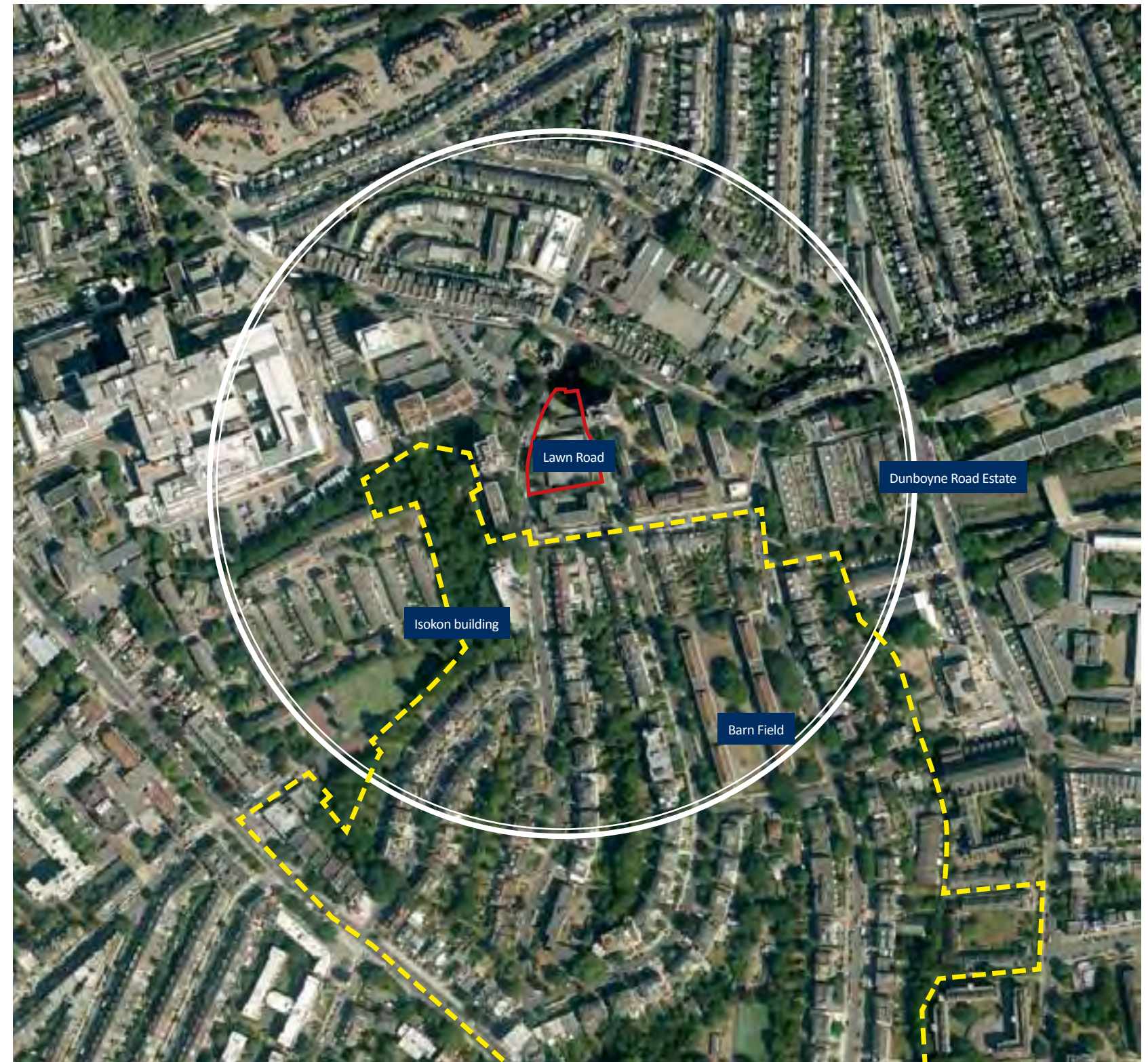
- 3.8 The Isokon building is of architectural and historical/social significance. Completed in 1934, it was the first major architectural work of Wells Coates, one of the leading activists in the creation of the Modern Movement in Britain in the 1930s, and was amongst the first block of flats to be built in Britain in the fully modern style. It is a five storey building of reinforced concrete with pink cement wash finish applied direct to the concrete. The building has a distinctive stair core and deck access linked by diagonal external stairs. It has a flat roof and metal windows.

#### Barn Field (Grade II Listed)

- 3.9 This is an estate of 46 flats and maisonettes in a neoclassical style, built 1947-9 by Donald Hanks McMorran of Farquharson and McMorran for Hampstead Metropolitan Borough. It was built to replace houses destroyed by bombing. The Council determined that the new housing should have a traditional character to reflect the eighteenth century architecture for which Hampstead is noted.
- 3.10 The block is arranged as a tripartite terrace of three and four-storey buildings with white rendered gable ends. The principal material is brown Leicestershire brick.
- 3.11 The name Barn Field was taken from the old field name of the site.

#### Dunboyne Road Estate (Grade II Listed)

- 3.12 This is a public housing estate built 1971-77, to designs of 1966 by Neave Brown of the London Borough of Camden's Architects' Department.
- 3.13 The estate comprises 71 dwellings (a mixture of maisonettes and flats) arranged in three parallel blocks.
- 3.14 The two western blocks are 3 storeys and a slight drop in the land level to the east of the site allows an additional storey in the easternmost block. The easternmost and middle blocks face each other and overlook a shared paved deck, open to the ends, beneath which is an underground car park.
- 3.15 The houses are built with concrete block work, rendered externally and fair-faced internally. In contrast, windows, doors, balcony fronts and fences are in dark-stained timber.
- 3.16 The internal elevations are characterised by large picture frame windows and the long horizontals of the balcony fronts and fences, interspersed with straight flights of dark-stained timber steps leading from balcony to garden. On the street facing elevations, by contrast, the fenestration is narrow, with inverted L-shaped windows on the top floor and a band of low windows interspersed with taller casements below. Both features became hallmark motifs of the Camden Architects' Department style.



Listed buildings





Isokon



Barn Field



Dunboyne Road



**Site and setting of Conservation Area and Isokon Listed Building**

- 3.17 The photographs across this page illustrate the visual setting of the site with regard to the Conservation Areas and the Isokon building.
- 3.18 At the edges of the Conservation Areas on Lawn Road, Upper Park Road and Garnett Road, the two towers of Cayford House and Palgrave House are dominant in terms of height, scale and massing (views 3,4,5 and 6). The towers are also dominant in views towards the site from the Isokon building (view 1), as is Garnett House (view 2).
- 3.19 Within Lawn Road and Upper Park Road, there is visible an eclectic mix of buildings with variation in height, scale and massing that forms the urban townscape (as demonstrated by view 3).



1. Cayford House and Garnett House as seen within context of Lawn Road- Parkhill/Upper Park Conservation Area and Isokon building



2. Cayford House as seen within context of Lawn Road- Parkhill/Upper Park Conservation Area and Isokon building





3. Palgrave House and Garnett House as seen within context of Lawn Road- Isokon building, Parkhill/Upper Park Conservation Area



5. Interwar housing on Upper Park Road - Parkhill/Upper Park Conservation Area as seen within context of Garnett House and Cayford House



4. Cayford House and Palgrave House as seen within context of Lawn Road - Mansfield Conservation Area and The Stag



6. Palgrave House as seen within context of Upper Park Road - Parkhill/Upper Park Conservation Area



## 3.0 Local Character

### Historic pattern and urban grain

- 3.20 The site once contained houses that formed part of the development pattern along Fleet Road. Until the regeneration of the 1960s, it was densely developed by narrow terraces that were built close to the back edge of the footpaths on Lawn Road and Upper Park Road. The interventions from the 1960s, particularly to the east of Upper Park Road, replaced the Victorian street fabric with isolated blocks of development that created the present day fragmented pattern of development south of Fleet Road.
- 3.21 The 1896 Ordnance Survey map shows the site was occupied by two rows of terraced housing arranged back to back, fronting onto Lawn Road and Upper Park Road. A playground was located to the south of the site on Lower Cross Road (now Garnett Road). To the south and south-west of the site lay undeveloped land above the underground line. A Tramway Depot was located to the east of the site.
- 3.22 By 1934 residential development had taken place on the undeveloped land south of Lower Cross Road and the Tramway Depot was redeveloped for three blocks of residential flats (now Park Dwellings).
- 3.23 By 1954 the playground south of the site was developed for Garnett House.

- 3.24 The 1970 Ordnance Survey map shows changes from 1954; the Victorian terraced housing on the site, Upper Park Road and Fleet Road to the east of the site has been redeveloped. A mix of townhouses and flats were developed along Upper Park Road and two 15 storey tower blocks were built (1960-3): Palgrave House at the junction of Lawn Road and Fleet Road; and Cayford House opposite the site on Lawn Road.



1896



1954



1934

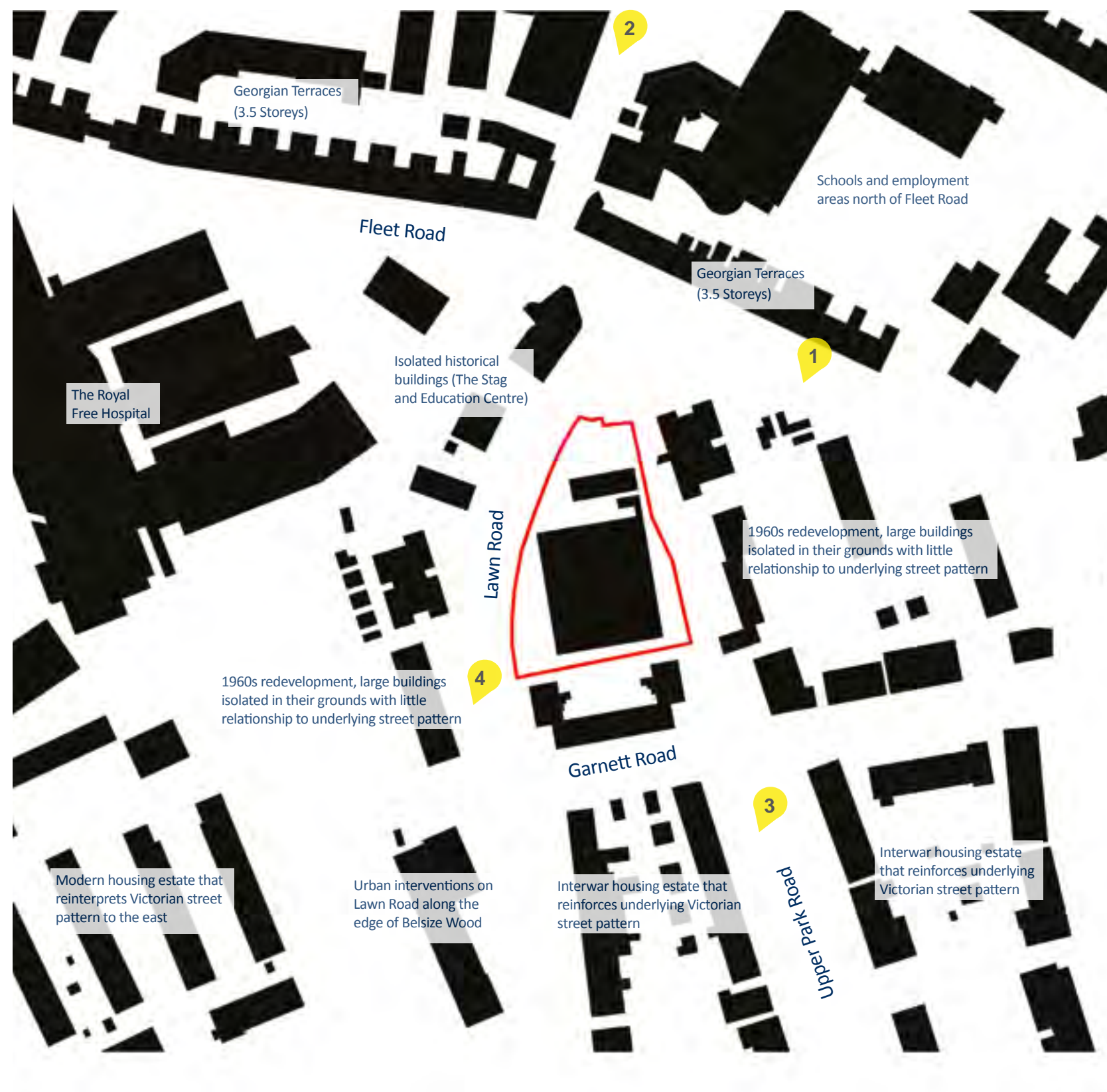


1970



## Existing urban grain

- 3.25 The cumulative development and redevelopment of the area has resulted in the following distinct patterns of development within the vicinity of the site.
- 3.26 Along Fleet Road and comprising the site and adjacent blocks of development, there is a mixed grain as the underlying Victorian street block structure has been eroded by redevelopment. The grain is characterised by a mix of large, individual buildings and post war estates to the south of Fleet Road, contrasting with the surviving urban terraces along the north side. The footprints of Cayford House and Palgrave House are particularly large (wide and deep) and are only exceeded by the former car park within the immediate setting of the site.
- 3.27 To the north, beyond Fleet Road are the Victorian residential street blocks of the Mansfield Conservation Area. The grain is characterised by long, north-south streets with groups of terraced houses (such as Cressy Road).
- 3.28 To the south of Garnett Road and within the Parkhill/ Upper Park Conservation Area, along Lawn Road and Upper Park Road, the grain is characterised by mixed development blocks with lower density development towards Belize Park - detached and semi-detached houses in large plots, and higher density development towards the site - terraced houses and infill flat developments such as the Isokon building.



1. Fleet Road



2. Cressy Road



3. Interwar housing estate



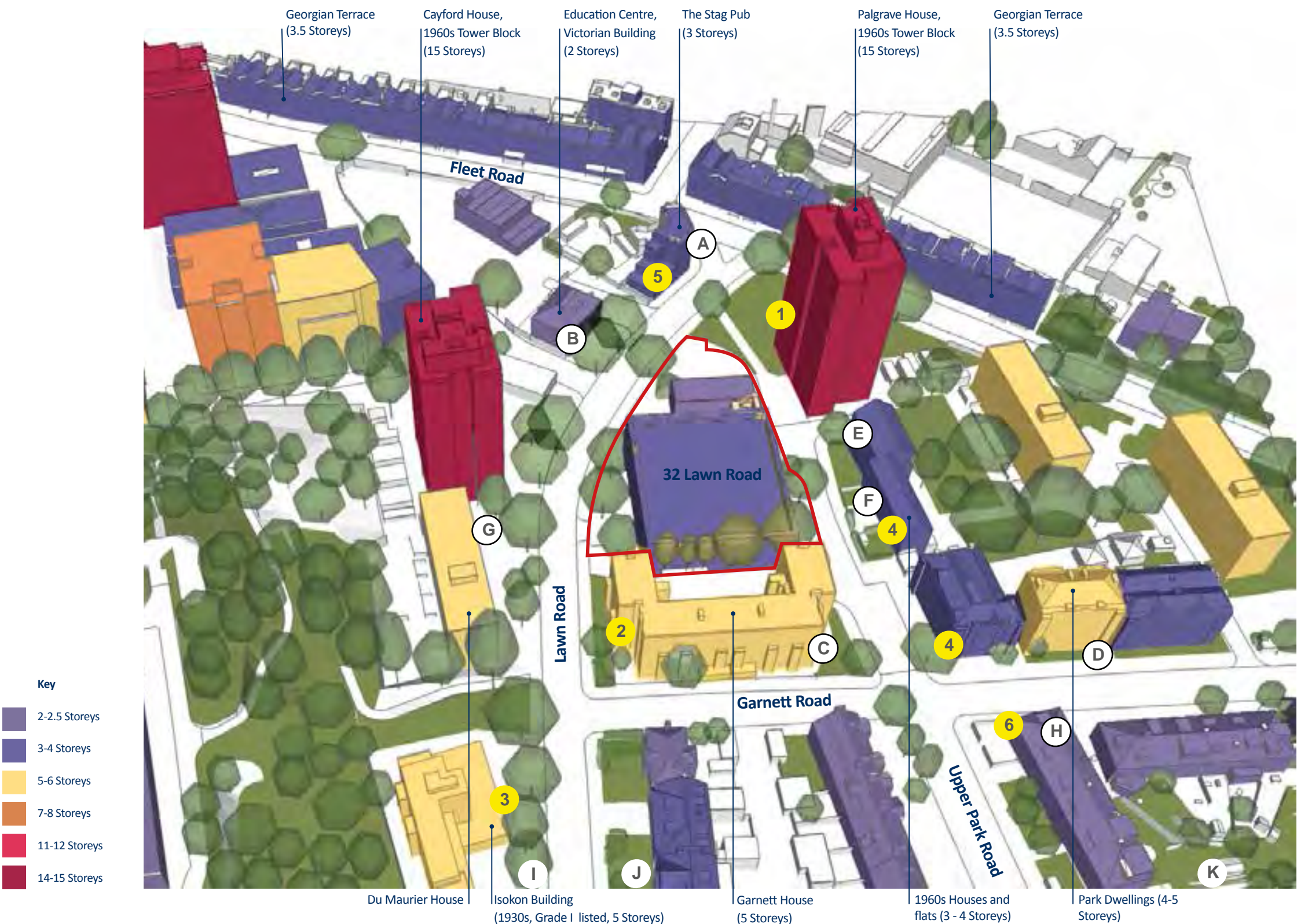
4. Lawn Road and site



# 3.0 Local Character

## Height, scale and massing

- 3.29 The storey heights provide on a general guide as to the wide variation in height across the study area owing to different floor to ceiling heights - such that the 5 storey Georgian Villas are actually higher than the 5 storey Garnett House. The heights plan right does not account for roofs unless converted to accommodation. The table across the page describes the heights of buildings based upon 'z mapping'.
- 3.30 Within the northern part of the Parkhill / Upper Park Conservation Area, along the eastern side of Lawn Road, the scale of development is predominantly, 2-3 storey semi-detached and terraced houses with pitched roofs of the interwar housing estates. Some roofspaces have been converted to accommodation. South of the terraces, the scale of development increases to the predominantly 4 storey semi-detached villas with pitched roofs of the earlier Victorian period. Again, some roofspaces have been converted to accommodation.
- 3.31 Along the western side of Lawn Road and backing onto Belsize Wood, the scale of development is defined by individual flat blocks from 5 (Isokon) to fifteen storeys (Cayford House).
- 3.32 Along Upper Park Road and to the south east of the site, the scale of development is defined by the 3 storey flats and houses south of Palgrave House and the five storey Park Dwellings on Garnett Road.







1. Palgrave House: 15 storeys



2. Garnett House: 5 storeys



3. Isokon building: 5 storeys



4. Three storey houses and 4/5 storey Park Dwellings



5. The Stag: 3 storeys



6. Two storey plus roof interwar housing

Building	Storeys	Height in m*
A. The Stag	3	11.6 (to parapet)
B. Education Centre	3	11.3m (to ridge)
C. Garnett House	5	15.1m (to parapet)
D. Park Dwellings	4-5	17.1m (to ridge)
E. Houses Upper Park Road opposite site	3	10.3m (to ridge)
F. Flats Upper Park Road opposite site	4	13.5m (to ridge)
G. Isokon	5	15.2m (to flat roof)
H. Interwar houses	2-3	9.7m (to ridge)
I. Interwar semi-detached villas	2-3	10.4m (to ridge)
J. Georgian villas	4-5	15.2m (to ridge)
K. Barn Field Flats	4-5	17.4m (to ridge)

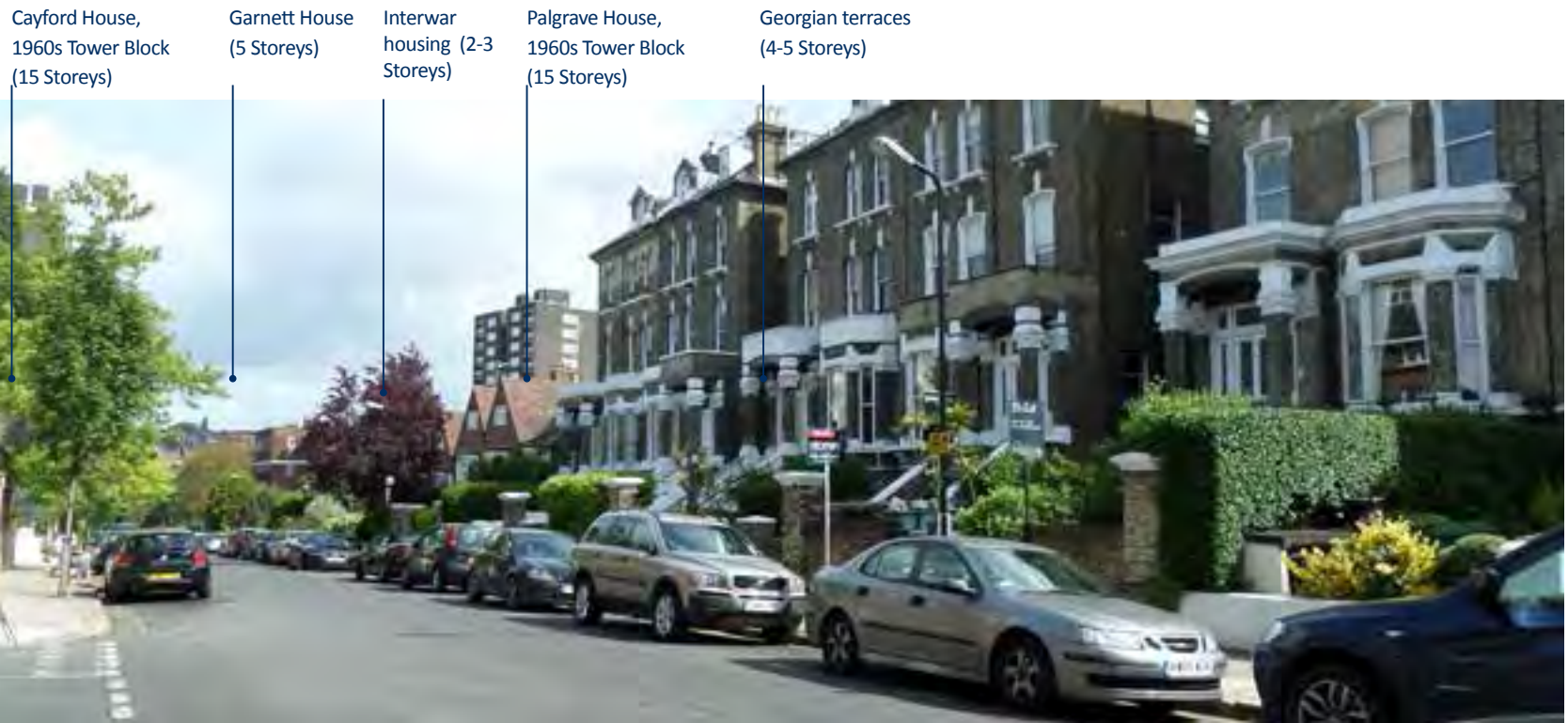
\*Heights based upon 'z mapping'



Barn Field blocks 4-5 storey



- 3.33 South of Garnett Road on Upper Park Road, the scale of development is defined by the small area of 2 storey interwar terraced houses and beyond, 4 storey terraced villas infilled by the Barn Field blocks of 4-5 storeys.
- 3.34 Along the north side of Fleet Road, the scale of development is of 3-4 storey, narrow terraced houses.
- 3.35 As illustrated by the photographs across this page and the Lawn Road street scenes, there is a wide variety of building height, scale and massing within the context of the site. There is no overall consistency in how buildings relate to each other, with significant variations in form between adjacent buildings such as Cayford House and the adjacent 4 storey flats, the Georgian Villas on Lawn Road and the adjacent much smaller semi-detached interwar housing.
- 3.36 The variation in massing includes: the individual, bulky and tall Palgrave and Cayford flats, which have little articulation of the elevations other than the punctuation of inset balconies; the large but squat, plain Garnett House; Isokon, with its strong horizontal features that break up the mass of the building; and the richly detailed and articulated semi-detached interwar houses and Georgian Villas.
- 3.37 The variation in massing, height and scale is further pronounced by the period of development, as shown by the photograph right, with the relatively diminutive 2-3 storey interwar housing set almost level with the first storey (upper ground floor) of the Georgian Terrace and below the second storey.



1. View north along Lawn Road from adjacent to the Isokon building and towards site highlighting the variation in built form, height, scale and massing



2. Massing of Garnett House - large mass of brick with little articulation of rear elevation to Garnett Road.



3. Massing of Du Maurier House - Lawn Road. Plain built form with similar proportion to Garnett House.





4. Massing of Lawn Road - 3.5 storey Georgian Villa beside a 2 storey Victorian House.



5. Massing of Upper Park Road - 2.5 storey houses with Cayford House and Garnett House in the background.



4. Massing of Lawn Road 2 storey Edwardian Houses



# 3.0 Local Character

## Legibility

- 3.38 The underlying Victorian street pattern provides for an overall legible network of street spaces within the study area, generally reinforced by almost continuous building frontages and buildings arranged along common building lines.
- 3.39 There are few footpaths or breaks within this generally perimeter block form, apart from those resulting from the 1960s and 1970s interventions which have added a network of predominantly footpath or cul de sac roads which service the blocks of flats and houses.
- 3.40 The north south routes of Lawn Road and Upper Park Road that connect Belsize Park and Fleet Road are particularly legible. These are partly tree lined streets with generally consistent building set backs from the pavement.

Key

Views

Landmarks

Primary Vehicular Route

Pedestrian Linkages

Building Frontages

Node

Key Landscape Feature

Public Open Space





### Landmarks

- 3.41 The two towers are imposing buildings and Palgrave House terminates views north along Upper Park Road and Cayford House punctuates views north along Lawn Road.
- 3.42 The Stag is a landmark at the junction of Fleet Road and Lawn Road.



3. View north along Lawn Road towards Cayford House



1. Within the Parkhill/Upper Park Road Conservation Area, legible street pattern reinforced by consistent building lines



2. View north along Upper Park Road towards Palgrave House



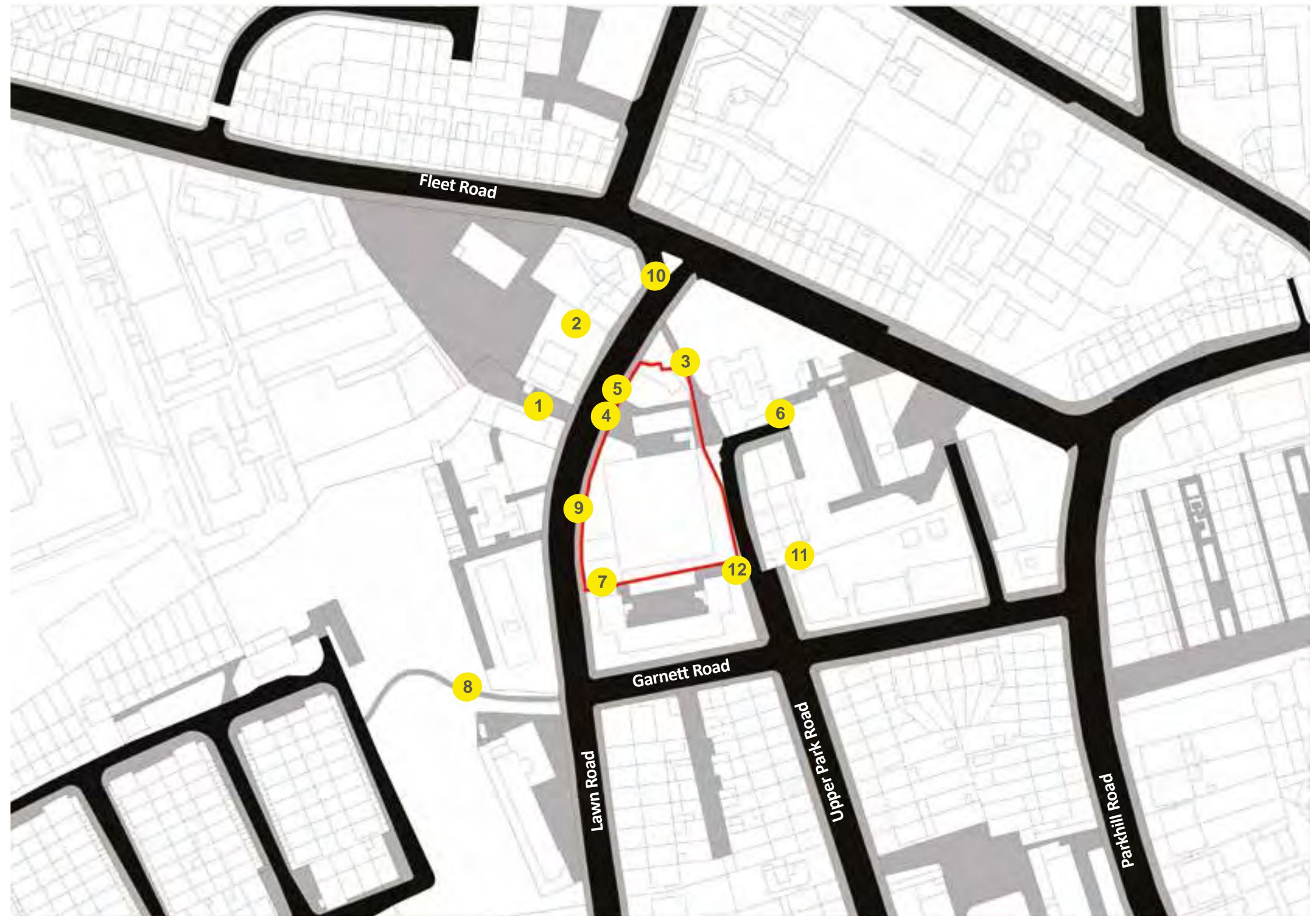
3. View south along Upper Park Road



### 3.0 Local Character

## Permeability

- 3.43 The underlying Victorian block structure provides for a permeable network of street spaces. The perimeter blocks exhibit a clear delineation between public fronts and private backs and urban space is clearly defined.
- 3.44 Houses set within a perimeter block with defined frontage onto the street provides natural surveillance. Front doors onto the street and overlooking give a sense of security along Lawn Road (south), Garnett Road, Upper Park Road and Parkhill Road.
- 3.45 The 1960s estate development is set back from the street within large open spaces. Buildings are accessed along pathways through open spaces which are not clearly defined as public or private. Routes are not direct and do not have clear lines of sight making pedestrian movement uncertain and insecure.







1. Car park access from Lawn Road towards hospital



5. Footpath along Lawn Road towards Cayford House



9. Footpath along Lawn Road



2. Car park access from Lawn Road towards hospital



6. Footpath through estate behind Palgrave House



10. Footpath along Lawn Road



3. Footpath towards Upper Park Road along edge of site



7. Footpath through estate behind Garnett House



11. Footpath link through 1970's estate



4. Former footpath route to car park stair behind community building



8. Footpath to Belsize Wood



12. Garnett House footpath/vehicular access



## 3.0 Local Character

### Character areas

- 3.46 The analysis of the grain and pattern of development, and the historical growth reveal a number of character areas within the study area. The 12 character areas on Lawn Road, Upper Park Road and around Belsize Wood, identified by the plan right, illustrate the diversity of built form within the context of the site and include development within the Conservation Areas and listed buildings.
- 3.47 The character areas have a mix of typologies, from small scale terraces and houses in defined perimeter blocks; to large flats located within individual plots. Immediately to the south of the site are the dense blocks of flats - Garnett House and Park Dwellings - which achieve densities of 554 dph and 236 dph respectively. To the south east, the blocks of interwar housing - Lawn Road North and Upper Park Road North - achieve densities of 60 dph with rectilinear plots and smaller gardens. Further south, within Lawn Road South, the density drops to 20 dph as the dense terraces give way to larger, semi-detached Georgian villas and Edwardian semi detached houses within deeper plots - which have a far greater number of habitable rooms.
- 3.48 The following pages describe the character of these areas in greater detail.



Character areas





Park Dwellings



Barn Field



Fleet Road



Lawn Road



Isokon building



Garnett Road








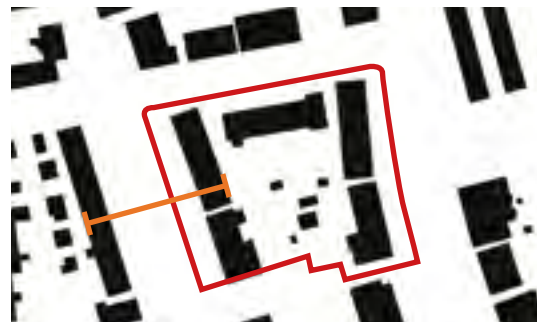


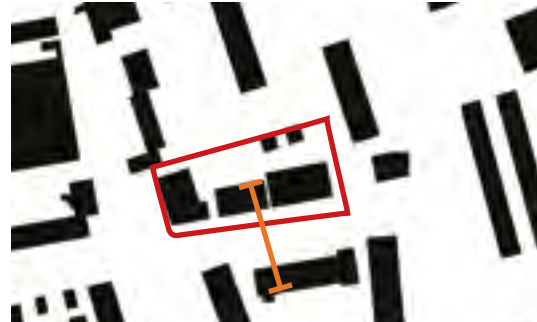



Woodland Walk









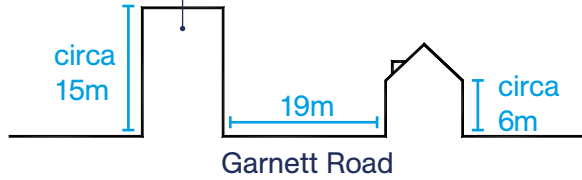


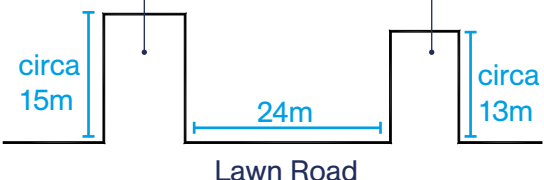


Dunboyne Road



## 3.0 Local Character






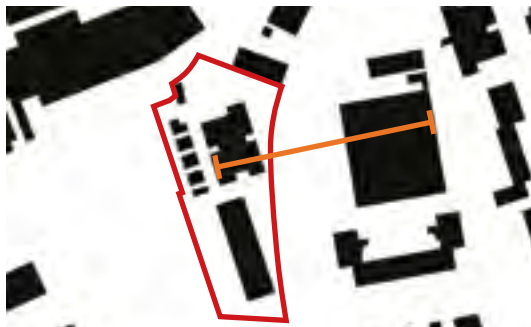


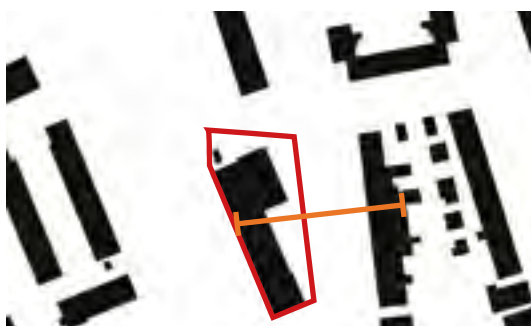

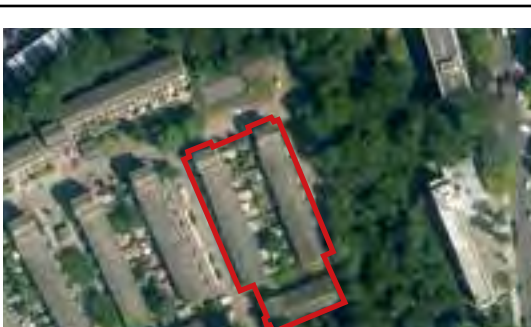
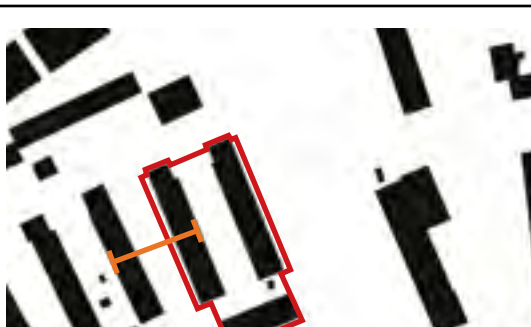
	Character Area	Typology	Aerial	Figure Ground	Scale and Grain
	Lawn Road: north				Interwar Arts and Craft styled housing block. 2.5-3 storeys with houses arranged in two, long continuous terraces. Fine grain - small, individual buildings, each of which addresses the street - and urban/semi urban character. Buildings provide a strongly defined edge to the street space. Medium sized plots with rear service and parking access and up to 5m deep front gardens
	Upper Park Road: north				Interwar Arts and Craft styled housing block. 2 - 2.5 storeys with houses arranged in five short terraces. Fine grain - small, individual buildings, each of which addresses the street - and a suburban character - with landscaped, front gardens (up to 5m deep) defining the edge of the street space
	Park Dwellings				Three large buildings (4-5 storeys), fronting onto Garnett Road. Buildings closely placed and part of the coarse grain of surrounding 1960s estate development
	Garnett House				Large single building (5 storeys) fronting onto Garnett Road. U-shaped and set within coarse grain of surrounding 1960s estate development



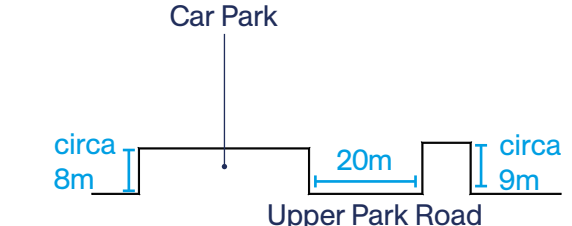

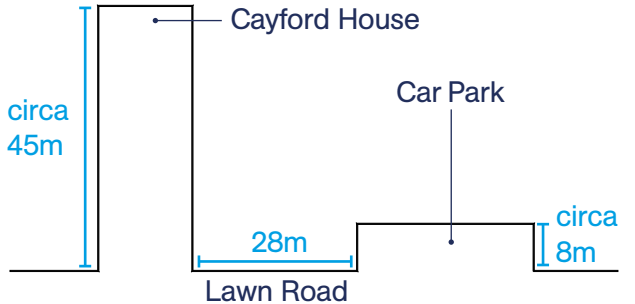

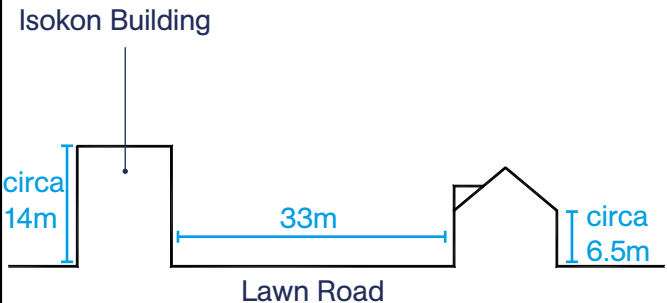



	Network Characteristics	Density	Building Types	Indicative Block Area	Street Ratio (note: heights not surveyed)	Materials
	Part of a traditional block structure. Long linear blocks reinforce north-south desire lines along Lawn Road and Upper Park Road	50 dwellings per hectare	18 houses	Site Area: 0.36 ha Built Area: 0.14 ha Built Ratio: 39 %	<p>Isokon Building</p> 	 
	Part of a traditional block structure. Blocks reinforce north-south desire lines along Upper Park Road, Garnett Road and Parkhill Road	59 dwellings per hectare	27 houses	Site Area: 0.46 ha Built Area: 0.15 ha Built Ratio: 33 %		 
	Forms edge of triangular block including 1960s estate development. Reinforces urban frontage to Garnett Road with Garnett House	236 dwellings per hectare	42 flats	Site Area: 0.16 ha Built Area: 0.15 ha Built Ratio: 33 %	<p>Park Dwellings</p> 	 
	Forms south edge to a perimeter block which includes the site. Reinforces urban frontage to Garnett Road	554 dwellings per hectare	72 flats	Site Area: 0.13 ha Built Area: 0.05 ha Built Ratio: 38 %	<p>Du Maurier House      Garnett House</p> 	 



## 3.0 Local Character


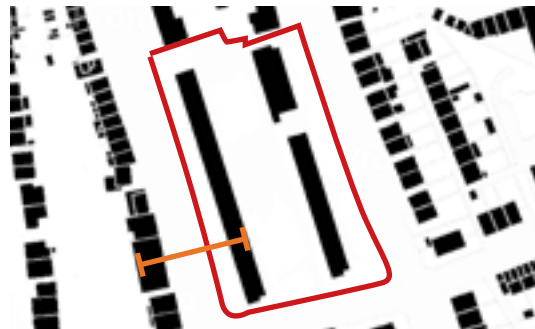

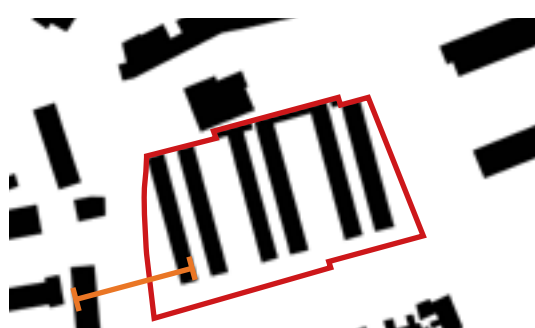


	Character Area	Typology	Aerial	Figure Ground	Scale and Grain
	1960s Estate: Fleet Road				Eastern part of 1960s estate. Large, isolated buildings comprise a tower block (15 storeys) and slab blocks (5 storeys) set within large green spaces. Coarse grained without an cohesive urban structure
	1960s Estate: Lawn Road				Western part of 1960s estate set into Belsize Wood. Large single buildings, a tower block (15 storeys) and slab block (5 storeys). Coarse grain with buildings in linear form fronting onto Lawn Road
	Isokon Building				Large single building (5 storeys) fronting onto Lawn Road and backing onto Belsize Wood. Part of the coarse grain of flat blocks to the immediate north
	Woodland Walk				Long, linear streets of terraced houses (2 storeys) with taller flats (4 storeys) at the corner. Plot subdivisions are small and frequent, forming a fine grain. Dense, urban character with frontage onto street and small back gardens




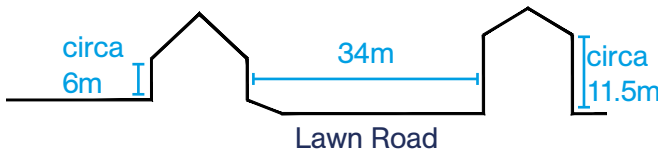
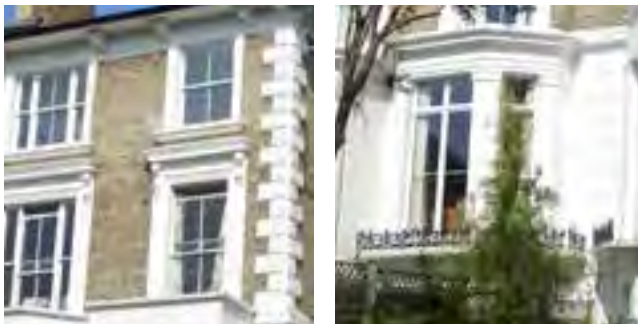

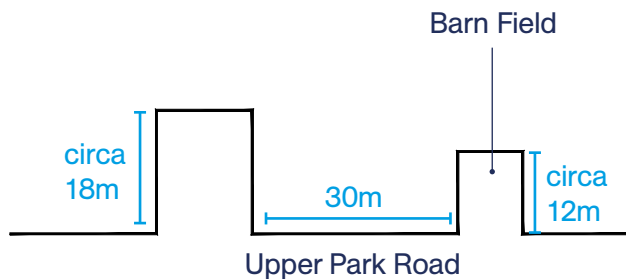





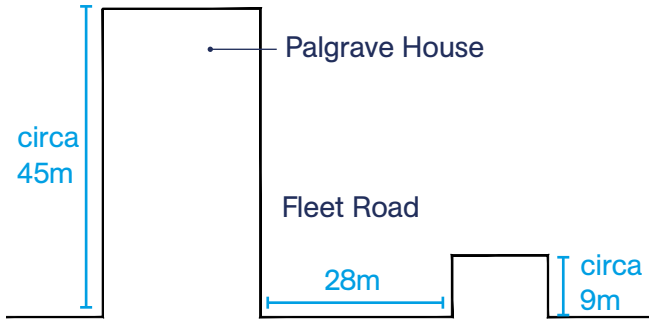
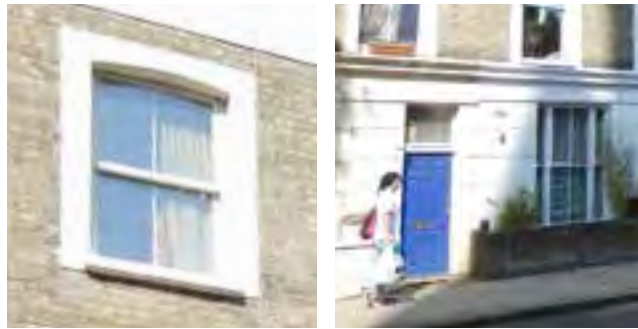
	Network Characteristics	Density	Building Types	Indicative Block Area	Street Ratio (note: heights not surveyed)	Materials
	Very permeable for pedestrians	132 dwellings per hectare	82 flats	Site Area: 0.62 ha Built Area: 0.14 ha Built Ratio: 23 %		
	Non-permeable with limited pedestrian connectivity. No pedestrian connections from Lawn Road to Belsize Wood	296 dwellings per hectare	74 flats	Site Area: 0.25 ha Built Area: 0.08 ha Built Ratio: 32 %		
	Non-permeable with limited pedestrian connectivity. No pedestrian connections from Lawn Road to Belsize Wood	246 dwellings per hectare	32 flats	Site Area: 0.13 ha Built Area: 0.07 ha Built Ratio: 54 %		
	Good permeability. Small blocks facilitate ease of movement and choice of routes. Pedestrian link from Lawn Road through Belsize Wood to Woodland Walk links to Belsize Park Underground Station	120 dwellings per hectare	20 houses and 4 flats	Site Area: 0.20 ha Built Area: 0.10 ha Built Ratio: 50 %		



## 3.0 Local Character

	Character Area	Typology	Aerial	Figure Ground	Scale and Grain
	Lawn Road: south				Italianate Georgian villas: 3 storey semi-detached houses above a raised basements. Fine grain - richly detailed buildings, each of which addresses the street. Front gardens (up to 5m deep) defining the edge of the street space. Large plots with mature tree planting in rear gardens contributing to character of area
	Tasker Road				Six post war connected flat blocks of up to 5 storeys that address Upper Park Road and Tasker Road. Coarse Grain. Vertical articulation of blocks and alignment of windows, inset balconies help to break up the mass of the brick work and reduce the scale of the estate
	Dunboyne Road				1970s estate of six linear, 3 storey maisonette / flat blocks. Coarse grain. Flat roofed, 3 storey buildings with a strong horizontal emphasis to the elevation.
	Fleet Road				Urban terrace of 3-4 storey buildings set close to the edge of the pavement. Fine grain. Continuous block frontage to Fleet Road. Elevation of classical proportions with exaggerated base, middle and smaller top



	Network Characteristics	Density	Building Types	Indicative Block Area	Street Ratio (note: heights not surveyed)	Materials
	Part of a traditional block structure. Long linear blocks reinforce north-south desire lines along Lawn Road and Upper Park Road	20 dwellings per hectare	20 houses 	Site Area: 0.96 ha Built Area: 0.27ha Built Ratio: 28 %		
	Open blocks with clearly defines street frontage to Upper Park Road and Tasker Road	102 dwellings per hectare	94 flats 	Site Area: 0.92 ha Built Area: 0.23 ha Built Ratio: 25 %		
	'Closed estate' that links north and south to adjacent streets	296 dwellings per hectare	71 flats and maisonettes 	Site Area: 0.65 ha Built Area: 0.24 ha Built Ratio: 37 %		
	Defines northern edge to Fleet Road	90 dwellings per hectare	18 houses 	Site Area: 0.20 ha Built Area: 0.11 ha Built Ratio: 55 %		



# 3.0 Local Character

## Summary

- 3.49

The table opposite and the photographs from the surrounding character areas summarise the key contextual characteristics of the site and the variety in surrounding built form.
- 3.50

The contextual features provide the general parameters for development, which with the constraints and opportunities identified within the following section provides for the framework for a number of design concepts at Section 5.
- 3.51

The photographs of the surrounding built form provides a broad palette to inform the character of development, in terms of style, height, scale and massing. These features are described also in Section 4 and have informed a number of the concepts.

Key Context / Characteristic	Features
Site boundaries and adjacent uses	<p>The site lies within a largely residential area comprising a variety of flats and houses</p> <p>Some existing street trees on Lawn Road and Upper Park Road</p>
Sunlight, daylight and amenity	<p>The site is overlooked by flats within the tower blocks - Cayford House, Palgrave House, flats within Garnett House, adjacent flats and houses on Upper Park Road and flats within Du Maurier House. There is a need to ensure that any development does not have a detrimental impact on the amenity of surrounding properties, in particular in relation to sunlight and daylight and overlooking</p>
Access and accessibility	<p>The site is accessible to local services. Access could be taken from either Lawn Road and Upper Park Road. Firepath for Garnett House may require a strip of land along the southern boundary and removal of trees</p>
On site buildings	<p>No architectural need to retain existing structures. Community use to be accommodated within the Borough. Mosaic to be retained on site</p>
Topography	<p>Levels drop to the south</p>
Trees	<p>Trees on site along Lawn Road, boundary to Garnett House and Park House. Street trees are a feature of the western side of Lawn Road - within the plots of buildings backing onto Belsize Woods - and Upper Park Road to the south of the site</p>
Conservation Areas/ Listed Buildings	<p>Site lies outside of Conservation Areas. An eclectic mix of buildings, with a wide variation in height, scale and massing are the urban characteristics of the surrounding built form within which the new development will be seen. Cayford House, Garnett House and Palgrave House are buildings that dominate the townscape in terms of height, scale and massing with regard to the urban setting of the Isokon building</p>



Key Context / Characteristic	Features
<b>Pattern and urban grain</b>	<p>Site has always been significantly developed. Historic built form was a terrace, probably of consistent height and a continuous frontage set close to the edge of the pavements, similar in character to Fleet Road</p> <p>Historically appropriate to reinstate a continuous street frontage and repair urban fabric with frontages to Lawn Road and Upper Park Road, reinstating the development block which included Garnett House</p>
<b>Height, Scale and massing</b>	<p>The evolution of the study area has had a significant impact upon the form of buildings, and in particular their height and scale. Along the western side of Lawn Road and backing onto Belsize Wood, the scale of development is defined by the infilled, individual flat blocks of five to fifteen storeys. Along Upper Park Road and near to the site, the scale of development is defined by the three storey flats and houses south of Palgrave House and the five storey Park Dwellings block on Garnett Road</p> <p>Appropriate to consider uniform scale and massing along frontages to Lawn Road and Upper Park Road</p>
<b>Legibility</b>	<p>The underlying Victorian street pattern provides for a legible network of street spaces within the study area</p> <p>Street tree planting is more consistent to the south on Lawn Road</p> <p>Appropriate to reinforce street frontages with new development</p>
<b>Permeability</b>	<p>Lawn Road and Upper Park Road are the most overlooked and safest routes that connect through the area.</p>





# 4.0 Constraints and Opportunities


## Constraints and opportunities


- 4.1 The constraints and opportunities plan summarises the potential parameters for development.
- 4.2 As described within the previous sections, there are a number constraints that relate to the potential relationship between new and existing buildings in terms of amenity and principally sunlight and daylight.
- 4.3 Considering the opportunities for development, the eclectic mix of buildings provides a broad canvas for a development which could 'repair' the urban context of the northern end of Lawn Road while being mindful of its neighbours.


## Scale and massing


- 4.4 Considering the variation in surrounding built form, there is the potential to achieve a development of 5-7 storeys across the site. A building 2 storeys higher than Garnett House would reflect the divergence in heights found between adjacent developments on Lawn Road to the south and in cross section, along the road too. The increase in height would also reinforce the increase in density of development towards Fleet Road.
- 4.5 The indicative Cross Section AA' illustrates a potential cross section through the site. At up to 2 storeys greater in height than the adjacent buildings (Garnett House, Du Maurier House and 90 Upper Park Flats) and the street sections alongside a sample section through Garnett Road.


Key


 Views


 Landmarks


 Potential Focal Point


 Mosaic to be Retained


 Pedestrian Linkages


 Building Frontages


 Building Backs


 Overlooking


 Private Amenity Space


 Key Landscape Feature


 Trees Affected by Firepath

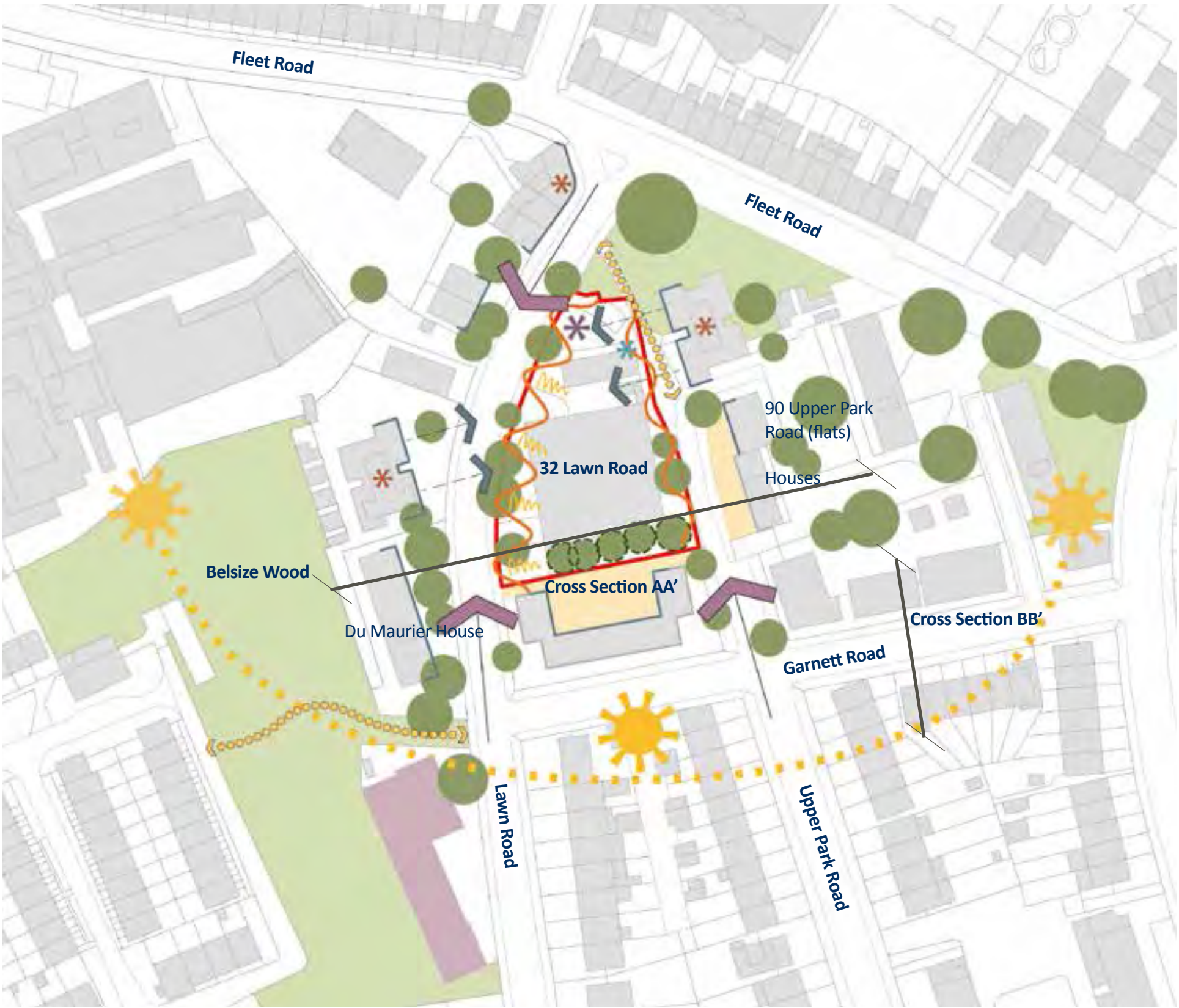
 Public Open Space

 Sun Path

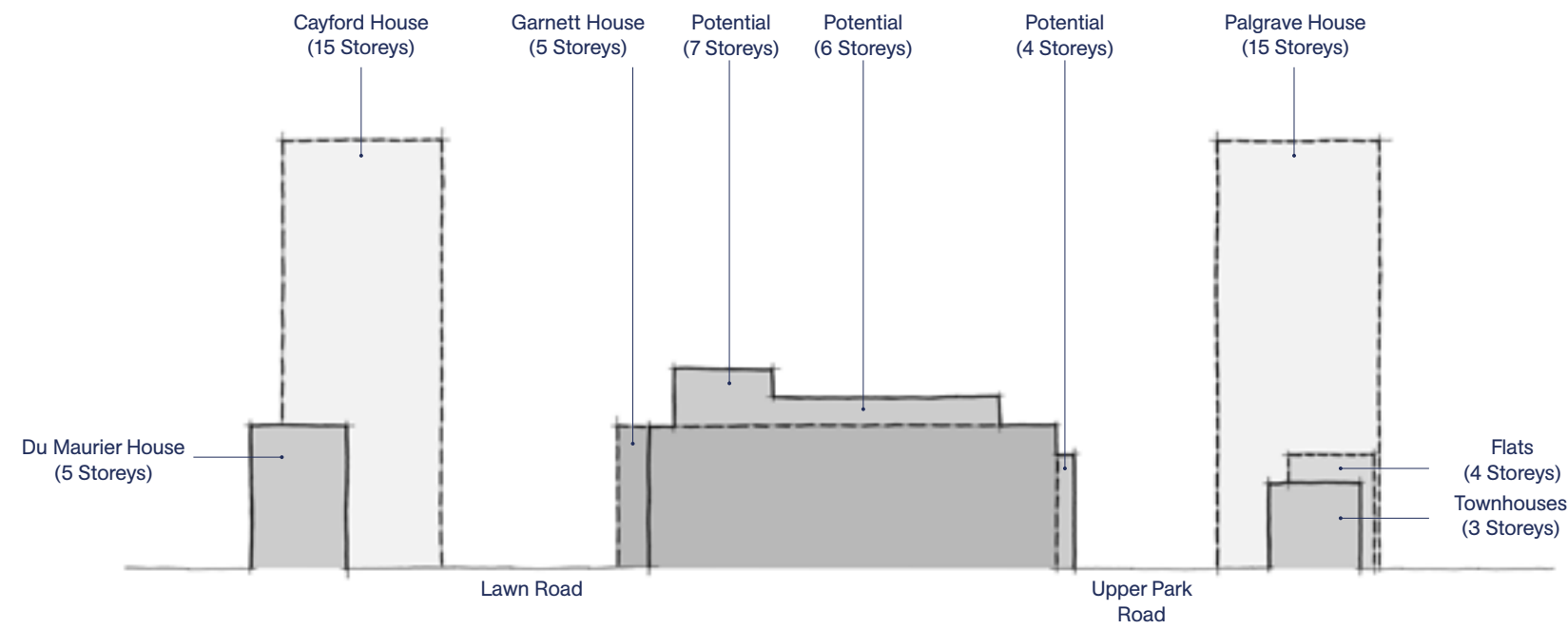
 Listed Building

 Key Edge

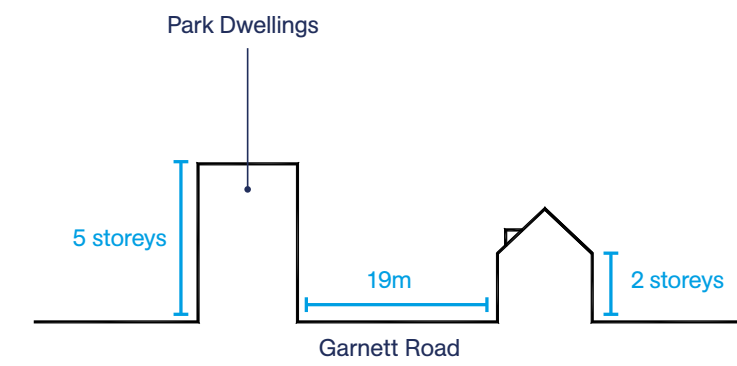
 Level Change







**Cross Section AA' through site illustrating potential height, scale and massing within the context of surrounding development**

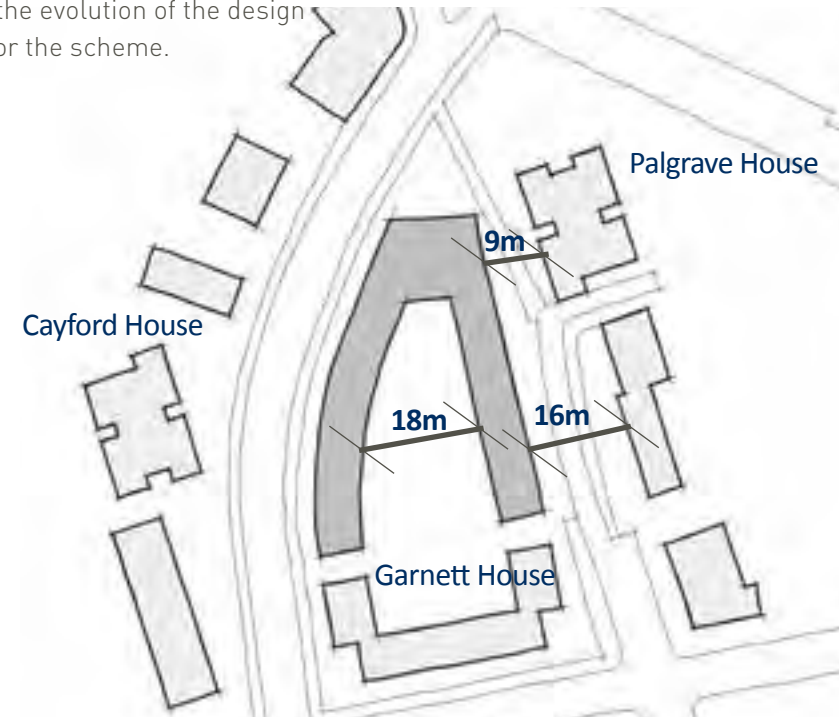


**Cross Section BB', comparative cross section across Garnett Road**



# 5.0 Design concept

5.1 Informed by the earlier context and character appraisal and to assist in developing the design parameters for the scheme, the following illustrates describe the evolution of the design concept for the scheme.



Design Concept 1: Reinstating perimeter block

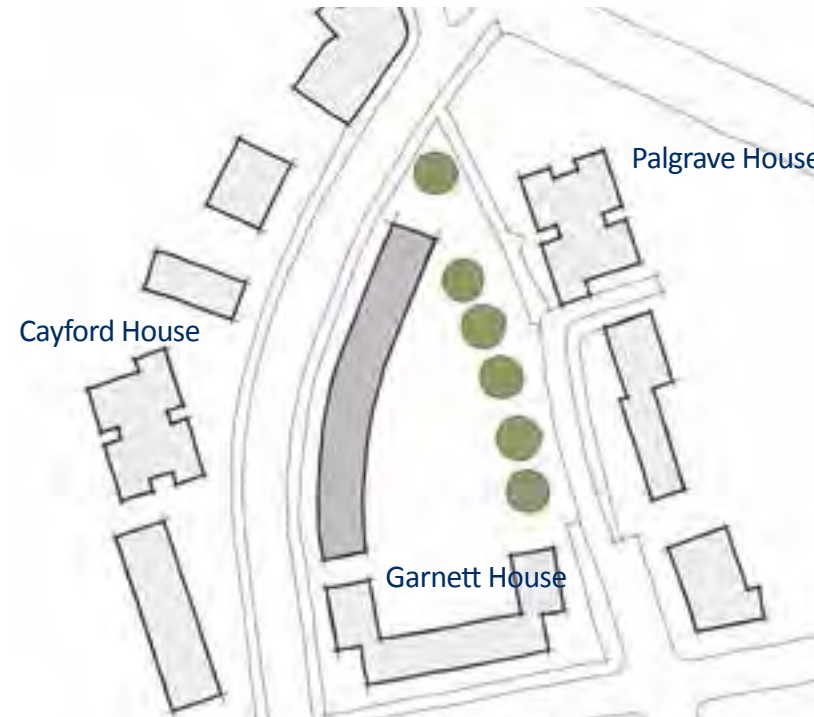
## 1: Reinstating the perimeter block

### i. Benefits:

- Providing frontages to Lawn Road and Upper Park Road would reinstate the urban character of the site.

### ii. Issues:

- To achieve an efficient redevelopment of this brownfield site, at a scale and density appropriate to its location, while also considering amenity, overlooking and the sunlight / daylight impact upon adjacent dwellings, prevents the achievement of a complete block frontage: On Upper Park Road, owing of the proximity of development to Palgrave House and the adjacent flats and backs of the houses to the south (less than 16m). And within the block, which would not achieve sufficient back to back distances to safeguard privacy and amenity between the two arms of the development, especially to the north and creates a pinch point to the north.



Design Concept 2: relationship to Palgrave House

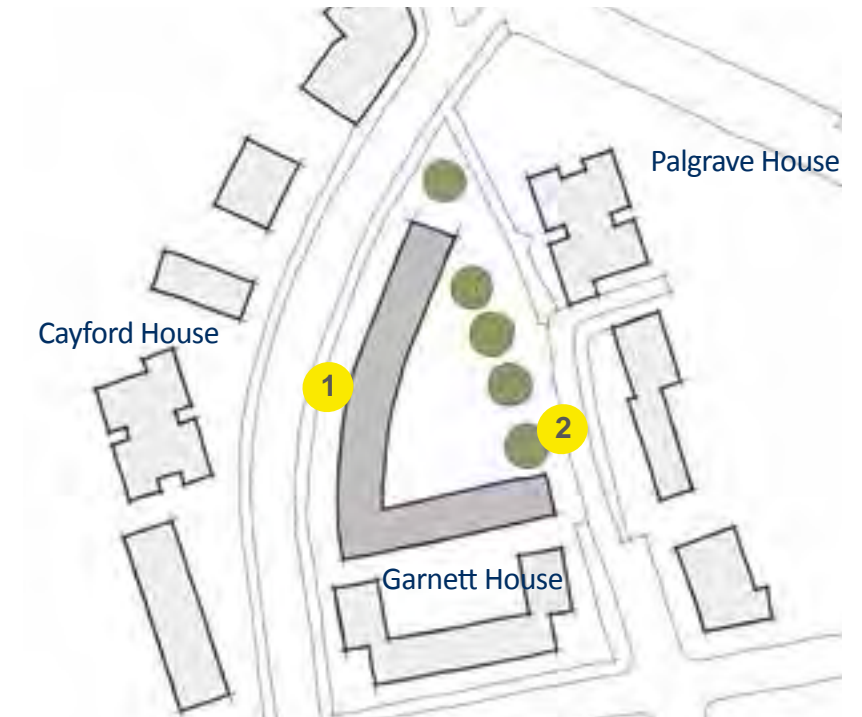
## 2: Address relationship to Palgrave House / Upper Park Road

### i. Benefits:

- Continuity of frontage on Lawn Road.
- Street tree planting on Upper Park Road would improve the legibility of the north south link to Fleet Road and the trees would visually connecting to the focal tree north of the site.
- Tree and boundary planting along the edge to Upper Park Road will help to delineate public and private space.

### ii. Issues:

- Development fails to achieve the optimum use of this brownfield site, the density of development would be low.
- The exposure of Garnett House to the south creates an unresolved boundary between its courtyard and the private space of the new development.



Design Concept 3: relationship to Garnett House

## 3: Frontage to Garnett House

### i. Benefits:

- Return building to the south secures the edge to Garnett House and the development resolves the boundary between its courtyard and the private space of the new development.
- The layout achieves the optimum density and re-use of this brownfield site considering the constraints upon the location of development.
- Continuity of frontage on Lawn Road. Realises the opportunity to reinstate a building line which makes the transition between the Victorian villa architecture of Lawn Road and the Georgian streetscape of Fleet Road which will contribute to the urban character (1).
- Tree planting and landscaping along Upper Park Road (2) will help reinforce the street tree context and the legibility of the footpath route to Fleet Road.





**1: Character of Lawn Road**



**2: Street trees and footpath link south to Upper Park Road**



## Conclusion

- 5.2 The historic, and existing, pattern and grain, and location support an intense development of the site.
- 5.3 The site does not lie within a Conservation Area, but close to two and within view of the Grade I listed Isokon building. However, this is an area with an eclectic mix of buildings and variation in height, scale and massing.
- 5.4 The design appraisal supports a building aligned close to Lawn Road, which could be up to 7 storeys (2 storeys greater than Garnett House and Du Maurier House).
- 5.5 The building should be pulled back from Upper Park Road to safeguard the amenity of residents within Palgrave House, and consider the amenity of the flats and houses to the south.
- 5.6 A contemporary approach to the design of the building - 'of its time' - which does not slavishly follow the pattern of height and scale of its neighbours, and would reinforce the prevalent characteristics of the area would support.



# Appendix 1

## National Planning Policy Framework (NPPF) (March 2012)

- A1.1 The NPPF recognises that high quality and sustainable design is important and that there is a role for local and national design review to ensure high standards of design are formalised. Relevant Core Principles include:
- Always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings;
  - Encourage the effective use of land by reusing land that has been previously developed (brownfield land), provided that it is not of high environmental value;
  - 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; and
  - Take account of and support local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.
- A1.2 Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore, developments should be located and designed where practical to create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones.

## London Plan 2011

- A1.3 Relevant design policies include:
- 3.5 Quality and design of housing developments;
  - 3.6 Children and young people’s play and informal recreation facilities;
  - 3.9 Mixed and balanced communities;
  - 5.1 Climate change mitigation;
  - 5.2 Minimising carbon emissions;
  - 5.3 Sustainable design and construction;
  - 5.7 Renewable energy;
  - 5.11 Green roofs and development site environs;
  - 5.12 Flood risk management;
  - 5.13 Sustainable drainage;
  - 6.9 Cycling;
  - 6.10 Walking;
  - 6.13 Parking;
  - 7.1 Building London’s neighbourhoods and communities;
  - 7.2 An inclusive environment;
  - 7.3 Designing out crime;
  - 7.4 Local character;
  - 7.5 Public realm;
  - 7.6 Architecture;

## Mayor of London Housing Supplementary Planning Housing SPG November 2012

- A1.4 The SPG provides more detail about the housing design standards outlined in the London Plan. The guidance notes that the application of the standards should be clearly demonstrated in a appraisal, which will be used to assess the acceptability of any proposal.
- Mayor of London Character and Context SPG June 2014**
- A1.5 The SPG provides guidance on understanding character and context and how they should inform development.

## Mayor of London Providing for Children and Young People’s Play and Informal Recreation March 2008

- A1.6 The SPG provides standards to ensure that play and leisure facilities for children and young people are designed into all new housing developments.



**HOUSING  
SUPPLEMENTARY PLANNING  
GUIDANCE**  
NOVEMBER 2012

LONDON PLAN 2011  
IMPLEMENTATION FRAMEWORK

MAYOR OF LONDON



**CHARACTER AND CONTEXT  
SUPPLEMENTARY PLANNING GUIDANCE**  
JUNE 2014

LONDON PLAN 2011  
IMPLEMENTATION FRAMEWORK

MAYOR OF LONDON

## Camden Core Strategy 2010-2025

- A1.7 Relevant design policies include:
- CS6. Providing quality homes
  - CS14 Promoting high quality places and conserving our heritage
  - CS17 Making Camden a safer place
  - CS18 Dealing with our waste and encouraging recycling
  - DP24 Securing high quality design
  - DP25 Conserving Camden’s heritage
  - DP26 – Managing the impact of development on occupiers and neighbours





## CPG1 Design

A1.8 This guidance primarily relates to Core Strategy Policy CS14 Promoting high quality places and conserving our heritage and Development Policies DP24 Securing high quality design.

A1.9 The relevant design guidance is as follows:

### Context:

- Positively enhance the character, history, and nature of existing buildings on the site and other buildings immediately adjacent and in the surrounding area;
- Consider connectivity to, from, around and through the site for people using all modes of transport.

### Building design:

- Ensure buildings do not significantly overshadow existing/proposed outdoor spaces and amenity areas
- Consider the extent to which developments may overlook the windows or private garden area of another dwelling;
- Consider views, both local and London wide;
- Contributions to the character of certain parts of the borough;
- Provide visual interest for onlookers, from all aspects and distances. This will involve attention to be given to both form and detail;
- Consider opportunities for overlooking of the street and, where appropriate, provide windows, doors and other 'active' features at ground floor; and

- Incorporate external facilities such as renewable energy installations, access ramps, plant and machinery, waste storage facilities and shading devices into the design of the development. Careful consideration must be given to ensure that the facility does not harm the built environment.

### Land use

A1.10 The use of a building should:

- Take into account the proposed use, and the needs of the expected occupants of the buildings and other users of the site and development; and
- Provide clear indication of the use of the building.

### Materials

A1.11 Materials should form an integral part of the design process and should relate to the character and appearance of the area, particularly in conservation areas or within the setting of listed buildings.

### Tall buildings

A1.12 Tall buildings in Camden (i.e. those which are substantially taller than their neighbours and/or which significantly change the skyline) will be assessed against a range of design issues. Where a proposal includes a development that creates a landmark or visual statement, particular care must be taken to ensure that the location is appropriate (such as a particular destination within a townscape, or a particular functional node) and that the development is sensitive to its wider context.

## Design of public space

A1.13 The design of public spaces, and the materials used, is very important. The size, layout and materials used in the spaces around buildings will influence how people use them, and help to create spaces that are welcoming, attractive, safe and useful.

### Secured by design

- Good urban design principles, including active frontages to buildings and interesting and innovative design treatments that can reduce the need for physical barriers;
- Using a local assessment of design to ensure that places are both well connected and secure;
- The effect of designing against crime on properties adjacent to and in the vicinity of a development, and the personal safety of people who will use the locality; and
- Avoiding a 'fortress approach' as it tends to be unattractive and can result in an oppressive environment for both residents and passing pedestrians.

### Waste recycling and storage

- Planning for waste recycling and storage should ensure that developments accommodate:
- Adequate space (designed) for the storage of waste and recyclables;
- Safe location - accessible for all users and collectors and minimise nuisance to occupiers and neighbours (and their amenity space) e.g. noise, obstruction, odours, pests, etc;





# Appendix 1

### CPG2 Housing

- Development should provide high quality housing that provides secure, well-lit accommodation that has well-designed layouts and rooms.

### Privacy and security

A1.14 House and flat developments should be arranged to safeguard the amenity and privacy of occupiers and neighbours.

- New development, extensions, alterations and conversions should not subject neighbours to unacceptable noise disturbance, overlooking or loss of security.

### Private outdoor amenity space

- All new dwellings should provide access to some form of private outdoor amenity space, e.g. balconies, roof terraces or communal gardens.
- Private gardens should be allocated to family dwellings.
- Where provided, gardens should receive adequate daylight, even in the winter.
- The access to private amenity space should be level and should be from the main living space.
- Balconies should have a depth of not less than 1.5 metres and should have level access from the home.
- Balconies and terraces should be located or designed so that they do not result in the loss of privacy to existing residential properties or any other sensitive uses.
- Balconies should preferably be located

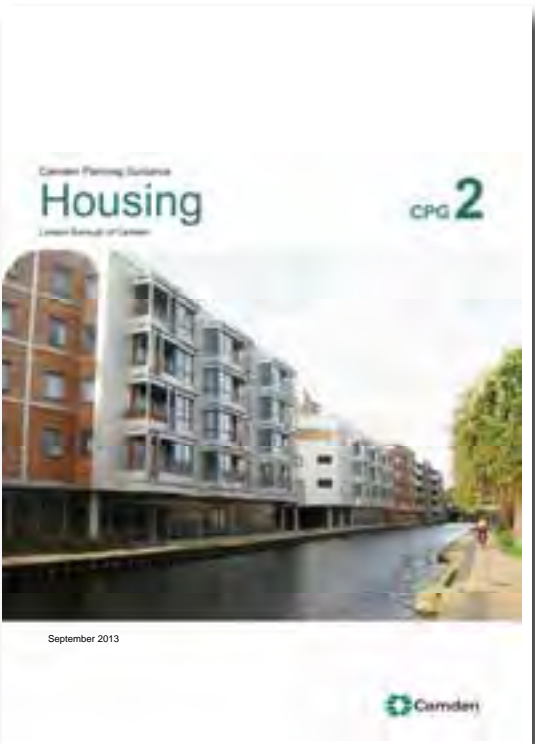
next to a dining or living space and should receive direct sunlight (they can be designed to project from main building line or be recessed).

### Communal amenity space

- Space should meet the requirements of the occupiers of the building and be wheelchair accessible. For example, if there are a large proportion of family units, child and young person's facilities should be included in the communal space.
- Development should provide high quality housing that provides secure, well-lit accommodation that has well-designed layouts and rooms.

### CPG6 Amenity

- To ensure privacy, there should normally be a minimum distance of 18m between the windows of habitable rooms of different units that directly face each other. This minimum requirement will be the distance between the two closest points on each building (including balconies).
- Where this standard cannot be met we may require you to incorporate some of the following design measures
- Careful consideration of the location of development, including the position of rooms;
- Careful consideration of the location, orientation and size of windows depending on the uses of the rooms;
- Use of obscure glazing;
- Screening by walls or fencing; and
- Screening by other structures or landscaping.





Key Design Criteria	Design Policy /guidance	Appraisal
<b>Context: compatible with surroundings, will function well and add to the overall quality of the area</b>	NPPF  London Plan 2011 Policies 7.1,7.2, 7.4  DP24 Securing high quality design  DP25 Conserving Camden's heritage  CPG1 Design	Quality of immediate area defined by 1960s and 1970s estate regeneration that relates poorly to underlying Victorian street pattern prevalent within adjacent Conservation Areas to north and south.  Overall area is residential in character.  Local shops on Fleet Road and nearby amenity space at Belsize Wood.  Isokon building, Grade 1 listed, lies to south on site on Lawn Road.
<b>Responds to local character and history.  Establish/ reinforce a strong sense of place /character</b>	NPPF  London Plan 2011 Policies 7.1, 7.2, 7.4  CS14 Promoting high quality places and conserving our heritage  DP24 Securing high quality design  DP25 Conserving Camden's heritage  CPG1 Design	Site is detached from Conservation areas. Will need to consider impact of development upon views into and out from the Conservation Areas along Lawn Road and Upper Park Road, and the setting of Isokon House in the design of a new building, considering height, scale and massing.  Context is of very mixed character. No overriding style or built form in terms of height, scale and massing.  Opportunity to reinforce street frontage to Upper Park Road and Lawn Road subject to amenity, overlooking and sunlight/daylight impacts upon adjacent tower blocks and flats / houses.
<b>Optimises potential of site (Density)</b>	NPPF  London Plan 2011 Policy 3.3, 7.5, 7.6  London Plan 2011 Housing Supplementary Planning Housing SPG November 2012  CPG1 Design	Site lies within PTAL 4-5 and is close to local services, amenities and public transport.  Capacity for development will need to consider impact upon the amenity of adjacent flats and houses and the setting of the Conservation Areas and Listed buildings (Isokon House).
<b>High Quality Design</b>	NPPF  London Plan 2011 Policy 3.6, 7.5, 7.6  London Plan 2011 Housing Supplementary Planning Housing SPG November 2012  CS6. Providing quality homes  CS14 Promoting high quality places and conserving our heritage  DP24 Securing high quality design  CPG1 Design, CPG3 Housing	No overall character or prevalent style.  Opportunity to provide an innovative design.  Isokon building, Grade 1 listed, lies to south on site on Lawn Road.



Key Design Criteria	Design Policy /guidance	Appraisal
<b>Creates safe and accessible environments</b>  <b>Permeable and legible layout</b>	NPPF  London Plan 2011 Policies 7.3, 7.5  London Plan 2011 Housing Supplementary Planning Housing SPG November 2012  CS6. Providing quality homes  CS14 Promoting high quality places and conserving our heritage  CS17 Making Camden a safer place  CPG1 Design	Opportunity to reinforce existing street frontages with active edges which will assist in creating a safe environment.  The development should reinforce accessibility from Lawn Road and Upper Park Road.
<b>Are visually attractive as a result of good design and appropriate landscaping</b>	NPPF  CS14 Promoting high quality places and conserving our heritage  CPG1 Design, CPG6 Amenity	The development should reinforce existing street frontages with active edges along Lawn Road and Upper Park Road.  No overall character or prevalent style. Opportunity to provide an innovative design.
<b>Clearly defined entrances, public and private spaces</b>	NPPF  CPG1 Design, CPG3 Housing	The development should reinforce existing street frontages with active edges along Lawn Road and Upper Park Road
<b>Amenity and open space</b>  <b>Privacy, safety and security</b>	NPPF  London Plan 2011 Policy 3.6  London Plan 2011 Housing Supplementary Planning Housing SPG November 2012  London Plan 2011 Providing for Children and Young People's Play and Informal Recreation March 2008  CS14 Promoting high quality places and conserving our heritage  CS17 Making Camden a safer place  DP24 Securing high quality design  DP26 – Managing the impact of development on occupiers and neighbours  CPG1 Design, CPG3 Housing, CPG6 Amenity	The development should provide usable open space for individual dwellings and communal open space (private).  There should be clear delineation between public and private space.  The development will need to have regard to the privacy and amenity (sunlight/daylight) of adjacent flats.  There are a number of rear private gardens that back onto Upper Park Road to the immediate east of the site.  The basement of Palgrave House is occupied by secured bin stores and is poorly overlooked/an unattractive environment to overlook.  The flats within Garnett House are accessed from the south, adjacent to the site boundary.  CPG6 Amenity details that a distance of 18m is generally required but failing this other design measures can reduce potential for overlooking and loss of privacy.  Avoid north facing single aspect units.





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