

Design and Access Statement

6 Streatley Place, Hampstead, London NW3 1HP



Appendix 2 - Planning Policy Statement

PLANNING POLICY CONTEXT

1. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be decided in accordance with the development plan unless material considerations indicate otherwise.
2. The statutory development plan for the site comprises the Camden Core Strategy (2010), Camden Development Policies DPD (2010) and the London Plan (2011) and Revised Early Minor Alterations to the London Plan (2013). Material considerations are likely to include the National Planning Policy Framework (NPPF) and the Hampstead Conservation Area Statement.
3. In accordance with Officers' pre-application advice, this application seeks consent for a Class C1 use (hotel), however, it is considered that the bespoke nature and scale of the proposed development make it unique and it is clearly different from a conventional hotel use. The proposal is considered to be more similar to a dwellinghouse in terms of appearance, scale, and any likely impacts. On this basis, the following section refer to planning policies which are considered to be relevant to C1 (hotel) and C3 (dwellinghouses), as appropriate.

a) National Planning Policy

National Planning Policy Framework (NPPF)

4. The NPPF was published in March 2012 and replaced the previous suite of national Planning Policy Statements and Guidance Notes with one consolidated policy document.
5. The NPPF promotes a strong pro-growth agenda and paragraph 14 states that at the heart of the National Planning Policy Framework is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking. For decision-taking, this means:
 - approving development proposals that accord with the development plan without delay; and
 - where the development plan is absent, silent or relevant policies are out-of-date, granting permission unless:
 - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the Framework taken as a whole; or
 - specific policies in the Framework indicate development should be restricted.
6. Local planning authorities should always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings (para 17).
7. Hotels are included in the definition of 'main town centre uses' and the NPPF states that it is important that needs for main town centre uses are met in full and are not compromised by limited site availability (para 23).

8. In determining applications which relate to the historic environment, the NPPF states that local planning authorities should take account of:

- ***“the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;***
- ***the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and***
- ***the desirability of new development making a positive contribution to local character and distinctiveness.”*** (para 131)

National Planning Policy Guidance

9. In March 2014 the Department for Communities and Local Government (DCLG) launched the planning practice guidance web-based resource. National Planning Policy Guidance (NPPG) adds further context to the NPPF and it is intended that the two documents should be read together.

10. At Reference ID 26-002-20140306, the NPPG states that good design should:

“ensure that development can deliver a wide range of planning objectives enhance the quality buildings and spaces, by considering amongst other things form and function; efficiency and effectiveness and their impact on well being address the need for different uses sympathetically.”

11. In respect of design, Reference ID 26-006-20140306 the NPPG confirms that:

“Although design is only part of the planning process it can affect a range of economic, social and environmental objectives beyond the requirement for good design in its own right. Planning policies and decisions should seek to ensure the physical environment supports these objectives. The following issues should be considered:

- ***local character (including landscape setting)***
- ***safe, connected and efficient streets***
- ***a network of green spaces (including parks) and public places***
- ***crime prevention***
- ***security measures***
- ***access and inclusion***
- ***efficient use of natural resources***
- ***cohesive & vibrant neighbourhoods”***

12. Reference 26-007-20140306 of the NPPG goes on to confirm that:

“Development should seek to promote character in townscape and landscape by responding to and reinforcing locally distinctive patterns of development, local man-made and natural heritage and culture, while not preventing or discouraging appropriate innovation.”

b) Regional Planning Policy

London Plan (2011) (including Revised Early Minor Alterations (2013))

13. The regional planning policy for the site comprises the London Plan (2011) (including Revised Early Minor Alterations (2013)). This sets out the strategic planning framework for London within which individual Boroughs must prepare policies.
14. Policy 4.5 (London’s Visitor Infrastructure) states that local authorities should support London’s visitor economy, stimulate its growth and seek to improve the range and quality of provision.
15. Policy 6.13 (Parking) sets maximum parking standards for most land uses, however, there are no maximum or minimum standards set for hotels. The maximum residential parking standard is 1.5 –1 space for a three-bed house or flat. The maximum residential parking standards also states that all developments in areas of good public transport accessibility should aim for significantly less than 1 space per unit.
16. The minimum cycle parking standards for hotels is 1 space per 10 staff and for new dwellings is 2 spaces per 3 or more bed unit (Table 6.3).
17. Policy 7.8 (Heritage Assets and Archaeology) states that new development should identify, value, conserve, restore, re-use and incorporate heritage assets, where appropriate. Also, new development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.

Draft Further Alterations to the London Plan (FALP) (2014)

18. The FALP does not propose any substantial changes to any of the current London Plan policies quoted above, apart from the maximum residential parking standards set out in Policy 6.13 (Parking). The FALP proposes to change the maximum residential parking standard for a three-bed home to ‘up to 1.5 spaces’.

c) Local Planning Policy

Designations

19. The site is located within the Hampstead Conservation Area. The site does not fall within any other specific designations as outlined on Camden’s Proposals Map (2010).
20. The site does not contain any statutory or locally Listed Buildings/Structures or Tree Protection Orders.

Camden Core Strategy (2010)

21. Policy CS1 (Distribution of Growth) states that the Council will promote the most efficient use of land and buildings in Camden by, amongst other things, seeking development that makes full use of its site, taking into account quality of design, its surroundings, sustainability, amenity, heritage, transport accessibility and any other considerations relevant to the site and resisting development that makes inefficient use of Camden's limited land.
22. Policy CS6 (Providing Quality Homes) states that the Council will aim to make full use of Camden's capacity for housing and seek to minimise the net loss of existing homes.
23. Policy CS14 (Promoting high quality places and conserving our heritage) promotes design that respects local context and character, high quality landscaping and works to streets and public places. The policy aims to preserve and enhance Camden's heritage assets and their settings. It seeks the highest standards of access in all buildings and places and requires schemes to be designed to be inclusive and accessible.

Camden Development Policies DPD (2010)

24. Policy DP12 seeks to ensure that shopping, services, food, drink, entertainment and other town centre uses do not cause harm to the character, function or amenity of neighbourhoods. When making a decision, the Council will consider the impact of the development on nearby residential uses and amenity, and any prejudice to future residential development.
25. Policy DP14 (Tourism development and visitor accommodation) states that the Council will support tourism development and visitor accommodation by, amongst other things, considering tourism development outside the main town centre ***"that has a local or specialist focus and that would attract limited numbers of visitors from outside the borough"***.

26. Policy DP14 goes on to state that:

"All tourism development and visitor accommodation must:

d) be easily reached by public transport;

e) provide any necessary off-highway pickup and set down points for taxis and coaches;

f) not harm the balance and mix of uses in the area, local character, residential amenity, services for the local community, the environment or transport systems.

The Council will protect existing visitor accommodation in appropriate locations."

27. Policy DP18 (Parking standards and limiting the availability of car parking) states that the Council will seek to ensure that developments provide the minimum necessary car parking provision and that developments in areas of on-street parking stress should be 'car capped'.
28. Policy DP22 (Promoting sustainable design and construction) requires new development to incorporate sustainable design and construction measures and incorporate green or brown roofs and

green walls wherever suitable. The Policy does not set a BREEAM target for non-domestic developments which would comprise less than 500sqm of floorspace.

29. Policy DP23 (Water) requires developments to reduce their water consumption, the pressure on the combined sewer network and the risk of flooding. Water efficient features should be incorporated into the design. Run-off and waste water entering the combined storm water and sewer network should be limited. The provision of attractive and efficient water features are encouraged.

30. Policy DP24 (Securing high quality design) specifies that all developments are to be of the highest standard of design and that developments should consider:

“a) character, setting, context and the form and scale of neighbouring buildings;

b) the character and proportions of the existing building, where alterations and extensions are proposed;

c) the quality of materials to be used;

d) the provision of visually interesting frontages at street level;

e) the appropriate location for building services equipment;

f) existing natural features, such as topography and trees;

g) the provision of appropriate hard and soft landscaping including boundary treatments;

h) the provision of appropriate amenity space; and

i) accessibility.”

31. Policy DP25 (Conserving Camden’s heritage) states that the Council will only permit development within Conservation Areas that preserves and enhances the character and appearance of the area. Also, the demolition of an unlisted building will be resisted where the building is considered to make a positive contribution to the character or appearance of a conservation area. The Council will also seek to preserve trees and garden spaces which contribute to the character of a conservation area and which provide a setting for Camden’s architectural heritage.

32. Policy DP26 (Managing the impact of development on occupiers and neighbours) seeks to protect the quality of life of occupiers and neighbours. In making a decision, the Council will consider the following factors:

- “a) visual privacy and overlooking;***
- b) overshadowing and outlook;***
- c) sunlight, daylight and artificial light levels;***
- d) noise and vibration levels;***
- e) odour, fumes and dust;***
- f) microclimate;***
- g) the inclusion of appropriate attenuation measures.”***

Site Allocation DPD (2013)

33. The site is not allocated in the Site Allocations Document DPD (2013).

Hampstead Conservation Area Statement

34. The Statement seeks to provide a clear indication of the Council’s approach to the preservation and enhancement of the Hampstead Conservation Area.
35. According to the Conservation Area Statement, the central part of the Conservation Area, within which the site is located, is particularly characterful. It is explained that:

“The area contains an extraordinary variety of building types, ages and styles, ranging from tiny cottages of all ages, grand 18th century houses, Victorian tenements and substantial villas to 20th century council flats and small private houses” (page 17).

36. With regards to demolition, the Statement explains that the Council will seek the retention of those buildings which are considered to make a positive contribution to the character or appearance of the Conservation Area (H5).
37. With regards to new development, it is explained that:

“Hampstead has a variety of building types, ages and styles. There are striking examples of modern architecture and design, however modern development has not always taken account of the area’s history and its context. Modern architectural design will not be resisted per se, but it should be considerate to its context” (H22)

“The topography of the area gives Hampstead a distinctive character and street pattern. It has created small building plots, a range of building forms, a dense built up urban character with only small amounts of associated open space. In contrast to this, the gentler slopes afford more space and more spacious layout. This contrast is a major characteristic and new development should respect it.” (H24)