



6 Streatley Place, Hampstead, London NW3 1HP

## Design and Access Statement

for

Living Architecture

December 2014



Produced by

Ordinary  
Architecture

with

Jane Wernick Associates

Atelier Ten

KM Dimensions

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A Room For London



House For Essex, Wrabness



The Shingle House, Dungeness

## 1.0 Project Introduction

### 1.1 Background

This Design and Access Statement has been prepared by Ordinary Architecture Limited on behalf of the client Living Architecture. It describes proposals for a new-build, small scale holiday property on the site of 6 Streatley Place, Hampstead.

Living Architecture is a social enterprise set up by the philosopher and author Alain de Botton to commission works of outstanding contemporary architecture. Projects by Living Architecture – which include the Shingle House in Kent, A Room for London on the South Bank and the Balancing Barn in Suffolk – have gained international recognition for the quality and ambition of their architecture. In recognition of their commitment to architectural patronage, Living Architecture have won numerous awards and have twice been nominated as the RIBA Client of the Year. They are currently constructing three further properties in Essex, Devon and Wales.

Working with the UK's leading architects and artists, Living Architecture strives to create unique and exciting homes, each of which is open to the public to be rented as short term holiday accommodation. In this way, Living Architecture allows its guests to directly experience contemporary architecture and how it feels to live in a one-of-a-kind home.

6 Streatley Place is the first urban site proposed for a permanent Living Architecture property. Rather than a remote, rural location, Streatley Place is densely urban and lies within one of the most fascinating and historic parts of London. The proposal is intended to respond to both these conditions: an innovative example of contemporary architecture that also acts as a good neighbour and a positive addition to the city.





John Constable's House  
40 Well Walk, Hampstead



John Keats' House,  
10 Keats Grove, Hampstead



Sigmund Freud Museum,  
20 Maresfield Gardens, Hampstead

## 1.2 Project Brief

The brief is for a three-bed property that will be used for short-term holiday accommodation in line with Living Architecture's other houses. The client's ambition is for an innovative architectural statement that relates thematically and formally to Hampstead's historic role as a home to artists and intellectuals.

Initial client briefings focused on the development of a narrative where each of the bedrooms related to a historical figure associated with the area. The character and work of these figures - John Keats, John Constable and Sigmund Freud – is intended to act as a catalyst for the interior layout and design of the building and to tie it to the cultural and social history of Hampstead.

## 1.3 Project History

Living Architecture acquired the site in 2013 and commissioned Ordinary Architecture Limited to develop designs for a new building in early 2014. Previously to this, the client had initiated pre-application consultation with the London Borough of Camden over the suitability of the site for redevelopment into a residential dwelling.

## 1.4 Project Team

The Project Team consists of:

Client:	Living Architecture LLP
Architect:	Ordinary Architecture Limited
Planning Consultant:	Quod
Structural Engineer:	Jane Wernick Associates
Environmental Engineer:	Atelier Ten
Cost Consultant:	KM Dimensions
Fire Consultant:	FISEC
CfSH Assessor:	Atelier Ten



## 2.0 Site

### 2.1 Hampstead Village

The Site is in Hampstead Village in north-west London. It lies within the Hampstead Conservation Area which has been described by LBC's Conservation Officer in the following terms:

*"The central part of the Hampstead CA is particularly characterful. Buildings are arranged in close proximity, on and around the narrow streets and alleys which follow the steep topography of the area. The topography emphasises the informality of the area's development by allowing unusual perspectives, views and vistas from high vantage points, wherein the buildings can seem to be layered, piled up and arranged randomly".* (Appendix 8)

Historically, Hampstead has been known as a home to intellectuals, artists, musicians and politicians. The area's growth as a residential district dates back to the 17th century when it was a popular spa destination. It continued to develop from that period and contains a significant number of architecturally impressive houses from the Georgian, Victorian and Edwardian eras.

In the early twentieth century, a number of important modernist houses were built in the area by both British and European émigré architects including Connel, Ward and Lucas, Maxwell Fry, Ernst Freud, Erno Goldfinger and Wells Coates. This tendency continued through the 20th century with new houses designed by, amongst others, James Gowan, Michael Hopkins and Peter Wilson. LBC's Conservation Officer has noted:

*"The practice established in the area in the C20, with individual, architect-designed Modernist houses infilling small pockets of land and breaking with the traditional approach".* (Appendix 8)

### 2.2 6 Streatley Place

6 Streatley Place is a small, enclosed site located off a pedestrian passageway connecting Back Lane and New End. It is approximately 220 sqm in area.

The site is bordered to the north by the gardens of Streatley Flats, to the east by 5A/7 Back Lane, to the south by the garden of 3 Streatley Place and to the west by Streatley Place passage. It is accessed directly from Streatley Place which contains a flight of steps roughly halfway along the face of the plot. The site is surrounded by retaining walls. Between the garden of 3 Streatley Place there is a change in level of approximately 2m. There is another drop between the site and the gardens of Streatley Place of approximately 2.7m. The site itself varies in level by 1.8m from the southwest to the northeast with the highest point coinciding roughly with the top of Streatley Place steps and the lowest point with the bottom.

Historical records show that the site has never been used for residential purposes and has contained various small-scale industrial structures and workshop buildings. Previously it has been recorded as a farm. The site has been in its present configuration since approximately 1954 and has been used as a workshop and storage space for various businesses. It now contains a number of dilapidated single-storey buildings and structures.

A Feasibility Study commissioned from Arup Associates by the previous site owner and the recent Site Investigations by the present client draw attention to the poor condition of the boundary retaining walls to 3 Streatley Place and Streatley Place flats. The latter appears to have undergone some repair work since the Feasibility Report was written. Trial pits dug along the boundary wall to 3 Streatley Place reveal the precarious state of this wall which appears to have little in the way of foundation support. As part of the preliminary work for the project, it is intended to prop, underpin and partially reconstruct these walls.

### 2.3 Surveys

#### 2.3.1 Tree Survey

A tree-survey was undertaken in November 2013 by Tree Aware UK Ltd.

There are a small number of self-seeded mature trees around the existing buildings none of which have TPO's and which are of low ecological value. The two mature trees in the adjacent garden of Number 3 Streatley Place are protected and will be unaffected by the works.

### 2.3.2 Ecology

A Phase 1 Ecological Survey was carried out in July 2013 with a further walk-over survey undertaken in September 2014.

The report concluded that the site was of low ecological value as it consists of a number of derelict buildings and areas of hard-standing. A number of recommendations were made within the report which have been fed into the Sustainability Statement in Appendix 3. These proposals also informed the Landscape Design which forms part of the submission and is included within this document.

### 2.3.3 Archaeology

An archeology report was commissioned by the client from MOLA on June 2014 and updated in October 2014. The full report is included in Appendix 5.

The report states that although the site lies within an "Archeological Priority Area", potential building remains were likely to be of "low heritage significance". While prehistoric, Roman and late-medieval finds have been recovered in the area they have not been discovered near or on the site.

### 2.3.4 Protected Species

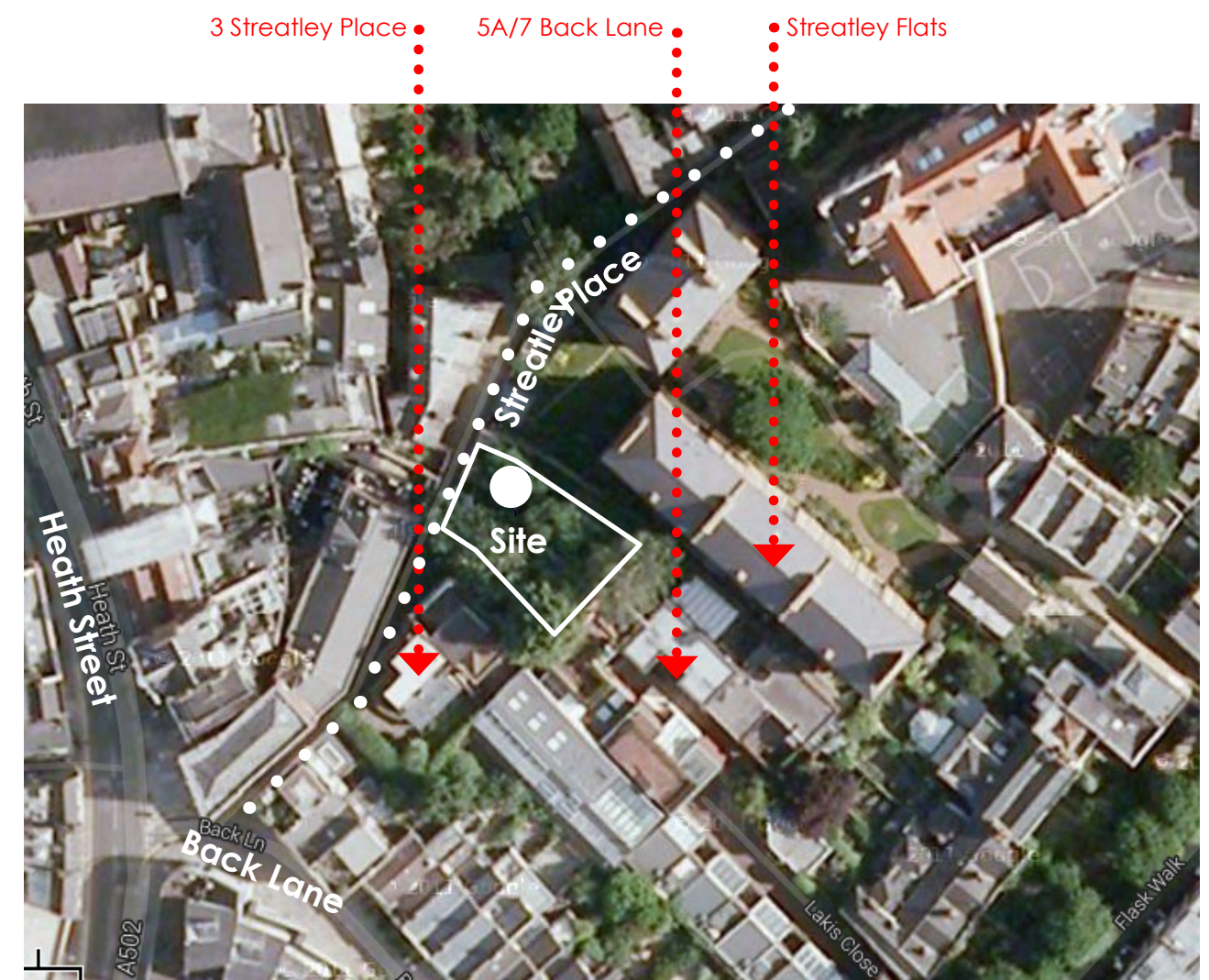
A Phase 1 Habitat and Bat Survey was undertaken by Alison Fure in August 2013.

This report concluded that bat activity was "very low" and that the value of the site for nesting birds was also very low. This survey is included in Appendix 6.

### 2.3.5 Flood Risk

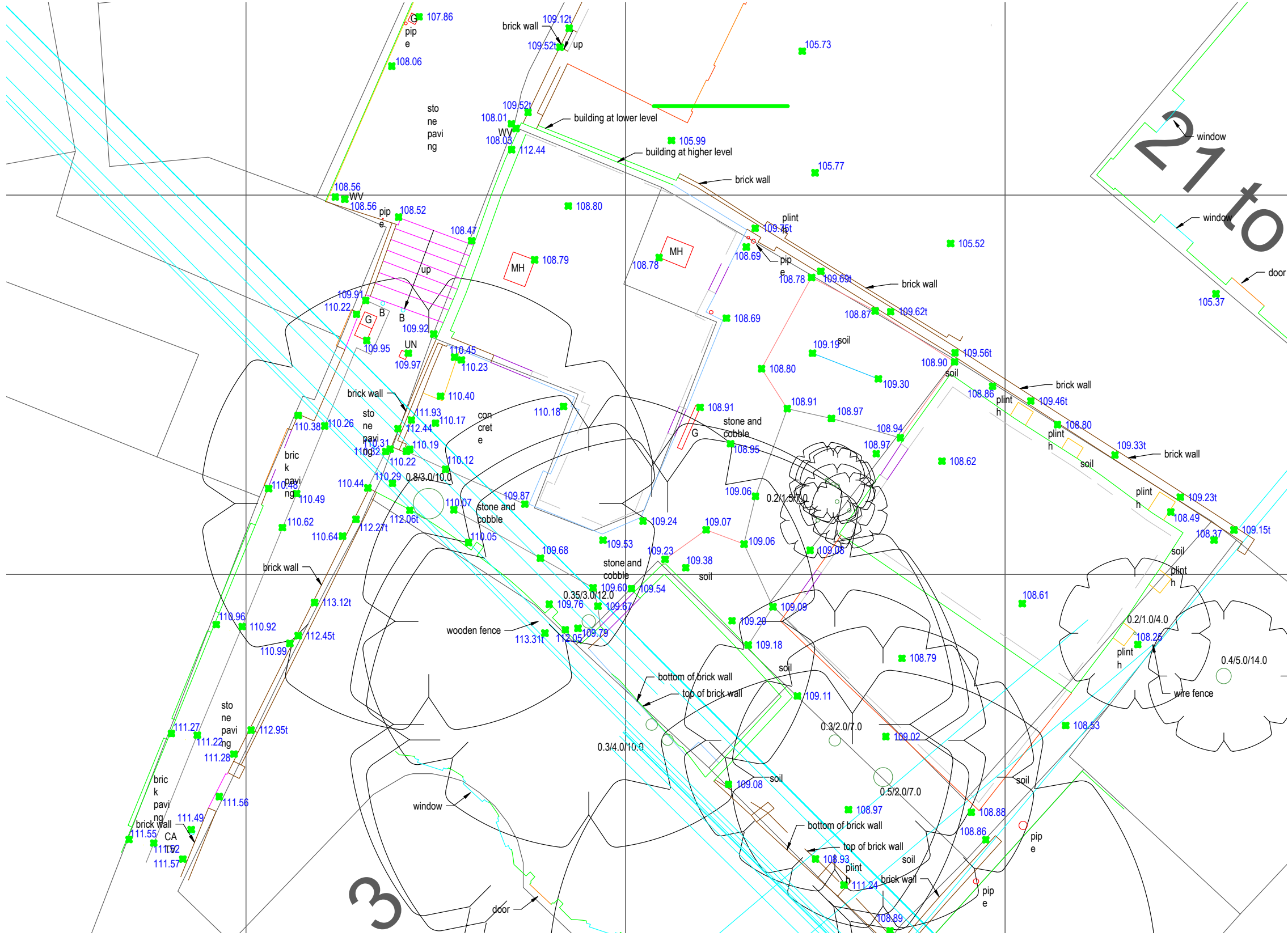
A flood risk assessment was undertaken by Innervision Design Ltd in October 2014 which is included in Appendix 7. The conclusion of the assessment was that:

*"The developed area of the proposed site lies in Flood Zone 1 therefore having extremely low possibility of flooding from sea and rivers".*



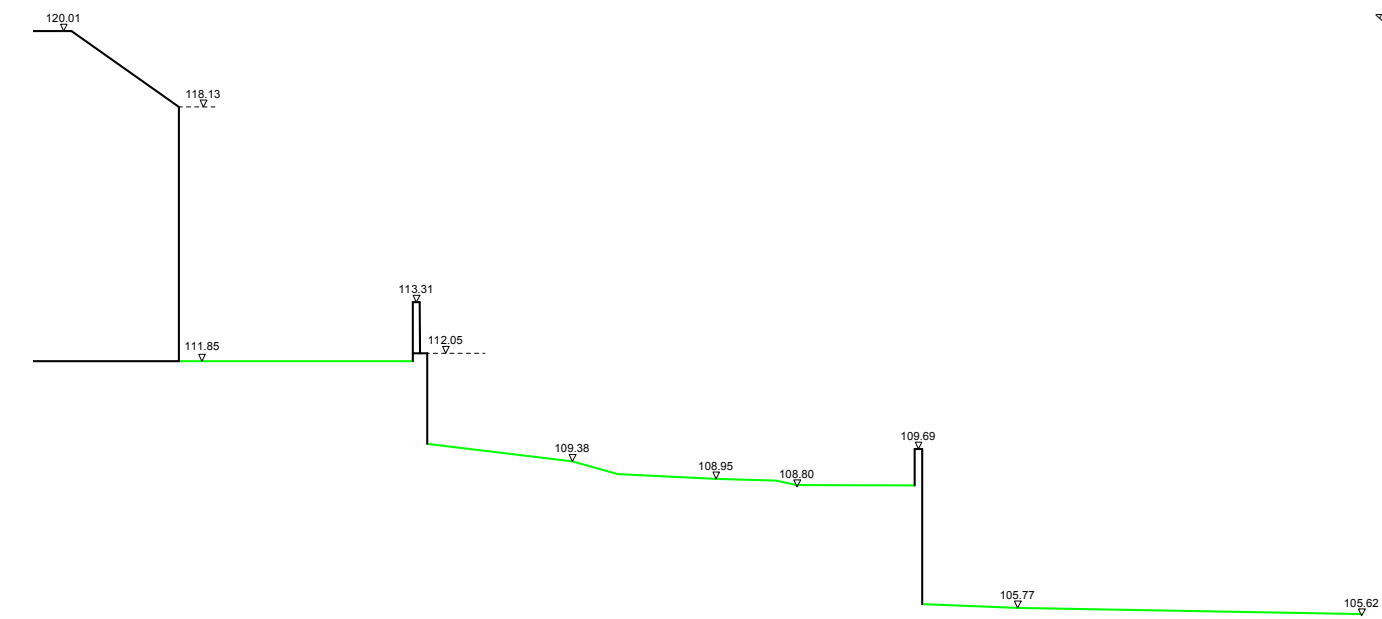
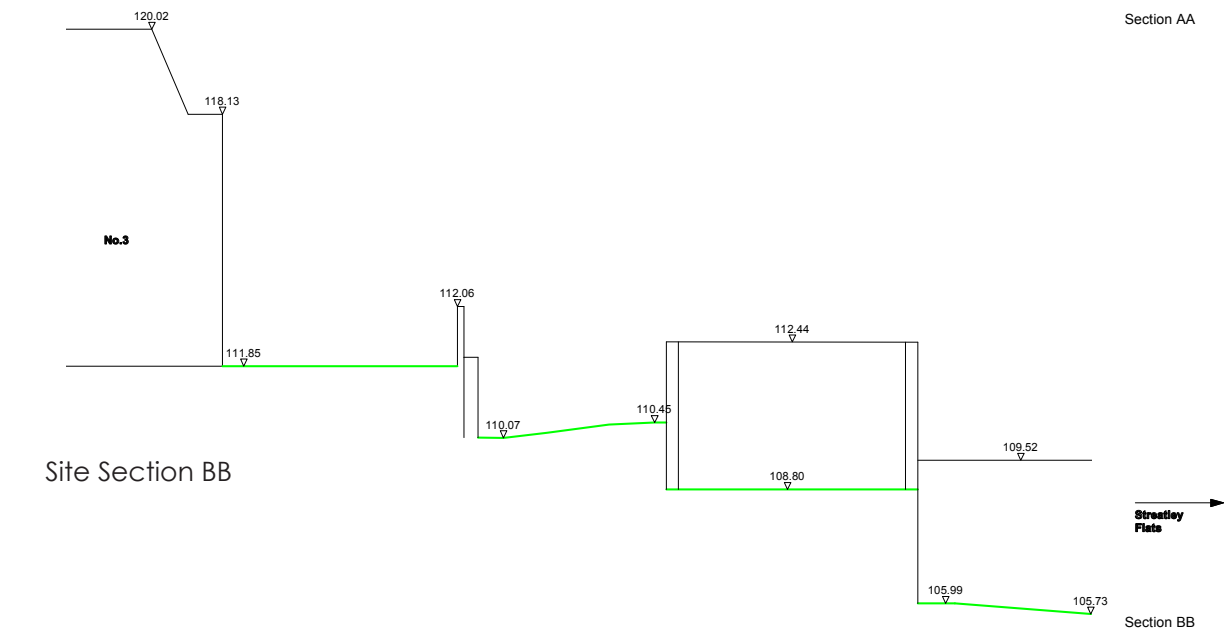
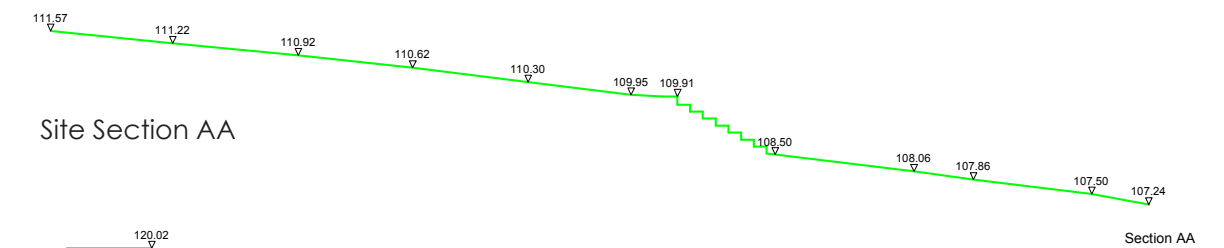
Annotated aerial photograph showing site location and neighbouring buildings





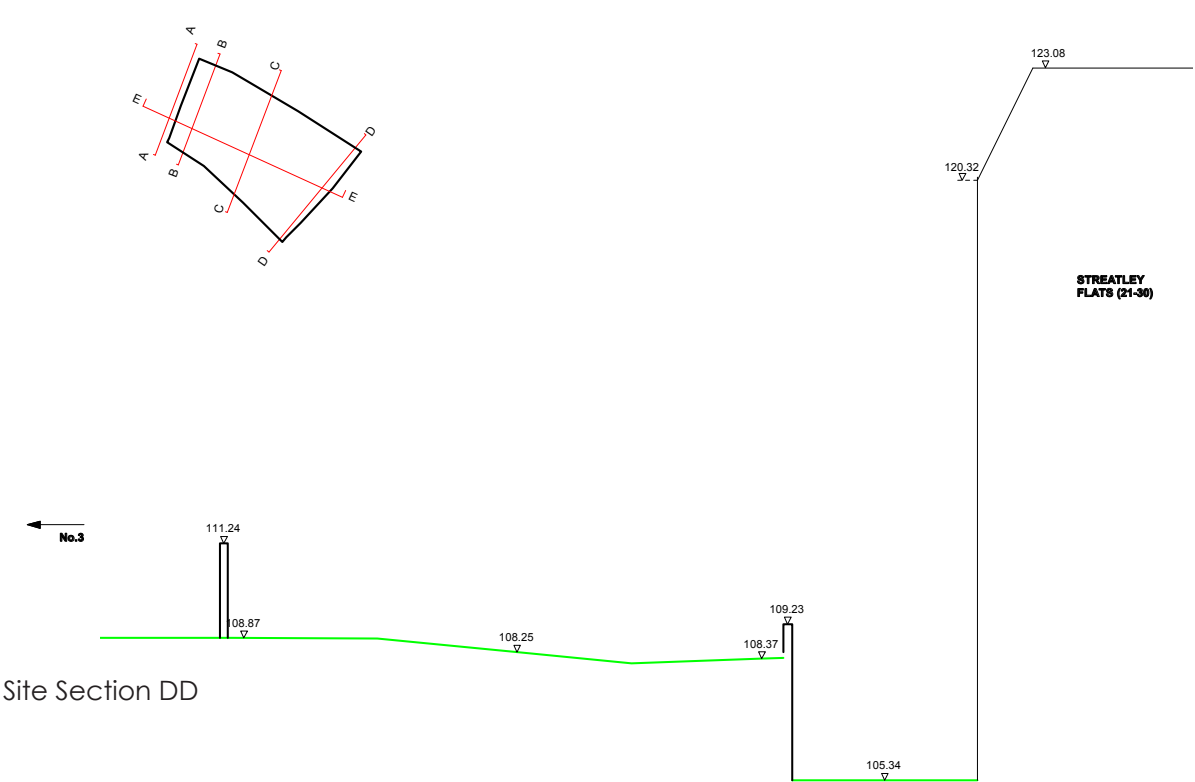
Site Plan showing existing arrangement and spot heights



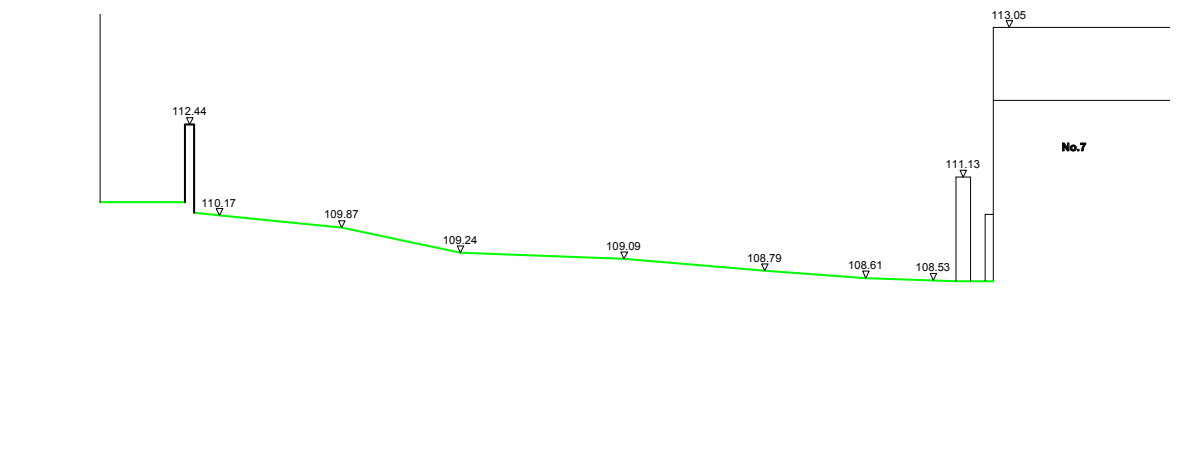


Site Section CC

Existing site sections



Site Section DD



Site Section EE



Location Plan showing site and related features





Location Plan (site defined in red)





View of site looking north east towards store.



View of site looking back towards entrance.

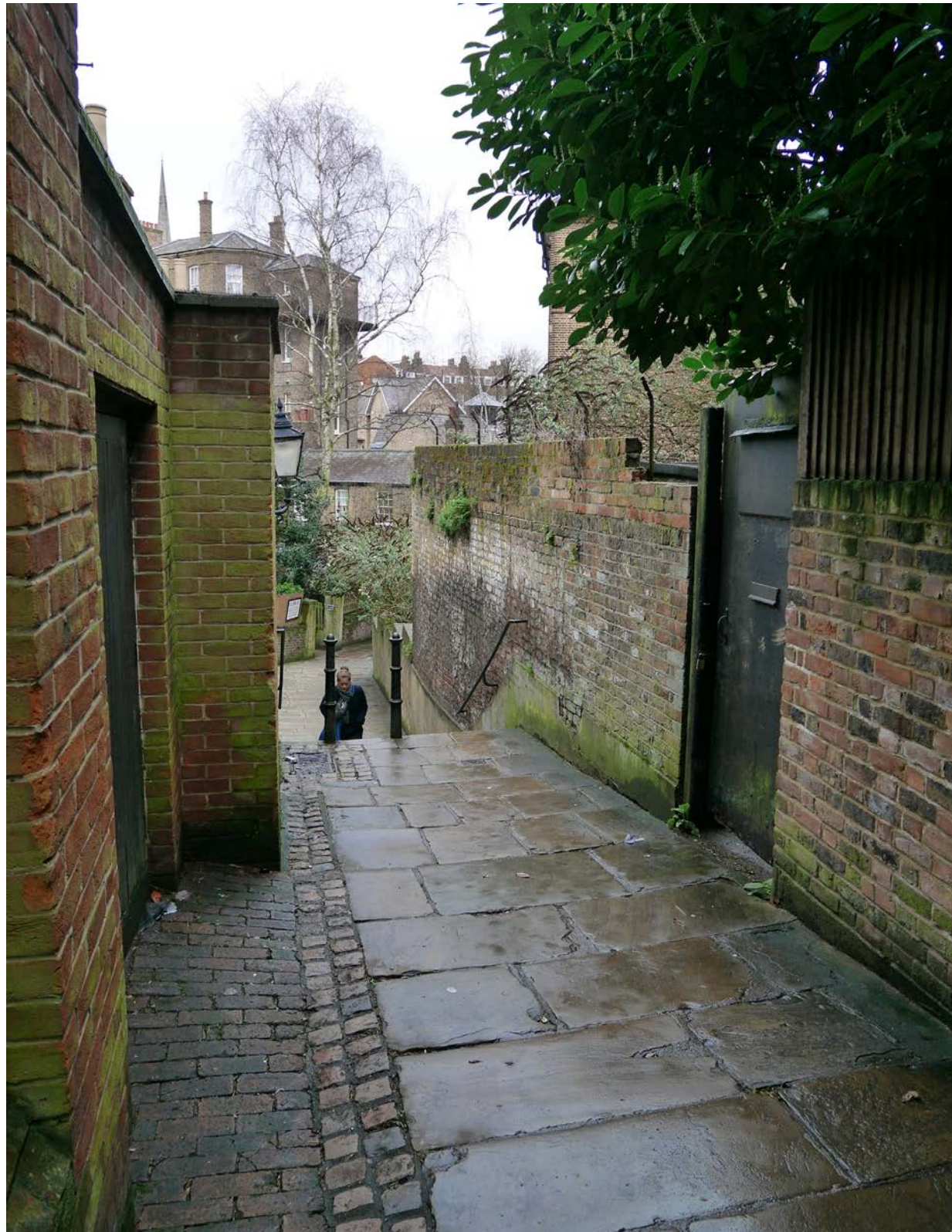


View of site looking south east towards sheds.



View from middle of site looking back towards entrance.





View down Streatley Place towards New End, with site entrance on right



View up Streatley Place towards Back Lane.



View of the site from the gardens of Streatley Flats



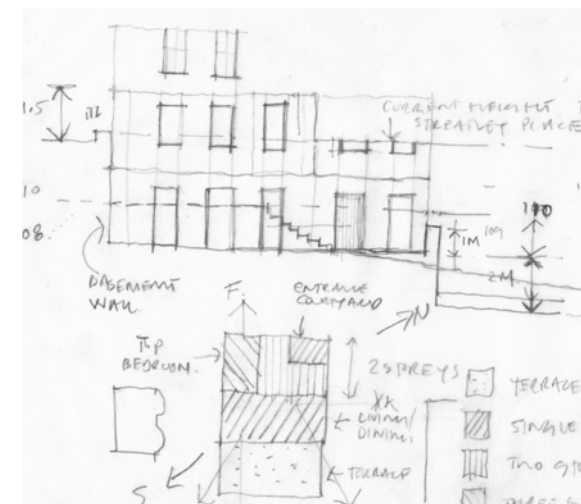
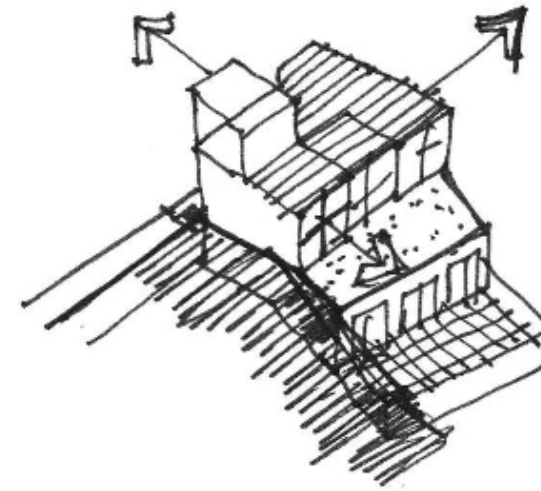
## 3.0 Design Statement

### 3.1 Approach

The design responds to two main issues: the immediate context of Streatley Place and the wider historic and cultural context of Hampstead. Early massing studies focused on the way that the new building could 'slot into' the topography of the site to take advantage of views and orientation while avoiding overlooking.

The design exploits the change in level of the site, placing the entrance at the lowest level of Streatley Place steps. This allows the building to sit relatively low in relation to its neighbours. While the facade to Streatley Place is seen as a public and formal frontage, the rear opens up to focus on a south easterly facing garden.

Early studies suggested that the house could step down from front to back. While the majority is two storeys, a third storey studio is placed at the north western corner of the site offering the potential for views across the rooftops of Streatley Place.



Sketches showing the approach to orientation and massing



### 3.2 Relationship To Context

The immediate context of Streatley Place is made up of buildings of various types constructed over a period covering the last two hundred years. Towards the bottom of Streatley Place lies the Victorian Workhouse. The majority of the buildings that make up the workhouse date from the late 19th century and are in a typically eclectic range of styles that include elements of Gothic, Baroque and Italianate architecture. Related to the Workhouse is Mansfield Place, a short terrace of worker's cottages fronted by gardens accessed from Streatley Place.

Immediately to the north of the site lies Streatley Flats, two large blocks of apartments built in 1898 in a pared-back neo-Georgian manner. These buildings are faced in stock brick with red brick quoins, gauged arches and string courses.

Along Streatley Place is a short row of two-storey cottages of typically mid-Victorian character constructed from London Stock Brick with white painted stucco detailing and timber sash windows. Further along Streatley Place opposite the site is a long, blank brick wall which contains storage and warehouse space. To the south and overlooking the site is 3, Streatley Place a relatively recent new build house built in the 1980s in a mock-Georgian style with double bay windows and buff-coloured facing brick.



View towards Hampstead Workhouse.



View of Streatley Flats



Terrace cottages on Mansfield Place



### 3.2.1 Materials and Massing

The character of Hampstead in general is dominated by its topography, with a rich jumble of different layers of buildings seen in relation to each other. Roofscapes play a prominent role and parapet lines and fenestration patterns often jump up and down to accommodate changes in level.

The tight urban grain and topography also results in a profusion of pedestrian alleys and steep paths where routes are defined by high garden walls, often constructed over various periods. The resulting spaces offer drama and a distinctive quality of 'bricolage', of varying buildings and styles that form a disparate but coherent whole.

The predominant material in the area is brick, mostly variations of buff/yellow London Stock. This is often set off by white stucco or painted weather-boarding. Examples of this include the weather-boarded studio at the entrance to Well Walk and similar examples around Holly Mount. Bricks are sometimes painted white, especially in doorways and entrance courtyards and there are examples of white glazed brickwork used in more industrial buildings.



Views of Hampstead showing typical changes in level in relation to topography



Views of Hampstead showing typical mix of materials and details



### 3.2.2 Modernism

Hampstead's role in providing a home to European artists and architects in the 1930s meant that it was also instrumental in bringing modernism to Britain. The area is home to a number of important early modernist houses including Willow Road flats by Erno Goldfinger and Frognal House by Ernst Freud. These buildings both contrast with and refer to their historic context, often through subtle means of proportion and fenestration rhythm. Willow Road for example, refers to Georgian architecture through its materials and detailing whilst also being uncompromisingly modern in its composition.

Within the borough of Camden there are numerous other examples of modernist infill housing. During the 1970s a number of new houses were built in and around Camden Mews for example. Sites with similar characteristics to Streatley Place prompted ingenious solutions to provide privacy and avoid overlooking whilst also developing innovative new typologies. Tom Kay's house in Murray Mews, constructed from London Stock Brick, is a typical, high-quality example.



Willow Road, by Erno Goldfinger



22 Murray Mews, by Tom Kay



### 3.3 Layout and Spatial Layout

#### 3.3.1 External Organisation

The design is orientated to maximise the opportunities of the site while minimising impact on neighbouring properties. Its massing is therefore composed to offer views and provide privacy for both residents and near neighbours. The house steps up with the hill so that it is low where it meets its neighbours and higher where there is a chance of views and light.

It also shifts in character from front to back, becoming progressively more open and fragmented in character. In doing so, the design attempts to relate to two quite different contexts: the historic character of 'old' Hampstead with its fine examples of Georgian, Victorian and Edwardian architecture as well as the area's more recent legacy of iconic modernist houses.



Formative drawing showing the concept of the stepped facade to Streatley Place



3.3.2 Internal Organisation

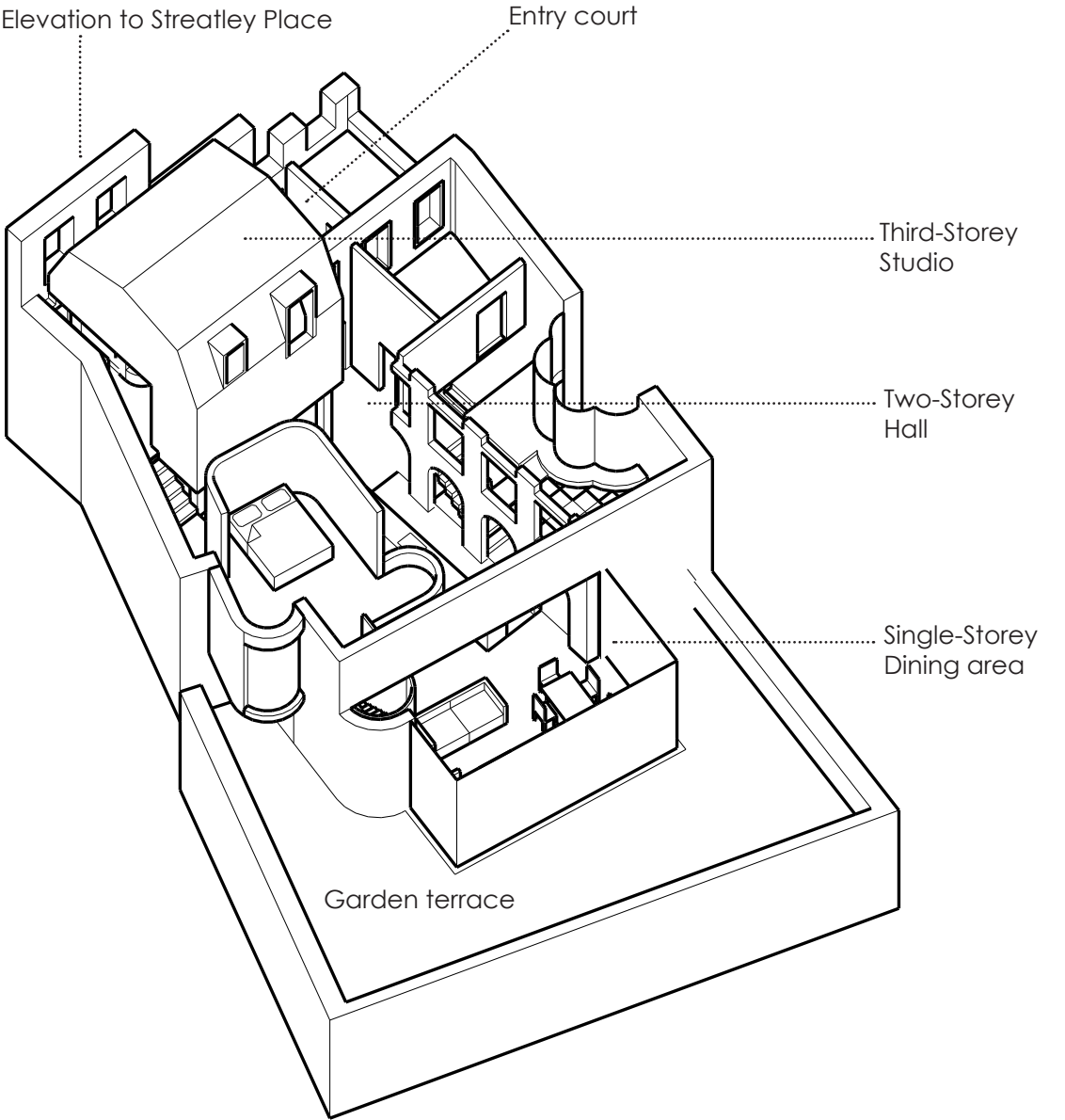
The building is entered from Streatley Place via a single door set into the façade. This allows entry into a small external courtyard that also provides access to a bin and bike store. From here a second front door leads into the hallway of the house.

At the centre of the building is a dramatic double-height space containing a kitchen and dining area. The three bedrooms are conceived as two-storey objects that sit within this tall space, each with its own distinct character. Each object contains a bedroom, bathroom and living/relaxing space connected by their own internal staircase.

A further staircase allows access to the second floor study that offers views across the rooftops of Streatley Place and beyond. At the rear, facing the garden, the building steps down to a single storey.

3.3.3 Internal Areas

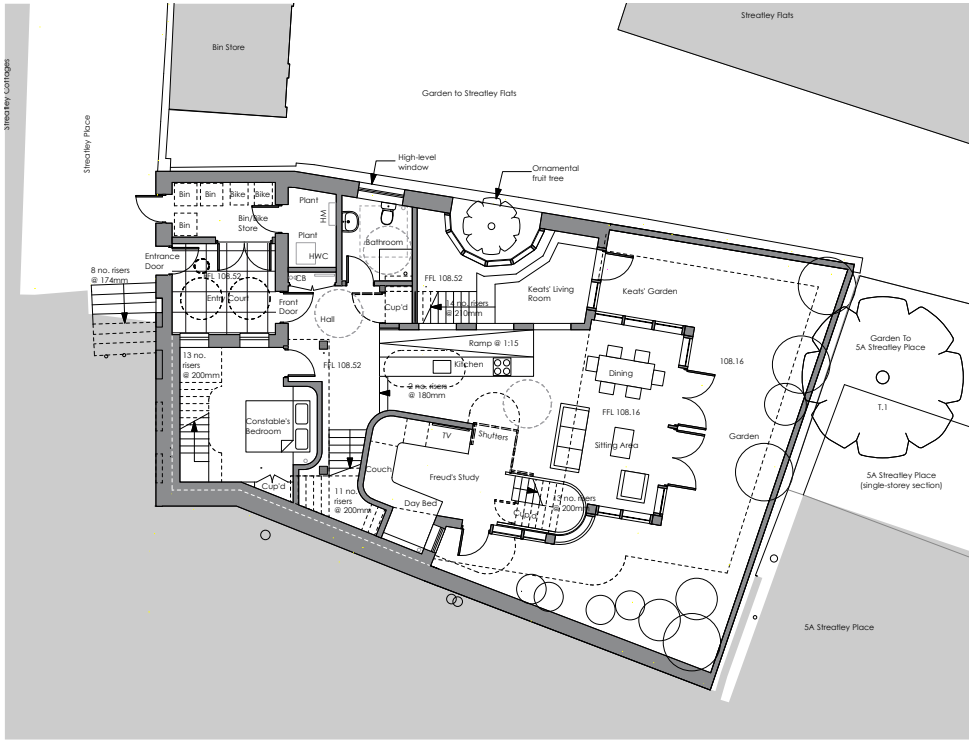
Ground Floor Area:	137 sqm
First Floor Area:	79 sqm
Second Floor Area	12 sqm
<b>Total GIA:</b>	<b>228 sqm</b>



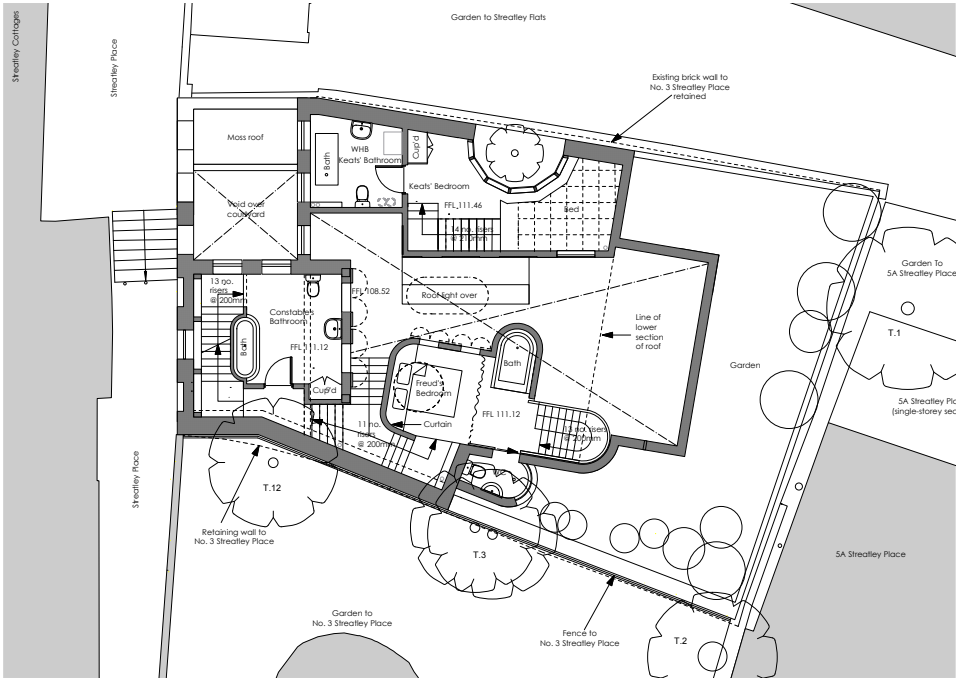
Preliminary sketch showing formative internal layout and organisation



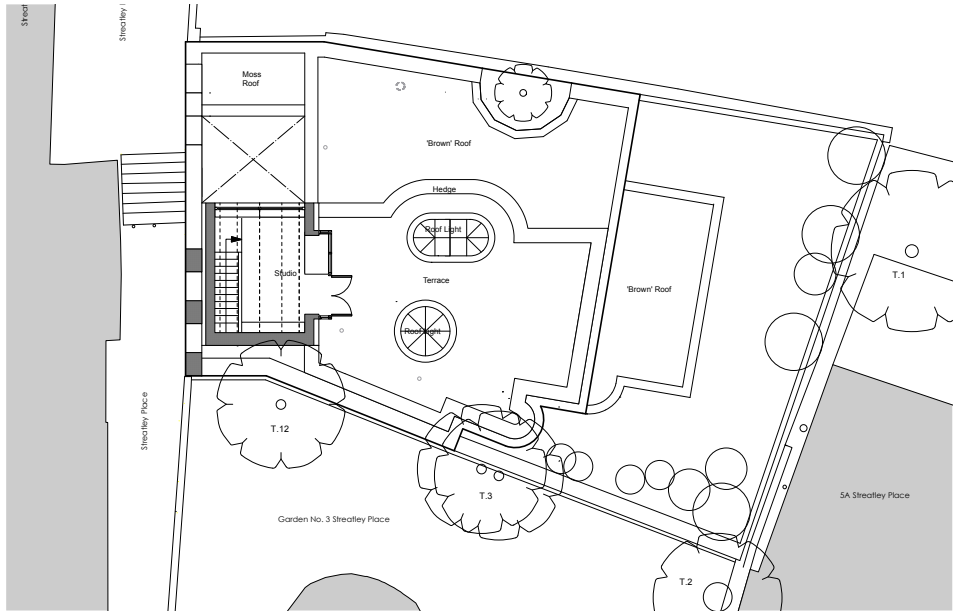
3.4 Plans



Ground Floor Plan



First Floor Plan



Second Floor Plan



### 3.5 Elevations

Due to the layout of the site, there are three main elevations to the building.

The elevation to Streatley Place (looking North West) is proposed to be clad in London Stock Brick, either employed as 'slips' fixed to the timber frame, or as a single skin of mortared brickwork tied back.

This elevation is designed to appear to rise up from the existing garden walls along the passage. The grid of windows, sometimes literal, sometimes implied and sometimes void, holds the composition together whilst also introducing a subtle ambiguity over the number of floors behind. Where there are windows these gives glimpses of the an interior that does not entirely line up with the exterior proportions.

At the lowest point the facade becomes a parapet to the area of flat roof behind and also helps to shield the windows into the building behind. At the highest point, the facade has voids where the windows are suggested allowing views through to Constable's Studio behind.



Elevation to Streatley Place (looking north west)



The elevation to the garden (looking south east) is to be more heavily glazed than the other elevations as there are fewer overlooking issues and the façade is pulled back from the boundary. This wall will be white brick to contrast with the London Stock. This material provides for a brighter, more light filled garden and also articulates this facade as being horizontal and modernist in character.



Elevation to the garden (looking south east)

The elevation to the gardens of Streatley Flats mediates between these two facades. The wall above the garden wall continues in London Stock Brick up to a datum at first floor level. Above this, the material switches to white bricks which line up with the lower part of the rear elevation.

Constable's Studio which extends to three storeys at the highest point of the site is proposed to be clad in white/cream painted timber rainscreen cladding. It features a large north-facing studio window with views over Hampstead village.



Elevation to Streatley Flats (looking north east)

### 3.6 Views

The following two views show the building in context. The view looking up Streatley Place towards Back Lane shows how the proposal steps up with the topography. With its grid of largely 'blank' windows, this elevation lends the house an air of mystery whilst the materials, proportions and stepped massing relate directly to the 'higgledy-piggledy' nature of the context.

The stepping-up of the façade and the manner in which the windows elide with the slope of Streatley Place enhances the site's change in level and results in a subtly dramatic effect. At the same time the blank windows provide the house with a level of privacy and seclusion whilst still suggesting the scale and proportions of a typical town house. The two-storey section of the house sits back from Streatley Place to avoid over-looking of the cottages opposite and to allow light to enter the courtyard. These 'internal' elevations are faced with white brick to reflect the light.



View up Streatley Place towards the site



The view down Streatley Place towards New End shows how London Stock Brick is used on the front façade together with bespoke pre-cast concrete sills and copings. Heads of window openings are picked out with a soldier course to emphasise the verticality of the composition.

Windows on the Streatley Place façade are recessed to minimize the frame lending an ambiguity between solid, void and window. From this direction, the upper levels are largely obscured by trees and vegetation, especially in summer.



View down Streatley Place towards the site

### 3.7 Landscape

The proposal has two areas of landscaping: the south-east facing garden at the rear of the house and the areas of flat roof. Both have been designed in line with the Ecological Report to encourage bio-diversity through planting. The new footprint of the house results in a net increase in the amount of soft landscaping, which coupled with careful planting and landscaping will add to the area's ecological value.

The garden is intended to act as a 'green oasis', a surprising and intensively planted space that works as an outdoor room. As this space is contained by walls and overshadowed by trees it is intended to grow plants up and around these. Soft beds will run around the perimeter of the terrace which will be planted with *Pleurocarpus* Moss species, *Dryopteris affinis* ferns and *Buxus sempervirens* grown as trees and allowed to flower to provide pollen for insects. All proposed plants are indigenous to Britain and will be sourced locally where possible.

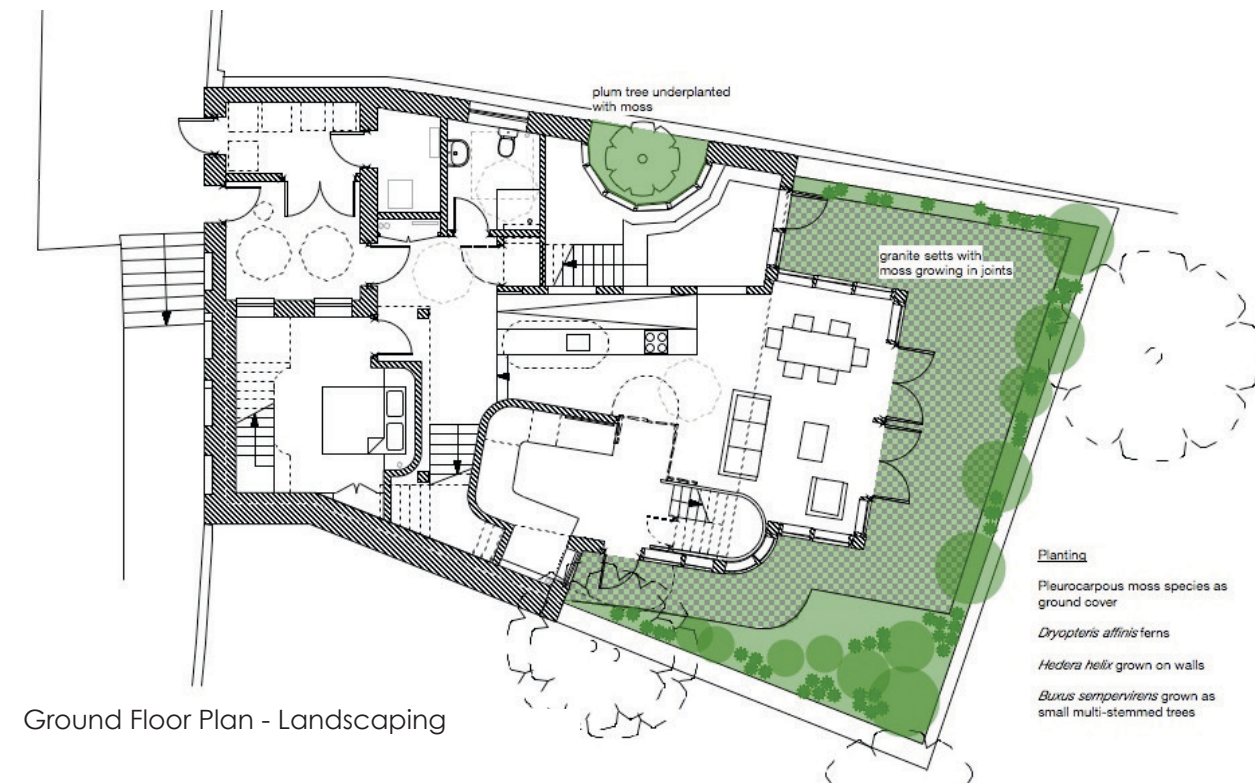
The small number of existing self-seeded trees on the site were confirmed by the Pre-Application Consultation to be of low ecological value and of little or no amenity value; these will be removed and replaced with high quality planting and landscaping. There are two mature trees in the adjacent garden of Number 3 Streatley Place which are protected and will be unaffected by the works.

An ornamental plum tree is proposed to sit adjacent to Keats' studio. This will be guyed underground and fitted with a root director to inhibit surface root growth. The tree will provide a focal point for occupants of the interior as well as providing shielding from overlooking and a visual amenity for the neighbouring flats.

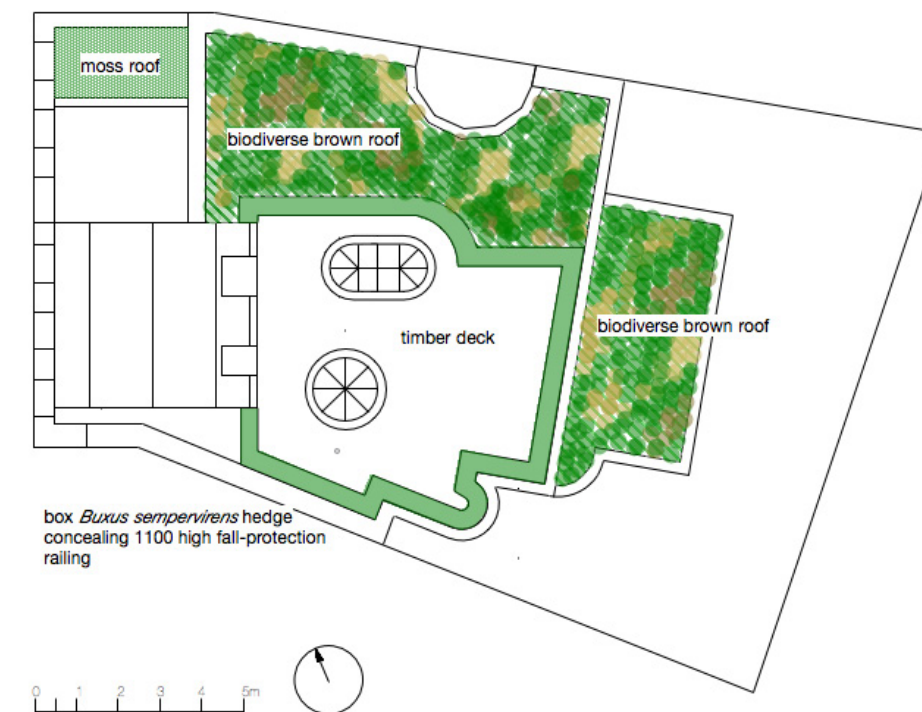
The areas of flat roof will be used to grow an extensive, non-irrigated bio-diverse brown roof. Cleaned rubble from the existing site will be used to provide a mosaic of wildlife habitats, if appropriate. An area of roof will also be accessible and will be clad in FSC-certified timber decking. This area will be bordered by box hedging to help form a sense of enclosure, avoid overlooking and further encourage insect and bird life to the area.

Areas of hard standing will be formed by loose-laid granite setts with moss encouraged to grow in the joints, in effect a permeable surface, eliminating the need for garden drainage. In addition, pots will contain other plants referencing the narrative of the interior rooms of the house, providing seasonal flowers.

External lighting will be warm-white LED fittings, directed downwards onto low reflectance surfaces. All lights will be fitted with anti-glare baffles, to avoid unnecessary light spill, and to minimize disturbance to potential wildlife visitors to the garden. No PIR lights will be used.



Ground Floor Plan - Landscaping

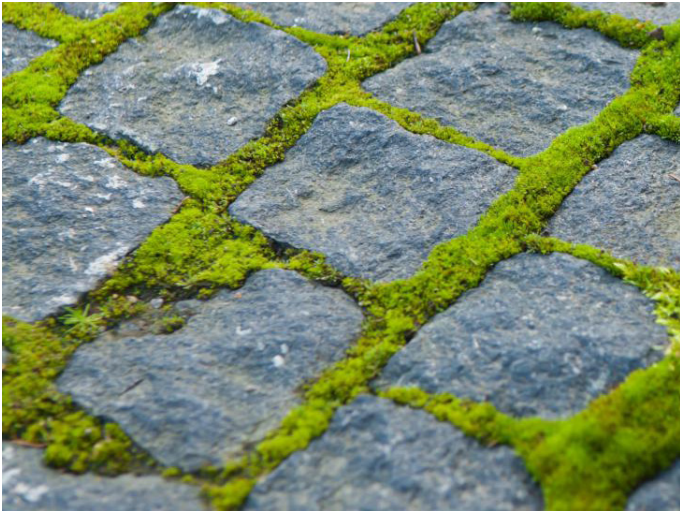


Roof Plan - Landscaping





Fern Moss



Moss growing in setts

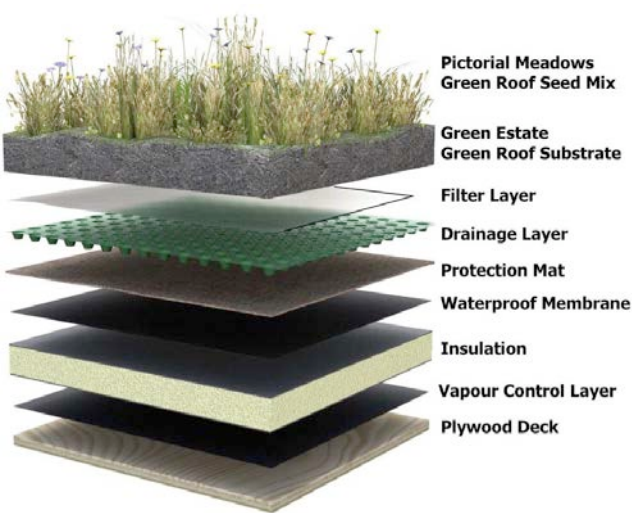


Laurus Wood

Landscape Strategy - Garden



Ornamental Plum Tree



Brown roof build-up



Brown roof nest



Brown roof nest



Box Hedge on roof

Landscape Strategy -Roof



## 4.0 Planning Considerations

### 4.1 Pre-Application Consultation

The client team has undertaken a formal pre-application process with LBC with three recorded responses. Please see Appendix 8 for record of this correspondence.

Through the Pre-Application process the following considerations have helped to shape the design proposal and planning submission.

The first response dated 22.05.13 lists the main items of consideration as:

#### **Heritage Impact**

Conservation Area consent may be required for the demolition of existing buildings on the site. The design development will need to avoid overlooking of neighbouring properties.

#### **Residential Development Standards**

New residential properties (C3) are required to achieve CfSH Level 4, Lifetimes Homes.

#### **Transport**

The proposal is required to be car-free.  
Two cycle storage spaces are required.

#### **Trees and Bio-Diversity**

The Lime and Birch trees on the neighbouring site are noted and described as having amenity and conservation value.

The existing trees on the site are deemed to be of little or no amenity value and are not protected.  
A Tree survey will be required as part of the Planning Submission.  
A Protected Species Survey will be required as part of the Submission.

The conclusion of the first meeting stated in the minutes was that:

"There is no objection in principle to the proposed demolition of the existing structures and the erection of a new dwelling."

Following presentation of outline design proposals, a second response was issued on 01.08.14.

#### **Heritage Impact**

The Conservation Officer was present and made the following comments:

"The design intent is considered to respond well to this (local) character, picking up on the area's rich variety of building heights, positions and ages."

#### **Basement Impact**

A Basement Impact Assessment is not required.

#### **Construction Impact**

Boordes Mews was agreed as a potential site for a Site Compound.

#### **Land Use**

It was advised that the application would fall under the C1 Use Class as it offer short-stay accommodation.

#### **Application Procedure**

Although the existing structures are over 115 Sq. M the proposal will not require separate consent for Demolition in a Conservation Area.  
The proposal will be determined by the Planning Committee.

#### **CIL**

It was advised that private residential (C3) schemes will become liable for CIL charges.

A third meeting was held on the 15.10.14 with Quod in attendance.

#### **Conservation and Heritage Impact**

The development of the design including the three-storey 'studio' element was discussed and viewed positively.

#### **Use Class**

It was confirmed that as the application was for C1 use, a CfSH Pre-Assessment was not required as part of the submission. In subsequent discussions, LBC confirmed that BREEAM would also not be required.



## 4.2 Neighbour Consultation

In addition to the above, Living Architecture has consulted with the owners of neighbouring properties:

The client has met with the owner of 3 Streatley Place who was broadly positive about the development given the site's current run-down state and saw a new, high-quality residential development as good for the area.

Letters regarding the proposed development have been sent to the owners of Streatley Flats and the headmaster of New End school.

The client intends to undertake further consultation regarding construction and access issues during the construction process as detailed in the CMP.

## 4.3 Planning History

A search of the London Borough of Camden's (LBC) online database only identified one previous application made at the proposed development site.

In June 2014 LBC approved an application for the "Erection of a double height rear conservatory extension to 7 Lakis Close, and demolition of outbuildings on land adjoining 3 Streatley Place" (Ref Num. 2013/7013/P).

As the Freeholders of the site (referred to at the time as 'land adjoining 3 Streatley Place'), Living Architecture were made aware of the application and submitted comments at the time to explain that the site is registered as 6 Streatley Place and the Applicant had no access or control over the land.

Nevertheless, the application was approved and the Officer's Delegated Report confirmed the following:

- "The site [...] was in use as a builder's yard until the mid-1970s. It was used for storage in association with a nearby office until c2000, but this use ceased some time ago and the surviving brick and

timber sheds on site are derelict. These structures occupy nearly half of the site area and are surrounded by overgrown vegetation. Due to the constraints of the site, such as extremely limited access and the dilapidation of the buildings, there is no objection to their loss or the conversion of the land to a residential use".

- "The proposal involves the attachment of the adjacent land to 7 Lakis Close and the removal of all structures on this land. As the sheds are derelict and of no architectural merit, there is no objection to their demolition. However, this aspect of the scheme relies on some kind of arrangement with the site's owners, which is not guaranteed at this stage"
- "There is a mature Birch (T1) in the rear garden of no. 7 and eight trees of various species in the adjacent plot. It is proposed to retain the Birch, and a mature Sycamore (T10) on the adjacent land, all other trees are to be removed. The trees for removal are categories B, C and U and have little amenity value due to their low quality. Furthermore, they make little contribution to the character and appearance of the conservation area as they are only readily visible from the adjacent flats, and not from public viewpoints. As such, officers have no objection to their removal".

The previous application will not be implemented, however, the recent Delegated Report demonstrates that there is in-principle support for development at this location and that LBC Officers do not object to the loss of the existing trees and structures on site.

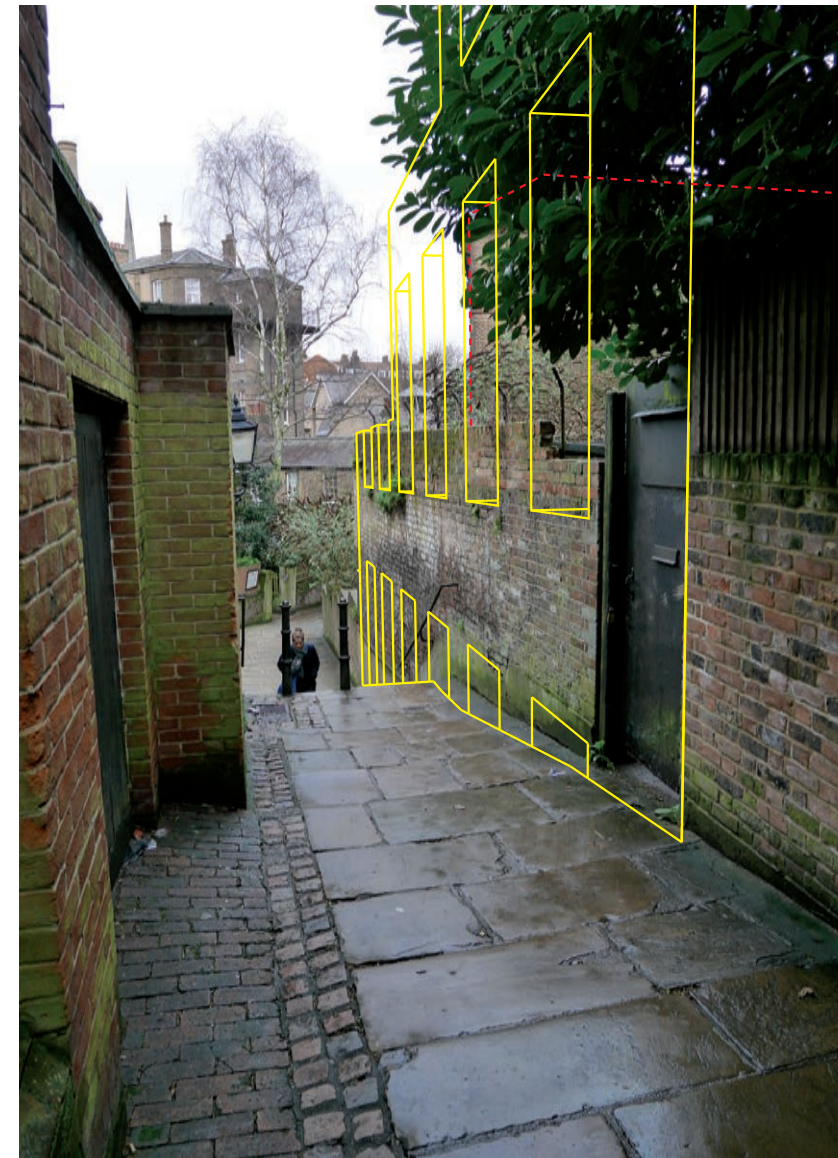
## 4.4 Relevant Planning Policy

This section explains how, in the context of Section 38 (6) of the Planning and Compulsory Purchase Act, the proposal accords with the statutory Development Plan, which 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). In accordance with the NPPF, such proposals should be approved 'without delay'.

A detailed summary of all relevant National, Regional and Local Planning Policies is provided in Appendix 2. Please refer to Appendix 2 for further information on all of the policies referenced in the following section.



View up Streatley Place showing relation of proposal to existing site condition.



View up Streatley Place showing relation of proposal to existing site condition.

Relationship of proposal to existing site



#### 4.4.1 Principle of Development

Historical records show that the proposed development site has never been used for residential purposes and has contained various small scale storage structures and workshop buildings. The site has been vacant for a number of years and existing brick and timber sheds on site are derelict and not considered to be of any architectural merit or significance. The development site itself is constrained and is considered to be largely overlooked within the wider area. The site is unkempt and over-grown with poor quality vegetation. It is also a common site for fly-tipping and contains a large amount of general waste and trash.

Therefore, the development of this site would not result in the net loss of existing homes or the loss of any buildings which are considered to make a positive contribution to the character or appearance of the Hampstead Conservation Area. Furthermore, the proposed development would make full and efficient use of a small, unkempt and vacant plot of land in a central, accessible urban location.

This is considered to be in accordance with Camden's Core Strategy Policy CS6, which resists the net loss of housing within Camden, Policy CS1, which promotes the most efficient use of land, and Development Policy DP25, which seeks to retain unlisted buildings which make a positive contributions to Conservation Areas.

The proposal would allow visitors to experience a short stay in the historic area of Hampstead Heath and simultaneously experience modern architecture within a unique and intimate setting. Therefore, in accordance with Development Policy DP14, the creation of a small scale, locally focused tourist development which would attract limited number of visitors from outside of the borough is considered to be appropriate in this location.

The proposed development is therefore considered to be acceptable in principle.

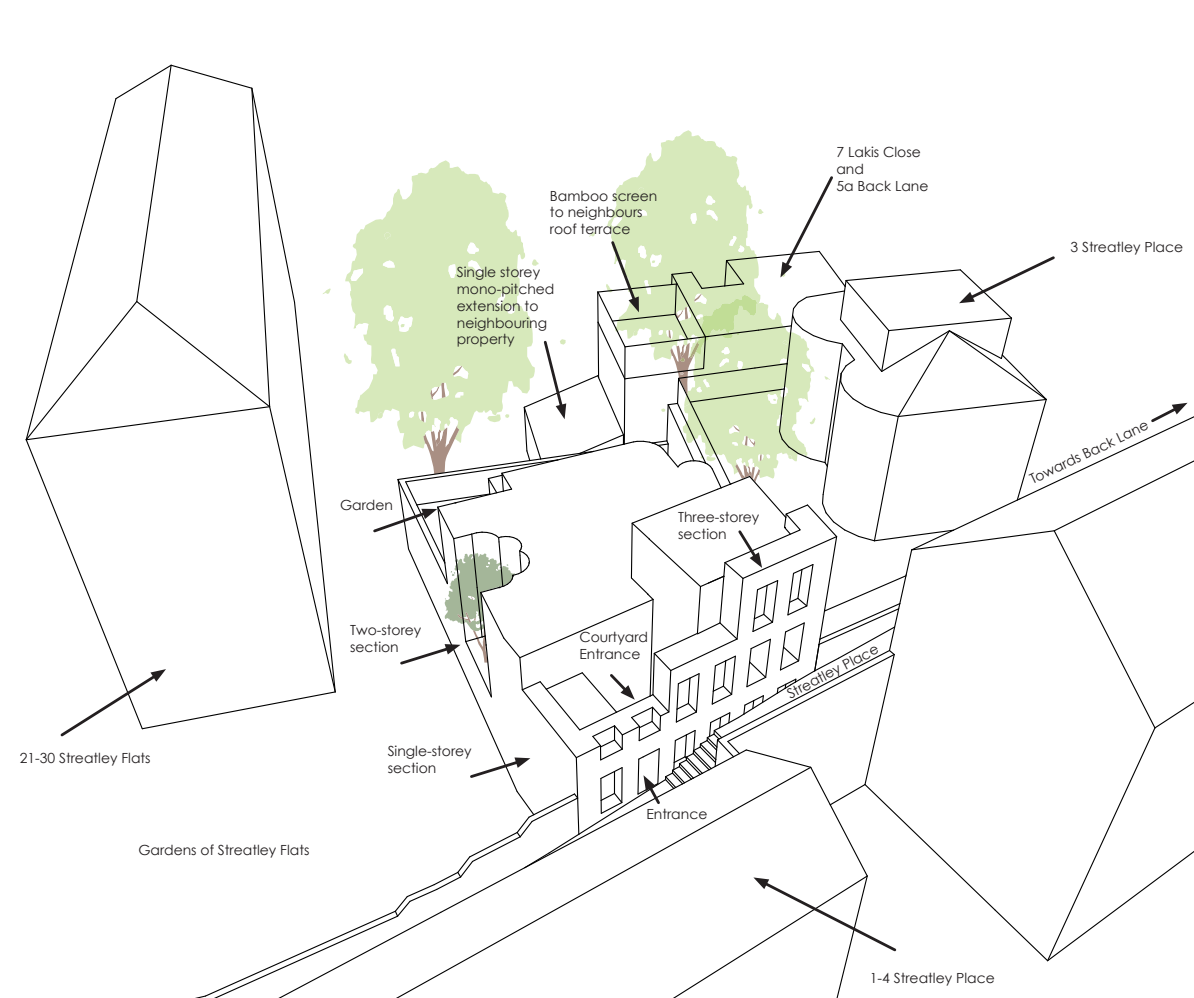
#### 4.4.2 Use of the Proposed Development

A full description of the building's proposed use and management is provided in Sections 6.2 and 6.3 of this DAS. In accordance with Officer's 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.

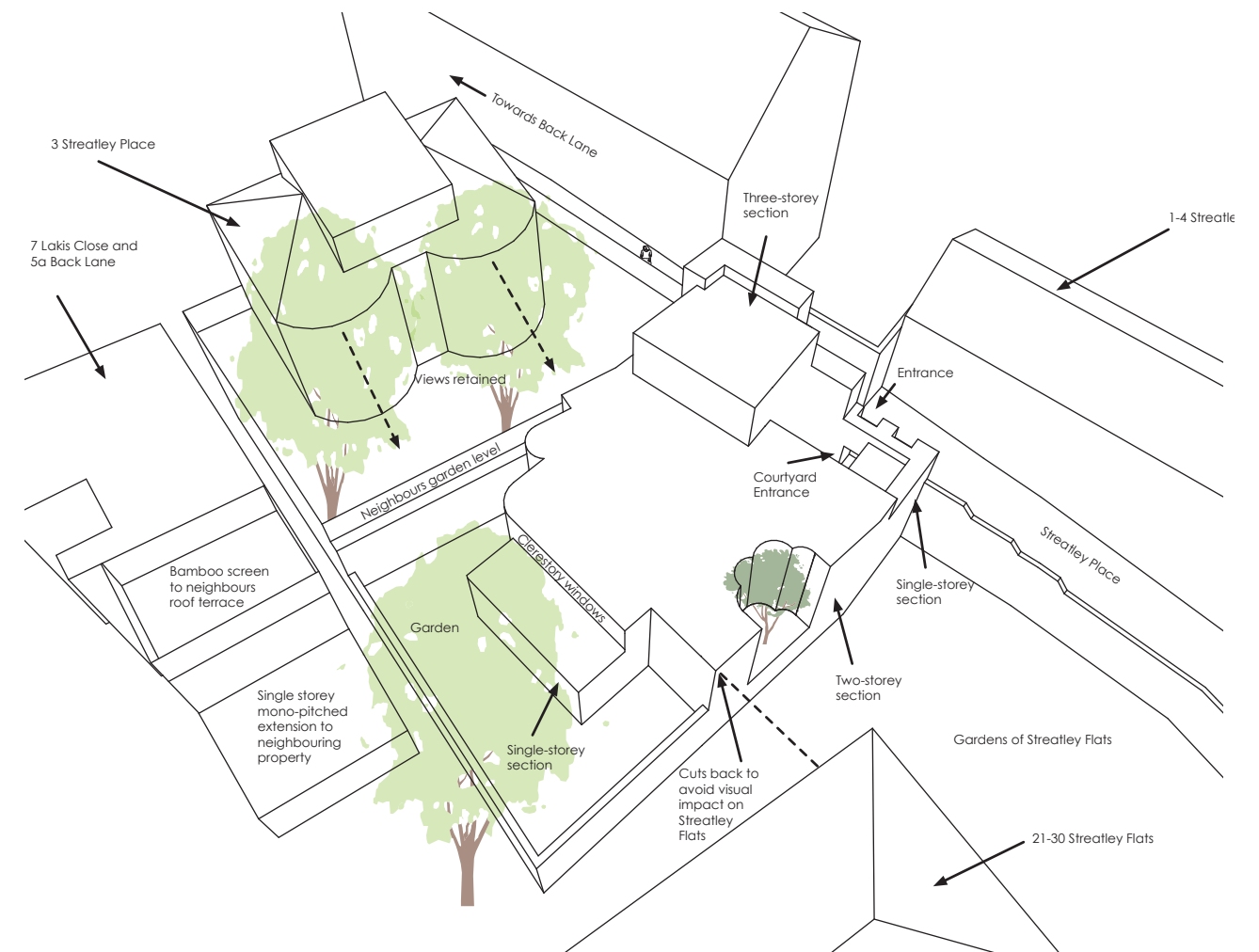
Similar to all of Living Architecture's other properties, the proposal is for single, bespoke, high-quality 'house' which would provide short-term accommodation to visitors. The proposed building would have three bedrooms and, at any one time, would only be occupied by a single person or group (of up to six people). The building would be self-contained and would not include any features or amenities which would be out of place in a normal family home. Therefore, it is considered that the use of the building would be very similar to a typical dwelling house.

As part of the rental agreement, visitors would be bound by strict terms and conditions to discourage any behaviour which may be detrimental to the area or neighbouring properties. Also, Living Architecture would manage and maintain the property as any responsible home-owner would.

The proposed development site is located within a residential neighbourhood with easily access to public transport. Therefore, in accordance with Local Planning Policies DP14 and CS6, either use (i.e. a dwelling house or small scale visitor accommodation) is considered to be appropriate at this location).



Early study view looking south west towards site showing massing and organisation of proposal



Early study view looking south west towards site showing massing and organisation of proposal



#### 4.4.3 Design and Heritage

The proposal is located in the centre of the Hampstead Conservation Area. According to the Conservation Area Statement, the central part of the Conservation Area is particularly characterful. Buildings are arranged in close proximity, on and around the narrow streets and alleys which follow the steep topography of the area. The area contains a wide 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.

The proposal has been designed to respond to the character and history of the Conservation Area, whilst employing a contemporary architectural style. The building's relationship with the topography and the stepping-up of the façade along Streatley Place reflect the surrounding character. The contemporary architectural features of the proposed building are considered to be in-keeping with the area's rich variety of building ages and styles, and it is proposed to continue the unique tradition within the Conservation Area of architect-designed Modernist houses infilling small pockets of land.

London Stock Brick is proposed to be used on the Streatley Place elevation. This is considered to be an appropriate quality and type of material and would be in-keeping with the surroundings. Therefore, in accordance with the NPPF, London Plan Policy 7.8 and Local Planning Policies CS14 and DP25, the proposal has been sensitively and sympathetically designed and it is considered that the proposal would preserve and enhance the character and appearance of the Hampstead Conservation Area.

#### 4.4.4 Local Amenity

The design and use of the proposal has fully taken into account potential impacts on surrounding properties and it is considered that the proposal would result in a much more positive environment than the current vacant and dilapidated site.

At present, the site is unkempt, unused and contains a large amount of discarded waste and overgrown vegetation. As such, it is considered to have a negative impact on the surrounding local amenity and, overall, the proposal seeks to replace the poor and unkempt plot, with an attractive, high quality and small scale development which responds to its surroundings.

In accordance with Local Planning Policy DP26, the proposal would not cause harm to the surrounding amenity in respect of noise and nuisance; odour and fumes; and visual privacy and overlooking.

Whilst the development is classified as a hotel, as explained above, in terms of its appearance, scale, and any likely impacts, the proposal would be much more similar to a single family dwelling house. The building would be self-contained and would not include any features or amenities which would be out of place in a normal family home. Furthermore, as part of the rental agreement, occupants are bound by strict terms and conditions to discourage any behaviour which may be detrimental to the area or neighbouring properties. Therefore, the proposal would not lead to increased noise, nuisance, odour or fumes.

The proposed building has been designed to minimise direct overlooking and careful consideration has been given to the location and layout of the development including the position of rooms and the orientation and size of windows. Roof lights and voided spaces (such as the entrance courtyard and the double-height section above the kitchen) have been incorporated into the design in order to allow natural light into the building without relying on traditional windows which could overlook to neighbouring properties. There are no windows on the south west elevation and, therefore, there would be no overlooking into 3 Streatley Place. Also, as a result of the change in level across the site, most of the windows and doors on the south east elevation would face into the garden and surrounding existing fencing and retaining walls beyond. Please refer to the enclosed plans and elevations for further details.

#### 4.4.5 Transport and Parking

The proposal would be very similar to a single family dwellinghouse, with regards to the potential scale and nature of the transport impacts. The building would only allow a single booking at any one time and the building can only accommodate up to 6 visitors. Therefore, the proposal is not expected to generate any more trips than a typical dwelling home.

The proposed development would be 'car-free' with no car parking proposed. All guests will be made aware of this and will be expected to arrive via alternative modes, principally public transport. It takes approximately 5 minutes to walk from the site to Hampstead Underground Station and the proposal also includes two cycle racks in a covered and secure bike store.

The proposal is therefore in accordance with London and Camden parking standards (London Plan Policy 6.13 and Local Planning Policy DP18) and any potential transport impacts would be similar to a dwelling house, which is considered to be acceptable in this location.

#### 4.5 Lifetime Homes

The scheme has been required to meet Lifetime Homes criteria.

- 1 & 2 Car Parking - the site is not accessible by car and therefore it is assumed that this criteria does not apply.
- 3 Approach to the Home - the approach to the site is steep and therefore not particularly wheelchair friendly. However within these constraints the design provided a level threshold entrance and appropriate space for disabled users negotiating the entrance door. Shifting the entrance to the bottom of the steps also allows a shallower approach from the New End direction.
- 4 Entrances - these are level and 300mm is allowed the leading edge of doors. The entrance door within the courtyard will require a covered porch or canopy.

- 5 Communal Stairs and Lifts - not applicable.
- 6 Doorways and Hallways - doors will be of the required width with 300mm to leading edges to main approach and entrance doors.
- 7 Wheelchair turning circles have been shown on the drawings.
- 8 A Living Room with adequate turning areas is included on the ground floor.
- 9 A ground floor bedroom is provided.
- 10 A ground floor bathroom and WC is provided.
- 11 Bathroom walls will be detailed to be able to support DOC M equipment.
- 12 The Ground Floor contains a bedroom and bathroom and therefore it is assumed that a through-lift and stair lift are not required.
- 13 Hoist - as above.
- 14 The ground floor bathroom has been designed to allow for correct access.
- 15 Windows will be located at +800 to allow for access and vision out for wheelchair users.
- 16 Sockets and controls will be located at the correct heights for wheelchair users.

#### 4.6 Sustainability

In accordance with Local Planning Policies DP22 and DP23, the proposal includes a brown roof and water consumption would be reduced by utilising low flow fixtures, fittings and appliances, as well as water efficient landscaping techniques and strategies. Policy DP22 does not set a BREEAM target for non-domestic developments which comprise less than 500sqm of floorspace.

As explained within the Energy & Sustainability Statement (Appendix 3), the proposal includes a low energy strategy and is currently targeting an 11% reduction in CO2 emissions over ADL1A 2013 standards. The proposal has been designed to limit the environmental impact of a development of this size and scale, and meets the current planning policy requirements at all levels.



## 5.0 Access Statement

### 5.1 Access

The building is accessed from Streatley Place which is a pedestrian walkway running from Back Lane to New End. The route is relatively steep in places and contains steps running along the boundary of the property.

Back Lane is over 45m from the property. For this reason access for emergency fire-fighting vehicles is over the recommended distance. We have appointed a fire consultant to advise on this and we are currently working on a comprehensive fire strategy.

The building will provide two cycle racks in a covered and dry bike store.

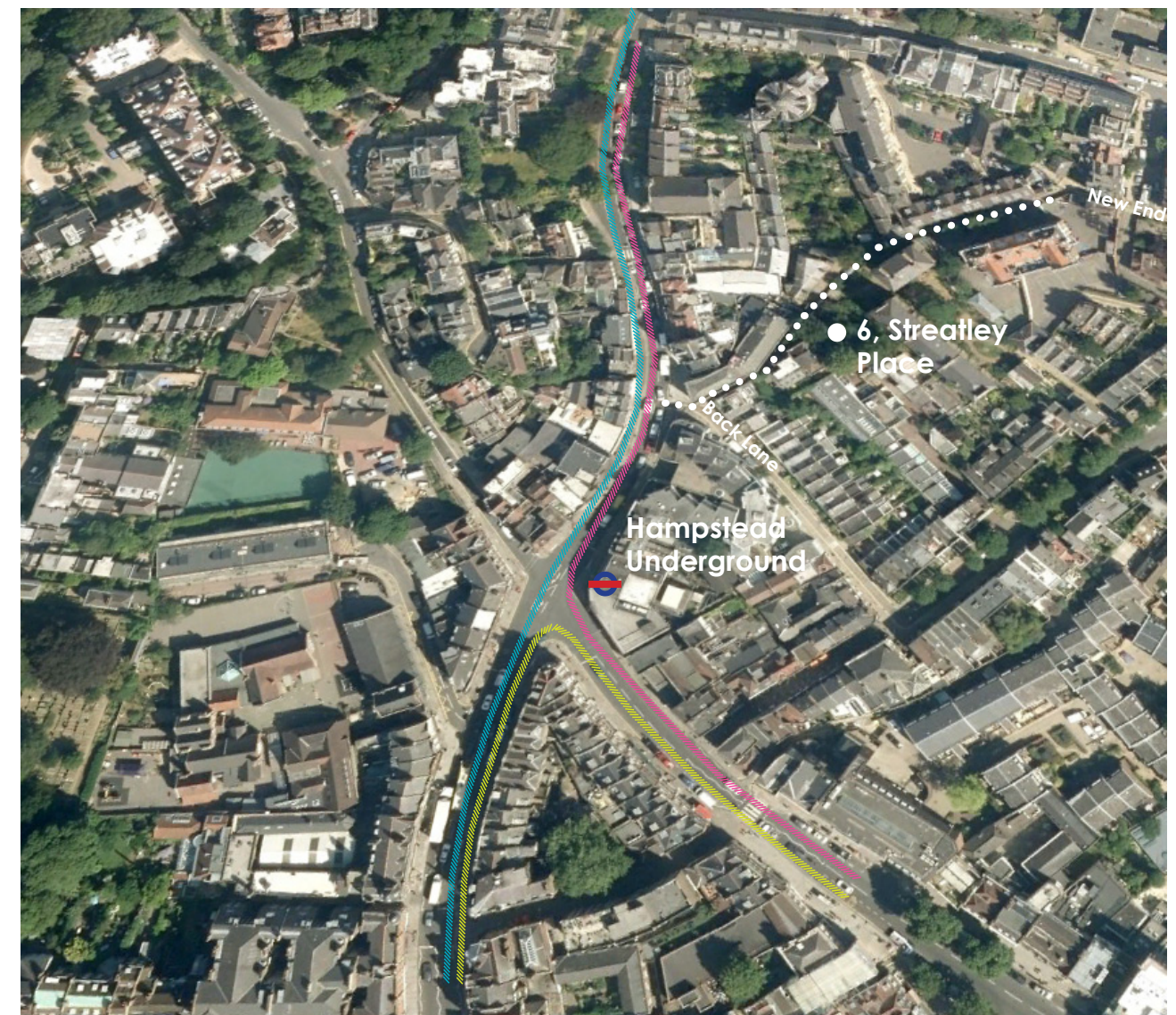
### 5.2 Public Transport

The site is easily accessed by public transport. Hampstead Underground Station is within a 5 minute walk by and a number of buses run up and down the High Street giving easy access to Streatley Place as shown on the adjacent map.

### 5.3 Refuse Collection

A bin store is provided at the front of the building which can be accessed directly from Streatley Place, or from the courtyard at the front of the house. Adequate space has been left for three number bins for recycling, household waste and cans/glass etc. as well as food waste.

Living Architecture will arrange for private bin collections on appropriate days of the week.



- No. 268 Bus Finchley Road to Golders Green.
- No. 603 Bus Swiss Cottage to Muswell Hill.
- No. 46 Bus - Lancaster Gate to St. Barts.

## 6.0 Operation Statement

### 6.1 Use and Occupation

Working with the UK's leading architects and artists, Living Architecture strives to create unique and exciting homes, each of which is open to the public to be rented as short term holiday accommodation. In this way, Living Architecture's allows its guests to directly experience contemporary architecture and how it feels to live in a one-of-a-kind home.

The building will be used in line with the other Living Architecture projects, as a short term holiday accommodation – all bookings are made directly with the company, with no intermediary agents involved. The building would have capacity for up to 6 people, from the same group, to stay at a time. The minimum stay is 3 nights, up to 2 weeks.

The level of commitment Living Architecture put into creating their houses to the highest standard is reflected by the people they allow to stay in them. Occupants are bound by strict terms and conditions to discourage any behaviour which may cause damage to the house and surroundings or might be seen to be detrimental to the area or neighbouring properties. Occupants will be advised in advance of the limited parking available in the area and encouraged to use public transport.

### 6.2 Maintenance and Management

Living Architecture is dedicated to the responsible management and outstanding maintenance of their properties. The building will be managed directly by Living Architecture who in turn employs a dedicated team of local operatives to fulfil the daily operations of the house. Those operatives include a dedicated local housekeeper, who takes on the overseeing role; key-holding, security, cleaning and meeting with the occupants as might be required. This person is backed up by 24 hour call out service in case of emergency or failure of equipment within the house.

Overall, the building will operate much as any normal dwelling might, with regular refuse collections, repairs and maintenance, and general comings and goings as one would expect.

### 6.3 Construction Management Plan

A Construction Management Plan is included within the application as Appendix 1.

## 7.0 Summary

### 7.1 Conclusion

The proposal is for a unique new building that aims to be a positive and architecturally significant contribution to the character of Hampstead Village. The design reflects on the history of the area, relating to both modernist and historic styles of architecture to create an intriguing, beautiful and distinctive new building.

It will form the latest of Living Architecture's series of innovative holiday accommodation in the UK, but with a unique urban site. As such, it continues Living Architecture's mission to bring the best contemporary architecture to the UK. Through its form, materials and spatial organisation, it relates directly to the urban topography of Hampstead, adding another layer of history to the site.

Living Architecture's houses are carefully looked after and offer enjoyment to people staying in them as well as passers-by. As such we hope that this proposal will add to both the cultural and material character of the area.