

29 NEW END
HAMPSTEAD, LONDON NW3 1JD

PROOF OF EVIDENCE

Gordon Jefferys, BArch, RIBA. KSR ARCHITECTS

Appeal Against Refusals by Camden Council of Planning Permission and Conservation Area Consent for
Redevelopment at 29 New End, Hampstead, London NW3 1JD

(CAMDEN REFS.: 2012/3089/P AND 2012/3092/C)

PLANNING INSPECTORATE REF.: APP/X5210/A/14/2218243

On Behalf of Karawana Holdings Limited

OCTOBER 2014

1.1 INTRODUCTION

This statement is made on behalf of Karawana Holdings Limited and seeks to outline the Design and Townscape principles supporting the appeal proposals and addressing the Reasons for Refusal.

The following is a record of the relevant applications and submissions:

- August 2011 - Application reference: 2011/4317/P and 2011/4322/C (application withdrawn in November 2011)
- June 2012 – Application reference: 2012/3089/P and 2012/3092/C
- September 2012 – Revisions
- May 2013 – Revisions

In addressing the Townscape and Design principles the statement will respond to the following reports:

- Camden Officers Report to Committee dated 13/06/2012 recommending Approval of Planning Permission and Conervation Area Consent subject to Section 106 Legal Agreement
- Camden’s decision notice dated 16th December 2013 and Reasons for Refusal
- Camden Rule 6 Statement of Case
- Rule 6 (6) Statement of Case on Behalf of 29 New End Objectors.

The evidence which I have prepared and provide for this appeal reference APP/X5210/A/14/2218243 in this proof of evidence has been prepared and is given in accordance with the guidance of my professional institution. I confirm that the opinions expressed are my true and professional opinions.

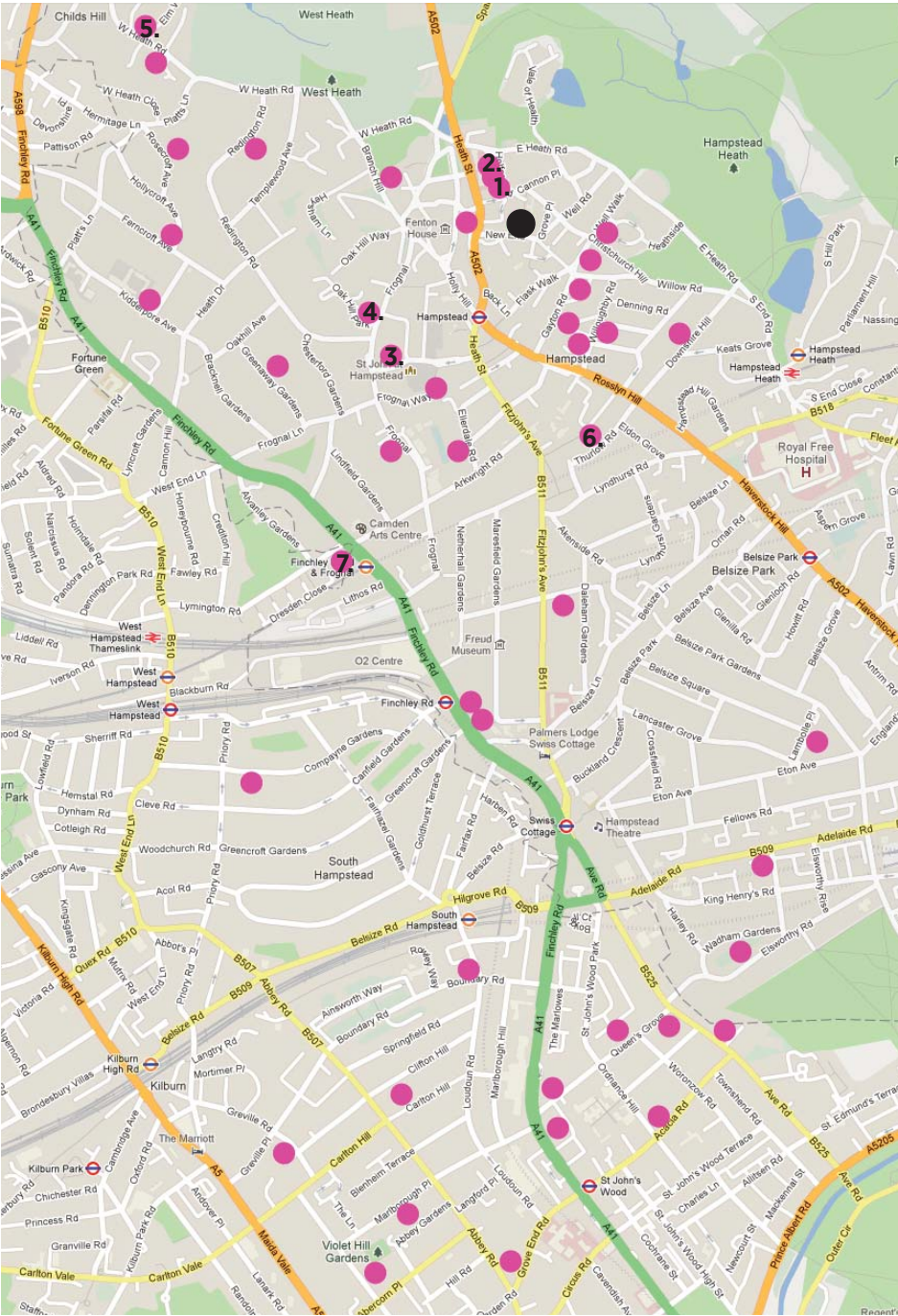
1.2 SUPPORTING DOCUMENTS

This statement is to be read in conjunction with the following supporting documents:

1. KSR Design and Access Statement
2. KSR Planning Application Drawings
3. Architecture and Heritage Proof of Evidence - Professor Robert Tavernor
4. Appendix RT2: Verified Views of the Appeal Scheme

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KSR Projects in the locality

The projects shown here illustrate the range of work carried out by KSR in the Hampstead and neighbouring Conservation Areas



1. Holford Road, NW3:
Hampstead Conservation Area



2. Holford Road, NW3:
Hampstead Conservation Area



3. Frognal Gardens, NW3:
Redington & Frognal Conservation Area



4. Tercet Terrace, NW3: Frognal Conservation Area
Camden Design Award 2006



5. Heath West, West Heath Road, NW3



6. Thurlow Road, NW3:
Fitzjohns Netherhall Conservation Area



7. The Pulse, Finchley Road, NW3



Pavilion Apartments, NW8
Best New Development - Evening Standard Award 2000



Wardrobe Court, EC4: St Paul's Conservation Area
City Heritage Commendation 2002
Civic Trust Commendation 2001



Sir Giles Gilbert Scott, Whitelands SW18
Commended - Wandsworth Design Awards 2007



Phillimore Square
Best New UK Development - Evening Standard Award 2007
MIPIM Residential Award finalist 2007

2.1 GORDON JEFFERYS (B.Arch. (UCT) RIBA)

My name is Gordon Jefferys. I gained my initial architectural qualification at the University of Cape Town in 1977 and, having come to England in 1981 I became a registered architect and member of RIBA. I joined KSR in 1995 and became a partner in 2001. Within the practice I am the partner with particular skills in developing sensitive projects, including listed buildings and working within conservation areas, a number of which have received awards.

I have been responsible for a number of award winning schemes, including Wardrobe Court, a phased complex of 95 new serviced apartments in the St Paul's Conservation Area, a very sensitive location close to St Paul's Cathedral in the City of London. This was a development that seamlessly integrated refurbishment and new build, and incorporated listed elements. It received a Civic Trust Commendation and was the first new building to receive a City Heritage Award. Close to the site is Tercelet Terrace, a contemporary development of houses in the Frognal Conservation area, which received a Camden Design Award.

2.2 KSR ARCHITECTS

KSR was formed by Les Koski and Richard Solomon in 1983 under the title Koski Solomon Partnership. Over the following 30 years the company has been named Koski Solomon Ruthven from 1990-2006, KSR Architects from 2006-2012 and subsequently KSR Architects LLP from January 2012 until present, which now includes myself and Patrick Hickey as partners. The partners continue to have a hands-on approach to all projects and are passionate about architecture and design from inception to realisation.

Over the past 30 years, the practice has created a portfolio of over 400 projects, specialising in the planning, design and construction of residential properties ranging from large mixed use apartment buildings to exclusive individual residences. The practice's skills encompass all scales of the development process from urban design to interior design. Based in Camden Town, London, KSR has a particularly strong track record of working in the Borough of Camden and the adjoining City of Westminster. Notable projects in the vicinity of the site include:

- 7 - 9 Holford Road, NW3 – conversion of a 1900s Arts and Crafts nursing home into three distinctive individual homes in the same Conservation Area as New End.
- 1 Frognal Gardens – a new private house behind a part retained Arts and Crafts façade maintaining the original character of this Hampstead house within the adjoining Frognal Conservation Area
- The Pulse, Finchley Road - mixed private and social housing comprising 110 apartments, 8 houses with street level retail as a 'gateway' scheme.
- Tercelet Terrace - 5 contemporary luxury houses within the adjoining Frognal Conservation Area, designed to respect the landscaped garden setting (Camden Design Award winning scheme)
- Pavilion Apartments, St John's Wood Road - 122 apartments and affordable housing located opposite Lord's Cricket Ground in St John's Wood; Winner of the Evening Standard New Homes Award for Best New UK Development.
- Phillimore Square (Now known as Thornwood Gardens) - development involving 35 high-end residential apartments, 8 luxury town houses and a 33 unit affordable housing scheme around a new London square. Winner of Evening Standard Award 2007 for Best New UK Development and MIPIM Residential Award finalist 2007.
- Sir Giles Gilbert Scott, SW18 - Sensitive conversion of the Grade II listed Whitelands College, designed by the renowned architect Sir Giles Gilbert Scott, to create 100 apartments: commended in the Wandsworth Design Awards 2007.

The Award Winning Practice follows good practice in its approach to all projects. We carry out thorough site studies to gain an understanding of the context of the site or building and its planning and historical background. We take a collaborative approach by engaging with the relevant local authority, conservation groups and local interested parties and this influences our design. Relevant award winning schemes are shown here.

NEW END

PROOF OF EVIDENCE

3.1 BACKGROUND SUMMARY

KSR was appointed in November 2008 by the appellant Karawana Holdings Limited. KSR had extensive experience of working within sensitive Conservation Areas within Hampstead itself and throughout London, achieving numerous design, conservation and heritage awards for both contemporary and traditional style architecture, which demonstrated a detailed understanding and response to their context.

A planning application for 27 apartments had been submitted in January 2008 by another applicant and architect. This application was withdrawn. The proposal was considered to result in harm to the character and appearance of the Conservation Area within the setting of listed buildings and the style and composition was considered alien to the context.

Following KSR's appointment, the potential to develop the existing building was considered. However it was extremely limited in its ability to provide any flexibility in apartment sizes and reasonable quality accommodation. The narrow width restricted the typical floor to 2 or 3 apartments. Another important aspect had been the existing floor to ceiling height, which, when introducing reasonable floor finishes, acoustic separation between floors and suspended ceiling, would result in a height of 2.3m or less which would not meet the minimum accepted standards. The provision of balconies associated with apartments is considered an important amenity for residents. Clearly the current building would not provide this and the addition of projecting balconies to the facade would significantly alter the existing facade and be uncharacteristic and harmful to the context.

Conversely, a new build replacement proposal offered the possibilities on many levels to make the best use of the site, enhancing and contributing to the conservation area, providing good quality accommodation and a building meeting the current standards in regard to energy and sustainability.

A clear need for a scheme that recognised the sensitive nature of the context and the essential need for any proposal to fully recognise the highly diverse quality of the context, through an understanding of the following was required:

- Significance of the heritage assets
- Significance and heritage value of the Conservation Area
- Setting of the heritage assets and critical views from which they are seen
- Distinctive nature of the context including materials, scale, proportion and solid to void relationships

The process of the scheme development, up to the proposals that are subject of the appeal, evolved over a period of some four and half years and involved extensive consultation with Camden Planning Department, public exhibitions and consultation and the input from appropriate consultants. The scheme underwent extensive changes over this period and we believe resulted in a proposal which recognised the importance of the Conservation Area and the setting of the Heritage assets, and makes a significant contribution and enhancement to the distinctive character of its context.



01. PEDESTRIAN BACK ROUTES



02. CHRIST CHURCH & PRIVATE OPEN SPACE



03. NEW END VIEW WEST



04. Christchurch Passage
VIEW SOUTH



05. Christchurch Passage
VIEW NORTH



06. NEW END SYNAGOGUE (FORMER NEW END THEATRE)

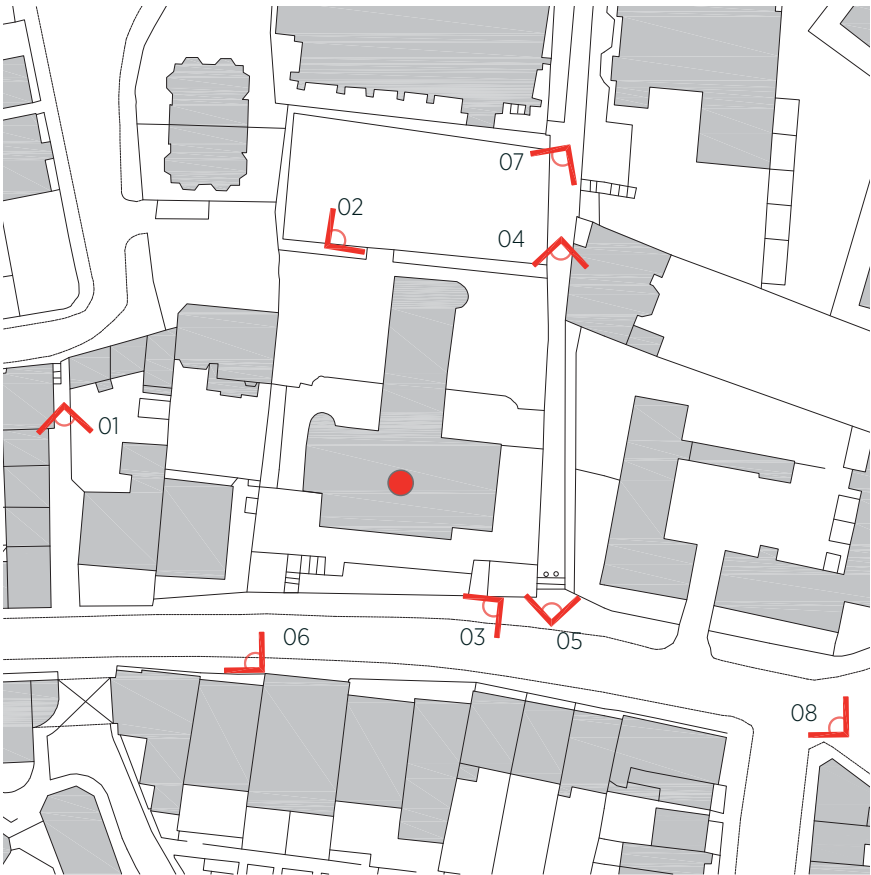


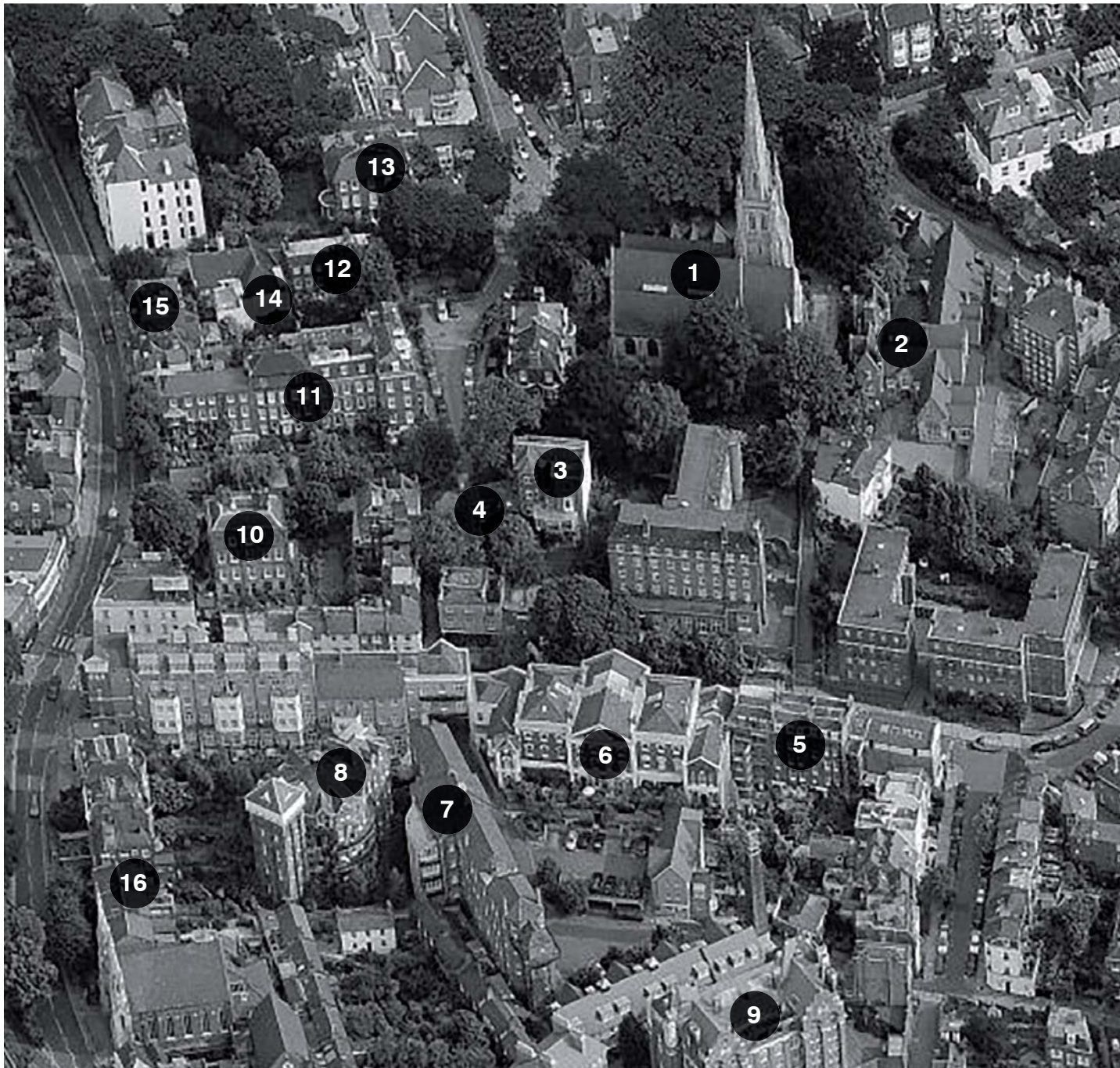
07. Christchurch Passage
VIEW SOUTH



08. EXISTING NURSES' ACCOMMODATION

PHOTOGRAPHS OF SITE CONTEXT





Listed buildings in proximity to the site:

- | | | | |
|----|--|-----|---|
| 1. | Christ Church (Grade II) | 9. | New End Primary School (Grade II) |
| 2. | Christ Church Primary School (Grade II) | 10. | Elm Lode, 2 Elm Row (Grade II*) |
| | Christ Church School Cottages (Grade II) | 11. | 1,3 and 5 Elm Row and 110 Heath Street (Grade II) |
| 3. | Lawn House, 12 Hampstead Sq. (Grade II) | | 1, 2, 4, and 5 Hampstead Sq. (Grade II) |
| 4. | Stables - 10, 12, 14 Elm Row (Grade II) | 12. | 7, 8, 8a and 9 Hamsptead Sq. (Grade II) |
| 5. | 10, 12, 14 New End (Grade II) | 13. | Vine Hoose, 6 Hampstead Sq (Grade II) |
| 6. | Former New End Hospital Workhouse Block (Grade II) | 14. | Friends' Meeting House, 120 Heath Street (Grade II) |
| 7. | Former New End Hospital Infirmary Block (Grade II) | 15. | 118 Heath Street (Grade II) |
| 8. | Former New End Hospital Circular Ward (Grade II*) | 16. | 86-98 Heath Street (Grade II) |
| | | | Baptist Church, Heath Street (Grade II) |



LOCATION PLAN



4.1 SITE ASSESSMENT

The site lies within the Hampstead Conservation Area, within Sub Area Two Christ Church/Well Walk, which is characterised by a diversity of architectural typologies ranging from churches to cottages, a range of historical period buildings and associated style and diversity of scale and massing.

An extract from KM Heritage’s supporting Historical Environment Assessment states, *‘In a very small radius of just a couple of hundred metres, from Heath Street in the west to Well Walk in the east, and from New Court in the south to Christ Church in the north, there is an extraordinary variety of building types, sizes, styles and age. Unlike other parts of London, where the development of land and estates by single builders resulted in the Georgian squares or Victorian terraces, there is no single architectural style that characterises the area around New End or indeed across Hampstead’.*

The site itself occupies a prominent position on New End, from which it is accessed, and, as one moves around the site and surrounding public areas, is visible in various contexts and in varying degrees due to the topography of the area and the openness of surrounding fabric which allows views through.

The most important buildings in the immediate context are no’s. 10-14 New End (number 5 on the aerial image opposite), the former New End Hospital Workhouse Block (6), Lawn House (3) and Christ Church (1). This diversity at all levels in regard to scale and massing, style, level of detail and materials add to the character and richness of the conservation area.

Important views of Christ Church and its steeple from New End, Lawn House from Christchurch Passage and the openness existing as a result of the private open space area designated at the rear of the site are essential qualities to be maintained in considering any site development.

One’s initial impression on visiting the site is of a building which bears little relationship to the surrounding fabric on many levels. Its elevation is uncompromising, the repetitive window arrangement gives a horizontal pattern and its relationship at street level is entirely detached. The present building is described in the Hampstead Conservation Area appraisal as ‘having an overbearing quality as it looms over the street’. In addition to its overbearing quality, the building sits on a series of tiered plinths and has no relationship at the southern perimeter, at street level to New End. It lacks elegance and good proportion, and sits on its site in an expedient fashion that is unrelated to the context. It presents itself as an impervious block, offering an unfriendly relationship with the street at ground level. It is not identified as making a positive contribution to the Conservation Area. The building and the site are now in a poor condition.

The existing building on the site of 29 New End was designed as and was formerly in use as nurses’ accommodation associated with the nearby former New End Hospital. The building has been vacant since 2005. It appears to have been built in the early 1950s. The building is T-shaped, with a block facing New End and a block running back northwards into the site. The building is an unremarkable and generic mid-20th century structure; it is configured over ground and four upper floors and provides 75 single bedrooms. The property is set in grounds extending to 0.238 hectares (0.588 acres). The building has an area of 2,720 sq m (29,278 sqft). The site is terraced from the top, adjacent to Christ Church to the north, down to New End at its southern boundary. The overall level change across the site is 7.5 meters.

The northern part of the site is designated as Private Open Space by the Core Strategy Proposals Map (2010).

Open Space
Policy CS15 of the adopted Core Strategy (2010) seeks to secure improvements to open space from developments that create an additional demand for open space.
Policy DP31 of the adopted Development Policies (2010) seeks to increase the quantity and quality of open space in Camden. The adopted Sept. 2013 Site Allocations document requires development on the proposal site to protect the Christchurch Passage Open Space which forms the northern part of the site.
The current Open Space to the north of the site is largely covered by a tarred tennis court and surrounding landscape, which have no visual, landscape or environmental qualities.

5.1 PLANNING BACKGROUND

An initial pre-application scheme was submitted in November 2008.

Changes and refinement of the scheme continued throughout the process following detailed discussions with Camden and input from the public consultation and neighbourhood consultation.

The first planning application was submitted in August 2011.

A summary of the significant changes leading to the application are as follows:

- Changes in massing to reduce the scale and impact of the building including setbacks to the upper floors, reduction in the width of the rear and front buildings.
- Change in design treatment from a traditional approach to a contemporary approach whilst still recognising the qualities of the surroundings in regard to materials, solid to void relationship, scale and proportions
- Omission of a second basement level.
- Development of detail to and proportion of the façade to recognise surrounding architecture.

In developing the design principles for the proposals, a full understanding of the existing qualities of the site was undertaken. The principal targets in creating a design that would significantly improve the qualities of the existing building and enhance the Conservation Area and setting of the listed building included the following:

- Retention of the visual and physical permeability of the site allowing views of surrounding buildings from various angles.
- Enhancement of the quality of building facing onto New End.
- Creation of a landscaped forecourt onto New End at pedestrian level to significantly improve and enhance the street level.
- Protection of the private open space to the rear with landscape to provide both an amenity area for residents, and greatly improved open space setting for the church and Lawn House and other associated buildings.
- Scale, massing, material and articulation recognising the adjacent fabric.
- Protection and enhancement of the amenity of existing neighbours in relation to visual privacy and overlooking, daylight and sunlight; outlook and quality of amenity space.



5.2 DESIGN DEVELOPMENT

Following initial discussions with Camden Planning Officers in November 2008, the possibility of changing the site arrangement from the existing T shaped arrangement to a separate front building and two rear buildings was explored. This adopted the principles of openness and visual permeability through which were characteristic of the area. This scheme formed the basis of the first exhibition.

In order to achieve this, the design required development on the private open space to the rear, an approach not supported by planning officers. As a result this proposal was not developed further.

In July 2009 the principle of following the T shape arrangement of the existing building was adopted. This would maintain the private open space to the rear, protecting the setting of the church and views across to Lawn House and the Hampstead Square buildings.

The general mass of the building in regard to height and width was similar to the existing building. Detailed analysis of this will be addressed.

The initial architectural treatment was of a more traditional style adopting materials, proportions and details characteristic of the context.

Following ongoing consultation with Camden, a series of key amendments were made responding to both Camden Design Officers' comments and feedback from local exhibitions. These are summarised below:

CONSULTATION SUMMARY

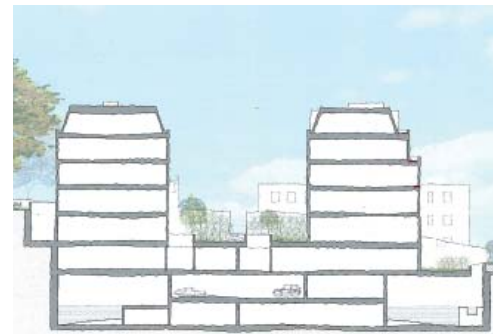
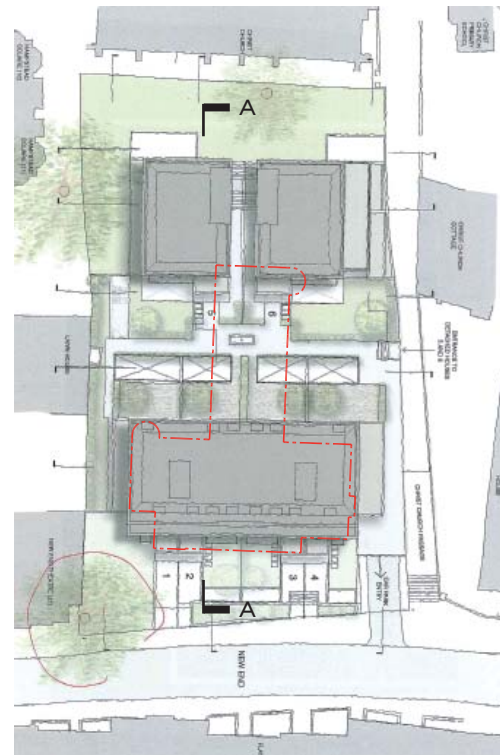
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|---|---|---|
| <p>1. February 2009</p> <ul style="list-style-type: none"> - Initial Proposal of 4 Townhouses to New End and 2 detached villas to the rear. <p>2. July 2009</p> <ul style="list-style-type: none"> - Changes to elevational treatments. <p>3. July 2009</p> <ul style="list-style-type: none"> - Consideration of 'Private Open Spaces' to the rear. - Change in residential arrangement to Apartments, echoing the outline of the existing building. <p>4. September 2009</p> <ul style="list-style-type: none"> - Significant top floor setbacks to reduce street level scale and impact on New End. - A change in elevational treatment to a more contemporary aesthetic. <p>5. January 2010</p> <ul style="list-style-type: none"> - Adjustment to positions of main facade and projecting bays to reduce the scale of the elevation. - Development of elevational principles to achieve a contemporary approach whilst recognising the nature of the local conservation area. - Development of details, materials and proportions. - Omission of a second basement level. | <p>6. April 2010</p> <ul style="list-style-type: none"> - Refinement of detail and proportion of elements to further respond to surrounding architectural styles. - Reduction of massing onto Christchurch Passage. - Introduction of a variety of architectural elements, such as balconies, feature windows and recessed balconies. - Change to treatment of the lift shaft elements to reduce scale and increase detail/ variety. - Treatment of facade onto open space refined to relate to Lawn House and 10 & 11 Hampstead Square. <p>7. August 2010</p> <ul style="list-style-type: none"> - Adjustments to the width of the 'back building' at the upper levels to resemble a clearer 'T-shaped' building. - Adjustment to side/corner bay to create a building corner with a more vertical character. - Reduction in height of the side bays onto Christchurch Passage and Hampstead Square to reduce massing - Development of the window positions, to echo the more vertical layout of the existing building. - Lowering of rear bay(s) level to provide amenity space to Apartment 14. - Adjustment to slope of roof edge to soften building profile | <p>8. December 2011</p> <ul style="list-style-type: none"> - Further adjustments to the withdrawn application were made and these are summarised under 5.3. |
|---|---|---|

August 2011

Planning submission Ref.: 2011/4317/P

**1. FEBRUARY 2009
FIRST PROPOSAL**

- Initial Proposal of 4 Townhouses to New End and 2 detached villas to the rear.



Section AA



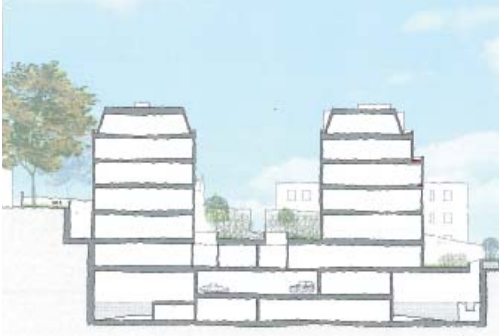
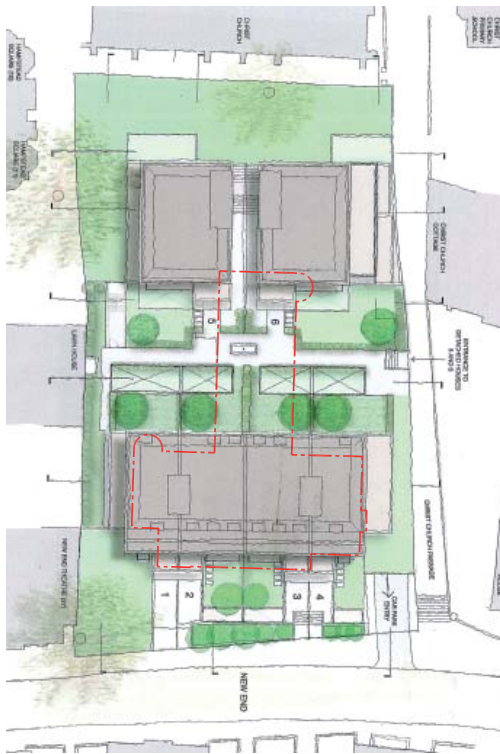
Christchurch Passage Elevation



Elevation to New End

2. JULY 2009
HOUSES

- Changes to elevational treatments.



Section AA



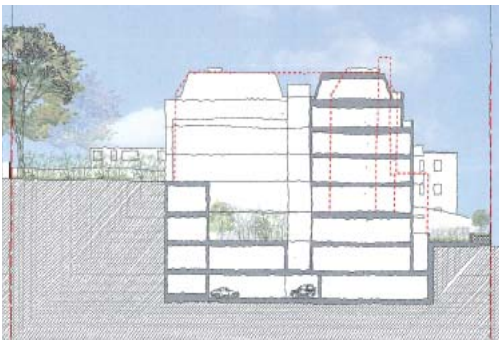
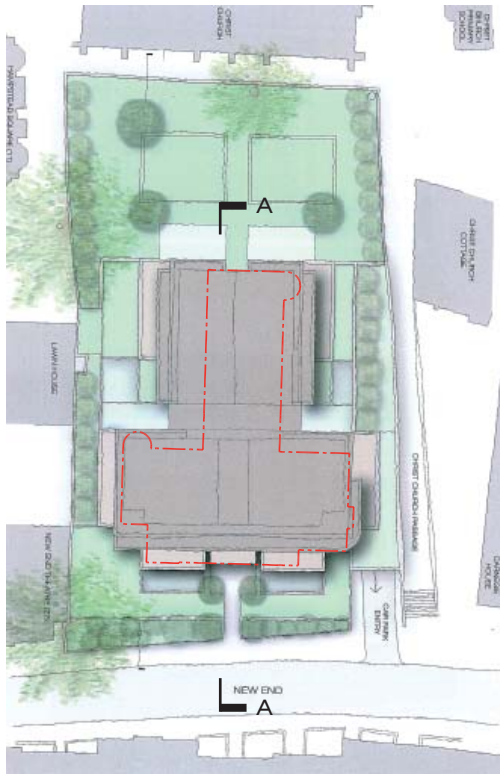
Christchurch Passage Elevation



Elevation to New End

3. JULY 2009
APARTMENTS

- Consideration of 'Private Open Spaces' to the rear.
- Change in residential arrangement to Apartments, echoing the outline of the existing building.



Section AA



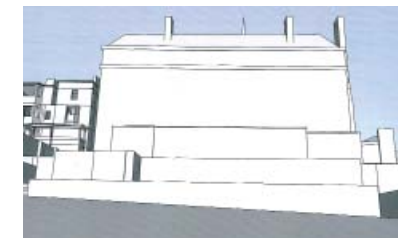
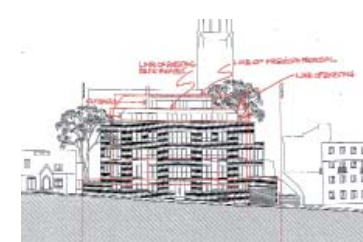
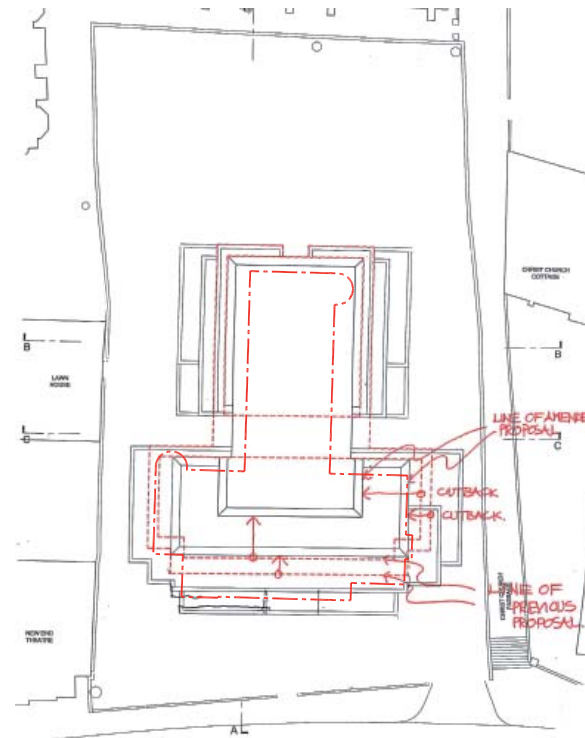
Christchurch Passage Elevation



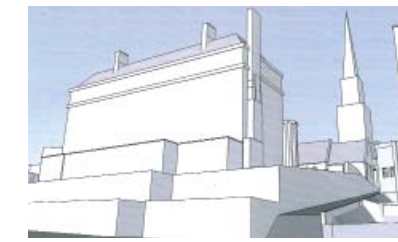
Elevation to New End

4. SEPTEMBER 2009 APARTMENTS

- Significant Setbacks to the two upper levels to reduce the scale and the impact to New End
- Change in elevational style to a more contemporary aesthetic whilst recognising the local context



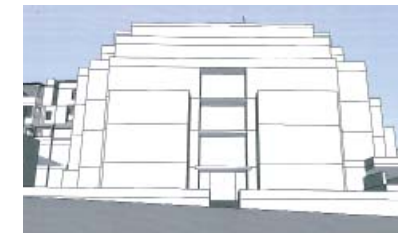
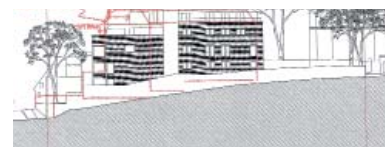
New End - Existing Building



New End - Existing Building



New End - Existing Building



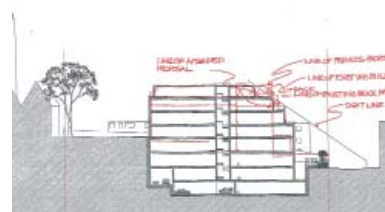
Proposed - July 2009



Proposed - July 2009



Proposed - July 2009



Amended - September 2009



Amended - September 2009

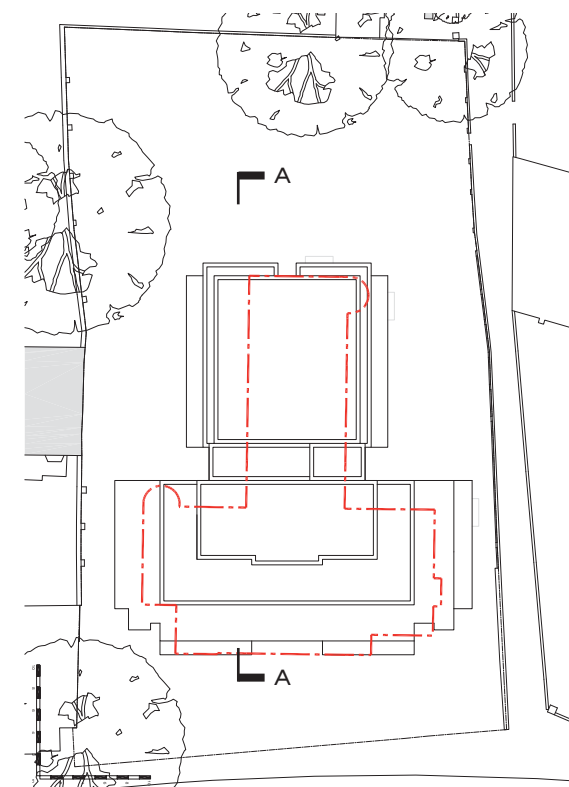


Amended - September 2009

Massing Studies of three Key Views to New End

5. JANUARY 2010 APARTMENTS

- Adjustments to location of main facade and bays to reduce the projection of the front bays
- Development of elevation principles to achieve a more contemporary approach, whilst recognising the nature of the local conservation area and the design of surrounding listed buildings
- Omission of second basement level
- Development of details, materials and proportions



Section AA

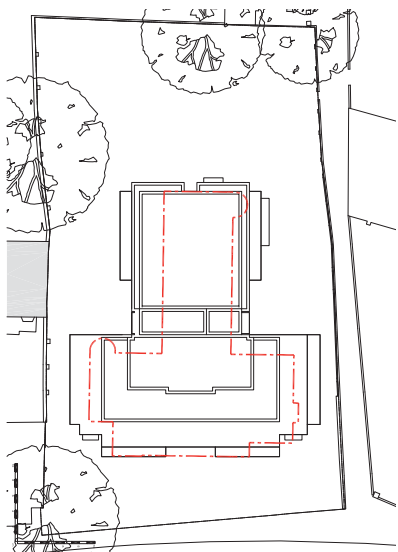


New End frontage

6. **APRIL 2010**
 APARTMENTS

Christchurch Passage frontage

- Refinement of detail and proportion of elements to recognise surrounding architectural styles
- Reduction of massing onto Christchurch Passage
- Introduction of a variety of architectural elements, such as balconies, feature windows and recessed balconies
- Change to treatment of the lift shaft elements to reduce scale and increase detail/variety
- Treatment of facade onto open space refined to relate to Lawn House and 10&11 Hampstead Square

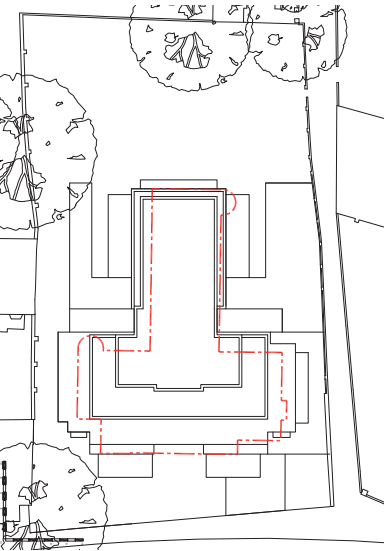


New End frontage

7. **AUGUST 2010 - APARTMENTS**
 AUGUST 2011 - PLANNING SUBMISSION
 REF.: 2011/4317/P

Christchurch Passage frontage

- Adjustments to the width of the 'back building' at the upper levels to resemble a clearer 'T-shaped' building.
- Adjustment to side/corner bay to create a building corner with a more vertical character.
- Reduction in height of the side bays onto Christ Church Passage and Hampstead Square to reduce massing
- Development of the window positions, to echo the more vertical layout of the existing building.
- Lowering of rear bay(s) level to provide amenity space to Apartment 14.
- Adjustment to slope of roof edge to soften building profile
- Planning submission August 2011 (Ref: 2011/4317/P)



New End frontage