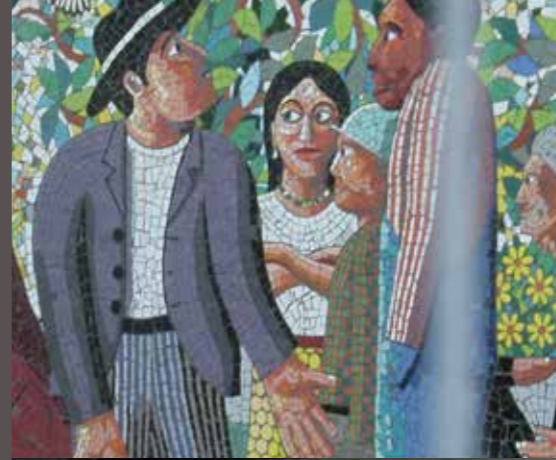
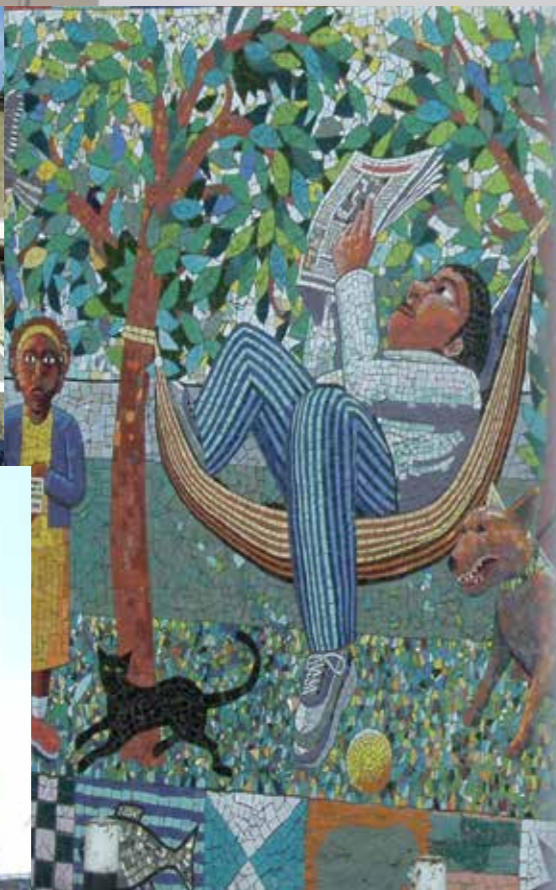




32 Lawn Road, Camden
Planning Application by
Fairview Estates (Housing) Ltd
Design and Access Statement
Volume 1
October 2014



LAWN RD NW.3.



Fairview
 NEW HOMES Ltd.




Contents

- 1.0 Introduction**
- 1.1 Site description
- 1.2 Site context
- 1.3 Site context
- 1.4 Urban design analysis

- 2.0 Design concept**
- 2.1– 4 Design development
- 2.5 Design development – Consultation

- 3.0 Design proposal – Scale and massing**
- 3.1– 6 Design proposal
- 3.7 Design proposal – Materiality
- 3.8 Design proposal – Entrances
- 3.9 Design proposal – Lawn Road streetscape
- 3.10 Design proposal – Upper Park Road streetscape

- 4.0–4 Street views**

- 5.0 Landscape**

- 6.0 Transport and Access**

- 7.0 Access and Waste Management**

- 8.0 Lifetime Homes**

- 9.0 Wheelchair Homes**

- 10.0 Sustainability**

- 11.0 Crime Impact Assessment**

- 12.0 Public Art – the Anderson mosaic**

- 13.0 Regeneration Statement**

- 14.0 Conclusions**

- 15.0 Appendices – CABE Review letters**



1.0 Introduction

This statement has been prepared by JPA on behalf of Fairview Estates (Housing) Ltd ('Fairview'). It accompanies an application for full planning permission for a residential development at 32 Lawn Road, Camden, NW3.

The proposed development comprises a building of 5-7 storeys containing 73 apartments of mixed size and set within landscaped grounds. This includes a central landscaped courtyard fronting Upper Park Road and gardens along the Lawn Road frontage, with new trees lining the perimeter of the site.

The site is located within the Belsize Park/Gospel Oak area of NW3, between Lawn Road to the west and Upper Park Road to the east, south of the junction with Fleet Road. The site covers approximately 0.25ha and currently contains two existing buildings. These comprise a former car park building, now utilised as seven (part vacant) commercial units with undercroft car parking, and a former launderette, most recently used as a community centre.

Until earlier this year, the London Borough of Camden was the freehold owner of the site. In 2012, the Council decided to sell the site as part of its Community Investment Programme, intended to raise funds for investment in Camden's schools, homes and community facilities through the sale of underutilised Council assets. In March 2014, the Council agreed the sale of the site to Fairview for redevelopment for housing.

The development that is subject to the planning application has been subject to considerable pre-application discussion with Council officers, key stakeholders, local representatives and the community.

Fairview aim to achieve long-term sustainable development for current and future generations.

PROJECT TEAM:

Client - Fairview Estates (Housing) Ltd.



Architect - John Pardey Architects



Planning Consultant – Nathaniel Lichfield Partners



Landscape – Mark Cooper Landscape, (MCA)



Transport – URS, Transport + Highway consultants



Arboriculturalist – CBA Trees



Public Affairs – Curtin & Co



Green Lanes, Hackney (105 apartments for Fairview New Homes Ltd.)

John Pardey Architects have established themselves as one of Britain's leading practices in housing, with thirty-nine national design awards, including 5 national RIBA Awards.

John Pardey Architects were voted as one of Britain's top ten practices for one-off houses in Grand Designs magazine 2012 and cited by the Sunday Times in April 2014 as one of the top six residential practices in the UK.

Winners of the Gold Medal for Architecture in Wales 2013.

1.1 Site Description

The site is located in the Gospel Oak area of Camden and occupies an area of approximately 0.25Ha in a predominately residential area. The existing buildings on site comprise part two and part three storey with a car park on the ground floor. These buildings accommodate space for seven commercial units on the first floor and a now redundant and disused play area at roof level. Within the site there is also a single storey building known as the Fleet Road Community Centre.

The site is undesignated in the Camden Development Plan. It sits between the Mansfield Conservation Area to the north and the Parkhill Conservation Area to the south. The residential properties immediately surrounding the development are predominately high rise including several residential towers. The site was sold by Camden for development as part of the Community Investment Programme as confirmed in the 18th April 2012 Cabinet Report.

Under Core Strategy CS11 Camden supports the redevelopment of existing car parks.

The site is located in an urban area of predominately medium to high density housing and has a PTAL rating 5 on Lawn Road and PTAL 4 on Upper Park Road. The character of the area and the higher density justifies our approach to residential numbers and density.

The proposed development comprises 73 apartments arranged over 7 floors. The proposals are designed to meet the requirements of the London Housing SPG.



Existing car park and community centre buildings on site



View of site looking south down Lawn Road

1.2 Site context

The site lies on the eastern side and at the northernmost end of Lawn Road, at the junction with Fleet Road. It is roughly triangular in shape with a long curved frontage onto Lawn Road and backs on to Upper Park Road to the east and onto the courtyard of Garnet House to the south.

The site sits between the Parkhill/ Upper Park Conservation Area to its south, and the Mansfield Conservation Area to the north of Fleet Road which contain large individual buildings, including the Royal Free Hospital to the west, and post-war housing. The site is flanked by two 15 storey blocks – Cayford House to the west and Palgrave House to the east.

The south side of Lawn Road lies in the Parkhill Conservation Area and generally has a consistent Italianate Victorian semi-detached housing in London stock brick with white painted bays and reveal detailing that dates from 1862.

The west side of Lawn Road was started by 1914 and completed in the inter-war years in the Garden Suburb style. The houses are built in a rich red stock brick, with a homely, picturesque character. The properties face those of an earlier Italianate urban style on the other side of the street.

Towards the northern end of Lawn Road, beyond the Conservation Area the pattern breaks down and larger post-war London County Council blocks of flats flank the site.

Diagonally across from the site on the west side of Lawn Road lies the Isokon flats, designed by the architect Wells Coates in 1934 for Jack and Molly Pritchard. This is one of the most significant housing schemes of its day and is Grade I listed. The design was based on a theme of providing low cost accommodation for the new emerging small family, 'the minimal flat'. Isokon Flats and the 'Club' formed a hub of artistic and literary life in the 1930's with residents including Marcel Breuer, Walter Gropius (the founder of the Bauhaus in Germany), Naum Gabo, Agatha Christie and Lazlo Moholy-Nagy.

Its appearance to the street is distinctly ship-like, with long, cantilevered horizontal walkways, all in a off-white render with curved corners, lending a dramatic appearance that creates a play of shadows that turns the façade into a three dimensional object.



Site location



Site, showing nearby Conservation Areas



Site diagrammatic context

1.3 Site context



The Isokon building



Italianate Victorian villas to east side of Lawn Road



Arts + Crafts 20th century houses to west side of Lawn Road



Post-war LCC flats + tower blocks to north end of Lawn Road



Garnett House on Lawn Road

1.4 Urban design analysis

An Urban Design report by Nathaniel Lichfield & Partners accompanies this application.

In their report, the historic pattern and urban grain of the local area shows that the site once contained houses that formed part of the development pattern along Fleet Road until regeneration in the 1960s.

The Urban study considered that there were three options:

Option 1 – the reinstatement of the perimeter block, mimicking the historic housing, would fail to achieve appropriate scale and density on this brownfield site, and further would not allow privacy distances either within the site itself, or to the properties on Upper Park Road.

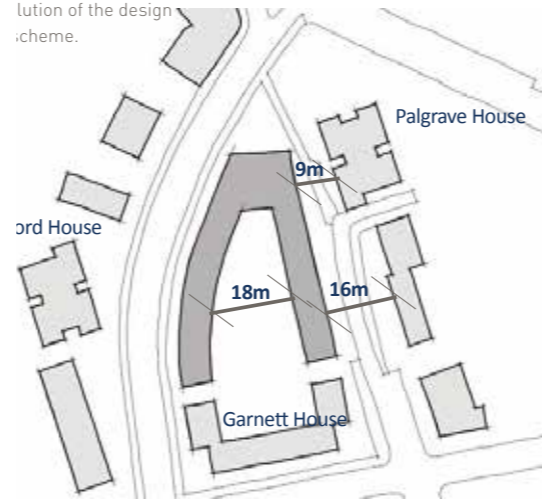
Option 2 – created a single curved block along Lawn Road, but this too failed to optimise the use of the site and also failed to resolve the boundary to the courtyard of Garnett House to the south.

Option 3 – therefore assumes a “L” shaped block, with a curved frontage maintaining continuity onto Lawn Road, and a return wing closing the courtyard to Garnett House and so formed the basis for the design development.

In summary:

- The context has a variety of built form offering reasonable latitude in bulk, scale, height, massing and style.
- A height of up to 7 storeys is consistent with stepped variation in heights in the surrounding context, subject to amenity of neighbouring buildings.
- Greater mass to Lawn Road with regard to amenity of adjacent buildings.
- Frontage onto Lawn Road and Upper Park Road.
- Landscape – street trees not historically part of the north of Lawn Road.
- Legibility and permeability reinforce frontage onto Lawn Road, reflect curve of road. Improve legibility of Upper Park Road. Keynote corner to north.
- Character – no overriding aesthetic.
- Density – urban character reflecting accessibility of location.

Following illustrates evolution of the design scheme.



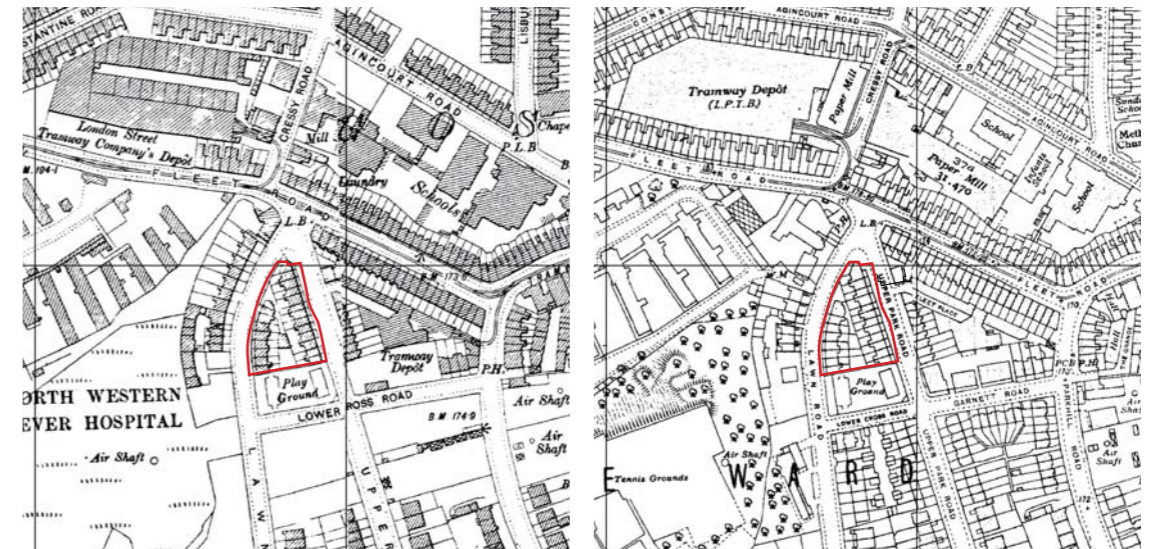
Option 1



Option 2



Option 3



1896



1954



1934



1970

Historic urban mapping of the site

2.0 Design concept

We began with the idea of creating a building form that took a cue from the Isokon building's ocean liner analogy, so that the design creates a coherent, singular building form that exploits curved forms (following the street). The base of the building is therefore formed in a light coloured masonry, which has curved corners and hinges around a central 'funnel' (a staircase) and culminates at the northernmost end as a 'prow,' expressed as cantilvered, curved balconies akin to that of an ocean liner.

The use of masonry and large fenestration apertures also picks up on the New London Vernacular approach, while horizontally emphasised balconies reinforce the 'hull-like' quality of the building along the street.

The design further establishes a simple 5 storey 'base' that relates to the context, but with set back 'attic' storeys in a visually lighter material (render) that adds a 'top' to the building.

To the street edge, low curved garden walls flowing from the building again echo those on the Isokon building.

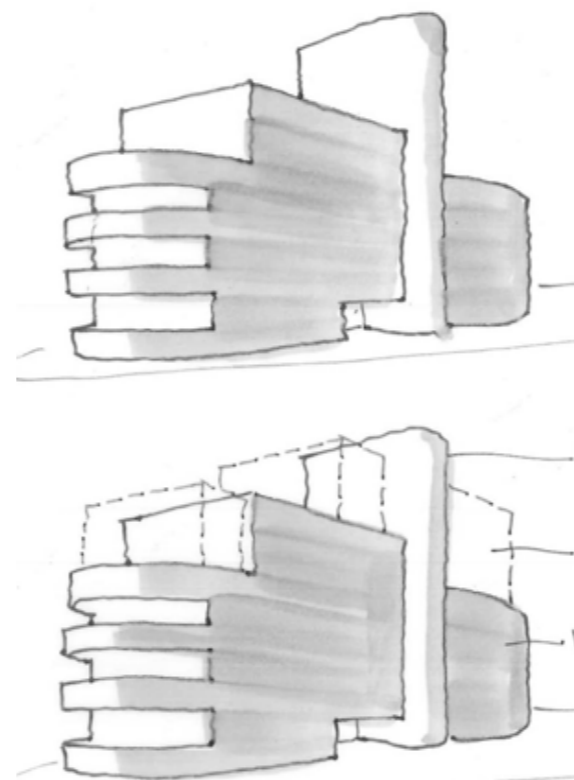
We believe that the ocean liner form for the main mass of the building not only pays respect to the Corbusian vision of a new modern architecture set out in 'Vers une Architecture' that was to inspire Wells Coates at Isokon, but also by reinterpreting this in a masonry, rather than mimicking in render, will offer a sophisticated response to this context.



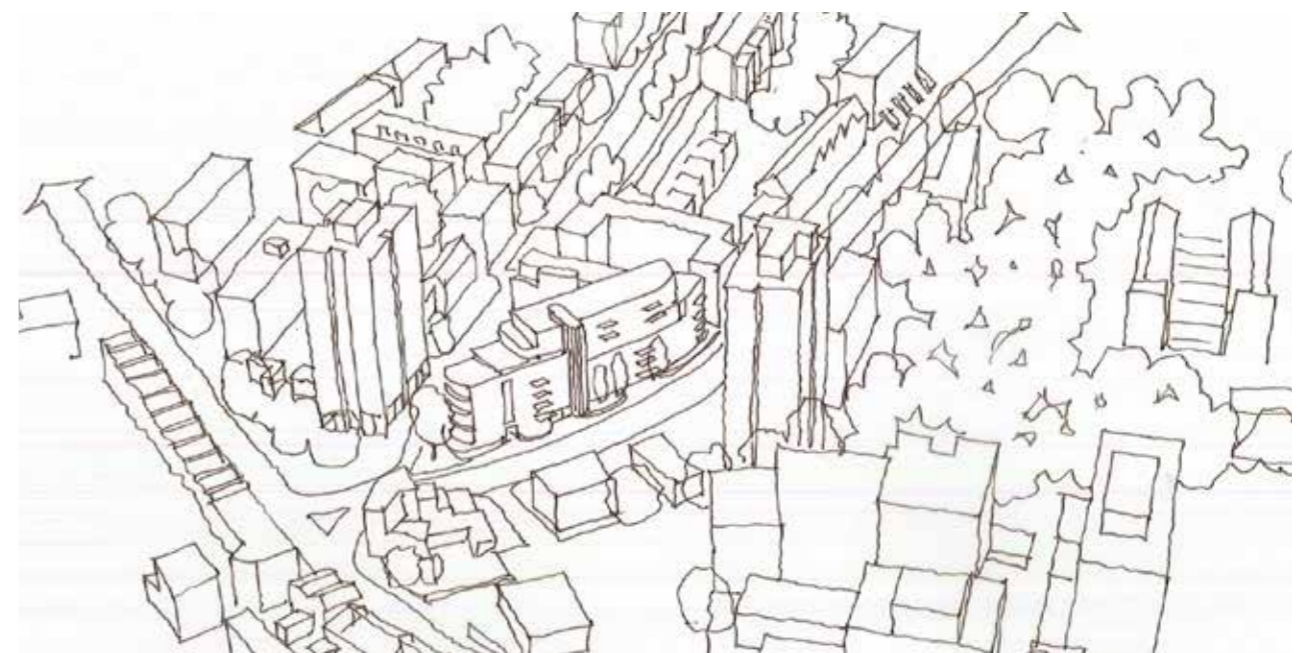
The Isokon building evokes ocean liners with its curved edges and funnel-like stair tower.



An example of curvilinear design approach is the 'Battle-ship building' sitting alongside London's Westway in Paddington. Built in 1969 as a maintenance depot, it was converted into offices for the fashion company Monsoon in 2000.



Concept sketch illustrating elements of proposed design



2.1 Design development

The initial design established the idea of a cranked block that loosely followed the curve of Lawn Road, articulated around a vertical element (stair tower) and with a return leg that closed the courtyard of Garnett House. The block presented a stepped light brick 'base', rising from 3 to 5 storeys, capped by an attic storey clad in a dark zinc.

To the northernmost end, addressing the Fleet Road junction, cantilevered curved balconies present a 'prow' to terminate the building.

A garden facing onto Upper Park Road provided visual amenity to the locality.

Pre-app discussions led to the views that:

- while following the curve of Lawn Road seems positive in reinforcing the streetscape, the cranked nature produced 'pinch points' and that the building should be set back further from the street to allow private garden spaces and landscaping.
- the attic storey seemed alien and overbearing.
- the masonry base, while positive, was perhaps too busy and could be simplified.
- the main block was too deep and the rear face onto the garden space, should be reduced.



Initial design study, rendered view (June 2014)



Initial design study, axonometric



Initial design study showing the 'prow'

2.2 Design development

The design has been subject to a series of Pre-application meetings with Camden's design, transport, landscape and urban design officers between June and October 2014.

The developing design was subject to a CABE review on 30th June 2014. The design at this stage, illustrated right, created a cranked block along Lawn Road, with a return wing that addressed the courtyard of Garnett House. The facade onto Lawn Road was proposed in a light brick stepping from 3 to 5 storeys, with a dark zinc attic storey of 2 to 3 storeys above. A central curved glazed stair, with vertical metal vertical fins, articulated the composition.

While the CABE Panel 'see many merits in the proposed design approach', it qualified this comment by seeking,

'further clarification in terms of the organisation of the building on the site, the quality of the landscape design and the articulation of the elevations which currently appears over-complex'.

It was also suggested that the urban setting be further investigated and explored – and that the quality of the scheme will depend on the quality of materials and detailing.

The basic building footprint was supported, but the intention to reduce the depth of the main block was also upheld. It was also felt that the building would be improved if the main block followed the curve of Lawn Road, and was set a little further back from the pavement, rather than cranked.

The idea of a chalky brick base to make a subtle connection to the Isokon building met with approval, as did the overall scale and massing, but it was felt that the overall building should be simplified to create a more coherent, single building.

The attic storey was felt to be too tall and dominant, but the idea of base and top was supported.



Site layout (June 2014)



Bay study (June 2014)



Sketch view (June 2014)

2.3 Design development

The design was subject to a second CABE review on 30th June 2014.

The key changes were:

- setting back of the building, and following the curve of Lawn Road
- reducing the width of the Lawn Road block to create an enlarged garden space
- simplification of facade design and adoption of a consistent five storey brick base, with a 1 and 2 storey light (rendered) attic storey

The CABE Panel stated that,

'in our view, it has the potential to become an excellent piece of architecture, but some detailed aspects of the design will benefit from further work, for example the landscape design and facade treatment.'

Further design development was suggested to simplify the facade setbacks, the attic materiality and to further emphasise entrances to the street.

While the Panel 'welcomed the revised landscape layout', it felt that there was 'further room for improvement'.

These issues have been further developed and addressed in this submission.



Site layout (late June 2014)



Bay study (late June 2014)



Rendered view (late June 2014)

2.4 Design development

The design evolution is summarised in the adjoining sketches.

The first sketch design shows the idea of a single building, cranked along Lawn Road with a 3 to 5 storey masonry base, a tall attic storey and glazed vertical stair core. A cantilevered curved balconies provides a 'prow' at the northern end facing the Fleet Road junction.

The second sketch, the body of the building has been simplified to consistent 5 storey masonry base, with set back attic stories. The radius of the prow has been reduced.

The third sketch illustrates the process of simplifying the design into a more flowing, curvilinear form. The glazed stair tower is replaced with a calmer, rectilinear form. This provides the basis for the final design solution.



2.5 Design development – Consultation

Fairview instructed Curtin & Co, a company which specialises in stakeholder engagement for planning matters, to deliver this programme of consultation.

The starting point for this strategy was to provide the community the opportunity to have direct and sustained input into the emerging proposals and throughout the process. It is a priority of Fairview that any formal planning application seeks to reflect the needs and aspirations of the local community and that the design would suit the local area.

The comments received throughout this process were a source of reference throughout the review of the design proposals, and the comments received have proven instrumental in the formulation of the scheme.

KEY CONSULTATIONS:

Garnett House Residents' Association: three meetings were held to discuss the emerging design proposals for the site on 8th and 15th September and 6th October 2014.

The Lawn Road and Downside Residents' Association : meeting held on 24th June 2014.

Project team attendance at the Council-organised Development Management Forum at the WAC Arts Centre on 21st July 2014.

Public Exhibitions were held in the WAC Arts Centre from 10am until 2pm 26th July 2014 and at All Hallows' Church from 2.30pm to 7.30pm 17th September 2014.

Fairview further commissioned a stand-alone consultation website, which went live on the day of the initial public exhibition, Saturday 26th July. The website remains 'live', is updated regularly, and contains information regarding the history of the site, and contains several sub-menus which display the exhibition boards from the exhibitions.



Second Exhibition - Lawn Road Proposals

Location: All Hallows Church, Savernake Road NW3 2JP

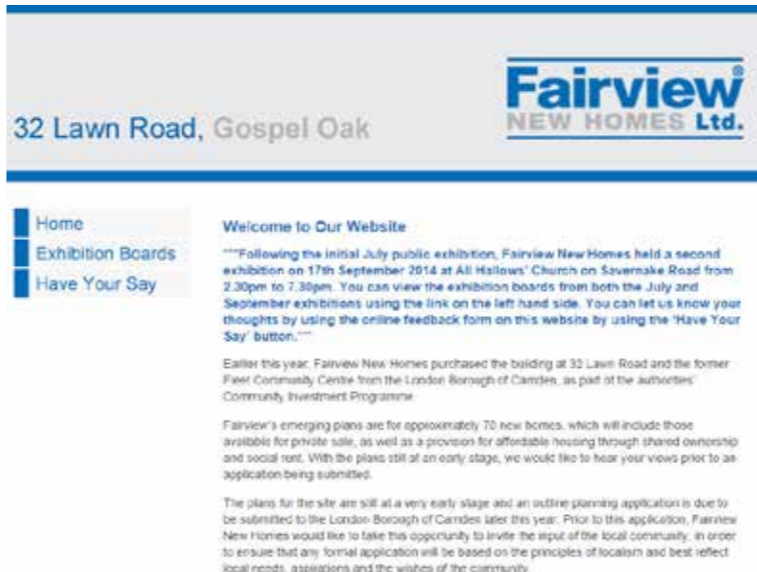
Earlier this year, Fairview New Homes purchased the building at 32 Lawn Road and the former Fleet Community Centre from the London Borough of Camden, as part of its Community Investment Programme.

Fairview New Homes is committed to the principles of localism and values the input of the local community. As part of this commitment, Fairview held an initial exhibition in July. We are now inviting you to a second exhibition which will give you the opportunity to see how the plans have changed since July and provide further comment and feedback.

The full details of the exhibition are:
Where: All Hallows Church, Savernake Road, NW3 2JP
When: Wednesday 17th September from 2.30pm to 7.30pm

Members of the project team will be on hand to answer any questions you may have. If you are unable to attend, you can view the proposals and provide feedback through our consultation website at www.FairviewLawnRoad.org.uk

Contact:
 Phone 020 7399 2291
michaels@curtinandco.com



32 Lawn Road, Gospel Oak

Fairview NEW HOMES Ltd.

Home
Exhibition Boards
Have Your Say

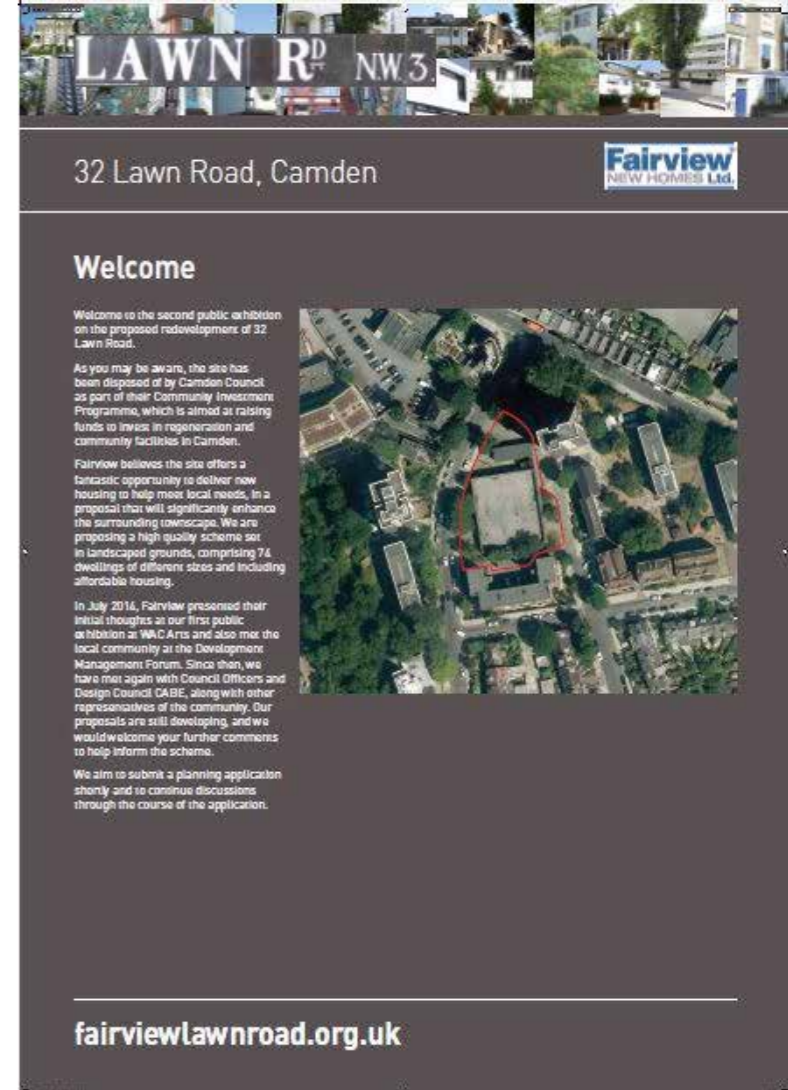
Welcome to Our Website

Following the initial July public exhibition, Fairview New Homes held a second exhibition on 17th September 2014 at All Hallows' Church on Savernake Road from 2.30pm to 7.30pm. You can view the exhibition boards from both the July and September exhibitions using the link on the left hand side. You can let us know your thoughts by using the online feedback form on this website by using the 'Have Your Say' button.

Earlier this year, Fairview New Homes purchased the building at 32 Lawn Road and the former Fleet Community Centre from the London Borough of Camden, as part of the authorities' Community Investment Programme.

Fairview's emerging plans are for approximately 70 new homes, which will include those available for private sale, as well as a provision for affordable housing through shared ownership and social rent. With the plans still at an early stage, we would like to hear your views prior to an application being submitted.

The plans for the site are still at a very early stage and an outline planning application is due to be submitted to the London Borough of Camden later this year. Prior to this application, Fairview New Homes would like to take this opportunity to invite the input of the local community, in order to ensure that any formal application will be based on the principles of localism and best reflect local needs, aspirations and the wishes of the community.



LAWN RD NW3

Fairview NEW HOMES Ltd.

32 Lawn Road, Camden

Welcome

Welcome to the second public exhibition on the proposed redevelopment of 32 Lawn Road.

As you may be aware, the site has been disposed of by Camden Council as part of their Community Investment Programme, which is aimed at raising funds to invest in regeneration and community facilities in Camden.

Fairview believes the site offers a fantastic opportunity to deliver new housing to help meet local needs, in a proposal that will significantly enhance the surrounding townscape. We are proposing a high quality scheme set in landscaped grounds, comprising 74 dwellings of different sizes and including affordable housing.

In July 2014, Fairview presented their initial thoughts at our first public exhibition at WAC Arts and also met the local community at the Development Management Forum. Since then, we have met again with Council Officers and Design Council CABE, along with other representatives of the community. Our proposals are still developing, and we would welcome your further comments to help inform the scheme.

We aim to submit a planning application shortly and to continue discussions through the course of the application.

fairviewlawnroad.org.uk

