

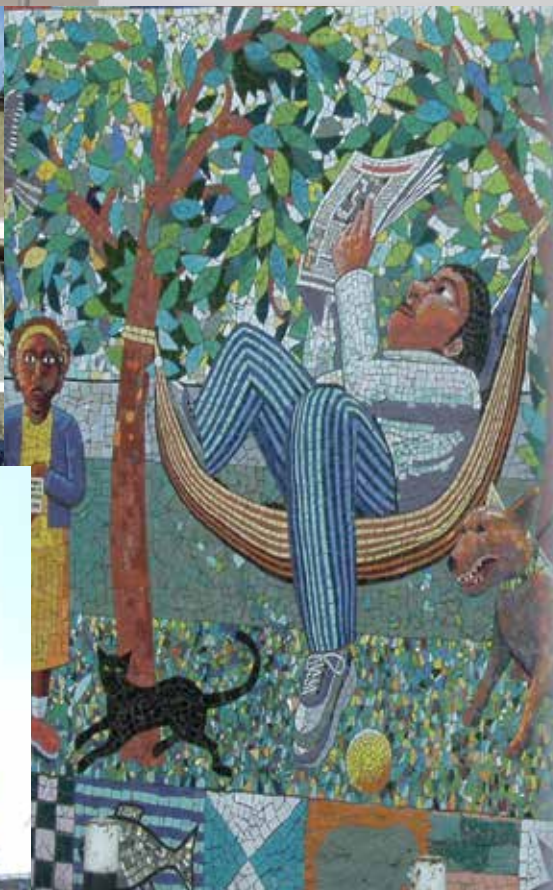


32 Lawn Road, Camden
Planning Application by
Fairview Estates (Housing) Ltd

Design and Access Statement
Volume 2

October 2014

LAWN RD NW.3.



Fairview
NEW HOMES Ltd.

3.0 Design Proposal

SCALE AND MASSING

Following Pre-application meetings and the 2nd CABA Design Review, in conjunction with Sunlight and Daylight modelling and analysis, the design was refined to the final massing as submitted.

The building picks up on the 5 storey adjoining Garnett House in creating a 5 storey brick facade – an attic storey, set back 2 metres in a white acrylic render rises up to seven stories around the central projecting staircase.

The building's proportions are carefully considered to arrive at a streetscape that works along both Lawn Road, and Upper Park Road and culminates in an elegant 'prow' at the northernmost end, with curved inset balconies addressing a minor public space onto Fleet Road.

The building, within its streetscape (refer 3.9), picks up on the 5 storey massing of Garnett House and the villa blocks further along Lawn Road, while the 2 storey attic centred around the staircase element, provides a 'top' to the building and sits appropriately to the larger surrounding buildings.

CABA's Review letter of 19th September stated that,

'We find the volume, scale and height appropriate for this site. We admire the slender form and overall proportions of the building and its subtle response to the context.'



Massing of building in context – aerial view looking south east



Massing of building in context – aerial view looking north east

3.1 Design proposal

The policies, guidance and standards below focus on design and access, with other parts of the planning application submission dealing with the wider requirements of planning policy (including the Planning Statement, Transport Statement, Heritage Impact Assessment, Sustainability and Energy Statements, and other technical studies).

DESIGN

The National Planning Policy Framework (paragraphs 56 and 57), the Mayor's London Plan (Policies 7.1 to 7.8) and Housing Supplementary Planning Guidance, and Camden's Core Strategy (Policies CS14, CS17), Development Policies (DP24) and Camden Planning Guidance 1 place great emphasis on the importance of good design. CPG 1 seeks "excellence in design" in Camden. Policy at all levels requires buildings, streets and spaces to respond in a manner which promotes inclusive and sustainable development and contributes positively to the relationship between urban and natural environments and the general character of the location.

London Plan Policy 7.1 of the London Plan emphasises the need for a good quality environment, with the design of new buildings supporting character and legibility of a neighbourhood. Policy 7.4 requires development to have regard to the form, function and structure of an area, place or street and the scale, mass and orientation of surrounding buildings. Architectural design criteria are set out at Policy 7.6.

Camden's Core Strategy (Policy CS14) and Development Management Policy DP24 require all development to be of the highest standard of design and expects developments to have consideration to a number of criteria. These include consideration of the character, setting and context and the form and scale of neighbouring buildings; the quality of materials of used; the provision of visually interesting frontages at street level; and, the provision of appropriate hard and soft landscaping.

We assert that the proposal fully meets the standards for excellence in design as set out in national, London and local policies. The building creates an appropriate urban response and a coherent streetscape onto Lawn Road. It further provides a new visual amenity onto Upper Park Road.



Ground floor plan

SCHEDULE OF ACCOMMODATION

2 Studio Flat
23 1 Bed 2 Person Flats
33 2 Bed Flats
15 3 Bed Flats
73 Total

3.2 Design proposal

Great care has been taken to arrive at a material palette that while assuming its own identity, also carefully makes reference to the 'New London Vernacular' in its use of a brick as the predominant material with large window openings, while also making subtle reference to the nearby Grade I listed Isokon building in its form and light masonry tone.

A white acrylic render attic storey visually complements the masonry base, yet subtly continues the overall built form. This restricted material palette is completed by bronze coloured window frames and metal cladding to stair cores.

We are confident that this building will indeed be 'an excellent piece of architecture,' as stated by CABE.

DESIGN AND HERITAGE

The NPPF states that, in determining planning applications where heritage assets are involved, local planning authorities should take account of the desirability of sustaining and enhancing the significance of heritage assets, as well as the desirability of new development making a positive contribution to local character and distinctiveness. The London Plan also requires, at Policy 7.8, that development affecting heritage assets conserve their significance, by being sympathetic to their form, scale, materials and architectural detail. Camden Development Policy DP25 resists development that will cause harm to the character and appearance of a Conservation Area, or to the setting of a listed building.

The application site lies outside but between two Conservation Areas, and close to the Grade I listed Isokon building. Significant regard has been given to this context, including an analysis of views from the nearby Conservation Areas and the listed building.

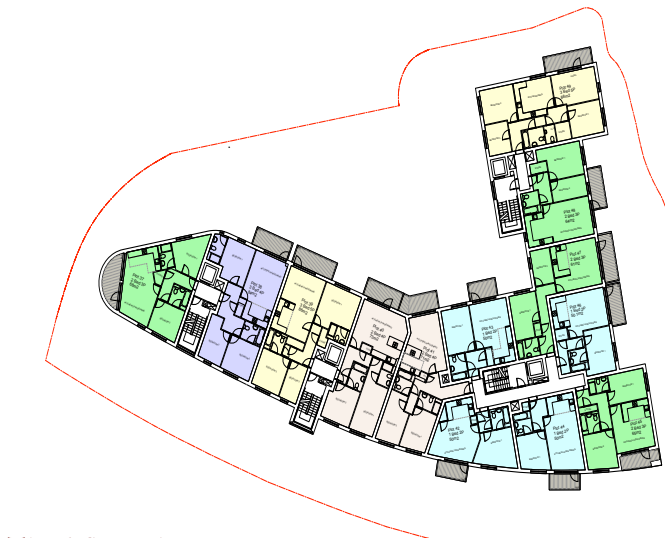
We refer to the Heritage Impact Assessment by NLP submitted with this application.



First floor plan



Second floor plan



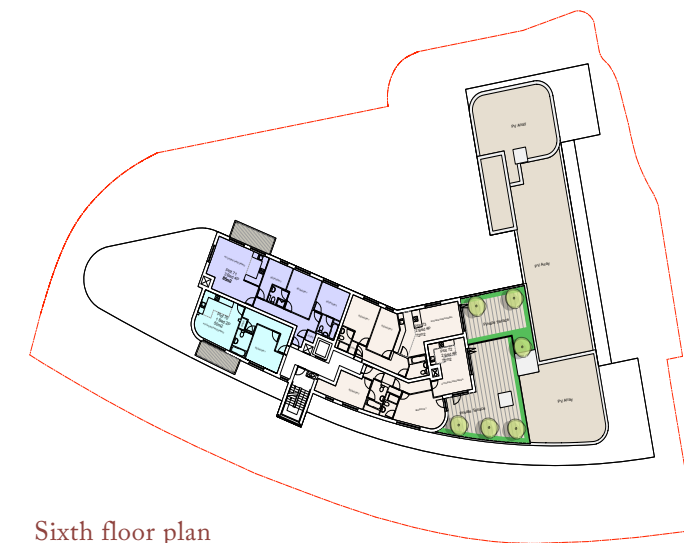
Third floor plan



Fourth floor plan



Fifth floor plan



Sixth floor plan

3.3 Design proposal

INCLUSIVE DESIGN

The requirement to achieve the highest standards of accessibility and inclusive design are set out in Section 7 of the London Plan, including the requirement at Policy 7.2 to achieve inclusive design that responds to the needs of the elderly and disabled population. London Plan Policy 3.8, and LBC Development Policies DP6 and CPG2 require all residential units to meet Lifetime Homes Standard and 10% of homes to be designed, built to meet wheelchair accessible housing standards.

Camden Planning Guidance 6 seeks well designed, accessible buildings and spaces to promote equality of opportunity and social inclusion. It sets out the features to be considered within developments, and the requirements for how access and inclusivity should be addressed within Design and Access Statements.

The proposal is fully compliant with the objectives set out in the London Plan and Lifetime Homes standards. 10% of the apartments are designed to comply with Wheelchair accessible housing standards. Refer to section 8.0 and 9.0 of this statement.

Policies at all levels also seek to secure safe developments, cross referring to ODPM 2004 guidance on 'Safer Places' and the Association of Chief Police Officers' 'Secured by Design' of 2004.

The proposal has been designed in accordance with the principles set out in 'Secured by Design' and a consultation with the Crime Prevention Design Advisor (CPDA) has taken place, refer to section 11.0. of this statement

RESIDENTIAL DESIGN STANDARDS

In accordance with London Plan Policy 3.8, Core Strategy Policy CS6 and Development Policies policy DP5, the development will provide a range of unit sizes, as set out above, to meet a variety of demands across the Borough. In particular, it will respond to the Dwelling Size Priority Table accompanying Development Policy DP5, which identifies two bed market units as being of 'Very High Priority' - the scheme meets this at over 40% provision.



Elevation west (to Lawn Road)



Elevation east (to Upper Park Road)

3.4 Design proposal

Development standards for housing are set out within the Mayor's Housing Supplementary Planning Guidance and Camden Planning Guidance 2 – Housing.

All apartments have been designed to meet or exceed these standards.

RESIDENTIAL AMENITY

The scheme has been designed so as not to cause harm to the amenity of neighbours and potential occupiers as required by Development Management Policy DP26, which takes into account factors such as privacy and overlooking; overshadowing and outlook; sunlight, daylight and overshadowing etc.

The possible implications on amenity by way of overlooking and impacts on privacy have been addressed through careful positioning of windows and balconies to minimise potential for overlooking.

During the design process careful consideration has been taken as to the implications the proposals will have on the neighbouring properties daylight and sunlight. This has required the analysis of 258 windows serving six neighbouring residential properties, in accordance with the Building Research Establishments publication "Site Layout Planning for Daylight and Sunlight A guide to good practice" (BRE Guidelines). This analysis demonstrates that taking into account the urban location within which the site is located and the under developed nature of the site, the aims of the BRE Guidelines are achieved.

We have also considered the level of daylight the proposed accommodation will achieve and the level of sunlight the proposed amenity space will enjoy with reference to the BRE Guidelines and the Mayor of London's Housing SPG. The design ensures that all rooms will achieve the recommended minimum Average Daylight Factor and that the amenity space will achieve the recommended minimum level of sunlight.



Elevation south (to Garnett House)

3.5 Design proposal

RESIDENTIAL DENSITY

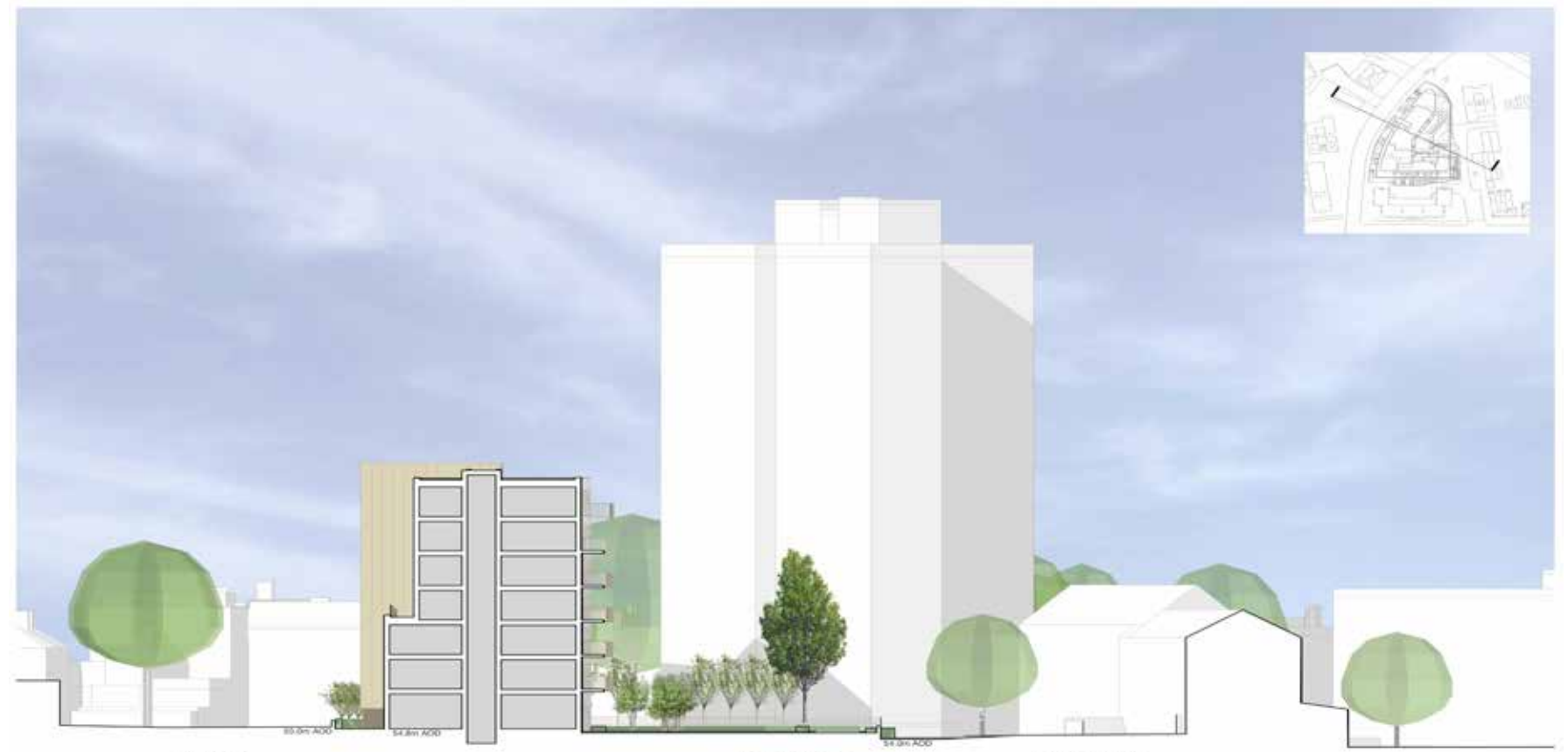
The London Plan sets out density ranges in Table 3.2 and Policy 3.4, which states that:

“Taking into account local context and character, the design principles in Chapter 7 and public transport capacity, development should optimise housing output for different types of location within the relevant density range shown in Table 3.2.”

Based on a PTAL rating of 4-5, the London Plan matrix would suggest that a density of 70-260 units per ha, or 200-700 habitable rooms per hectare, is appropriate for the application site.

The density of the scheme is 292 dwellings per hectare and 844 habitable rooms per hectare, exceeding the above range. While regard has been given to the London Plan density ranges, it must be recognised that density should not be used as a tool in isolation to drive the nature of a housing development or to judge its appropriateness. Rather, density is an outcome of the design and development process that takes into account a variety of factors, including accessibility, context, relationship with neighbours, provision of appropriate internal and external space, quality of design, viability and so on. The Mayor’s Housing SPG, at paragraph 1.3.12, states that the density ranges should be “used as a guide and not an absolute rule, so as to also take proper account of other objectives.” It does not preclude developments with a density above the suggested ranges, but requires that they “must be tested rigorously” (para.1.3.14).

The SPG also considers the opportunities and constraints with regards to density on small sites (para.1.3.39). Responding to existing streetscape, massing and design of the surrounding built environment should be given special attention – where existing density is high, for example, higher density can be justified. Para 1.3.40 notes that small sites require little land for internal infrastructure, and as such, it is appropriate for density to reflect this. These factors are all relevant to the development of the application site.



Site section E-W looking north in context



Site section E-W looking south in context

3.6 Design proposal

Taking account of the above, the proposed residential development has been designed to deliver high quality homes in a development that responds to its local context, taking into account both the physical constraints of the site and its relationship with neighbouring properties and the nearby townscape. From a future occupier perspective, the scheme will meet all the standards for the provision of internal space and amenity, and deliver on the requirements of Lifetime Homes and wheelchair accessible housing.

A detailed analysis of context has been prepared, and assessments have been undertaken to ensure that the new development would not impinge on privacy or create overlooking issues, with particular attention afforded to the properties to the east of Upper Park Road. Sunlight and daylight impacts have been addressed; the layout and massing of the scheme has evolved in response to these issues, including reductions in the scale and coverage of the attic storeys. Detailed visual analysis of the development from short and medium range views has influenced the design as it has evolved.

The proposed development marginally exceeds London density range. This is, however, justified by the quality of the design and its response to context, and the rigour the applicant has applied to assessing the acceptability of the scheme within these parameters. It delivers on London Plan policy by optimising additional housing on an underutilised, brownfield site in an accessible location.

PRIVATE AMENITY SPACE

Camden Planning Guidance 2 - Housing states that all new dwellings should provide access to private outdoor amenity space, e.g. balconies, roof terraces or communal gardens. It cross refers to the Mayor's Housing Supplementary Planning Guidance, which will be a material consideration in determining the application. The Mayor's Housing SPG requires a minimum of 5 sq m of private outdoor space for each 1-2 person dwellings and an extra 1 sq m for each additional occupant.

The scheme includes provision for 634m² of private landscaped courtyard, plus residential gardens fronting Lawn Road, and private balconies and roof terraces. The development would therefore exceed the private amenity space standards.



Private balconies and communal garden



Private communal garden

3.7 Design proposal

MATERIALITY

We propose a restrained palette of materials that makes reference to both the 'New London Vernacular' and the nearby Grade I Isokon building.

A consistent 5 storey 'base' in a chalky white brick creates a fresh yet natural face that makes a subtle reference to the white Isokon building diagonally opposite. A recessed attic storey in an off-white render continues the tonal palette, yet in a visually lighter, subservient material. The combination of off-white materials creates a singular form, but with a subtle interplay.

We take a direct cue from the Isokon design in adopting a bronze colour for all windows, doors, balustrading and entrance/stair panels.

We believe this restrained, quality palette will make a sophisticated building that will sit well in its context, picking up on both the brick villas along Lawn Road, while also paying homage to the Grade I listed Isokon building.



Chalky white brickwork



Off white acrylic render to attic



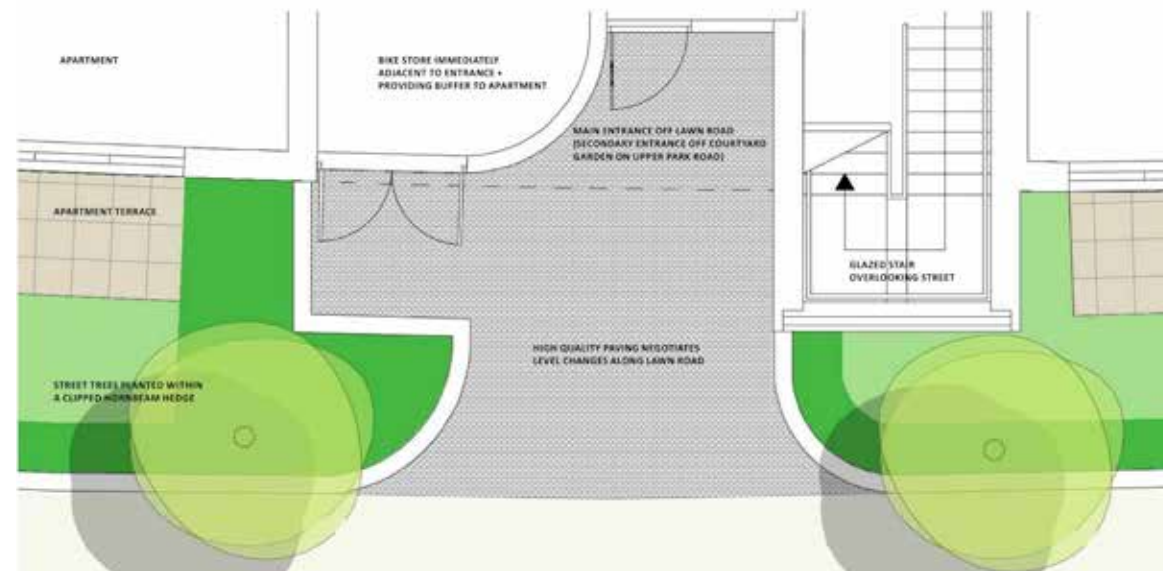
Bronze coloured windows (as Isokon)

3.8 Design proposal

ENTRANCES

Great attention has been paid to the detailed design of the entrances. As a general motif, low curved walls and hedging lead to each of the four entrances, and bronze coloured metal panels flank the entrance doors.

Onto Lawn Road, entrances are further signalled by bronze coloured panels rising up the faced of the stair cores.



Detailed study – entrance B



Entrance A



Entrance B



Entrance C



Entrance D



Entrance D

3.9 Design proposal – Lawn Road streetscape



Building in context of the east side of Lawn Road

The building sits comfortably with a 5 storey 'datum' that corresponds to the adjacent Garnett house and the set-back attic storeys pick up the scale at the northern end of Lawn Road in common with the urban context.



3.10 Design proposal – Upper Park Road streetscape



Building in context of the west side of Upper Park Road

The building is dwarfed by the larger buildings at the Fleet Road junction, while a new garden adds to the amenity of Upper Park Road.



4.0 Street view – looking south along Lawn Road



4.1 Street view – looking north along Lawn Road from Isokon



4.2 Street view – looking north along Upper Park Road



4.3 Street view – looking at south west into communal garden



4.4 Street view – looking at southern corner onto Lawn Road



