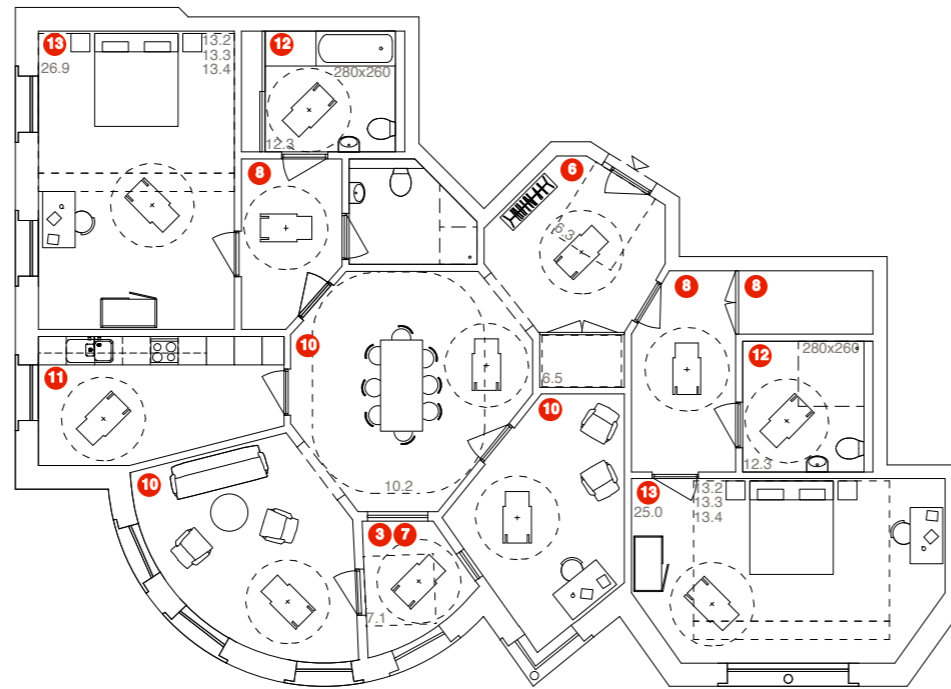
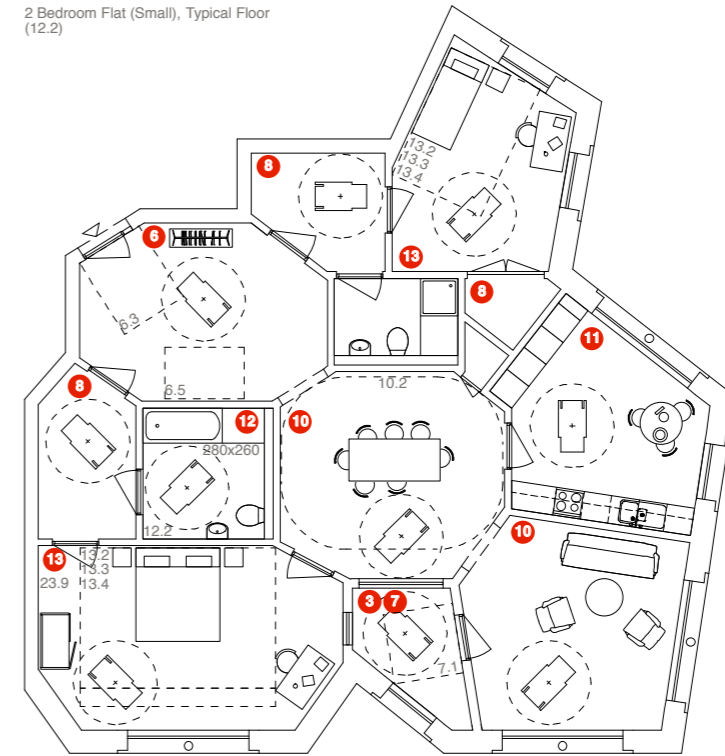


2 Bedroom Flat (Large), Ground Floor
(12.3)



2 Bedroom Flat (Small), Typical Floor
(12.2)



3 Using outdoor spaces

3.5 Balconies: Wheelchair accessible threshold, door 900mm clear opening, if double doors 1 leaf to be 900 clear (Not Sliding doors). 1800mm min. turning circle unobstructed by door swing.

6 Entering and leaving the home

6.1 Clear opening of door: 900mm.

6.3 Approach space inside the front door: Is essential for transfer to a second wheelchair 1800 x 1500mm.

6.5 Storing and charging for wheelchair: To be near front door to limit transfer of dirt and water into the apartment. Location of this space in the living or bedroom space is not acceptable. Maintain a 1800mm turning circle and provide a 1700mm x 1100 charging space with power socket.

7 Secondary door to balcony

7.1 External level landing: 1500 x 1500mm and extend in length by 900mm if the door swings outwards.

7.2 Clear 900mm door opening: 550mm approach space to both sides of the door on the lock side.

8 Moving around inside, storing things

8.1 All passageways: Minimum 1200mm width clear of obstructions.

8.2 Internal door openings: Recommend clear opening 900mm (a minimum clear opening of 840mm is only acceptable if unavoidable), minimum 300mm, preferably 550mm approach space to opening edge both inside and outside the room. No 2 leaf doors.

8.3 Suitable storage: Ensure depth and width of storage space in combination with any shelving layout provides optimum access to space and to stored items.

10 Using living spaces

10.1 Turning circle: Each room shall have extra space for 1800mm tuning circle clear of the door swing but close to the door.

10.2 Transfer spaces: 1400mm is required in front of any furniture.

11 Using the kitchen

11.1 Space and layout: 1800mm tuning circle plus room for another person i.e. 1800mm x 1800mm clear manoeuvring space.

12 Using the bathroom and shower room

12.2 1 and 2 bedroom apartments: Shall be provided with fully operational level access shower including all fittings. A bath shall be available on side and installed over the gully when necessary for individual tenants. This decision will be made at viewing. Where the apartment has both a shower room and a bathroom then side transfer to WC to be on the left for one and on the right for the other.

12.3 3 or more bedroom apartments: Shall have a fully operational bathroom and a fully operational shower room, each with WC and side transfer to WC to be on the left for one and on the right for the other.

12.4 Bathroom and shower room not to be en-suit unless secondary access from hall / corridor.

12.5 Camden requires a usable shower 1400mm square in the corner of the room. 1:40 falls to the gully in the same corner. (12.14)

12.6 Turning circle: Bath and/or shower rooms must each have 1800mm turning circle clear of the basin and WC.

12.7 Transfer space to side: Of WC pan, shower seat and bath must be 850mm from side edge; front edge of WC pan to rear wall must be 800mm unobstructed.

12.8 Transfer space to front: Of WC pan and shower seat must be 1100mm.

12.9 Rail fitting space: To wall side edge of WC pan and shower seat 250mm minimum and 350mm maximum.

12.10 Hoist transfer space: Between edge of WC pan and edge of bath must be a minimum of 850mm.

13 Using bedrooms

13.1 Turning circle: All bedrooms shall have 1800mm turning circle clear of door swing.

13.2 Transfer space: To each side of double bed and one side of single beds shall be 1200mm.

13.3 Access past bed: A minimum of 1000mm between end of the bed and the wall, 1400mm if furniture opposite foot of bed.

13.4 Access to furniture: 1400mm is required between the bed and any other unit (e.g. wardrobes, chest of drawers, etc.).

(Refers to Camden Wheelchair Housing Design Brief 2013)

4.2 Crime prevention statement

Doors, windows and openings

All communal and all residential doors will be to BS PAS 24-2012. Access to the stairs will be controlled by BS PAS 24-2012 doors and the lifts will be controlled with fob activation.

All opening and accessible windows will be to BS PAS 24-2012. Laminated glass will be fitted to P1A standard.

Car storage lift will be full height and width of opening. Roller shutter to LPS1175 SR 1 or 2.

Servicing

Post boxes for individual residence and be located in the foyer in view of the concierge.

Utility meters will be located in a central location. Remote reader may be used.

Access control will be audio and video. CCTV and an alarm may be considered.

Exterior lighting

Lighting will be to a uniform level to assist in surveillance.

5 Planning Policy Assessment



5 Planning Policy Assessment

5.1 Introduction

5.1.1 Having described the proposals and their evolution in the previous sections, the PDAS concludes with an assessment of the proposed development against prevailing planning policy.

5.1.2 As already stated the site is sensitive and is subject to a number of overlapping planning policy, heritage and physical constraints. Through the design and development process PegasusLife and their design team has sought to work within these constraints and as a result deliver a high quality contextual response that strikes an appropriate balance between the various issues raised.

5.1.3 The proposals and how the relevant policies have been interpreted and applied to the site have been discussed in detail with Camden officers via a series of pre-application meetings and feedback has been built into the design development process.

5.1.4 In addition the proposals have been discussed with residents, members and local community groups via an exhibition and a series of one-to-one meetings and relevant feedback, as far as possible, has been taken on board.

5.1.5 The SCI that accompanies the application explains this consultation process in more detail.

5.1.6 As a result of this process and based on the content of the proposals it is considered that the key planning policy considerations raised may be grouped under the following headings:

- The proposed use.
- Acceptability of the proposed land use.
- Loss of the existing hostel facility.
- Provision of affordable housing.
- Car parking.
- Design.
- Heritage and conservation.
- Landscape, ecology and trees.
- Energy and sustainability.
- Impact on amenity of surrounding uses.
- Basement impact.
- Other environmental considerations.
- CIL, Section 106 and other contributions.

5.2 The proposed use

5.2.1 The application seeks planning permission for a facility for the care and well-being of older people.

5.2.2 A key question, which arose during the course of the pre-planning discussions, was which use class the proposed use fell within.

5.2.3 In order to answer this question PegasusLife instructed Morag Ellis QC to provide advice in relation to the land use categorisation of accommodation for older people.

5.2.4 The instructions described the proposed PegasusLife product as follows:

"Each development includes a multiple number of homes; that may be apartments or cottages or a combination, together with a range of communal facilities. The accommodation may be arranged in a variety of configurations: a single block of apartments with communal facilities integrated; multiple blocks of apartments with integrated communal facilities focused in one block or spread across several cottages or bungalows arranged around a communal facilities building which may also accommodate homes; or any combination of the above. Most will be entirely new-build whilst a number may comprise or include the conversion of existing buildings.

PL does not differentiate accommodation based upon differing physical or cognitive ability levels of care and support requirements (the CCRC model), therefore does not expect residents to move from one form of accommodation to another – a care home for example - as their needs change.

In line with best practice and the principles set out in the Care Act, all PL accommodation is suitable for people as their needs change, with the services ready to evolve and adapt around each individual need. This model militates against the need for traditional care (although such care is available when needed) and for traditional 'care homes', with quality of life and general well-being being the measurable outcome, hence the majority of residents will never need to move home again before the end of their life.

Communal facilities vary according to the scale of the development, the capacity of the site and the nature of the local market yet all will include a combination of a number of attributes from the following:

- Food and beverage – restaurant, café, bar etc.;
- Health and well-being offer – physiotherapy suite, treatment rooms, gym, swimming pool, hairdressers;
- Community offer – meeting rooms, hobby rooms, cinema, visitor accommodation;
- Estate – reception and management suite care agency office and consultation rooms, overnight accommodation for staff.

Services provided to residents vary for the same reasons and may include:

- Care and support – domiciliary care plus the full range of personal services provided by CQC registered agency.
- Well-being services – formal and informal support from scheme staff, horticultural therapy provided by visiting staff, fitness advice and coaching, intellectual activities including guest lecturers, social events on and off-site.
- Nutritional support – preparation and delivery of food to people's homes in line with advice of care agency, dietary advice and instruction on food preparation, social activities centred around food.
- Security and emergency service – 24hr monitored emergency call system with specialist trained operators, 24hr on-site staff presence, staffed reception.
- Hotel concierge type service – event booking, transport arrangements, etc.
- Community transport – car club, community minibus.
- Estate management – proactive maintenance of communal areas, cleaning, landscape management etc.

Services are typically paid for through service charges levied on all residents as part of a standard package. Bespoke services such as tailored care are available on a "pay-as-you-go" basis.

5.2.5 In line with the above description the specific application proposals will deliver 33-42 apartments and a range of communal facilities including a restaurant, health and well being facility, a gym, treatment rooms, communal lounges, guest suite and associated staff and laundry facilities and storage.

5.2.6 Twenty-four hour staffing and a monitored secure environment will ensure assistance is always at hand, should it be required.

5.2.7 As with all schemes the management structure upon completion will see PegasusLife Management Ltd- a not for profit Estates Management Company- manage the development. This will be recharged to occupants through a service charge on a not-for-profit basis.

5.2.8 Personal Care will be provided by a domiciliary care agency registered and inspected by the Care Quality Commission. The appointed domiciliary care agency will provide occupants with a baseline of around 1.5 hours a week of personal care and support, plus such additional care and support services, as occupants require over time. Occupants will be able to draw upon a range of additional care and support services covering any 24 hour period, 365 days a year, as and when required.

5.2.9 Domiciliary care services will be contracted individually under self-funded arrangements or via personal budgets (using Direct Payments/ Personalised Budget) as part of the occupant's on-going care plans, directly between the client and the domiciliary care agency.

5.2.10 All apartments will have a tele-care call system, incorporating fire alarm system, that will be monitored 24 hours a day. A Social Alarm Monitoring Service will provide additional support to both occupants and staff.

5.2.11 All occupants will be registered with a general practitioner of their own choice. From experience, domiciliary care agencies typically work in partnership with local practices and district nurses with the goal of ensuring occupants receive on-going attention as required.

5.2.12 The development will function as a single planning unit – each apartment will be legally and functionally inseparable from the greater whole as a result of the way the development is designed and managed, and will be developed as a single development.

5.2.13 Properties will be sold on long leases and PL will retain the freehold and will manage the development. Leases will limit the minimum age of at least one occupant per household to 60+.

5.2.14 In addition the provision of holistic care and support to the elderly and the way such care will be delivered will be an integral and essential part of the development.

5.2.15 In summary people choosing to move to the development will be driven by considerations relating to their need for care and support. In making the choice to move to the Fitzjohn's development they will be required to pay significant service charges for the provided care and support.

5.2.16 Based on the above characteristics of the PL proposal, the provisions of the Town and Country Planning (Use Classes) Order 1987 and comparisons of other care facilities of a similar nature Counsel has confirmed that the proposed facility would not fall within the C3 definition and hence would fall within either C2 or Sui Generis use. The advice confirms that it is not appropriate to assess such development as falling within Use Class C3 for a number of reasons including the fact that rather than a number of unrelated dwellings each of which is a planning unit a PegasusLife development is a single coherent whole where each unit of accommodation is part of an holistic whole together with each other unit and the shared facilities and services on which each relies. Whether a development then falls within Use Class C2 or is Sui Generis is a planning judgment. In pre-application discussions in relation to Bartram's and Fitzjohn's the view has been expressed that each proposal would more likely to be Sui Generis and the application is therefore submitted on that basis

5.3 Acceptability of the proposed land use

5.3.1 The proposal include for 33-42 apartments, shared communal facilities and spaces, a restaurant/ café, a health and well-being facility, concierge facilities and visitor/ overnight accommodation.

5.3.2 Under Camden Policy DP7 the provision of such accommodation that combine independent living with the availability of support and nursing care is given strong support.

5.3.3 Forecasts are predicting that the number of older Londoners will increase at more than double the rate of the capital's population as a whole (GLA, Housing Committee 'Homes for older Londoners, building healthy homes for comfortable and independent retirement, November 2013). In response to these growth figures it is increasingly being recognised by policy makers that there is a need to plan and provide specially designed and built housing for older people, with a range and care and support services, configured to allow older people to live as independently as possible.

5.3.4 In response to the anticipated increase in the numbers of older people in London the Draft Further Alterations to London Plan (FALP) published in January 2014, as set out in section 2 have introduced indicative annualised strategic benchmarks to inform local targets and performance indicators for specialist housing for older people.

5.3.5 In relation to Camden the annual targets for specialist housing for the elderly seek delivery of 65 units for private sale, 20 units for intermediate sale and zero affordable rent units.

5.3.6 The FALP requires boroughs to demonstrate in their LDFs and other relevant strategies and plans how they have identified and addressed these targets locally and Boroughs are encouraged to work proactively with providers of specialist accommodation of older people and to identify and bring forward appropriate sites.

5.3.7 In order to understand the position being experienced in Camden in more detail in relation to the demographics supply, demand and need for old persons accommodation, PegasusLife has as part of their two Camden projects commissioned area specific research.

5.3.8 The full report produced on behalf PegasusLife is contained under Appendix 1 (separate document). Overall it confirms that the most pressing priority, driven by demography, need, tenure and policy imperatives is to increase the availability of all categories of specialist accommodation for older homeowners.

5.3.9 Looking at the specific supply/ demand issues in relation to the provision of specialist accommodation for older people the key points made by the report include:

- In terms of supply the overall picture in Camden is of a higher than average level of sheltered housing in the social rented sector and much lower than average level of provision in the leasehold sector.
- In 2012 there were 1967 places for older people in the rental sector and 47 leasehold sheltered housing units. In 2012 there was no extra care housing for leasehold.
- For those older people who are owner-occupiers the ratio of provision for retirement housing for sale per thousand is 11.81. Whilst for those older people who are renters the comparable ratio per thousand is 276.18.
- Based on an analysis of the numbers of older people in the Borough and the current tenure patterns there is a marked under-supply of retirement housing offered on a leasehold basis.
- The modelling presented in the report confirms a requirement in the short to medium term of around 430 new units of Extra Care in total, divided between rented (about one third) and leasehold and shared ownership tenures (about two thirds).
- The provision of new extra care housing offers the possibility of housing a balanced community of people with relatively limited care needs through to those who might otherwise be living in residential care.

5.3.10 Based on the above the existing stock of leasehold retirement housing within the Borough is tiny and comes nowhere near meeting existing and potential demand and need. There is enormous scope for new and appropriate development to meet the needs of older people who are homeowners.

5.3.10 The developments being proposed by Pegasus Life are supported by policy at all levels and will clearly make a significant contribution to meeting the increasing need and demand for specialised accommodation for older homeowners and will go a considerable way to meeting the annual FALP targets.

5.4 Loss of the existing hostel facility

5.4.1 DP8 and DP9 of Camden's Development Policies address loss of hostels. DP8 deals with the loss of accommodation for homeless or vulnerable people and DP9 deals with the loss of student housing, bedsits and other housing with shared facilities.

5.4.1 As discussed in Section 2, the existing building was granted planning permission for Sui Generis (hostel use) in 1976. In terms of users of the facility the owners, the Hyelm Group confirmed that the occupancy of the building had shifted over time and that as part of a process to sustain occupancy levels the building had increasingly become occupied by a more diverse group of young people, including an increasing number of short-term international students.

5.4.2 The building when in use did not house statutory homeless individuals. In addition it is understood from the Hyelm Group that Camden Council were reluctant, prior to the sale of the building to refer young people to the accommodation as it was not considered to meet the Council's housing requirements.

5.4.3 In addition the accommodation has never been let in compliance with the affordable rent network or the rent restructuring framework and hence does not fall into the definition of affordable housing.

5.4.4 Given the above facts the building cannot be described as one that is specifically '*designated for use by homeless people or vulnerable people*' (para 8.2 of the supporting text to DP8) and hence the policy requirements of DP8 should not in our view be applied. This is further reinforced by confirmation from Hyelm that unlike other hostels falling more appropriately into the DP8 definition the levels of support given to occupants was extremely limited, again reinforcing how the role and function of the hostel use has shifted over time.

5.4.5 As a result of the above description we would suggest that prior to the Site's disposal the use of the Site would be more accurately described as one falling somewhere between a hostel for young people and a hostel providing accommodation for students.

5.4.6 Having said this the Council has, as part of the pre-application discussions asked us to address the criteria in relation to loss of the accommodation for homeless or vulnerable people as set out by Policy DP8.

5.4.7 DP8 states that the Council will resist development that involves the net loss of accommodation for 'homeless or vulnerable people' unless either:

- 'Adequate replacement accommodation will be provided that is a) suitable for the intended occupiers in terms of standards of facilities, the level of independence, and the provision of support and care; b) will be accessible to public transport, workplaces, shops, services, community facilities and social networks appropriate to the needs of the intended occupiers; and c) contributes to creating a mixed and inclusive community; or
- It can be demonstrated that the accommodation is no longer needed for the particular homeless people or vulnerable people because their needs can be better met in existing accommodation elsewhere, or with alternative types of support; or
- It can be demonstrated that the existing accommodation is incapable of meeting contemporary standards for housing homeless people or vulnerable people.'

5.4.8 Based on the DP8 tests set out above, the Hyelm Group has confirmed:

- That the existing accommodation no longer meets contemporary standards. This fact is further reinforced by the reluctance of the Council to refer young people to the building when it was occupied.
- An independent, professional options appraisal study was carried out by Hyelm prior to the sale. As part of the options appraisal consideration was given to the conversion of the building. However the option was rejected on the grounds of viability and the difficulties of bringing the structure up to contemporary standards. It was concluded that the most attractive option in terms of value for money, risk and flexibility was to dispose of the property with a view to re-providing elsewhere in London. Hyelm confirmed that twice as much accommodation could be provided by pursuing the relocation option than by refurbishing and rebuilding.
- The proceeds from the sale of Arthur West House are to be used by Hyelm to deliver new purpose built, contemporary, affordable accommodation for a further 250 young people in housing need in appropriate London locations by 2019. Hyelm has appointed Red Loft LLP as their development consultant and site finder. As part of the site finding exercise it is understood that Hyelm has been in contact with Camden Council to seek guidance on appropriate alternative sites. No appropriate sites have been identified in Camden. It is understood, however that several other opportunities are currently under consideration, although none have yet been secured.

5.4.9 The above confirmation demonstrates that the building does not cater for the needs of homeless or vulnerable people; that the existing accommodation does not meet the contemporary standards for housing or homeless people; that the building has been sold to enable the delivery of the previous owner's strategy to deliver 250 new affordable homes for young people and that the apparent increase in use by students suggests that it is not required for the housing of homeless or vulnerable people and hence, if required the building's loss in the context of the DP8 criteria can be justified.

5.4.10 Given the last recorded use of the building, policy DP9 is also relevant. DP9 states that the Council will resist development that involves the net loss of student housing unless either:

- Adequate replacement accommodation is provided in a location accessible to the higher education institutions that it serves; or
- The accommodation is no longer required, and it can be demonstrated that there is no local demand for student accommodation to serve another higher education institution based in Camden or adjoining boroughs.

5.4.11 The accommodation at Arthur West House provided temporary accommodation to students attending a number of colleges. It did not serve the needs of any specific higher education facility.

5.4.12 In the context of DP9 and demonstrating local demand, research undertaken by URS on behalf of LB Camden (Student Housing in Camden, URS (October 2009)) demonstrated that based on 2001 census data that the Borough had one of the highest proportion of full time students living in student housing. The survey identified that of the total additional student housing units built between 2004 and 2009 that Camden had seen the second largest growth in additional places.

5.4.13 In addition the study showed a total of 6,850 additional places in the pipeline in Central London (i.e. applications that were approved but not yet constructed between 2004-2009). Of these 18%, totalling 1,225 were to be delivered within Camden. The only other Borough that was expected to host more places than Camden was Tower Hamlets. URS estimated that these additional places would bring the total student housing places to 9,408 within the Borough.

5.4.14 In terms of future provision URS as part of their study interviewed all of the HEIs in Camden in order to ascertain their plans for expansion of student housing. The study confirmed UCL as the only HEI in Camden with a need at the time of the survey. None of the other HEI's had further expansion plans.

5.4.15 At the EIP into the Core Strategy and Development Policies Camden confirmed that the annual growth in Camden's student housing stock from 2001-2009 was 2.61 time the annual target for non-self contained housing proposed by the then London Plan. Camden also confirmed at the EIP that they anticipated that future provision of student housing in Camden would significantly exceed the annual target set by the London Plan at the time.

5.4.16 The London Strategic Housing Land Availability Assessment and the Housing Capacity Study 2009 identified that Camden has the capacity for achieving 165 non self-contained dwellings per year between 2011 to 2021. (The definition classifies non-self contained dwellings as development that does not fall within planning use class C3).

5.4.17 From 1 April 2008 to 31 March 2013 Camden recorded a gain of 868 student bedrooms, although a loss of other self-contained accommodation and hence a net gain of 303 self-contained units. Over the same period there were 3,045 unimplemented student bedrooms in the Borough, which in turn suggests an oversupply of student accommodation based on the strategic targets set and the numbers of unimplemented consents.

5.4.18 At the same time Core Strategy Policy CS6 and DP2 seek to resist the loss of sites that are suitable for affordable housing or housing for older or vulnerable people. Based on the criteria set by DP7 for development of older persons accommodation Arthur West House is one such site that is highly suitable for the accommodation of older people. It will also contribute to the significant undersupply of leasehold accommodation in the Borough for older people, as discussed above.

5.4.19 Given the apparent oversupply of student accommodation in the Borough and the fact that the existing accommodation does not serve a particular HEI it is suggested that the loss of the Arthur West House and its use by students, under Policy DP8 could be justified and that the delivery of much needed accommodation for the elderly would fulfil the objectives of CS6 and DP2.

5.5 Provision of affordable housing

5.5.1 As part of the pre-application discussions officer's confirmed that the Council would seek the full affordable housing contribution in line with Council and London Plan Policy.

5.5.2 In the context of these discussions it was, however acknowledged that due to the nature of the development that it would be difficult to accommodate on-site affordable housing. It is, however considered that there would be the potential to look at off-site options, including Council sites and sites where Housing Associations need funds to reconfigure existing affordable housing for older people.

5.5.3 Council officers have requested that the application should be accompanied by a viability appraisal.

5.5.4 The policy position in relation to provision of affordable housing is quite clear. Policy 3.12 of the London Plan states that... *'the maximum reasonable amount of affordable housing should be sought when negotiating on individual **private residential** and mixed use schemes'*.

5.5.5 *At the local level DP3 states that the Council will require **'residential'** development with the capacity for 10 or more additional dwellings to make a contribution to the supply of affordable housing'*.

5.5.6 Policy DP7 deals with the provision of sheltered housing and care homes for older people. It states that, *'In the case of market -led development of self contained sheltered housing in **Use Class C3**, the Council will expect the development to make a contribution to the supply of affordable housing in accordance with DP3'*. The policy goes onto state that in the case of care homes the council will expect a mix of tenures.

5.5.7 At the outset of this chapter we dealt with the issue of use class. As discussed accommodation of the type envisaged for Arthur West House would fall within use class C2 or a Sui Generis use class. It does not, however fall within a Class C3 use.

5.5.8 Given this situation and based on the wording of adopted policy a facility falling within Sui Generis/ C2 use should not be expected to contribute to affordable housing

5.5.9 The rationale for excluding such accommodation from the requirements of affordable housing policy is extremely important in terms of providing the sector with the ability to expand and fulfil a rapidly increasing need.

5.5.10 As part of the pre-application discussions PegasusLife explained the nature of their product and why it cannot be compared with a conventional housing development, namely:

- Densities are much lower compared to that which could be achieved within the same building envelope on the same site, as unit sizes are generally much larger than the standards i.e. all units are built to wheelchair standards.
- The net to gross floorspace is much lower than conventional housing developments and hence saleable floorspace is significantly reduced compared with more traditional housing development and conversely build costs are much higher.
- The levels of specification are much higher than a more conventional housing development.
- There are high cost communal facilities and services to be delivered that would not be expected in more conventional housing development.

5.5.11 All of these factors have an impact upon what organisations such as PegasusLife can pay for sites. Given the above considerations they can only compete for sites against conventional housing developers and other uses if the financial equation can be equalised. Such equalisation is provided by policy i.e. accommodation such as is being proposed at AWH is not required to contribute to affordable housing.

5.5.12 The situation is starting to be appreciated by a number of authorities. For example LB Bromley has recognised there is a need for a significant increase in supply and a greater range of housing that is suitable for older people, including private-rented and owner-occupied housing; that there is an imbalance in the overall tenure mix among older persons and that there is a growing problem of intergenerational housing inequality with younger households unable to buy, whilst over two-thirds of older person households are under-occupied.

5.5.13 Based on their research they have concluded that the planning system should actively support the development of housing for older people. They note that a positive pro-active policy supporting retirement housing would significantly address wider housing and policy implications not just those of ageing population.

5.5.14 As a result of this conclusion their draft 'Local Plan Policies and Designations Consultation' (2014) highlights the implications of requirements for affordable provision on the delivery of specialist elderly persons accommodation and suggest that contributions should not be sought for affordable rent in light of the forecast demand for various tenure types.

5.5.15 The supporting text to policy 5.11 states:

'The application of affordable housing principles to specialist elderly accommodation... would undermine the Specialist & Older People's Accommodation policy, which seeks to encourage provision of specialist, and supported accommodation, and would create a perverse financial incentive favouring the provision of care homes over Extra Care Housing. It is the Council's intention to amend Bromley's adopted Affordable Housing SPG removing the requirement for affordable contributions from the full range of elderly specialist accommodation.'

5.5.16 The London Plan acknowledges that housing for older people will give rise to issues of viability. Paragraph 50c of the FALP encourages local authorities to work with developers to help deliver housing for specialist needs. In so doing the Plan states that in looking at such accommodation Councils should, *'...take account of the distinct economies of specialist housing (for older people) and care home provision.'*

5.5.17 In the context of the above and putting aside the policy issues discussed above PegasusLife has, at Camden's request produced viability statements for both Bartram's and AWH.

5.5.18 These viability statements have been produced on a 'Without Prejudice' basis and in order to explain the viability considerations associated with the delivery of schemes of this nature and to further explain why such schemes cannot and should not be treated in the same manner as conventional Class C3 housing development.

5.6 Car parking

5.6.1 The development makes provision for up to 33 basement parking spaces for occupants, employees and visitors.

5.6.2 As set out in the TA there are no specific car parking standards for the intended use. Officers have, however stated that they would expect the development to be largely car free, apart from disabled parking.

5.6.3 A key driver for the development is the ability to encourage older occupants out of their existing homes – something which happens very little at present since appropriate options are not available. The majority if not all of these occupants are anticipated to have a car and experience from other PegasusLife schemes has shown that potential purchasers are very reluctant to be forced to give up their cars by buying into a development without parking provision. Experience has also shown, however that occupants use of their cars decreases as they become less mobile and eventually given them up. If the long-standing under-provision of housing with care for older people within Camden is to be reversed flexibility will be required, at least in the early stages, in order to provide an opportunity to establish a new market.

5.6.4 In the light of this experience PegasusLife propose to include a car storage facility, which will help to ease the transition of people moving into the development.

5.6.5 The NPPF with regard to parking, paragraph 39 states that: "If setting local parking standards for residential and non-residential development, local planning authorities should take into account:

- the accessibility of the development;
- the type, mix and use of development;
- the availability of and opportunities for public transport;
- local car ownership levels; and
- an overall need to reduce the use of high-emission vehicles."

5.6.6 The NPPF, which postdates all local policy takes a deliberately pragmatic and reasonable approach to parking and states (at para 39) that car parking standards should take account of the accessibility of a development and, importantly, *'the type, mix and use of development'*.

5.6.7 Earlier at paragraph 32 (third bullet point), it states that *'Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.'* This is a new and deliberate attempt to ensure that transportation issues do not stand in the way of economic activity.

5.6.8 We address in the following the five key issues which the NPPF identifies that need to be considered when setting parking standards and, by implication, which need to be considered when assessing the level of parking proposed within a development proposal.

Accessibility

5.6.9 The Camden Development Policies (CDP) document, which was adopted in 2010, forms part of Camden's Local Development Framework. Policy DP18 (Parking standards and limiting the availability of car parking) at paragraph 18.3 states that *'the Central London Area and our town centres, other than Hampstead, are well-equipped to support car free households and businesses as they have high levels of public transport accessibility...Camden will expect development in these areas to be car-free and will resist the inclusion of general car parking unless supported by a Transport Assessment or other compelling justification'*.

5.6.10 Consequently, Policy DP18 implies that development sites within Hampstead are not well equipped to support car free households.

5.6.11 The AWH site is located on the western side of Fitzjohn's Avenue which forms the boundary between Frogna and Fitzjohn's Ward and the Hampstead Town Ward and, therefore although it is not formally located within Hampstead, it is located adjacent to its boundary and is, therefore located in a part of Camden that is not well suited to car-free or car-capped development.

Type, Mix and Use of Development

5.6.12 As noted above, the development proposals aim to accommodate the elderly. All occupants will be 60 plus, although the average age is likely to be 70 plus (and in 5-10 years' time it is anticipated that the average age will be 75-80 plus) and all of the rooms will be wheelchair accessible.

5.6.13 Camden Planning Guidance 7 (CPG 7 Transport) states that *'where car-free and car-capped developments contain wheelchair housing, the Council will expect a parking space to be provided for each wheelchair dwelling'*. Consequently, our view is that providing car parking for housing for the elderly (incorporating 100% wheelchair compliant units) would comply with Camden Policy, which requires on-site parking for each wheelchair unit.

5.6.14 CPG7 also states that *'the Council will consider*

a request for a designated disabled space on-street in the same way whether the development is formally car free or not'. Therefore, if permitted without off-street parking, many occupants are likely to be able to apply for a disabled parking space on-street in accordance with CPG7. Therefore, the provision of on-site parking would assist in reducing on-street parking demand in the future.

Access to Public Transport

5.6.15 The site has a PTAL score of three. This equates to an average level of accessibility. The Site does not, therefore benefit from a high PTAL rating and is not therefore, well suited to car-free or car capped development.

Local Car Ownership Levels

5.6.16 A review of (2011 Census) car ownership data for Camden indicates that the Fitzjohn's and Frognal and Fitzjohn's Wards exhibits the highest level of car ownership of any ward in the Borough (0.83 of households) with, for example only 41% of the population not having access to the car (compared to the Borough average of 61%). 18% of the local population own more than one car.

5.6.17 Further, it is also pertinent to note that the majority of occupants of the proposed development are anticipated to already be living in the London Borough of Camden, many of whom are likely to be downsizing from properties local to the area (ie from Frognal and Fitzjohn's and Hampstead Wards) and will, therefore, have lived in the area and had the benefit of an off-street parking space and/or access to parking permits previously.

5.6.18 Based on experience from other PegasusLife projects around the Country a high proportion of people moving into their properties come from the local vicinity of the development site.

5.6.19 PegasusLife is anticipating that the majority of purchasers will come from the local Hampstead area and that the majority of these purchasers will already own one or more cars and that based again on experience that the majority of these occupants will want to retain at least one car.

5.6.20 In light of the above, in the context of the advice set out in the NPPF it is therefore considered reasonable and appropriate to provide parking for future occupants of the site.

The Need to Reduce the Use of High-Emission Vehicles

5.6.21 The provision of parking will not lead to a significant increase in car use, nor will it encourage the use of private cars.

5.6.22 The proposed development seeks to accommodate aging (and, in some cases, vulnerable) occupants. Evidence suggests that occupants do not use their cars regularly.

5.6.23 As part of the process of preparing their planning application PegasusLife have undertaken parking surveys at two other comparable PegasusLife schemes in London (see Transport Statement).

5.6.24 The survey information demonstrates that the cars parked at the development are unlikely to be heavily used on a daily basis and that there is an element of car storage with cars only used occasionally. Instead the vehicles are likely to be used for longer distance trips to perhaps meet friends and family and these trips are unlikely to occur on a regular basis.

5.6.25 Therefore, the need for car ownership relates more to the need to offer occupants of the site the feeling of safety and security (ie by being able to rely on a car, rather than active modes or public transport which aging occupants would not necessarily be suited to using) and will not necessarily lead to extensive use of the car on a day to day basis.

Other Issues: Access

5.6.26 Vehicular access into the Site will be from Prince Arthur Road via an existing crossover across the public footway. Therefore the provision of on-site parking would be compliant with Policy DP19 (Managing the impact of parking) which states that *'the Council will seek to ensure that the creation of additional car parking spaces will not have negative impacts on parking, highways or the environment'*. Specifically Policy DP19 states that the Council would resist development that requires a *'detrimental amendment to existing or proposed Controlled Parking Zones'*.

Other issues: Existing Use

5.6.27 Camden Planning Guidance 7 (CPG 7 Transport) states at paragraph 5.5 "car-free or car-capped housing may be sought wherever development involves the creation of one or more additional dwellings – whether newly built, or created by conversion or change-of-use".

5.6.28 Given that the existing Fitzjohn's site has approximately 140 rooms and that the proposed development will comprise up to 42 units there will be a reduction in the number of units on-site and therefore our view is that for this development proposal car-free or car capped housing would not be compliant with local policy.

5.6.29 In addition, it is pertinent to note that the existing use of the site does not have a permit free agreement in place and consequently long term occupants

Other issues: Travel Planning

5.6.30 The scheme will have a travel plan that will be prepared in accordance with Transport for London's guidance. These travel plans will be aimed at all users of the site including staff, visitors and occupants. The Travel Plans will include a series of measures and initiatives primarily aimed at reducing the number of single occupancy car driver trips associated with the development. These measures include:

- Provision of travel welcome packs to all occupants and staff of the development to make them aware of the travel options available to them and instil sustainable travel habits from the outset of the development. These welcome packs will be kept up to date and issued to new occupants if the ownership of an apartment changes as well as to new staff, should they change.
- A travel noticeboard located in a communal part of the building where occupants, visitors and staff will be able to find local information about public transport, walking and cycling. Included on the noticeboard will be information about local car clubs, where occupants of the development who do not own a vehicle could rent one on an hourly or daily basis to enable some trips that might not be possible by public transport, such as visiting friends and family or bulky shopping trips.
- Staff that do need to travel to the site by car will be encouraged to car share wherever possible. This will be encouraged both informally within the development but also as part of a scheme such as Liftshare.
- Ample cycle parking will be provided on the lower ground floor for staff, occupants and visitors of the development. Showers, changing facilities and lockers will be provided for staff to encourage them to travel to the site by bicycle.
- The development will feature electric vehicle charging points within the car stacker in accordance with London Plan policy to encourage the takeup of electric vehicle ownership and reduce the localised CO2 emissions of the development.
- A website will be established where occupants, staff and visitors to the site can obtain up to date public transport, walking and cycling information relevant to travelling to/from the site.
- A working group will be established made up of the Travel Plan Co-ordinator, management, staff and occupants to ensure the plan is implemented, efficiently run and successfully monitored on an annual basis in accordance with best practice guidance.

Conclusion

5.6.31 The above and the associated TA demonstrates that the proposed level of car parking is acceptable in terms of development plan policy and transport impact, in particular the impact on demand for on-street parking and the likely resulting car movements. The resulting transport impacts are also expected to be significantly lower than for a traditional C3 housing development and the proposed level of car parking is therefore justified.

5.6.32 The proposed facility seeks to provide continued independence and convenience for its future occupants and it is considered that the proposed car parking is required for the site to be a feasible option for future occupants. In addition, the proposals will assist in the delivery of housing for older people for which there is a growing need.

5.7 Design

5.7.1 The Government's commitment to the design of the built environment remains a key theme of the NPPF. High quality and inclusive design is seen to go beyond just aesthetic considerations and therefore plan and decision-making is required to *'...address connections between people and places and the integration of new development into the natural, built and historic environment'*.

5.7.2 In determining applications the NPPF gives weight to achieving outstanding or innovative designs, which help raise the standards of design.

5.7.3 Para 65 states that LPAs should not refuse planning permission for buildings or infrastructure, which *'promotes high levels of sustainability because of concerns about incompatibility with an existing townscape, if these concerns are mitigated by good design'*.

5.7.4 In terms of what constitutes 'good design', the NPPF (para 58) and NPPG (paras 015 and 023) identify the aspects of physical form to be considered relevant to good design as being: layout; form; scale; detailing; and materials. They also define the qualities of a well designed development as:

- functional over the lifetime of the development;
- supporting mixed uses and tenures;
- seeking to optimize the potential of a particular site;
- reflecting the identity of local surroundings and materials;
- having a distinct character and responding to local character and history;
- attractive as a result of good architecture and appropriate landscape;
- establishing a strong sense of place, including buildings and successful public spaces;
- adaptable and resilient;
- creating safe and accessible environments; and

- encouraging ease of movement.

5.7.5 The proposals contribute to these qualities in a way that is appropriate to the nature of the development, as follows:

- through careful design to ensure that the accommodation meets the needs of its occupants, with care and support also being provided, together with communal support facilities at ground floor level, so the development will be highly functional;
- providing for a type of accommodation that is not currently found in the local area, so contributing to the local mix of uses.
- optimizing the potential of the Site to meet local demand and need for this type of accommodation, while responding appropriately to neighbouring properties to ensure that there are no privacy or lighting issues;
- establishing a strong sense of place (see 5.7.17 below);
- optimizing the development potential of the Site, while responding appropriately to neighbouring properties to ensure that there are no privacy or lighting issues;
- providing for a type of accommodation that is not currently found in the local area, so contributing to the local mix of uses;
- reflecting the identity of local surroundings, or context (see 5.7.6 below);
- responding to and creating a distinct character (see 5.7.10 below);
- being attractive, through good architecture and landscape design and high quality materials and finishes (see 5.7.13 below);
- enhancing the street frontages of Fitzjohn's Avenue and Prince Arthur Road through the quality of architecture and landscape, to create an attractive and appropriate character that will enhance the quality of the public realm, and also providing a quality of accommodation that gives its occupants a sense of place and a high quality of life;
- the accommodation has been designed to be adaptable as the way of life of its occupants evolves over time;
- creating a safe and accessible environment, both for occupants and passers by, through providing good supervision of the public realm from the accommodation at ground and upper floor levels; and
- encouraging ease of movement for occupants, with a high degree of accessibility into and around the

building.

Context

5.7.6 Policy requires proposals to consider and respond appropriately to their context, with a number of other urban design issues being identified in addition to those above:

- the topography;
- the existing structure and layout of buildings, street, and spaces;
- general pattern of building heights;
- the scale, mass and orientation of surrounding buildings
- views, vistas, skyline and landmarks;
- the relationship between new and existing buildings, including the potential for overshadowing and overlooking of others (see section 5.11 Impact on amenity of surrounding uses).

5.7.7 The application proposals have been informed by a townscape and visual appraisal, a heritage appraisal and an architectural appraisal of the context and our understanding is summarised in sections 2.3 and 3 above.

5.7.8 The design response has been carefully considered and responds to the context as follows:

- The proposed buildings step down the slope of the Site in response to the sloping topography;
- The proposals respond positively to the local settlement pattern. The site is located at a point of transition both: north- south between the detached villas further south on Fitzjohn's Avenue and the increasingly urban settlement pattern towards Heath Street; and east-west on Prince Arthur Road, which has large detached villas to the west of Fitzjohn's Avenue but a larger, scale, more institutional pattern to the east. The proposed layout creates two linked blocks to break down the size of the footprint, one aligned along Fitzjohn's Avenue and a second on Prince Arthur Road, with a gap between them.
- Frontages broadly follow the prevailing building line, aligning with neighbouring properties and then stepping forward slightly towards the corner between Fitzjohn's Avenue and Prince Arthur Road. The building is set close to the site boundary at the east end of Prince Arthur Road, on the historic building line. This increases the sense of enclosure at the end of Prince Arthur Road, emphasising its secondary status.
- The height of the proposals is taller than the prevailing heights in the immediate area and reflects the nature of the development, which is more akin to an institutional building or mansion block than to a domestic building,

as shown in section 3;

- The scale and massing of the proposals has been designed to adjust its relationship with, and respond to, neighbouring buildings with:
 - reduced depth of footprint at boundaries and edges;
 - setting back upper floors from boundaries;
 - modelling the form of the lower and upper levels of the building along street frontages; and
 - a strong horizontal cornice line that relates well to the height of buildings on Fitzjohn's Avenue, and set back, recessive upper storeys in response to the Victorian roofscapes that are characteristic of the area;
- The townscape and visual assessment in Appendix 2 (separate document) has assessed the impact on local and distant views, including skyline views and has concluded, on balance, that the impact on local views along streets will be beneficial. The impact on long and skyline views will be barely perceptible. The building has been designed to turn the corner of Fitzjohn's Avenue and Prince Arthur Road, but not to create a strongly vertical element that acts as a landmark in the townscape.

5.7.9 The proposals have therefore been designed in response to their immediate and wider context in such a way as to integrate a larger building type well into its surroundings.

Character

5.7.10 Local character has been assessed from a number of different disciplines and our understanding is outlined in sections 2.3 and 3 above. Responding appropriately to the character of the area has been a key concern as the proposals have evolved through design development.

5.7.11 As stated above, the site is at a point of transition in urban character in the local area. However, there is a prevailing architectural character that comes from the short period in which much of the area was developed, so that, although the 'style' of buildings may differ, there are common themes that provide a degree of coherence and consistency, even where there is also a great deal of variety. There are also common standards of craftsmanship, materials and details.

5.7.12 The design approach picks up and reinterprets these common themes to create a development that

responds positively to and enhances the sense of local character, as shown in section 3.

Quality of architecture and materials

(see also sections 3.8 - 3.10 in relation to landscape)

5.7.13 Sections 3.1 - 3.7 demonstrate the quality of the architectural approach, which is a contemporary response to the brief, the context and local character.

5.7.14 It creates strong built forms with bold modelling of the frontages at lower levels, using a variety of generous, bay-like elements to create vertical emphasis and rhythms along the street frontage. Each of these bays has its own distinct form and character. The upper floors are set back to be visually recessive, with a faceted plan shape that creates a varying roof profile and skyline in response to the scale and variation in roof forms found locally.

5.7.15 High quality materials and details are proposed, with the aim being to create a high quality development. Section 3 sets out the approach to materials and details and their quality.

5.7.16 The proposals represent a high quality of architecture, landscape, materials and details, which will result in a high quality development.

Sense of place

5.7.17 Through an appropriate architectural and landscape response to the context and local character, and high quality architecture and landscape proposals, the development will enhance the sense of place for people using the public realm.

5.7.18 The nature of the development means that it is also important to create a strong sense of place for occupants of the accommodation, who may spend a high proportion of their lives in the building, and for whom it will make a real difference to their quality of life. The communal spaces, both internal and external and the living accommodation are all designed to provide this sense of place.

5.7.19 The proposals will therefore create a sense of place that is appropriate to the nature and form of the

development.

5.8 Heritage and conservation

Conservation Area

5.8.1 Development is required to preserve or enhance the character of the conservation area. The Fitzjohn's / Netherhall Conservation Area Appraisal and Management Strategy (2001) defines the character of the conservation area, which is significant in size. The key points of the conservation area appraisal are outlined below.

5.8.2 Character and appearance of the conservation area generally:

- The street layout is dominated by Fitzjohn's Avenue running through the centre of the area, together with the parallel streets running to the west and east of it. Overall, the urban grain shows large houses with generous gardens surrounded by the denser areas of Hampstead Village, Belsize Park and Finchley Road.
- A feature of the area is the number of properties built for individual owners by respected architects.
- It displays a framework of broadly similar building types but with a mix of architectural styles, including neo-Gothic, classical Italianate, Queen Anne, Jacobean, Domestic Revival, Arts and Crafts/ Normal Shaw. Despite variations of details the repeated details and underlying design conventions give a remarkable consistency.
- The range of detail includes: fine rubbed brickwork, terracotta enrichments, stained glass, fine wrought iron work, Tudor-style chimney stacks, extensive tiling and tile hanging, oriel windows, stone mullions to windows, bay windows, large studio windows for artists, well-detailed front walls, gate piers, decorative tiled front paths, doorways and large porches, and elevated ground floors.
- Roofs are an important element on the skyline, often in the form of gables (various designs), pitched with dormers, shallow pitched with overhanging eaves.
- The majority of properties are detached or semi-detached with few terraces. The gaps between the buildings therefore provide views to the rear gardens and a rhythm to the frontage.
- Mixed size and species of trees have a major presence in the area, along the street and in between houses.
- Original boundary walls are distinctive using particular

materials to echo the architecture of the building.

5.8.3 Fitzjohn's Avenue:

- No. 79 Arthur West House is *'an imposing six storey building from the early 1970s marred by its excessive height in relation to the general townscape and its prominent siting too close to Prince Arthur Road'*. It is not identified as a building that makes a positive contribution to the character and appearance of the conservation area.
 - The Avenue is identified as being relatively narrow until south of Prince Arthur Road.
 - Imposing trees and a variety and richness of front boundary walls are identified as important to the street scene.
 - Almost all of the buildings on Fitzjohn's Avenue are identified as making a positive contribution to the conservation area. This includes post-Victorian developments such as:
 - Field Court (77), described as *'echoes the scale and detail of the original houses while being a distinct contemporary building'*;
 - Henderson Court; a 1960s block of sheltered housing;
 - Camden housing at 48-50 Fitzjohn's Avenue, which is linked to 31a Daleham Gardens, described as fitting into the context of the road, although a lack of garden vegetation and boundary treatment that relates to the street or architecture is identified as a lost opportunity.
 - Views along Fitzjohn's Avenue in both directions are identified.
 - Street trees are identified as important. Beyond 69, where the road narrows and the avenue ends, the lack of street trees makes front garden trees more important. A good horse chestnut is mentioned on the corner of Prince Arthur Road.
- ### 5.8.4 Prince Arthur Road:
- Buildings making a positive contribution to the conservation area include detached Gothic buildings of the 1870s and 1880s to the west of Fitzjohn's Avenue, with 3 Prince Arthur Road being built by TK Green.
 - The exceptions are Arthur West House, Greenhill, and buildings on the south side at the corner with Ellerdale Road.
 - Infill development in the early 20th century and post

WW2 gives the street a diversity of character.

5.8.5 In response to these points:

- The design approach is to create a pair of linked volumes with a gap between them in response to the prevailing urban grain, to replace the existing single volume perimeter block. The Site is at a point of transition between an urban grain of detached villas in large gardens on wide plots and an increasingly urban grain of linked buildings with smaller garden areas on narrower plots towards central Hampstead.
- The proposals are designed by respected architects and aim to continue the tradition of individually designed, and high quality properties in this area, although they are more institutional than domestic in nature.
- The building type is not found in the immediate surroundings, although it is analogous to a late Victorian mansion block, in that it provides self contained accommodation with communal support and facilities, albeit for older people today rather than single gentlemen or gentlewomen as in Victorian times. There are a number of mansion blocks in the wider context, which demonstrate similarities to the application proposals. Many of these (such as Gardner Mansions, Hampstead Hill Mansions, Hampstead Hill Mansions), are identified as making a positive contribution to the character and appearance of the conservation area they fall within, although they generally have a larger size and scale than their domestic context.
- The architecture of the proposals is clearly contemporary and cannot be given any 'style' label, although it picks up on themes and cues from the fine Victorian buildings in the context. It is well ordered but incorporates variety, for instance in terms of the different forms of bays on street frontages.
- The detail of design and the materials have been given careful consideration, to relate well to the characteristics of the local area, and are demonstrated in section 3 above.
- The form and massing of the proposals defines:
 - a base, where the building meets the ground;
 - a middle, with a boldly modelled and varied frontage and strong cornice line, not dissimilar to the more Italianate characteristics of villas found in the area; with
 - upper floors set back, with a faceted form to respond to the variety of roof forms characteristic of the area, which are often tall elements that create an irregular

and angular skyline.

- While roof forms are identified as important characteristics of the conservation area, there is a great variety in roof forms and types, for example:
 - many of the Italianate villas do not have gables or dormers but simple pitched roof forms with elaborate eaves; and
 - Henderson Court creates the appearance of a varied and irregular roofline through full height projecting bays on its frontage.
- The frontage to Fitzjohn's Avenue is proposed to be continuous, in response to the increasingly urban character of this part of the street.
- To Prince Arthur Road, the volumes will read as 2 distinct elements linked at ground level and with a gap between them to allow glimpsed views into the rear of the block, in response to the character of this part of the street, which is of detached villas.
- The importance of trees is recognised and section 3.8 sets out the approach to retaining, and replacing where necessary, existing street trees and trees on the site frontage.
- Although the existing building is described as 'five storey' its height is 6 storey, with five storeys of accommodation at ground level and above and with the corner staircase leading up from this to a large plant room on the sixth floor.
- The existing building currently does not contribute to the character and appearance of the conservation area, due to its 'excessive height' and 'prominent siting too close to Prince Arthur Road'. However, with the exception of the lift shaft on the corner, the existing drawings show that its height is no taller than 104 Fitzjohn's Avenue opposite and it is sited no closer to Prince Arthur Road than 104 Fitzjohn's Avenue. Our appraisals suggest that it is the form and design of the corner of the existing building that is a negative feature, rather than either its height or siting per se. Our townscape and architectural analyses conclude that the building detracts from the character and appearance of the conservation area for a number of other reasons, as set out in sections 2.4 and section 3.
- The hostel currently does not have an original or attractive boundary wall to its frontage. The proposals will provide a boundary wall that responds to the character of the wider area.
- The impact on a number of views along Fitzjohn's Avenue is demonstrated in the townscape and visual assessment in Appendix 2 (separate document), which concludes that, although there would be some minor adverse effects, these would be counterbalanced by

beneficial effects and, overall, the impacts would be either neutral or minor beneficial.

5.8.6 The proposed building is for a larger-than-domestic scale building type, with a character that is more like a residential institution or mansion block than a single family house.

5.8.7 The design approach is sensitive to the character and appearance of the Conservation Area, and integrates this larger building type into its context in an appropriate manner, adjusting its scale in relation to neighbouring buildings and easing the transition in size.

5.8.8 The proposed development will replace a building that is not identified as making a positive contribution at present and which our appraisals identify as being a negative element that currently detracts the townscape.

5.8.9 Overall, the proposals will make a positive contribution to the conservation area and will preserve and enhance its character and appearance.

Setting of listed building

5.8.10 English Heritage's 'The Setting of Heritage Assets' provides guidance and a recommended process for assessing the impact of a development proposal on the settings of heritage assets. This includes 5 steps:

- identify which heritage assets and their settings are affected;
- assess whether, how and to what degree these settings make a contribution to the significance of the heritage asset(s);
- assess the effects of the proposed development, whether beneficial or harmful, on that significance;
- explore the way maximising enhancement and avoiding or minimising harm;
- make and document the decision and monitor outcomes.

5.8.11 The existing Hyelm hostel building is visible from the Ellerdale Road frontage of 6 Ellerdale Road. The view is a glimpsed view between Nos 3 and 5 Ellerdale Road, across the interior of the block.

5.8.12 6 Ellerdale Road is a Grade I listed building

designed by Richard Norman Shaw for himself and was his home for a number of years from 1876-1912.

5.8.13 It was one of the earliest buildings in this area, built on a plot of land on the edge of the village of Hampstead, near Church Row. It was built before Fitzjohn's Avenue was set out and London expanded up the hill towards it. It is a large detached house of 4 storeys, extended by Norman Shaw to the rear with a 3 storey wing in 1885-6, including some double height volumes and has a tall roof, also containing accommodation. The original house has split levels and an asymmetrical south-east facing frontage in red brickwork and faced south-east into the street rather than into its plot.

5.8.14 It is 4 storeys in height, the top one being in the roof, but taking up the slope of the site so that at the lower level (the left hand side of the front elevation) this includes double height volumes. To the left hand side of the front elevation, there is a large canted 3 storey bay, with tall casement windows and leaded lights rising up to eaves level, where there is a small balcony set under a dormer gable with tile hanging and bargeboard. To the right hand side, there is a 3 storey oriel window with leaded light casements and pargeeting, sits above the entry from a ground floor porch on the north-east elevation. The most important spaces in the original house are the double height dining room at first floor level which opens into the large bay and the associated den at mezzanine level above the massive inglenook fireplace, where Norman Shaw worked, with narrow corner windows on either side of the chimney looking out to the south-west. This was where he designed many of his later buildings.

5.8.15 The list description describes the building as 'free Queen-Anne style'. Pevsner describes it as 'more daringly progressive' than the neighbouring Gothic villas, and belonging to 'the years of Shaw's most inventive compositions in Kensington & Chelsea, where he explored the potential of tall urban frontages. Here height is used to exploit the views south. The house is so tall that, especially from the back, it appears craggy.'

5.8.16 The significance of 6 Ellerdale Road is mainly aesthetic as a fine and innovative example of Norman Shaw's architecture when free from client demands. It also has some historic significance through its association with him as a prominent late Victorian architect.

5.8.17 The setting of the building when originally built would have been open, but this changed rapidly within the first ten years or so, to become a fashionable Victorian suburb, as development took place northwards up the hill along Fitzjohn's Avenue and then on lower land in West

Hampstead. The outlook to the south east and west changed in character from being rural to suburban.

5.8.18 Today the setting of the house is still suburban and substantially still Victorian in character. It provides a rich context for the house, demonstrating the variety and exuberance of domestic architecture of the late Victorian era.

5.8.19 The suburban character is leafy with tree canopies playing an important role in the character of the public realm in particular. There are 5 mature plane trees on the street in front of 6 Ellerdale Road, with relatively low canopies, which provide a green setting for the building and act as a screen for views of and out of the house for much of the year.

5.8.20 Views from the house, in so much as they contribute to its significance, are those from the principal rooms with an outlook to the south-west across lower lying areas towards West Hampstead, rather than up the hill towards the Site.

5.8.21 The existing hostel building, glimpsed in views across the interior of the block opposite, has limited influence on, and does not make a positive contribution to the setting of the listed building.

5.8.22 The application proposals will also be visible in glimpsed views across the interior of the block opposite. The building will be taller than the existing building and so will potentially be more visible. However, it is designed to respond more positively to the prevailing architectural character of the area. On balance, therefore, the effect on the setting of the listed building will be neutral.

5.8.23 The overall effect on the setting of the listed building will be limited and an alteration in the view across the interior of the block opposite will not cause harm to the significance of the listed building.

5.9 Landscape, ecology and trees

5.9.1 The application is accompanied by a tree protection plan, an Arboricultural Implications Assessment (AIA) and Method Statement and an ecology and biodiversity report.

5.9.2 The AIA, Method Statement and draft Tree Protection Plans identifies the trees that are to be removed as part of the development and those that could be affected by the development but are retained as part of the proposal.

5.9.3 A total of 13 trees of varying standards and size are to be removed as a result of the redevelopment. As part of the redevelopment it is envisaged that there will be comprehensive landscape strategy. The proposed tree planting strategy that forms part of the landscape plan has been carefully considered to ensure that the new trees establish well in the short term and make an increasing contribution in the long term.

5.9.4 In relation to ecology an extended phase 1 ecology survey has been undertaken, which provides an assessment of the current ecological status of the Site. The report considers the ecological impacts of the development and makes a number of recommendations for avoidance, mitigation and enhancement. Based on policy, the recommendations have been built into the proposed landscape strategy and the Construction Management Plan.

5.10 Energy and sustainability

5.10.1 The application is accompanied by a 'Sustainability and Energy Statement.' The report demonstrates that:

- There will be an overall 40% reduction in carbon emissions relative to building regulations (2013 edition).
- BREEAM Excellent is targeted for both the living areas and the communal areas under the multi-residential assessment.
- Carbon reduction of 20% is provided via on-site renewable energy generation for the living and communal areas through the use of air source heat pumps, solar photovoltaic panels (200m²)

5.11 Impact on amenity of surrounding uses

5.11.1 The application is accompanied by a sunlight/daylight and overshadowing report, which assesses the impact of the development on existing development surrounding the site.

5.11.2 The report assesses the quality of daylight and sunlight within surrounding residential properties using the VSC, NSC, EF and APSH assessments as recommended within the BRE document 'Site layout planning for daylight and sunlight' and British Standard Document BS8206 part 2.

5.11.3 The results of these assessments have shown that the impact of the proposal has been kept to a minimum with the vast majority of neighbouring properties retaining levels of daylight and sunlight in excess of the criteria suggested within the BRE guide.

5.11.4 There are some very localised instances, within the flank elevation of 81 Fitzjohn's Avenue, where windows will receive reductions in daylight that are technically in excess of the BRE criteria. These windows are so acutely constrained in their current condition that any further reduction in daylight, however small, will lead to a breach of the criteria. The main habitable rooms within this property will continue to receive good levels of daylight and sunlight and as such the impact of the development should be considered minor and in accordance with the intentions of the BRE guide.

5.12 Basement impact

5.11.5 The proposed development involves the construction of a basement level. Thus in line with policy a Basement Impact Assessment has been prepared in accordance with CPG4, Basements and Lightwells.

5.11.6 The BIA considers the implications of the development on neighbouring buildings and infrastructure and makes a series of recommendations in relation to the construction process. It also makes recommendations in relation to contamination, remediation and material management, buried services, flood risk, drainage and health and safety.

5.13 Other environmental considerations

5.13.1 In relation to the other potential environmental implications associated with the scheme the application is accompanied by a noise, vibration and ventilation assessment and a construction, management plan, which consider the implications of the proposals and makes recommendations, as appropriate in relation to the implementation of appropriate mitigation measures.

5.14 Section 106 and other contributions

5.14.1 London Plan Policy 8.2 requires LPA to set clear frameworks for the negotiation on planning obligations in DPDs.

5.14.2 Camden's Local Strategic Partnership and its other partners to deliver the vision, objectives and policies of this Core Strategy. We will:

- *'work with relevant providers to ensure that necessary infrastructure is secured to support Camden's growth and provide the facilities needed for the borough's communities.*
- *use planning obligations, and other suitable mechanisms, where appropriate, to:*
 - *support sustainable development,*
 - *secure any necessary and related infrastructure, facilities and services to meet needs generated by development, and*
 - *mitigate the impact of development...*

5.14.3 CPG8, Planning Obligations provides an indication of what may be required when the Council considers that a development proposal needs a planning obligation to be secured through a legal agreement.

5.14.4 CPG8 identifies the main categories of development which may need to be addressed through the use of legal agreements including affordable housing, transport and other infrastructure, local climate change, works to streets and public spaces, community facilities and services, training and skills and community safety.

5.14.5 Based on the content of CPG8 the Applicant is anticipating off-site contributions to be sought in relation to:

- The upgrading of the public realm in the vicinity of the site.
- Future decentralized energy networks, which based on the guidance would be in the region of £60,475.

5.14.6 In addition and as already mentioned a viability appraisal is submitted on a without prejudice basis in order to explain the economics of the type of accommodation being proposed by PL. It is anticipated that this will be appraised by a third party appraiser appointed by Camden.

5.15 Scheme benefits and conclusions

5.15.1 This PDAS has been prepared in support of a detailed planning application for the comprehensive redevelopment of the now vacant Arthur West House.

5.15.2 The proposals as discussed in this statement are considered to be in accordance with planning policy and guidance at the national, regional and local levels. When read as a whole the proposals accord with the Development Plan and provide a significant opportunity to deliver much needed specialist accommodation for older people.

5.15.3 Camden Council should therefore apply the presumption in favour of sustainable development in this instance and grant planning permission.

5.15.4 Amongst other considerations the PDAS has outlined the following key planning and regeneration benefits will arise:

- The provision of a holistic care environment that will meet the specific needs of a rapidly growing older community.
- The delivery of between 33 and 42 new, high quality specialised housing designed to meet the needs of older people.
- New jobs and employment opportunities including through construction and in the running of the new facility.
- The introduction of a new high quality and energy efficient building and landscape.
- The enhancement of the ecology and biodiversity of the Site.



PegasusLife

ARTHUR WEST HOUSE, 79 FITZJOHN'S AVENUE, CAMDEN

The proposed Development will provide specialist accommodation for older people, comprised of the following:

- Up to 65 Residents

The NPPF sets out three dimensions to sustainable development, these being economic, social and environmental.

In its economic role, the planning system is required “to contribute to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation and by identifying and coordinating development requirements, including the provision of infrastructure” [para 7, NPPF].

The NPPF confirms that pursuing sustainable development involves seeking positive improvements to people’s quality of life, including:

- Making it easier for jobs to be created in cities, towns and villages; and
- Improving the conditions in which people live, work, travel and take leisure; and widening the choice of high quality homes.

The economic benefits of the proposed scheme will be generated through:

- Employment during the construction phase;
- GVA contributed during the construction phase ;
- Operational jobs created;
- Annual savings to the NHS ; and
- Local expenditure generated through the purchase of goods and services.



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Figures subject to rounding

LOCAL ECONOMIC IMPACT OF THE PROPOSED SPECIALIST ACCOMMODATION FOR OLDER PEOPLE

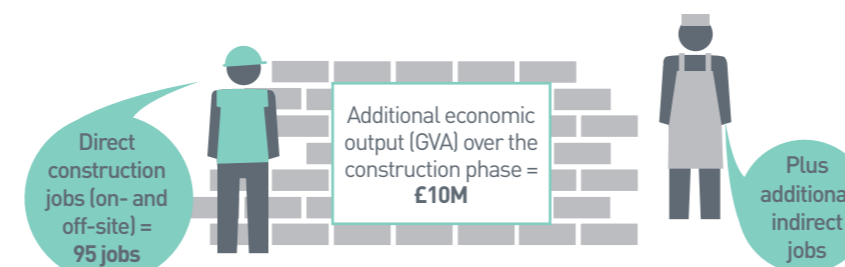
Employment Profile

LOCAL LABOUR MARKET



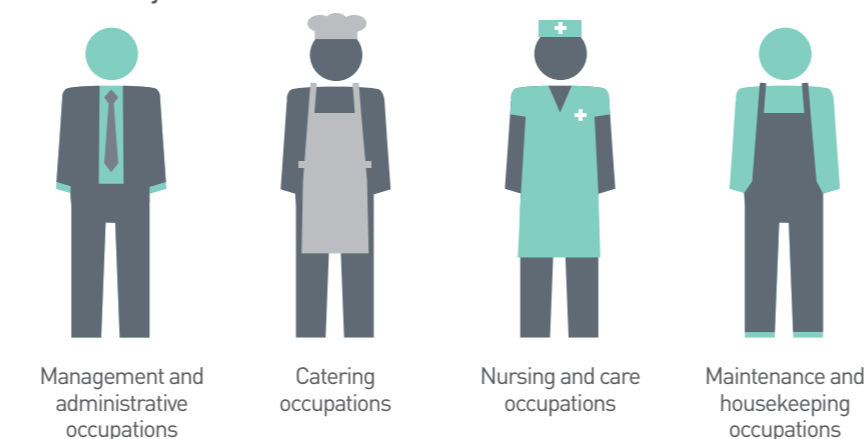
The specialist accommodation for older people will provide local employment, with approximately 50% of employees residing within 1-2 mile and 50% within 5 miles.

JOBS CREATED DURING CONSTRUCTION



JOBS WITHIN SPECIALIST ACCOMMODATION FOR OLDER PEOPLE

7FTE direct jobs will be created.



LOCAL ECONOMIC IMPACT OF THE PROPOSED SPECIALIST ACCOMMODATION FOR OLDER PEOPLE

LEVEL OF UNDER-OCCUPANCY

Within Camden a total of 3,800 households comprised of people aged over 65+ are considered to be under occupying their homes by 1 bedroom, and a total of 3,100 are under occupying by 2+ bedrooms. The specialist accommodation for older people offers the ability for residents to down size, therefore freeing up housing stock.

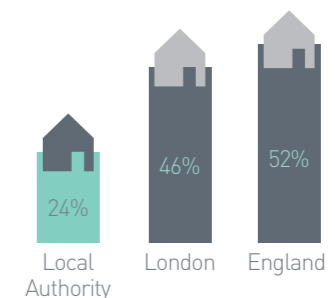
Up to 42 family homes could be made available through down sizing.

1 EXTRA BEDROOM



Level of under-occupancy by 1 extra bedroom

2+ EXTRA BEDROOMS



Level of under-occupancy by 2+ extra bedrooms

SUPPLY CHAIN & LOCAL EXPENDITURE



NHS SAVINGS

The specialist accommodation for older people will provide improved well being and reduce need for health and care provision, resulting in a:

- Reduction in the level of patient care required;
- Savings in time/cost to local care providers by reducing the number of visits;
- Reduction in appointments at local GP surgeries.

