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# Planning Statement

## 73 – 75 Avenue Road



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# 1. Introduction

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- 1.1 This planning statement has been produced on behalf of Deroda Investments Limited to accompany a planning application for the redevelopment of 73 – 75 Avenue Road, London, NW8.
- 1.2 The proposals comprise the demolition of the existing building on the site alongside with the external pool house in order to provide two new detached family dwellings. The proposals also include the provision off street car parking within a basement storey and a landscaping strategy.
- 1.3 This application has been submitted following positive pre application discussions with Officers at the London Borough of Camden, with Officer support provided for the redevelopment of the site to provide two new dwellings. The site currently benefits from an implemented consent for a single detached dwelling, which was commenced earlier this year under approved application reference 2011/2388/P. The current proposals are considered to be a significant improvement on the extant consent, as they will deliver an additional family dwelling and make better use of the site area.
- 1.4 This statement should be read in conjunction with the Design Statement prepared by Purcell Architects. This application is also supported by a series of technical reports relating to structural matters, tree protection, sustainability and landscaping.
- 1.5 This statement has been set out under the following headings:
- **Section 2** outlines the site and its context within the surrounding area;
  - **Section 3** provides an overview of the planning history;
  - **Section 4** provides a summary of the pre-application feedback;
  - **Section 4** provides an outline of the proposals;
  - **Section 5** examines the main planning considerations.

## 2. Site and Surroundings

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- 2.1 The site comprises 73 – 75 Avenue Road, which is located on the western side of Avenue Road at its junction with Elsworthy Road and Queen’s Grove. At present, the site contains a fully detached single family dwelling house of two storeys plus roof storey and a detached pool building. The dwelling also has an existing lower ground floor. The property faces west onto Avenue Road and is enclosed by a tall brick boundary wall on both the Avenue Road and Queen’s Grove frontages..



***Above:*** View to the front of 73 – 75 Avenue Road

- 2.2 The property is bound to the rear by 38 Queen’s Grove and to the north by 77 Avenue Road. Both are existing detached dwellings with generous rear garden areas. The site itself benefits from a large rear garden, within which is situated a redundant swimming pool enclosure.
- 2.3 The former property at no. 73 Avenue Road was demolished in 1939 but was never reconstructed. As such the site effectively occupies a double plot, and the detached pool building stands in it’s former place.
- 2.4 The remaining property, 75 Avenue Road, extends to three storeys in height above ground and is accessed via an in and out driveway arrangement. The driveway provides an area of off street car parking for the existing dwelling along with a single storey garage.



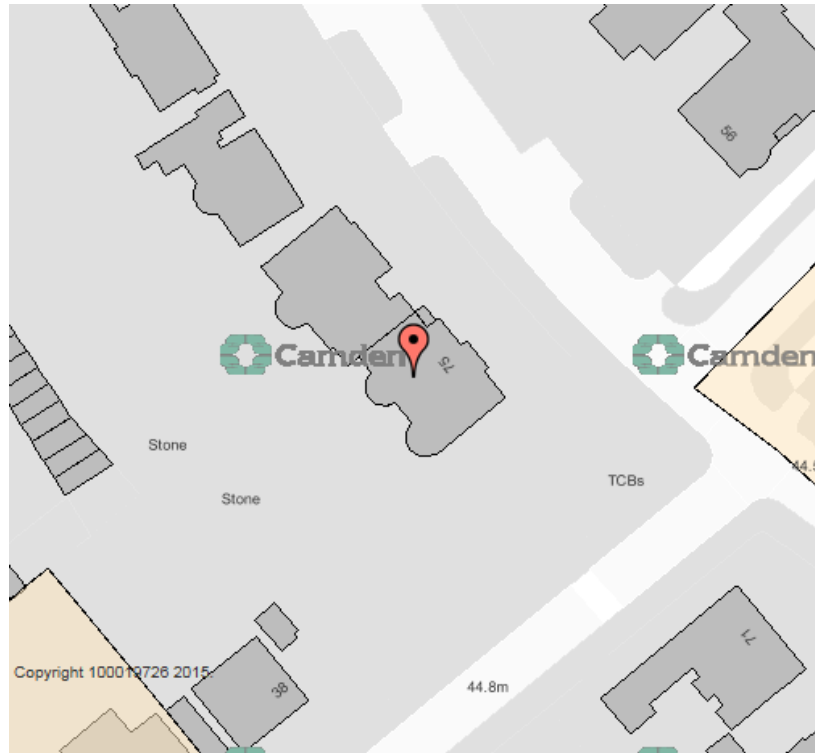


**Above:** View to the rear of 73 – 75 Avenue Road

- 2.5 The surrounding area is characterised by predominantly residential (C3) land uses. With regard to building form, the site is surrounded by a variety of housing styles, with a number of new build, contemporary properties located along Avenue Road. Despite this, the majority of properties are consistent in terms of massing and materials used. In particular the houses in close vicinity to the site are characterised by red brick facades with stone detailing and clay roofs.
- 2.6 The property benefits from good accessibility with a PTAL rating of 6a. St John’s Wood Underground Station (with access to the Jubilee line) is located 0.4 miles from the site. There is also a number of bus services along Adelaide Road, 0.3 miles from the site and Prince Albert Road, 0.4 miles from the site.

***Policy Designations***

- 2.7 The Camden planning policy map shows that 73 - 75 Avenue Road is not the subject of any planning designations. The property is not situated within any of the Borough’s designated conservation area, nor is it statutorily listed.



**Above:** Extract from Camden's Planning Policy Map

- 2.8 The site is located between two Conservation Areas. The Elsworthy Conservation Area boundary falls on the opposite side of Avenue Road adjacent to the junction with Elsworthy Road. To the west, the St John's Wood Conservation Area starts adjacent to 39 Queen's Grove.

### 3. Planning History

3.1. The planning history of the site is summarised as follows:

<b>Reference</b>	<b>Description</b>	<b>Decision</b>	<b>Date</b>
2014/7839/P	Discharge of condition 14 (Tree protection measures) granted under reference 2011/2388/P dated 28/03/12.	Granted	25 Feb 2015
2014/7475/P	Submission of details of hard and soft landscaping, as required by Condition 7 of planning permission ref 2011/2388/P (decided 28/03/2012) for the erection of single-family dwellinghouse comprising basement, lower ground, ground, first and second floor level, erection of a new boundary wall, hard and soft landscaping and associated works (following demolition of existing building).	Granted	24 Feb 2015
2014/7234/P	Details of appointment of a suitably qualified chartered engineer (condition 5); and sustainable urban drainage system and perimeter drainage system investigation (10) as required by planning permission (2011/2388/P) dated 28/03/2012 for the erection of a dwelling house.	Granted	28 Jan 2015
2014/2128/T	(TPO Ref: 38H) SIDE GARDEN: 1 x Horse Chestnut - Thin crown by 25%.	Granted	11 April 2014
2011/2388/P	Erection of single-family dwelling house comprising basement, lower ground, ground, first and second floor level, erection of a new boundary wall, hard and soft landscaping and associated works (following demolition of existing building).	Granted	28 March 2012
8400150	Erection of a replacement cover for a swimming pool as shown on one un-numbered drawing	Granted	29 Feb 1984

3.2. Planning consent was granted on 28 March 2012 for the demolition of the current property at 73 - 75 Avenue Road and the erection of a single-family, 15 bedroom dwelling house with a subterranean basement storey (Ref. 2011/2388/P). All related pre-commencement conditions attached to this permission have been approved and this permission has now been implemented.



*Above: Image of the implemented scheme*

- 3.3. The implemented scheme is significant with regards to the current proposals. The approval gave consent for the replacement of the existing dwelling with a much larger property and a significantly larger footprint. It also included an extension to the rear along with a large basement storey which provided ancillary accommodation, a swimming pool, spa and gym. The consented scheme, at three storeys in height, permits a dwelling taller than that at No. 77 Avenue Road and also included the addition of a car lift to service 3 off street car parking spaces and cycle parking at basement level.
- 3.4. During the consideration of the application, Officers advised that a brick built dwelling was preferable to a rendered property and the application was revised accordingly before being approved. This has helped to inform the current proposals for the site, which seek to integrate a red brick as the primary facing material. Despite gaining consent Camden Council, in their delegated officers report, expressed preference for a 'pair' of dwellings on this site due to concern over the scale of the proposed development. The current proposals have taken on board this recommendation, and seek to bring forward an additional and much needed family dwelling.





Above: Implemented consent at 73-75 Avenue Road

3.5. Elsewhere, a number of recent planning applications for single dwellinghouses have been made to properties within close proximity to the site. A number of relevant applications are outlined below:

<b>Address</b>	<b>Reference</b>	<b>Description</b>	<b>Decision</b>	<b>Date</b>
55 Avenue Road	2014/6960/P	Demolition behind retained front facade of existing dwellinghouse and development of single dwellinghouse with basement and associated hard and soft landscaping.	Granted	25 Nov 2014
60 Avenue Road	2014/2130/P	Demolition of existing single storey garage to the side of the main house and the construction of a new three storey extension to the side of the main building and associated alterations at roof level along with alterations to the existing entrance staircase to front of building.	Granted	23 May 2014
77 Avenue Road	2013/2043/P	Renewal of permission 2010/0351/P dated 06/05/2010 (Erection of a new three-storey single family dwellinghouse (Class C3), following demolition of existing three-storey single family dwellinghouse).	Granted	03 May 2014

87 Avenue Road	201/459/P	Erection of two storey building plus roof level, basement and sub-basement for use as a single-family dwelling house (following demolition of existing two storey dwelling house)	Granted	25 Feb 2013
62 Avenue Road	2011/5539/P	Erection of building comprising sub-basement, basement, two storeys and roof level to provide a single-family dwellinghouse.	Granted	15 June 2012
77 Avenue Road	2010/0351/P	Erection of a new three-storey single family dwellinghouse (Class C3) following demolition of existing three storey single family dwellinghouse.	Granted	06 May 2010

3.6. Of significance to the current proposals is the planning application relating to 77 Avenue Road, adjacent to the application property. A planning consent was renewed in 2013 for the following contemporary designed single dwellinghouse. Currently this application has not been implemented and therefore both the existing property on the site and the proposed dwelling have been taken into account in this planning application.



**Above:** CGI of proposed property at 77 Avenue Road

## 4. Pre-Application Feedback

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4.1. A pre-application request was submitted to Camden Council for the following proposals:

*'Demolition of the existing dwelling and pool house on the site and its replacement with two new family sized dwellings. The proposals include the provision of off street basement car parking, and an outline landscaping strategy'*

4.2. Feedback was provided by Officers on 23 February 2015 (see Appendix 11), which included the following comments and recommendations:

- **Land use:** The principle of replacing the existing dwelling with two new houses was seen as acceptable in terms of the Borough's adopted housing policy;
- **Affordable Housing:** It was noted that the proposals would lead to an uplift of 3,000 sq. m. of habitable floorspace and as such would trigger the need for 900 sq. m of on site affordable housing. Recognising the impracticalities of providing this on site, the feedback noted that an off-site provision of 1,548 sq.m could be provided and that in exceptional circumstances a payment in lieu would be acceptable.
- **Design:** As the site originally comprised two houses the plot has scope for two new dwellings. Subsequent feedback confirmed that a return to this historic arrangement would be acceptable and welcomed. The proposed design of a traditional period style was seen to complement various adjoining buildings in the vicinity. In addition, the proposed materials were deemed to be acceptable in principle and would be assessed in greater detail as application stage.
- **Basement:** It was advised that a Basement Impact Assessment should be submitted alongside a Sustainable Urban Drainage System (SuDS report) due to the site being at risk of surface water flooding. In principle however, a basement extension is considered to be acceptable.
- **Mix of units and standards of living accommodation:** The provision of two 4 bedroom + dwellings is acceptable in principle on this site. The pre app response acknowledges that all the room sizes comply with Camden's standards. It was recommended that any application should demonstrate that light can reach each of the basements where habitable rooms are proposed.
- **Amenity:** Feedback noted that it was unlikely that the adjoining properties would be affected by a loss of daylight and sunlight. The feedback highlighted the dormer window located on the proposed no.75 Avenue Road facing 77 Avenue Road. It was recommended that it should be designed so as to not result in a loss of privacy both to the existing and approved scheme. Due to concerns over noise under the previous application, it was also recommended that an acoustic report is submitted to estimate noise levels from the car lift and also any other proposed plant.

- **Transport:** It was recognised that the approved scheme for No.75 included 4 parking spaces in total, and subsequently it is unlikely that more than this amount will be supported for both of the proposed houses. The proposal would be car-capped and the front area should be landscaped to prevent excessive car parking in line with the previous permission. In terms of cycle storage, while the proposal exceeded the minimum requirements for a single dwellinghouse, it was noted that due to the size of each house and potential number of occupants that a minimum of seven cycle spaces per house should be provided. In terms of the vehicular access points, the retention of two existing crossovers (one for each house) was welcomed.
- **Sustainability:** The proposals will be required to meet the Borough's sustainability standards – each dwelling will need to reach a minimum rating of Level 4 (Code for Sustainable Homes) and achieve the minimum standard for Energy, Water and Minerals categories. Developments of this size are required to achieve a reduction in energy use of 35% on building regulation standards..
- **Ecology and landscaping:** An updated Arboricultural report should be provided to reflect the current conditions on the site. It was recommended that the 2 metre high wall along Queen's Grove and lower boundary on Avenue Road is maintained but there was no objection to the creation of a new pedestrian access point on the corner of the site.

4.3. The pre-application feedback concluded that the redevelopment of the site to provide two new large houses of the style proposed would be acceptable in this location. The documentation presented demonstrated that the proposal would generally comply with the Council's policies subject to the provision of affordable housing and other additional information as noted above.

4.4. This planning application has acknowledged this feedback and has been amended to be in line with the Council's planning policy. Notably, the application includes all the relevant reports required by the Council, including a Basement Impact Assessment, SUDs report and Daylight and Sunlight report. The proposals now include increased cycle spaces and a detailed landscaping plan for the front forecourt areas.

## 5. Proposals

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- 5.1. This application proposes to demolish the existing house and swimming pool enclosure and to divide the site into two plots to provide two new single family dwellings. Both properties will provide 8 bedrooms and 2 additional bedrooms as staff accommodation. Both properties contain a swimming pool and ancillary leisure uses at the basement level and a stepped courtyard at the lower ground floor level which will lead out to private landscaped gardens.
- 5.2. Both proposed dwellings consist of two storeys above ground, with basement, lower ground and mansard roof storey. The new dwellings have been designed in the same architectural style to one another and are of comparable scale and massing.
- 5.3. The dwelling at 73 Avenue Road will extend to 17,800 sq.ft, whilst 75 Avenue Road will provide 16,250 sq.ft of residential floorspace
- 5.4. Owing to its position on a corner plot, the proposed dwelling at 73 Avenue Road has been designed with a curved portico entrance which fronts onto both Avenue Road and Queen's Grove. The design intent is to for the property to engage further with the two primary frontages whereas at present the Queen's Grove boundary is dominated by a solid brick wall and little residential activity.
- 5.5. The elevations of both properties have been designed in red brick with stone detailing and clay roofs, similar to adjacent properties along Avenue Road.



***Above: Proposed front elevation***

- 5.6. The two existing crossovers for vehicular access from Avenue Road will be retained, whilst the crossover closest to the Queen's Grove junction will be moved 1.2m towards Queen's Grove to be better positioned for the introduction of a further property on the site. Likewise, a new pedestrian access is proposed at the corner of the site along Queen's Grove to provide access to 73 Avenue Road.
- 5.7. Each dwelling will benefit from a single storey side garage, which internally will provide a mechanical car lift. The lift will provide access to a basement car parking area which will provide two off street car parking spaces for each dwelling.





## 6. Planning Policy Framework

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- 6.1. This section outlines the relevant national and local planning and listed building policies against which the proposals are considered.

### ***National Planning Policy Framework***

- 6.2. The National Planning Policy Framework (March 2012) sets out the Government's planning policies for England and replaced the majority of the existing Planning Policy Statements (PPSs) and Planning Policy Guidance (PPGs).
- 6.3. At the heart of the NPPF is a presumption in favour of sustainable development (paragraph 14). It states, at paragraph 17, that planning should proactively drive and support sustainable economic development to deliver the homes, businesses and industrial units, infrastructure and thriving local places that the country needs.
- 6.4. The NPPF states that housing applications should be considered in the context of the presumption in favour of sustainable development. To deliver a wide choice of high quality homes, widen opportunities for home ownership and create sustainable, inclusive mixed use communities, local planning authorities should plan for a mix of housing based on current and future demographic trends, market trends and the needs of different groups in the community.

### ***Local and Regional Policy***

- 6.5. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that any planning application must be determined in accordance with the development plan for the area unless any material considerations indicate otherwise.
- 6.6. In this case the development plan comprises;
- The London Plan (July 2011)
  - The Camden Core Strategy (November 2010)
  - Camden Development Policies (November 2010)
- 6.7. Camden Council are introducing their Community Infrastructure Levy on 1<sup>st</sup> April 2015 which is payable in addition to the Mayoral CIL.
- 6.8. Additionally, Camden Council are currently undertaking a review of its main planning policies and are consulting on a draft 'Local Plan'. When finalised the Local Plan will replace the current Core Strategy and Camden Development Policies documents as the basis for planning decisions.

## 7. Planning Considerations

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7.1. This section of the report sets out the considerations of the proposed redevelopment of the site in relation to planning policy and other guidance under the following headings:

- i. Principle of Demolition
- ii. Land Use
- iii. Design and Scale of Development
- iv. Basement Development
- v. Residential Amenity
  - a. Residential Standards
  - b. Outlook and Privacy
- vi. Affordable Housing
- vii. Parking
- viii. Cycle and Refuse Storage
- ix. Sustainability
- x. Plant, Ventilation and Noise

7.2. The following section of this report provides a consideration of the proposal against the Council's adopted development plan. This statement should also be read in conjunction with the Design and Access statement prepared by Purcell.

### **Principle of Demolition**

7.3. The property is situated outside of any of the Borough's designated conservation areas, and there is therefore no planning control over the demolition of the building. The demolition of the existing dwelling has also been established through the implementation of planning approval 2011/2388/P, although the demolition of the property has yet to be carried out as part of the implementation works.

7.4. The Council have not previously raised any objection to the demolition of the existing dwelling on the site, and this is considered to be an acceptable element of the proposals.

### **Land Use**

7.5. The site currently contains a fully detached single family dwelling. It also benefits from an implemented consent for a significantly larger replacement dwelling. The principle of replacing both the existing property and the implemented scheme with two family sized dwellings will better suit the housing requirements outlined in Camden's planning policies, and is considered to be a benefit for the proposals.

## Design and Scale of Development

- 7.6. Core Strategy Policy CS14 states that the Council will require development to be of the highest standard of design that respects local context and character; and preservation and enhancement of Camden's rich and diverse heritage assets and their settings, including conservation areas.
- 7.7. This is supported by Development Policies policy DP24 which requires all developments to be of the highest standard of design and will expect developments to consider the character, setting, context and the form and scale of neighbouring buildings; the character and proportions of the existing building and the quality of materials to be used.
- 7.8. The proposals have been developed following a consideration of the surrounding form of development, the palette of materials in the immediate area and the rhythm of development adjacent to the site. The section of Avenue Road immediately north of the junctions with Queens Grove and Elsworthy Road is primarily formed by large detached dwellings which occupy substantial plots. The application site is essentially formed of a 'double' plot, being twice the general width of the neighbouring sites and with the capacity to accommodate an additional dwelling. Historically, the site previously contained two detached dwellings as demonstrated by the historical maps.



1872 OS  
Map for  
Avenue  
Road

- 7.9. The proposed proportions of the two dwellings is considered to be acceptable given the form of surrounding development. The site has historically accommodated two houses, and has sufficient capacity to provide two high quality family dwellings with off street car parking and generous external amenity space. The pre application advice from Officers set out that 'the return to this historic arrangement is acceptable and welcomed'.
- 7.10. The dwellings are orientated so that they face onto Avenue Road, with the side elevation of no. 73 facing onto Queen's Grove. This follows the pattern of the neighbouring dwellings and is considered to be the most appropriate layout for the site.
- 7.11. Houses in close vicinity to the site are characterised by red brick façade with stone detailing and clay roofs. This palette of materials has been used to inform the proposed design, as set out in detail in the Design and Access Statement by Purcell. The facades to both Avenue Road and Queen's Grove are more decorated than those to the rear, which are more secondary and sheltered than the main frontages of the site.





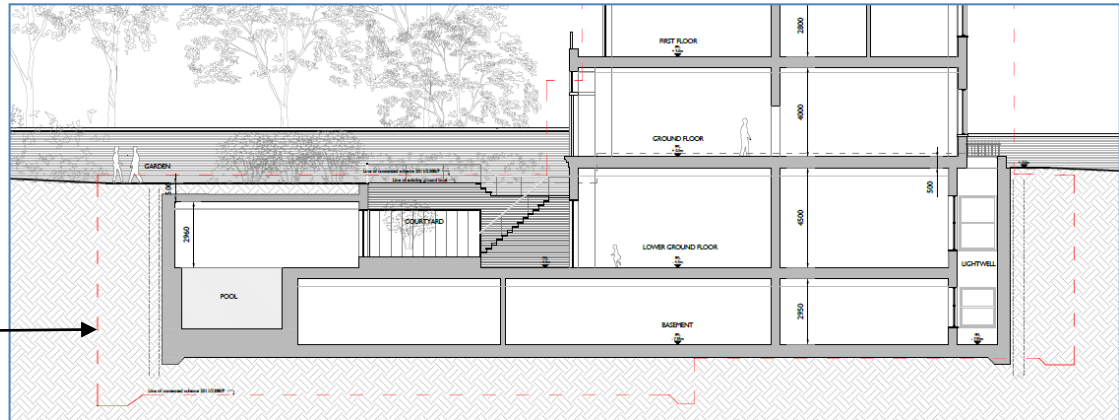
- 7.12. At the pre application stage officers commented that ‘the proposed design is of traditional period style and complements various adjoining buildings in the vicinity’. On this basis, the pre application proposals have not been further amended.
- 7.13. To the boundary of the site it is proposed to demolish the existing high boundary wall and to replace it with slightly lower and more decorative wall. This is considered to be a positive element of the proposals, which will respond more positively to the local townscape.

#### **Basement Development**

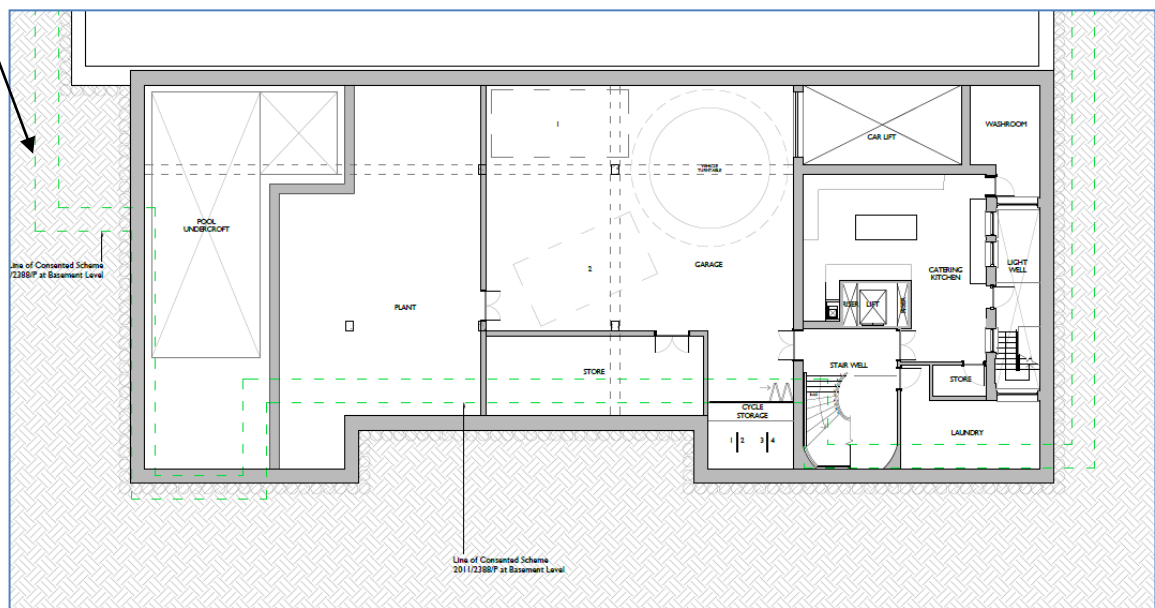
- 7.14. The proposals include the provision of subterranean basement accommodation and a lower ground floor to both dwellings. The basement space will be accessible to vehicles through the installation of a car lift, and will provide car parking for two vehicles per household. Internally, the basement will be accessible by a lift and stairs.
- 7.15. Development Policy DP27, Camden Planning Guidance 4, and part of the Camden Planning Guidance 2 on Housing focus on basements. In determining proposals for basements the Council will require an assessment of the scheme’s impact on drainage, flooding, groundwater conditions and structural stability, where appropriate. The Council will only permit basement and other underground development that does not cause harm to the built and natural environment and local amenity and does not result in flooding or ground instability
- 7.16. This application is supported by a Basement Impact Assessment, Structural Method Statement and Flood Risk Assessment. The proposed basement construction has been informed by a detailed ground investigation study and ground movement analysis.
- 7.17. The proposed basement has also taken into consideration the protected trees on the site, and has been designed to respect an appropriate root protection area (RPA). Air spade investigations were carried out prior to the submission of this application, and the Council’s Arboricultural Officer was invited to the site to inspect the findings. The basement will not impact upon the health or future longevity of the protected trees.
- 7.18. The application is also supported by Sustainable Urban Drainage Systems information, which sets out the future run off rates and a proposed drainage strategy for the site both at the garden level and within the basement. The supporting information accords with the requirements of policy DP27 and CPG2.



7.19. It is worth noting that the implemented 2012 scheme included a large basement storey, which extends to a greater depth and footprint than the current proposals. This scheme has been implemented on site, and represents a significant fallback position. The approved basement space provided for a car park, cycle store, large plant room and professional kitchen amongst other uses. It also incorporated a lower ground floor which provided a series of ancillary leisure uses along with a substantial amount of staff accommodation. To the rear, the approved lower ground floor led out onto a sunken courtyard area. It also included lightwells to the front elevation.



Line of approved basement



7.20. The supporting information to this application demonstrates in considerable detail how the proposed subterranean element will be constructed, and how it will maintain the structural integrity of surrounding dwellings. The proposals have been designed to a sufficiently detailed stage in order to demonstrate how matters of drainage and flood risk will be mitigated against.

## Residential Amenity

### *Residential Standards*

- 7.21. Camden's Core Strategy paragraph 26.12 sets out the following in relation to providing external amenity space in new residential developments:

*'outdoor amenity space provides an important resource for residents, which is particularly important in Camden given the borough's dense urban environment. It can include private provision such as gardens, courtyards and balconies, as well as communal gardens and roof terraces. The Council will expect the provision of gardens in appropriate developments, and particularly in schemes providing larger homes suitable for families. However, we recognise that in many parts of the borough this will not be realistic or appropriate. In these locations, the provision of alternative outdoor amenity space, for example, balconies, roof gardens or communal space will be expected.'*

- 7.22. The Mayor's Housing SPG advises that new dwellings should be provided with 5 sq. m. of external amenity space for 1 – 2 person dwellings, with an additional 1 sq. m. for each additional occupant.
- 7.23. The proposals include the provision of a large garden for each dwelling, which will be fully landscaped and which will provide an exceptionally high quality external amenity space.
- 7.24. Internally, both dwellings are in excess of the minimum internal standards set out in the Housing SPG and will provide high quality internal living space. They also fully Lifetime Homes compliant.

### *Outlook and Privacy*

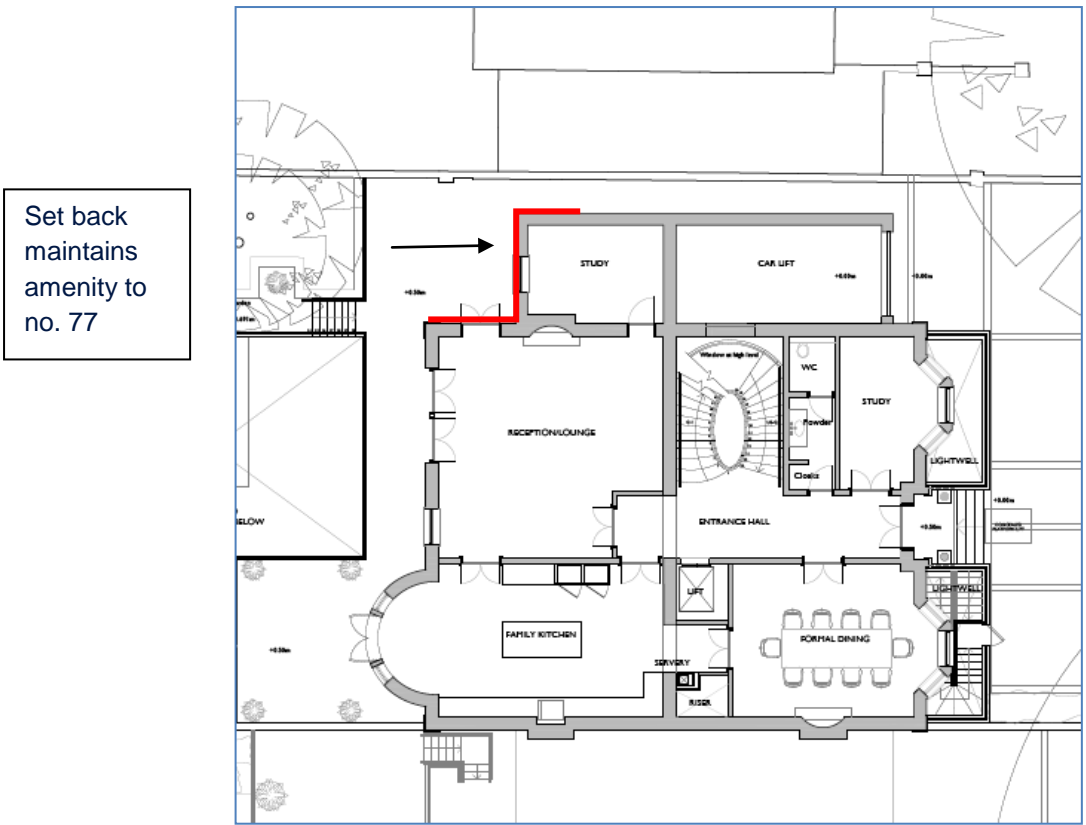
- 7.25. Amenity, in terms of a property's relationship with neighbouring properties, is key aspect of housing quality. The Council will protect the amenity of Camden's residents by making sure that the impact of developments on their occupiers and neighbours is fully considered, in accordance with development policy DP26 and Core Strategy policy CS5.
- 7.26. The proposed dwellings will have an east and west outlook, with the houses fronting onto Avenue Road to the east and with a more private outlook onto their rear gardens to the west. Both dwellings will enjoy good levels of outlook and privacy and care has been taken to ensure that issues of overlooking are avoided between the two dwellings.
- 7.27. A boundary wall will be formed between 73 and 75 Avenue Road in order to ensure that the proposed rear gardens are afforded a high level of privacy. Mutual overlooking will occur from the upper floors of the proposed houses although this is typical of the majority of residential dwellings and does not create an unacceptable loss of privacy.
- 7.28. Internally, the two dwellings have been designed to ensure that all habitable rooms benefit from good levels of outlook. They will all receive acceptable levels of daylight and sunlight, including those at the lower ground floor level. The application is supported by a daylight and sunlight assessment which sets out that the proposals are BRE compliant.
- 7.29. Development Policy DP26 outlines that The Council will protect the quality of life of occupiers and neighbours by only granting permission for development that does not cause harm to amenity. The factors that Camden will consider as part of any new development include:

- a) *visual privacy and overlooking;*
- b) *overshadowing and outlook;*
- c) *sunlight, daylight and artificial light levels;*

7.30. Core Strategy Policy CS5 (Managing the Impact of Growth and Development). The policy states that The Council will protect the amenity of Camden’s residents and those working in and visiting the borough by:

- e) *making sure that the impact of developments on their occupiers and neighbours is fully considered;*
- f) *seeking to ensure development contributes towards strong and successful communities by balancing the needs of development with the needs and characteristics of local areas and communities; and*
- g) *requiring mitigation measures where necessary.*

7.31. The proposed new dwellings will also have regard to CPG2: Housing in relation to residential amenity.



7.32. Camden’s Development Policies policy DP26 sets out that the Council will protect the quality of life of occupiers and neighbours by only granting planning permission for developments that do not cause harm to amenity. One of the factors that will be considered when assessing whether a proposal should be granted permission is whether sunlight daylight and artificial light levels are adequate.

- 7.33. The proposed dwelling at 75 Avenue Road will be set away from the boundary with no. 77 and has been designed with blank side elevation in order to protect existing levels of privacy and avoid the introduction of any overlooking. To the rear, the rear main building lines are in alignment with one another so as not to create any issues of sense of enclosure or loss of outlook.
- 7.34. The property at 73 Avenue Road will be set a substantial distance away from the side elevation of 38 Queen's Grove so as to ensure that existing levels of daylight and sunlight, outlook and privacy are preserved.

### **Affordable Housing**

- 7.35. Camden's Development Policies policy DP3 sets out that the Council will expect all residential developments with a capacity for 10 or more additional dwellings to make a contribution to the supply of affordable housing.
- 7.36. The proposals will result in an uplift of 2,576 sq.m. (Gross Internal Area) of residential floorspace thus triggering the need for an affordable housing contribution.
- 7.37. Policy DP3 provides a rationale for seeking affordable housing in schemes of 10 or more additional dwellings, or where the proposals result in an uplift of more than 1,000 sq.m. of residential floorspace. The Council have adopted a sliding scale for affordable housing, and in this case a 30% target is sought. This equates to 900 sq.m of affordable housing.
- 7.38. Policy DP3 outlines the Council's approach that affordable housing is expected on-site, but where it cannot practically be achieved on-site, off-site affordable housing may be accepted or exceptionally a payment-in-lieu. Any payment would be secured via a S106 agreement.
- 7.39. In considering the nature and characteristics of the two dwellings proposed, the scheme is not suitable for the provision of on site affordable housing. Both dwellings generate a value which is vastly in excess of that which could be offered as 'affordable' housing even with the application of a discount or ability to purchase a share. It is not expected that any Registered Provider would be able to viably offer either property as affordable housing, either on a social rented or shared ownership basis. The provision of either property as affordable housing is also likely to render the entire scheme unviable.
- 7.40. The applicant does not own any other sites within Camden on which an off site provision could be delivered.
- 7.41. The third option is a payment-in-lieu, which in principle could be supported by the proposals if they were shown to deliver a surplus.
- 7.42. This application is supported by a Viability Appraisal (Toolkit) which sets out that the residual land value, when considered against the benchmark land value, delivers a deficit and cannot support any section 106 contributions.

### **Car Parking & Transport Statement**

- 7.43. The Camden Core Strategy promotes the use of sustainable travel patterns, and aims to limit the provision of private car parking, particularly in highly accessible areas. Policy DP19 of the Development Policies states that the provision of off street car parking will be required to demonstrate that it will not have a negative impact on parking, highways or the environment.

- 7.44. The existing site has the ability to accommodate a number of vehicles within the existing hard paved front driveway area and within a single storey garage.
- 7.45. The implemented scheme included the provision of 4 off street car parking spaces for the proposed single dwelling within a large basement car park. Additional on site car parking could also have been provided within the front driveway area.
- 7.46. The current proposals seek to maintain the four approved car parking spaces, which are to be split equally between 73 and 75 Avenue Road. Two off street car parking spaces will be provided within the basement, which will be accessed via a car lift. Within the pre application response, this level of car parking was considered to be acceptable bearing in mind the level approved as part of the implemented scheme.
- 7.47. Officers recommended that the front driveway area should be landscaped so as to prevent further car parking. This has been accommodated within the proposals, whilst still allowing sufficient room for the manoeuvring of a vehicle. A landscaping scheme is included within the Design and Access Statement. Further details could be secured by of a condition attached to any permission.
- 7.48. The proposals will maintain the two existing vehicular crossovers. No further crossovers are proposed, and this has previously been welcomed by Officers. A payment has already been made to the Council as part of the extant scheme to secure improvements to the footpath in the event that this is required post construction. In the event that the extant scheme is not further implemented, this money will remain on account and is available to the Council to use post the construction of the proposed two unit scheme. Avenue Road itself is situated on a red route, and therefore the use of the crossovers by the future occupants of the properties will not impact upon any on street car parking bays
- 7.49. On balance, the proposed level of car parking is considered to be acceptable. The applicants have followed the advice provided by Offices at the pre application stage, and have split the parking allocation between 73 and 75 Avenue Road. The indicative landscaping scheme also seeks to limit the area of hand standing to the front of the proposed dwellings so as to discourage forecourt parking. In any event in it anticipated that the majority of the driveway will remain clear in order to provide access to the car lift.

#### **Cycle and Refuse Storage**

- 7.50. As the proposals relate to two individual dwellings, there is no requirement to provide an external refuse or recycling store. Both properties have been designed with generous internal storage areas with adequate provision for refuse and recycling space. The occupants of the individual houses will utilise the Council's residential refuse services and will be responsible for taking out their own refuse.
- 7.51. The Mayor's Housing SPG requires that for new family sized dwellings, a minimum of 2 cycle spaces should be provided. As with the refuse provision, there is no policy requirement to provide an external store or secure lockable cycle room for a self-contained house. Internally there is ample space to store a large number of bicycles. In response to the pre application advice however, the plans include the provision of cycle storage space for 7 bicycles per house within the basement area. This is in excess of policy requires and is a welcomed element of the proposals.



## **Sustainability**

- 7.52. Core Strategy policy CS13 seeks to tackle climate change by requiring development to take measures to minimise the effects of and adapt to, climate change and encourage all development to meet the highest feasible environmental standards. Carbon emissions should be minimised by implementing in order, the energy hierarchy as follows:
- Use less energy;
  - Making use of energy from efficient sources; and
  - Getting renewable energy on site.
- 7.53. Camden's energy hierarchy, as set out above, follows that found in the London Plan which requires energy to be lean (use less energy), to be clean (supply energy efficiently) and be green and use renewable energy sources where feasible. In order to minimise carbon emissions, residential development is expected to have a 35% improvement on 2010 Building Regulations.
- 7.54. Development Policy DP22 requires all new development to incorporate sustainable construction and design methods.
- 7.55. The proposals are supported by a Sustainability and Energy Strategy which has been prepared by Ridge Consultants. The strategy sets out that the building will achieve a 40% reduction in carbon emissions over Part L (2010), which complies with CPG3 and Development Policy DP22. This is deemed equivalent to a 35% reduction beyond 2013 regulations.
- 7.56. A Code for Sustainable Homes pre assessment has been submitted which demonstrates that both dwellings achieve CfSH Level 4 with a water usage of 90 litres per person per day, which below the 110 litres a day sets out in the Borough's policies.

## **Plant and Noise Impact**

- 7.57. Both of the dwellings are to be served by plant equipment in the form of external condensers and a stand by generator. At 73 Avenue Road, the required equipment will be located at the front of the house, above the garage roof and at the first floor level. To 75 Avenue Road, the proposed plan will be located in the garden area, to the rear of the site.
- 7.58. Policy DP28 of the Development Policies sets out that the Council will ensure that noise and vibration is controlled and managed and will not grant permission for development likely to generate noise pollution. The Council will only grant permission for plant or machinery if it can be operated without causing harm to amenity and does not exceed the adopted noise levels.
- 7.59. This application is supported by a Noise Impact Assessment which includes a background noise survey and consideration of the proposed plant equipment. The NIA has been carried out to determine background noise levels at the front and rear facades of the existing buildings and the results have been used to determine noise limited for the proposed units at the nearest affected residential properties which includes the new 73 and 75 Avenue Road properties, 77 Avenue Road, 38 Queen's Grove and the rear of the site.

- 7.60. At the front façade, the proposed units can comply with daytime and evening noise limits at the front façade in standard operating mode, and they can comply with the night-time noise limit with the implementation of a night-time step down mode for all units. At the rear façade, the evening and daytime noise limits can be achieved with some shielding provided between the proposed units and the nearest property at the rear, 38 Queen's Grove. Night-time noise limits can also be met with implementation of a night-time step down mode for all units.
- 7.61. The plant can meet noise limits derived in line with Camden Council's standard guidance.

## 8. Conclusion

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- 8.1. This application proposes the redevelopment of an existing brownfield site, and the replacement of the existing dwelling on the site with two new family sized dwellings. The proposed houses will be built to extremely high standards in terms of their layout, efficiency and use of materials.
- 8.2. Both dwellings will be provided with off street car parking and high quality private amenity space. Careful attention has been paid to the orientation and siting of each dwelling in order to ensure that they do not impact upon the amenity enjoyed by existing neighbouring dwellings. Attention has also been paid to the relationship between the two houses to ensure that they are both afforded adequate privacy and outlook.
- 8.3. The two new dwellings have been designed to respond to the form of surrounding development. Their detached nature and orientation on to Avenue Road is consistent with the neighbouring plots, whilst the use of stone and brick materials also resonates with the surrounding area.
- 8.4. The information submitted with this application demonstrates that the proposals will not have an unacceptable impact on the structural integrity of surrounding development, and that they will not create any noise or transport impacts.
- 8.5. The buildings will achieve high levels of sustainability and will contribute to the reduction in carbon emissions in the Borough.
- 8.6. The proposals represent a series of planning benefits, including the provision of an additional family sized dwelling and the improvement of the appearance of the site and its contribution to the street scene. They accord with the policies of the NPPF, the London Plan and the Camden Development Plan.

## 9. Appendix 1 – Pre Application Response

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Date: 23 February 2015  
Our Ref: 2014/7902/PRE  
Contact: Tania Skelli-Yaoz

Direct Line: 020 7974 6829

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Ms K Hale  
Savills

### BY E-MAIL

Dear Ms Hale,

**Re. Planning Pre-application advice ref. 2014/7902/PRE  
73-75 Avenue Road, London NW8 6JD**

**Demolition of the existing dwelling and pool house on the site, and its replacement with two new family sized dwellings. The proposals include the provision of off street basement car parking, and an outline landscaping strategy**

You have submitted a short statement with attached drawings of your proposal for the above site to include a 2 x 3-storey residential buildings with a double basement each, for residential use. I have visited the site on 2<sup>nd</sup> February 2015.

Subsequently, I have assessed your proposal. In this letter I aim to advise you on the key issues regarding your proposal and on key consultation channels.

This document represents the Council's initial view of your proposals based on the information available to us at this stage. It cannot be held to prejudice formal determination of any planning application we receive from you on this proposal.

The main issues under consideration with this proposal are land use, design & conservation, basement considerations, transport, amenity, mix of units & quality of residential accommodation, sustainability, landscaping & trees and planning obligations.

### The proposal

The planning history of this site includes a recent planning permission (ref. 2011/2388/P) for the erection of a single-dwelling-house comprising basement, lower ground, ground, first and second floor level, erection of a new boundary wall, hard and soft landscaping and associated works (following demolition of existing building). The approved dwelling was granted on 28/03/2012.

I understand that the current building (601sqm) is used as a self-contained single-residential dwelling. The proposed replacement buildings comprise 2x 8/10-bedroom self-contained single-residential dwellings over 5-storeys each (including double basements) and will total at 3600sqm (GEA) [1886.3sqm for no. 73 and 1714.4sqm (GEA) for no. 75].

### The site

The application site is located on the western side of Avenue Road, at its junction with Elsworthy Road and Queen's Grove. The site is currently occupied by a 2 storey plus attic detached single-family dwelling-house set back from the street with hard landscaped forecourt and parking to the front and two vehicular crossovers onto Avenue Road. There is a 2.0m high boundary wall along the frontage with Queens Grove and part of the frontage to Avenue Road.

The site is not located in a conservation area and the house, which dates from the inter-war years, is not listed. A former property at no. 73 was demolished in 1939 but was never reconstructed as a result of the commencement of the Second World War, thus the site now effectively occupies a double plot. An enclosure housing a swimming pool now stands adjacent to the main house. There are a number of trees close to the boundary of the site.

The St John's Wood Conservation Area lies to the south-west of 38 and 37a Queens Grove and the corner of the Elsworthy Conservation Area lies to the east of the junction of Elsworthy Road with Avenue Road diagonally opposite the site. The surrounding area is predominantly residential in character.

#### **Key issues:**

##### Land use

The principle of replacing the existing dwelling with a 2 new houses is acceptable in terms of housing policy (Policies CS6 and DP2).

##### Affordable Housing

The uplift in habitable floorspace (including staff accommodation) would be 3000sqm, thus triggering the need for affordable housing contributions (Policies CS6 and DP3). Policy DP3 provides a clear rationale for seeking affordable housing in schemes for 10 or more additional dwellings or 1000m<sup>2</sup> of floorspace (gross external area). Given that the proposal exceeds this amount and taking into account the Council's sliding scale for affordable housing, a 30% target is sought - which equates to **900sqm** of affordable housing (figure 2, CPG2), in accordance with section 2.31-2.33 of CPG2. Policy DP3 outlines a clear approach that affordable housing is expected **on-site**, but where it cannot practically be achieved on-site, off-site affordable housing may be accepted or exceptionally a payment-in-lieu. Delivery of the affordable housing is always secured by S106 agreement.

The guidance (CPG2) is clear that affordable housing is expected to be provided on-site. If this is not practical; it should be demonstrated as such before off-site solutions will be considered.

I recommend that you refer to the above guidance for more information on off-site housing provision. This explains the details of providing housing off-site, in the case of this found acceptable. In this case, the provision would amount to 1,548sqm of required off-site provision. Please see calculations below:

*Target for on-site affordable housing = 30% x 3,000sqm = 900sqm*  
*Off-site affordable target = 30 / (100-30) = 43%*  
*Target for off-site affordable housing contribution = 3,600 x 43% = 1,548sqm*

As discussed above and in section 2.95 of CPG2, payments in lieu are only accepted in exceptional circumstances. Further details on the levels of payments are discussed in section 9 of CPG8 (Obligations).

##### Design

The building is to cover a similar footprint and height to the existing and approved schemes. As the site originally comprised two houses the plot has scope to



accommodate 2 houses. The return to this historic arrangement is acceptable and welcomed.

The proposed design is of traditional period style and complements various adjoining buildings in the vicinity. As such it is considered acceptable. You have asked me to comment on the possibility of a modern approach on this site; I can advise that a modern approach, similar to the lines of that approved at no. 77 or no. 40 Queen's Grove is acceptable in principle, subject to the detailed design and appropriate height and footprint. Any new building at such a prominent and visible site should be of the highest architectural quality; and with a modern design which would make the building stand out even more, the architectural detailing and quality is paramount.

The proposed materials are acceptable in principle and would be assessed in greater detail at application stage.

I note that a lift is proposed; this is not manifested at roof level. Please ensure that all plant, air-conditioning and mechanical overruns are shown as early as possible and embedded into the overall design.

Basement considerations:

A basement impact assessment should be submitted in accordance with the provisions of policy DP27 and Camden Planning Guidance (CPG No.4). These analyse the impact the proposed development would have structurally upon nearby premises, the land and the impact upon the water environment. The BIA should include all details of excavation, construction methods (and Burland category assessment) and mitigation methods to address the above should be detailed accordingly. A Sustainable Drainage System proposal should also be drawn up and impact on any adjoining trees (on-site and off-site) should also be addressed in relation to the basement construction and water supply to trees.

Avenue Road is listed in Camden Planning Guidance as being at risk of surface water flooding following flooding in 1975 and 2002 when excessive rainfall caused inundation of the main sewer system in the area leading to flooding of streets and lower floors of residents' homes. It is also identified as a site in close proximity to an historic river.

As such, we will expect an independent verification of the submitted BIA, funded by the applicant, in accordance with section 2.33-2.34 of the above guidance. This guidance was adopted in September 2013 and may therefore have not been applied to the previous application requirements.

Please be advised that basements have come under added scrutiny recently and rarely benefit from local support. This is especially so with proposals of large basements. It is not unusual for local residents groups and Councillors to get involved at public consultation stage; I therefore recommend that the applicants consult with their neighbours and local interest groups (see advice below) early on.

Mix of units & Standards of living accommodation:

Each of the houses provides 8 standard bedrooms and 2 bedrooms in the basement for staff accommodation. All room sizes comply with Camden's standards as per CPG2. I recommend that any application demonstrates that sufficient levels of daylight can reach each of the basement habitable rooms in accordance with CPG2 section 4.11 (please include a section and relevant measurements in context with the lightwell annotated on drawings).

The application should be supplemented with a detailed report to demonstrate how the proposal will comply with the 16-point Lifetime homes criteria.

#### Amenity

As mentioned above, the re-development of this site includes 2 new houses on a similar footprint to the above, albeit with a ground floor rear projection to no. 73. I consider it unlikely that adjoining properties will be affected by loss of daylight and sunlight as a result on this proposal and its siting, however, I recommend that you comment on this and confirm in your submission.

I note that a dormer window is proposed to no. 75, facing no. 77 Avenue Road. I recommend that it is designed so as not to result in loss of privacy both to the existing and approved accommodation at this adjoining site.

The proposal includes plant, car lift and passenger lift. You have not provided details of the plant and therefore I recommend that details of this are submitted with the application in order to assess its impact as early as possible. Due to earlier concerns raised over the impacts of noise from the car lift, under the previous application; I recommend that an acoustic report is submitted to detail the estimated noise levels from the car lift as well (and separately) as from any future plant.

#### Transport

The site is located in an area with good public transport accessibility (PTAL 4) and lies on a TfL Red Route. Three parking spaces are proposed in the basement of each of the houses within the proposed development; however, each of the houses could easily accommodate at least 5 vehicles (to include the basement, car lift and forecourt).

The approved scheme for no. 75 included 4 parking spaces in total. It is unlikely that more than this amount will be supported for both of the proposed houses, or alternatively, the new house at no. 73 would have to be provided as car-free. In addition, the proposal would be recommend as 'car-capped' via a legal agreement, such that the occupiers would be ineligible for resident parking permits which accords with policy. The front area should be landscaped so it prevents further car parking. This is in line with the previous permission.

Four cycle storage spaces are proposed in the basement of each dwelling. The previous permission included 5 cycle spaces. Whilst both exceed the minimum requirements for a single-dwelling-house as per the Camden Parking Standards, given the size of each of the houses and the potential higher number of future occupants, it is recommended that more than the minimum spaces are provided, I would suggest a minimum of 7 cycle spaces per each house.

The proposal maintains the existing 2 vehicular access points as existing, which is acceptable. This follows on from previous proposals for additional crossovers and relocations of such, which were not supported. The retention of each of the vehicular access points, one for each house, is welcomed.

In order to tie the development into the surrounding urban environment, to repave the footways and vehicular crossovers adjacent to the site and to make good any damage caused to the public highway a financial contribution would be secured via a legal agreement, as under the previous permission (£56,000 was required for the previous development; this may be adjusted subject to the final proposal).

Given the scale of the development proposed, its siting on the corner of a busy road and a TfL Red Route, a Construction Management Plan would be secured via a legal agreement to ensure that residential amenities and traffic safety is maintained as far as is practicable during the construction period.

#### Sustainability

As your proposal includes 2 new builds and exceeds 500sqm both should meet sustainability standards, as detailed in CPG3 (Sustainability). The newly built houses

will need to reach a minimum rating of 'Level 4' (under the CfSH tool) and achieve the minimum standard for categories such as Energy, Water and Materials as per section 9.11 of the above guidance.

Under the revised London Plan guidance, new developments of this size are also required to achieve a reduction in energy use of 35% on Part L 2013 building regulations standards.

The proximity of the site to a major highway also requires the consideration of air quality matters and how future residents are protected. Therefore, an air quality report with remediation measures is required.

The excavation of a basement level will affect the local drainage conditions. A SUDS report should be submitted to address any relevant issues arising from the excavation and how this is addressed. As mentioned above, this is sometimes submitted as part of the BIA.

#### Ecology and landscaping

I understand that the tree protection measures under the relevant condition of the previous permission are currently being assessed by the Council (ref. 2014/7475/P). I would advise that any new proposals should include an updated Arboricultural report to reflect the current conditions on site as well as previous guidance and any subsequent permission which will result from the above application.

With regards to the boundary treatment, there is currently a 2m high wall along Queen's Grove and lower boundary on the majority of Avenue Road. I recommend that this is maintained. I do not have an objection to the creation of a new pedestrian access point on the corner of the site.

You have illustrated a couple of outbuildings in the rear garden as part of the landscaping scheme. I understand that this may be an early proposal which has not been finalised but if the buildings are more than a standard shed they may require permission and should be included in any future application. They will be assessed against DP24, DP26 and CPG1 section 4.22.

#### Planning obligations:

As mentioned above and to summarise, the following financial contributions may be sought as part of any planning permission on this site:

- Public highway works

Other obligations will include:

- Affordable Housing
- Car-capping
- Sustainability Plan including Post-Construction review
- Energy Plan
- Air Quality Management

CIL will be applicable separately to a proposal of this size and nature. Please be advised that a new CIL charging system will come into effect on 01/04/15 and will include a flat charge of £500 per sqm of additional floorspace.

#### Conclusion

The redevelopment of the site to provide 2 new large houses of the style proposed is considered to be acceptable in this location. The documentation presented demonstrates that the proposal would generally comply with the Council's policies, subject to the provision of affordable housing and other additional information as detailed.

Planning Performance Agreement (PPA):

May I recommend that you consider entering into a PPA to cover the process of any forthcoming planning application all the way to decision. This allows an agreed approach from submission to decision, with greater flexibility on timescales for decision, without the constraints of the 13-week requirement for conclusion. Please see link for further details or call me directly to discuss:

<http://www.camden.gov.uk/ccm/content/environment/planning-and-built-environment/two/planning-applications/pre-application-advice/pre-application-advice-for-major-developments.en>

Building Control Service

For further information about this separate process and any implication it may have the configuration of the project in planning terms please contact Nassar Rad on 020 7974 2387 or [Nasser.Rad@camden.gov.uk](mailto:Nasser.Rad@camden.gov.uk)

Supporting information

Please be aware it is your responsibility to compile the necessary documentation in accordance with the requirements of the national and local list. Details are available at:

<http://camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/planning-applications/making-an-application/supporting-documentation--requirements-/>

CIL

This application is likely to be liable for both the Mayoral and Camden CIL as the proposal results in the creation of a new dwelling or 100sqm of additional floorspace. The Camden CIL will apply to all applications that are granted planning permission after the 1<sup>st</sup> of April 2015. For further information please visit the CIL pages of the [website \(link\)](#).

Consultation channels

The applicant is strongly encouraged to engage locally prior to a planning application being submitted. The list below is a recommendation for local groups that you may wish to notify or consult on your proposals in advance of submitting your application.

Local groups: Elsworthy Residents Association.

Electronic submission

Please submit your application via the planning portal at:  
<http://www.planningportal.gov.uk/planning/>

I hope this advice is useful. Thank you for using Camden's pre-application advice service.

Your sincerely,

Tania Skelli-Yaoz  
Planning Officer (Mon-Wed)

Telephone: 020 7974 6829