



Planning Statement

November 2015

PLANNING STATEMENT

156 West End Lane
West Hampstead
London
NW6 1SD

Contents

1. Introduction	3
(i) Introduction	3
(ii) Description of the proposal	3
(iii) Background to the proposal	3
(iv) Environmental Assessment and Sustainability	4
(v) Application documentation	5
2. Context	6
(i) Location	6
(ii) Accessibility	6
(iii) The Site	7
(iv) Planning History	8
(v) Pre-application advice from the London Borough of Camden	8
(vi) Statement of Community Involvement	9
3. The development proposals	10
(i) The overall approach	10
(ii) Detailed design	11
4. Planning Benefits	15
5. Planning Policy Assessment	16
(i) The overall approach to development proposals	17
(ii) The location of major new development	18
(iii) Density for development	19
(iv) Proposals for new housing	20
(v) Future use of land currently used for employment	23
(vi) Promoting a mix of uses	27
(vii) Design	28
(viii) Transport and parking	32
(ix) Sustainability	33
(x) Landscaping, child play space, amenity	35
6. Planning Considerations	38
(i) The delivery of planning objectives and priorities as set out in adopted planning policies	38
(ii) The physical relationship to the new buildings to the setting	47
(iii) Other relevant planning considerations	48
7. Conclusions	52

1. INTRODUCTION

(i) Introduction

- 1.1 This Planning Statement has been prepared on behalf of A2Dominion Developments Limited (“A2Dominion”, “the Applicant”) in support of a major planning application for the housing-led, mixed use redevelopment of 156 West End Lane, West Hampstead (“the application site”).
- 1.2 The site at West End Lane is an under-utilised brownfield site in a highly accessible location in a designated Growth Area within West Hampstead in the London Borough of Camden.
- 1.3 The proposals for the site seek to optimise its development potential for priority uses through redevelopment to provide a housing-led mixed use scheme providing up to 164 new homes, with half of the housing land used to deliver affordable housing.
- 1.4 In addition, modern, flexible employment space will be provided, including units specifically designated for and available to local start-up businesses and small and medium sized local business, increasing employment floorspace and local employment opportunities. Modern floorspace for town centre uses will be delivered at ground floor level fronting West End Lane to support West Hampstead District Centre. A new community meeting room will also be provided. The development will be car free (except for dedicated spaces for “Blue Badge” holders).
- 1.5 The proposals also include a new public landscaped square at the heart of the scheme, the widening of the public right of way known as of “Potteries Path”, a new public space fronting West End Lane leading into Potteries Path and the widening of the West End Lane pavement.

(ii) Description of the proposal

- 1.6 The planning application comprises:

“Demolition of all existing buildings and redevelopment of the site to provide 164 mixed tenure homes (Use Class C3), new floorspace for town centre uses (Use Classes A1, A2, A3, D1 or D2), new employment floorspace (including four dedicated units for start-up businesses) (Use Class B1), a community meeting room and new and improved public open spaces, together with associated new landscaping, on-site access, servicing and disabled car parking spaces”.

(iii) Background to the proposal

- 1.7 The application site comprises previously developed land located in The West Hampstead Interchange Growth Area.
- 1.8 The site currently comprises a five-storey building, arranged as office space at upper floor levels and a retail showroom and builders’ merchant at ground floor fronting West End Lane, with an open builders’ yard/storage area to the rear.
- 1.9 The office space is vacant, and has been vacant for four years.

- 1.10 The site provides an excellent opportunity for a housing-led mixed use development and has been identified as a site for housing-led redevelopment within the London Borough of Camden's Site Allocations Document (2013).
 - 1.11 The site is located within an "Area of Intensification" as identified in the Mayor of London's adopted London Plan (2015) and a "Growth Area", as identified in the London Borough of Camden's adopted Core Strategy (2010).
 - 1.12 The site is not located within a conservation area, and there are no designated buildings or structures within it. The West End Green Conservation Area adjoins the site to the north.
 - 1.13 A2Dominion is a registered not-for-profit charity which provides and manages over 34,000 homes across London and southern England. It offers a wide range of housing tenure options, including affordable rented, shared ownership, key worker and care and supported accommodation, as well as homes for sale.
 - 1.14 The applicant's objective for the site is its redevelopment to deliver high quality homes in a mix of tenures together with appropriate town centre uses and modern flexible employment floorspace to meet the specific needs of the local community.
 - 1.15 The delivery of new housing is *the* priority use identified at a national, regional and local level. The provision of modern, flexible employment space will not only introduce beneficial uses to the site itself and to the local community, but will also support and strengthen the appearance, amenity and character of the Growth Area. The introduction of ground floor town centre uses will support and strengthen the vitality and viability of the West Hampstead District Centre, and a community meeting room is also to be provided. Significant landscaping and public realm enhancement will also be delivered.
- (iv) Environmental Assessment and sustainability
- 1.16 The proposal falls within the description at paragraph 10b of Schedule 2 and exceeds the threshold of 150 dwellings in column 2 of the table in Schedule 2 of the Town and Country Planning (Environmental Impact Assessment) Regulations 2011 (as amended).
 - 1.17 In accordance with Regulation 5 of the Town and Country Planning (Environmental Impact Assessment) Regulations 2011 (as amended) the applicant formally requested the adoption of a Screening Opinion by the London Borough of Camden, in relation to the proposed development.
 - 1.18 A decision notice was received from the London Borough of Camden on 2 November 2015 and confirmed that, based upon the description of the development and the information provided in the submission, the development was not considered to be likely to have significant effects on the environment by virtue of factors such as its nature, size or location. The Council considers that the proposed development is not "EIA development" within the meaning of the 2011 Regulations (as amended).
 - 1.19 Furthermore, appropriate considerations have been taken into account in respect of the site's suitability for residential development. The scheme looks to optimise the delivery of sustainable development objectives (including construction methodology and the use of renewable energy sources). The

elements are detailed in the relevant sections of the Energy Statement, prepared by Silver, Sustainability Statement prepared by Silver, and the Design and Access Statement, prepared by Child Graddon Lewis.

(v) Application documentation

1.20 The application is supported by, and this Planning Statement should be read in conjunction with, the following documents:

- Scheme drawings, prepared by Child Graddon Lewis.
- Design and Access Statement, prepared by Child Graddon Lewis.
- Townscape, Heritage and Visual Impact Assessment, prepared by Vbud.
- Landscape Statement, prepared by Fabrik.
- Employment and Economic Impact Study, prepared by Turley.
- Transport Statement, prepared by TPP Consulting.
- Framework Travel Plan, prepared by TPP Consulting.
- Sustainability Statement, prepared by Silver EMS Limited.
- Energy Statement, prepared by Silver EMS Limited.
- BREEAM Assessment, prepared by Silver EMS Limited.
- Daylight and Sunlight Assessment, prepared by Rights of Light Consulting.
- Air Quality Assessment, prepared by Accon UK.
- Noise and Vibration Assessment, prepared by Accon UK.
- Geotechnical Desk Study, prepared by RSA Geotechnics.
- Waste and Storage Statement, prepared by WSP UK.
- Archaeological Desk-Based Assessment, prepared by Museum of London Archaeology (MOLA).
- Preliminary Ecological Appraisal, prepared by The Ecology Consultancy.
- Arboricultural Report, prepared by Crown Consultants Limited.
- Flood Risk Assessment, prepared by IESIS Structures.
- Construction Management Plan, prepared by Silver DCC Limited.
- Statement of Community Involvement, prepared by Instinctif.

2. CONTEXT

(i) The location

2.1 The site is located in the central area of West Hampstead District Centre, West Hampstead, London, NW6. The area is highly accessible by public transport, being a significant interchange with three railway and underground stations and a number of bus routes.

2.2 The site is located on the eastern side of West End Lane (with its western boundary fronting it). West End Lane is the principal road running north-south and forming the main “high street” for West Hampstead.

2.3 West End Lane is a busy “high street”, and is characterised by typical town centre uses (such as retail, restaurants, cafes and convenience stores) at ground floor level with residential accommodation above. West End Lane is the main arterial vehicular and pedestrian route from north to south through the designated town centre (“District Centre”).

2.4 The wider surrounding area is predominantly residential in nature. Following the designation of West Hampstead as a Growth Area, in addition to the more traditional mansion blocks and semi-detached villas there has been a range of modern, high density, new housing developments in the area (including those at Blackburn Road, Iverson Road, Liddell Road and West End Lane) with heights of between seven and 12 storeys.

2.5 The area is of regional strategic importance as a designated “Area of Intensification” (London Plan (2015)) as well as being of borough significance as a designated “Growth Area” within the Camden Core Strategy (2010).

2.6 The site has also been identified by the London Borough of Camden as a site for housing-led redevelopment (Site no. 28 within the London Borough of Camden’s Site Allocations Document (2013)).

2.7 The site is not located within a conservation area. The West End Green Conservation Area is located directly to the north of the site.

2.6 There are a number of education facilities within close proximity to the site including nurseries, primary, secondary and higher education facilities. The site benefits from being within walking distance of Kilburn Grange Park, with Hampstead Heath readily accessible by public transport.

(ii) Accessibility

2.7 The site benefits from excellent public transport accessibility with a wide range of public transport facilities within walking distance of the site.

2.8 West Hampstead Thameslink Station is directly opposite the site, 20m to the west, with Thameslink Trains serving destinations such as London St. Pancras,

London Blackfriars, Wimbledon, St. Albans and Luton. The West Hampstead Underground Station (Jubilee Line) is located approximately 250m to the south, providing direct access to central London and a number of key transport hubs including London Waterloo, London Bridge and Stratford. The West Hampstead Overground Station is located approximately 170m to the south, providing direct access to a number of stations including Richmond, Clapham and Stratford.

- 2.9 The site is also very well connected to the London bus network. There is one bus stop (Stop N) located directly opposite the site on the western side of West End Lane, with another bus stop (Stop W) located approximately 110m to the south. These stops provide access to three different daytime bus routes, including the C11, 139 and 328.
- 2.10 Accordingly, Accessibility Maps confirm that the site has a Public Transport Accessibility Level (PTAL) of 6a "Excellent", the second highest rating.
- (iii) The site
- 2.10 The site is approximately rectangular in shape, orientated east-west and measures approximately 0.64 hectares (1.55 acres). It is currently occupied by a five storey office building (vacant since 2011), and a retail showroom/builders' merchant and builders' yard.
- 2.11 The office floorspace at upper floor levels extends to approximately 2,401m² (GIA), with the retail showroom/builders' merchant at ground floor extending to approximately 1,618m² (GIA), with an open yard/storage area to the rear.
- 2.12 Access to site is from West End Lane adjacent to the railway line/bridge.
- 2.13 West End Lane itself forms the western boundary of the site, with the Thameslink railway line to the south, the rear gardens of Lymington Road residential properties to the north and Multi-Use Games Area ("MUGA") to the east.
- 2.14 The short access road and surface car parking area adjacent to West End Lane is located in front of, and substantially obscures, a public right of way - "Potteries Path" - which runs parallel to the railway line.
- 2.15 Potteries Path, as existing, is approximately 3m wide and is bounded by 2.5m high, plain, brick, walls to both the existing builders' merchant yard and railway line.
- 2.16 The site's natural topography slopes easterly down away from West End Lane towards the MUGA, to the extent that ground level at its eastern end is approximately 2.5m lower than ground level at its western end.
- 2.17 The building is not included in the statutory list of buildings of special architectural or historic interest or identified by the Council as being of local interest (and, indeed, is recorded by the Council as being considered to make a

negative contribution to the streetscene). The site does not fall within a conservation area and is not located within an Archaeological Priority Area.

2.18 Canterbury Mansions adjoins the site on West End Lane to the north and is within the West End Green Conservation Area. Canterbury Mansions is considered by the Council to make a “positive contribution” to the Conservation Area. The existing office building on the site rises approximately two storeys above Canterbury Mansions at the point the two buildings meet.

2.19 The existing pavement outside the retail showroom has a change in level of approximately 1m from West End Lane itself, with a railing dividing the pavement into two, and reducing effective pavement widths to 4.5m.

(iv) Planning history

2.20 The application site has been subject to a number of minor planning applications related to existing use as a builders’ merchant, including the erection of a single storey building for use as a timber store. None of these applications are considered material to the regeneration proposals subject of this application.

(v) Pre-application advice from the London Borough of Camden

2.21 The applicant and the project team has entered into a thorough pre-application process with the London Borough of Camden (“the Council”) to seek to ensure that the proposed development optimises the potential of the site in accordance with planning policy objectives at a national, regional and local level.

2.22 Formal pre-application advice was sought from the Council and constructive meetings with Council officers from a range of disciplines were held on 13 May 2015, 4 August 2015 and 24 September 2015.

2.23 Following each meeting, further assessment and design review was undertaken, with modifications introduced to the proposed scale, massing, layout and mix of uses of the proposed development to respond to the constructive comments received throughout the pre-application meetings.

2.24 As part of the pre-application process a Camden Council Development Management Forum was held on 6 October 2015. At the Development Management Forum the applicant and project consultant team presented the proposed development to interested parties and addressed comments raised from the general public.

2.25 As part of the pre-application process a Development Briefing was undertaken on 9 November 2015. At the Development Briefing the applicant’s project consultant team presented the proposed development to the Development Control Committee and Ward Councillors and questions and comments were made in relation to the development.

(vi) Statement of Community Involvement

- 2.26 A2Dominion actively seeks to engage with and become a part of the local community in which it creates new homes. This process involves, but is not limited to, pre-application discussions with neighbours prior to the submission of planning applications, regular information sharing and updates during construction works, and ongoing support and involvement as residents integrate with and become part of the community.
- 2.27 In April 2015, Instinctif Partners, a specialist public consultation consultancy, was appointed by A2Dominion to give advice on pre-application public consultation and community engagement for the proposed development at the application site.
- 2.28 A number of pre-submission public consultation exercises were held over a five month period, with notification sent to over 4,000 households in the area, In addition, the events were advertised in local newspapers and online news adverts in two local newspapers and posters were put in key local community spaces, and all documentation and relevant information about the consultation exercises was provided on a dedicated website.
- 2.29 Pre-submission meetings were also held with the West Hampstead Neighbourhood Development Forum and West Hampstead Amenity and Transport.
- 2.30 Instinctif Partners has prepared a Statement of Community Involvement report, setting out the process of engagement with local residents and stakeholders.

3. THE DEVELOPMENT PROPOSALS

- (i) The overall approach
 - 3.1 The location of the site within an “Area of Intensification” as identified by the London Plan (2015) and within the “West Hampstead Interchange” Growth Area, as identified by Camden’s Core Strategy (2010) and its excellent public transport accessibility (PTAL 6a) presents an opportunity for higher density housing-led mixed use development, optimising the delivery of new homes in a sustainable location.
 - 3.2 The site is physically well connected to West End Lane and the West Hampstead District Centre but, as a result of the design, layout and function of the existing buildings, it remains somewhat disconnected from its surroundings. It is therefore an intention of the scheme design to ensure that the new buildings better respond to their setting and context, including West End Lane itself, Potteries Path and the railway, the MUGA and open spaces to the east and to the rear gardens of the houses on Lymington Road to the north.
 - 3.3 The arrangement of massing across the site has therefore been informed by its immediate context and diverse character of the site’s surrounding built environment, both to the north and south. The scheme proposes accommodating new homes in a range of buildings, built around four cores, with a step-up in building heights from north to south across the site, from the back gardens of existing houses to the railway line.
 - 3.4 The proposed development will incorporate high quality landscaping and a range of amenity spaces accessible to residents, including communal areas at lower ground, ground and first floors; and private winter gardens, private terraces and balconies. In addition, enhancing the pedestrian environment is considered important, with public realm improvements to the footpath on West End Lane and to Potteries Path.
 - 3.5 As the site benefits from excellent accessibility to public transport, the scheme is designed as “car free” (providing only disabled car parking and servicing to the non-housing uses fronting West End Lane), and maximises access on foot, wheelchair and bicycle.
 - 3.6 The proposed energy solution for the development follows and responds to the Be Lean; Be Clean; Be Green principles and includes various energy efficiency measures as well as low-carbon and renewable energy technologies. An Energy Centre will be provided within the lower ground floor of the eastern building, which will accommodate a CHP plant, gas-fired boiler units as back (in different storage rooms on the lower ground floor), thermal store and associated ancillary equipment which will supply hot water and space heating to the entire development. As a result, the proposed development will achieve a 35% carbon dioxide reduction against Building Regulations Part L (2013).
 - 3.7 The buildings will be fully accessible and designed to meet the criteria of Lifetime Homes.
 - 3.8 The non-residential floorspace has been designed to meet BREEAM rating “Very good”.

3.9 The planning application therefore seeks to redevelop the site to optimise the delivery of priority uses in a highly accessible location through sustainable development.

- Vacant offices and a retail showroom/builders' merchant and yard will be replaced with a housing-led mixed use proposal accommodating new homes in a mix of tenures to meet priority housing needs in the Borough; new town centre uses to strengthen and support the vitality and viability of the West Hampstead District Centre; enhanced employment opportunities with new modern flexible employment space for local businesses and dedicated premises for local start-up businesses; and the provision of a community meeting room.
- The existing unsympathetic buildings which have a negative effect on their immediate neighbours and create a "hard" environment and poor relationship with West End Lane, Potteries Path and the MUGA will be replaced with new high quality buildings, ranging in height from seven stories closest to the railway line to three storeys closest to the neighbouring housing, new landscaped public open space on West End Lane and at the heart of the site; improvements to the pavement on West End Lane; the extension of and enhancements to Potteries Path; and other communal and private amenity space.
- The existing site access, predominantly used by heavy goods vehicles servicing the builders' merchants, and surface car park, conflicting with the start of Potteries Path, will be replaced with a new access for service vehicles only; with parking only for 16 "Blue Badge" holders; with cycle spaces for 310 cycles.

3.10 A total of 164 new homes are proposed, with 50% of the residential floorspace being allocated to affordable housing. More than half of the affordable housing for rent (53% of these new homes) will be family accommodation.

3.11 The provision of modern, flexible employment floorspace for local businesses and dedicated start-up units for local businesses will, in addition to increasing the quality and quantity of floorspace on site, nearly treble the employment opportunities created by the site. New units on West End Lane for town centre uses will support and strengthen the West Hampstead District Centre.

(ii) Detailed design

3.12 Full details of the proposed development are provided in the accompanying Design & Access Statement. The proposed accommodation can be summarised as follows:

Tenure	No. of units	% of scheme
Affordable Rent	38	23
Shared ownership	40	24
Private sale	86	53
Total	164	100

Table 1: Tenure mix based on unit number

3.13 The proposal will also deliver a range of unit sizes, from one-bed to four-bed family units.

Unit size	No. of units	% of scheme
One-bed	58	35
Two-bed	86	52
Three-bed	16	10
Four-bed	4	3
Total	164	100

Table 2: Unit mix based on unit number

- 3.14 The units will meet the minimum unit standards as outlined within the London Plan (2015) Policy 3.5 and Table 3.3, the Mayor’s Housing Supplementary Planning Guidance (2012) and Section 4 of the Camden Planning Guidance 2 ‘Housing’ (2015).
- 3.15 The proposal includes an appropriate amount of communal amenity space and children’s play space provided at lower ground, ground and first floors. In addition, winter gardens, balconies and terraces provide private amenity space for all units. The fifth floor will also have expanses of biodiverse green roofs, with access limited to maintenance.
- 3.16 The proposal includes the delivery of approximately 891m² (GIA) of flexible non-residential floorspace at ground floor level, enhancing the street scene to create an attractive and active frontage within a town centre location, as well as contributing to the town centre offer of West Hampstead District Centre. The proposed non-residential floorspace has been designed as flexible space which could accommodate a range of uses within Use Classes A1, A2, A3, D1 or D2. The non-residential floorspace will be serviced from a dedicated loading bay to the rear of the floorspace, within the site. Bin stores, cycle spaces (16 spaces), and space for a compactor are all provided to the rear of the non-residential floorspace.
- 3.17 The proposal also includes flexible floorspace at first floor level fronting West End Lane (approximately 618m²) and four new units at ground floor level, fronting the newly widened “Potteries Path” (approximately 270m²). These four units will specifically be dedicated to start-up businesses at a discounted rent. A community meeting room (accommodating up to 40 people) is also proposed at ground floor facing the new public space entrance to Potteries Path.
- 3.18 The proposed development will be served by one vehicular access point. The singular vehicle access point which, as existing, is located to the south of the site adjacent to the railway bridge is being repositioned to the northern boundary of the site. The repositioning of this vehicular access to the north, allows for the existing public path known as “Potteries Path” to be widened and will create further active street frontage and public usable open space at the West End Lane entrance.
- 3.19 Car parking across the site will be provided for wheelchair units only and will be a total of 16 wheelchair spaces, which was agreed during the pre-application discussions with the Council. Three spaces have been identified for electric vehicle charging points (EVCP), with a further 20% of the total number of spaces reserved as passive provision to meet the relevant London Plan policy objectives.

- 3.20 A total of 310 cycle spaces are included within the proposal. A total of 284 long-stay cycle spaces are proposed, which will be located in dedicated secure cycle stores contained at ground floor level of the western building and lower ground floor level of the eastern building. In addition to the long-stay spaces, a total of 26 easily accessible short-stay spaces for visitors will be provided in the landscaped areas contained within the site. The proposal provision of cycle parking will be in accordance with the London Plan (2015) cycle parking standards, as detailed within the Transport Assessment Table 4.2 submitted with this planning application.
- 3.21 Separate refuse storage areas will be provided for each building at the ground floor for the western building and at the lower ground floor level of the eastern building. The non-residential floorspace will have its own internal waste storage where collection can be made directly from the loading bay. Refuse vehicles will access the site from new single vehicle access point to the north of the site fronting West End Lane. Collection will be undertaken and arranged by the Council's refuse and recycling team.
- 3.22 In direct response to the site-specific user requirements stated in the Neighbourhood Development Plan, space for a community meeting room has been included, at ground floor level facing onto the new landscaped public square.
- 3.23 To the front of the site, on West End Lane, a new public space will be created to replace the existing access and surface car parking area. This new public space will provide a valuable resource to the local community and help ease congestion on West End Lane opposite the entrance to the Thameslink station. In addition, this new public space will serve as the new beginning to Potteries Path, which is currently hidden and neglected behind the car parking area.
- 3.24 The new Potteries Path, which will be landscaped and entirely pedestrianised, will also provide sight of and access to the large new landscaped public square at the heart of the proposal. This new large public square will provide an attractive new public amenity, including dedicated playspace area. The replacement of an area of existing hardstanding with a large landscaped area will significantly enhance ecological value and biodiversity across the site and in the area.
- 3.25 Additional private and communal amenity space is provided throughout the scheme, further enhancing ecological value and biodiversity across the site and in the area.
- 3.26 Vehicular access to the site will be provided off West End Lane. Only 16 dedicated disabled parking bays are provided, for the 16 adapted new homes within the proposals. Servicing for the town centre and flexible employment uses will also be provided via this route, together with refuse collection services for the new homes.

3.27 Specific features of the proposed design include:

- 164 residential units arranged around two buildings, providing a range of unit sizes and tenures from lower ground to fifth floor.
- 50% affordable housing floorspace, including 53% of affordable rented housing provided as family accommodation.
- Modern, flexible, non-residential floorspace at ground floor level, providing an active frontage
- Four units dedicated for start-up businesses at ground floor level, providing active frontage to the southern elevation and improved public realm.
- Enhance contribution to both the existing West End Lane elevation views from the south and a curved corner to provide a softer transition from high street to public path.
- Widening and improvements of public footpath on West End Lane and public footpath known as 'Potteries Path'.
- A wide range of high quality amenity spaces, including communal space at lower ground, ground and first floor levels, with winter gardens, private terraces and balconies to all units.
- Biodiverse green roofs across upper floors.
- Energy centre within the lower ground floor of the eastern building, which will include a CHP unit designed to meet the hot water demand of the development.
- The development meets the 35% regulated energy CO² emissions reduction requirement.
- The non-residential floorspace meets BREEAM "Very Good" energy requirements.

4. PLANNING BENEFITS

4.1 The proposals will provide a wide range of planning benefits for the site and the surrounding area, as set out below:

- Fulfilling national, regional and local requirements for sustainable development.
- Returning a part vacant, under-utilised brownfield site back into beneficial use.
- Optimising the potential of a previously developed site.
- Contributing to the improvements for West Hampstead in an Area of Intensification and a Growth Area,
- Key contribution to national, regional and local priority use of provision of high quality new homes, including a high proportion of affordable homes.
- Provision of a range of new homes, with a mix of tenures and unit sizes.
- Provision of new town centre uses to support and strengthen the West Hampstead District Centre and a new community meeting room.
- Provision of modern, flexible, employment space to meet local needs.
- Provision of dedicated units for local start-up and small businesses.
- A development of high quality design which is sensitive to its setting.
- New public open space fronting West End Lane, together with improvements to the pavement on West End Lane.
- New large landscaped public square at the heart of the scheme.
- Enhancements to Potteries Path.
- Provision of high quality landscaping, private/communal amenity space and play space.
- The use of sustainable and energy conservation techniques in scheme concept, design and operation to reduce carbon emissions and promote energy conservation.

5. PLANNING POLICY ASSESSMENT

- 5.1 The starting point for the determination of any planning application is the adopted Development Plan. Section 38(6) of the Planning and Compulsory Purchase Act 2004 and section 70(2) of the Town and Country Planning Act 1990 state that planning applications should be determined in accordance with the relevant policies of the adopted Development Plan unless there are material planning considerations which indicate otherwise.
- 5.2 Following the publication of the National Planning Policy Framework (“the Framework”) on 27 March 2012 planning authorities with adopted plans or plans in preparation need to consider which, if any, parts of those plans need updating.
- 5.3 The Framework is a material consideration (Annex 1 paragraph 208 and 212). It states that Local Plans should be based upon and reflect the presumption in favour of sustainable development, with clear policies that will guide how the presumption should be applied locally (paragraph 15). Where there is more than limited conflict less weight should be accorded to the plan policy (paragraph 215).
- 5.4 In addition, the Department for Communities and Local Government (DCLG) produced a Written Ministerial Statement on 6th March 2014, which highlights a list of previous planning practice guidance documents that have been cancelled and replaced with a web-based resource “National Planning Practice Guidance”. The Guidance, in the form of 41 chapters, is a material consideration in the determination of planning applications and sets out the mechanism for the application of policies found within the Framework.
- 5.5 At a local level, the London Borough of Camden Council approved the designation of the Fortune Green and West Hampstead Neighbourhood Area and Neighbourhood Forum on 9th May 2013. Following the formal designation and in accordance with Regulation 20 of The Neighbourhood Planning (General) Regulations 2012, the London Borough of Camden adopted the Fortune Green and West Hampstead Neighbourhood Plan for this designated neighbourhood area on 16 September 2015.
- 5.6 The Fortune Green and West Hampstead Neighbourhood Plan (2015) is part of the Council’s statutory Development Plan for this designated area.
- 5.7 The Development Plan comprises the London Plan (2015), which was published in March 2015. At the local level, the Development Plan comprises Camden Council’s Core Strategy (2010), Camden Council’s Development Policies (2010), Camden Council’s Site Allocations (2013) and Fortune Green and West Hampstead Neighbourhood Plan (2015) and adopted Supplementary Planning Documents.
- 5.8 The site is currently subject to the following designations in adopted local planning policy:
- London Plan: West Hampstead Interchange Intensification Area.
 - Camden Core Strategy: West Hampstead Interchange Growth Area.
 - Camden Core Strategy: West Hampstead Town Centre (building fronting West End Lane only).
 - Camden Site Allocations Document: Site no. 28.

- 5.9 The London Borough of Camden is currently undertaking a review of its main planning policies and has produced a draft Local Plan which has undergone one stage of consultation. When finalised the draft Local Plan will replace the Council's current Core Strategy and Camden Development Policies. It is considered that the draft Local Plan, as existing, carries little weight within the determination of this planning application due to the infancy of its consultation process. It can, however, be used to identify the intended future policy direction.
- 5.10 From the description of the site and its location and the proposals to regenerate the site through the development of new homes, the key planning policy considerations address:
- (i) The overall approach to development proposals.
 - (ii) The location of major new development.
 - (iii) Density of development.
 - (iv) Proposals for new housing.
 - (v) Future use of land currently used for employment.
 - (vi) Promoting a mix of uses.
 - (vii) Design.
 - (viii) Highways and parking.
 - (ix) Sustainability.
 - (x) Landscaping, child play space and amenity.
- 5.11 Each of these considerations is addressed in turn.
- (i) The overall approach to development proposals.
- 5.12 The most relevant and up-to-date advice on how the planning system should respond to development proposals is to be found in the National Planning Policy Framework ("the Framework"), issued in March 2012.
- 5.13 The Framework sets out the Government's planning policies for England and how these are expected to be applied (Paragraph 1) and is a material consideration in planning decisions (Paragraph 2).
- 5.14 The Framework makes clear at Paragraph 14 that:
- "At the heart of the National Planning Policy Framework is a presumption in favour of sustainable development".*
- 5.15 A set of 12 core land-use planning principles are set out by the Framework (Paragraph 17) which should underpin decision-making. These principles include, inter alia, that planning should:
- *"Not simply be about scrutiny, but instead be a creative exercise in finding ways to enhance and improve the places in which people live their lives;*
 - *Every effort should be made objectively to identify and then meet the housing, business and other development needs of an area;*
 - *always seek to secure high quality design and a good standard of amenity for all Existing and future occupants of land and buildings;*
 - *Promote mixed-use developments and encourage multiple benefits from the use of land in urban and rural areas;*

- *Encourage the effective use of land by reusing land that has been previously developed (brownfield land), providing it is not of high environmental value”.*
- 5.16 With regard to decision-making, the Framework states that local planning authorities should approach it *“in a positive way to foster the delivery of sustainable development”* (Paragraph 186) and *“look for solutions rather than problems, and...seek to approve applications for sustainable development where possible”* (Paragraph 187).
- 5.17 The Framework requires Local Authorities to *“balance the harm with the degree of public benefits provided by the scheme”* (Paragraph 134).
- (ii) The location of major new development
- 5.18 The National Planning Policy Framework re-states the importance of re-using previously-developed land:
- “Planning policies and decisions should encourage the effective use of land by re-using land that has been previously developed (brownfield land), provided that it is not of high environmental value”* (Paragraph 111).
- 5.19 This emphasis is also reflected in London Plan Policy 2.8, which seeks to integrate land use and transport planning *“to ensure the use of vacant and under-used land is optimised”*.
- 5.20 One of the key performance indicators of the London Plan is to maximise the proportion of development taking place on previously developed land, with at least 96% of new residential development to be carried out on previously developed land (Table 8.2 London Plan 2015).
- 5.21 London Plan Policy 2.13 relates to Intensification Areas and states that *“Development proposals within opportunity areas and intensification areas should:...contribute towards meeting (or where appropriate, exceeding) the minimum guidelines for housing and/or indicative estimates for employment capacity set out in Annex 1, tested as appropriate through opportunity area planning frameworks and/or local development frameworks”* (our emphasis).
- 5.22 The Camden Core Strategy CS1 ‘Distribution of growth’ states that *“The Council will focus Camden’s growth in the most suitable locations, and manage it to make sure that we deliver its opportunities and benefits and achieve sustainable development”*.
- 5.23 CS1 confirms that the Council will concentrate development in the designated growth areas, including West Hampstead Interchange. As a result of the *“limited land available for development”* (paragraph 1.5), the Council will promote:
- “the most efficient use of land and buildings in Camden by:*
- d) seeking development that makes full use of its site...”*
 - e) resisting development that makes inefficient use of Camden’s limited land;*
 - f) expecting development that will significantly increase the demand of travel to be located in growth areas...*
 - g) expecting high density development in...town centres*
 - h) expecting the provision of a mix of uses in suitable schemes...”*

5.24 The Camden Core Strategy Policy CS2 'Growth Areas' states that, *"Development in Camden 2025 will be concentrated in the growth areas of Tottenham Court Road, Holborn and West Hampstead interchange, where the mixed use redevelopment of a number of sites is expected to take place"*.

5.25 Paragraph 1.7 of the Core Strategy confirms that with regard to the additional homes to be built in the borough *"just over 60% will be on sites in the growth areas"*. Paragraph 1.11 states that these areas:

"are identified in the London Plan as suitable for large scale redevelopment or significant increases in jobs and homes".

5.26 The Core Strategy continues to state that *"The Council will promote the most efficient use of Camden's land and buildings"* (Paragraph 1.21).

5.27 With specific regard to the growth area of West Hampstead Interchange, the Core Strategy notes that:

"There are...opportunities for redevelopment of under-utilised sites, particularly along the railway lines"

and

"West Hampstead town centre...is considered to be a highly accessible area and a suitable location for uses that are likely to significantly increase the demand for travel".

(iii) Density of development

5.28 The London Plan Policy 3.4 'Optimising Housing Potential' states, in relation to density, that *"taking into account local context and character, the design principles in Chapter 7 and public transport capacity, development should optimise housing output for different types of location within the relevant density range shown in Table 3.2"*.

5.29 The supporting text of Policy 3.4 states that *"A rigorous appreciation of housing density is crucial to realising the optimum potential site, but it is only the start of planning housing development, not the end"*.

5.30 The Core Strategy states at paragraph 1.21 that if *"we are going to adapt successfully to Camden's growing population, we need to make the best use of the borough's limited land"*, and continues at paragraph 1.22 that:

"One way of making the most efficient use of our land and buildings is to encourage higher densities...The Council wants to encourage development with high densities in the most accessible parts of the borough". (our emphasis)

5.31 The Core Strategy confirms that the density of housing development will be expected to *"take account of the density matrix in the London Plan (Table 3A.2)"*, and specifically notes that:

"As Camden is generally well served by public transport, the Council will expect densities towards the higher end of the appropriate density range".

- 5.32 Paragraph 2.5 re-emphasises that the Council *“will expect development in growth areas to maximise site opportunities”*.
- 5.33 The contribution that higher densities can make to other objectives is recognised within the Core Strategy policies promoting Camden’s town centres, as *“higher densities in these locations and...mixed use development [helps] promote mixed, vibrant centres”* (paragraph 7.3).
- (iv) Proposals for new housing
- 5.34 The Framework specifically addresses proposals for new homes at Paragraph 48:
- “Housing applications should be considered in the context of the presumption in favour of sustainable development”*
- 5.35 The London Plan states that the Mayor *“recognises the pressing need for more homes in London”* and urges boroughs to *“seek to achieve and exceed the relevant minimum borough annual average housing target”*, in particular through *“the potential to realise brownfield housing capacity”* (Policy 3.3). In terms of Camden, the London Plan seeks provision of 8,892 additional dwellings between 2015 and 2025 (Table 3.1).
- 5.36 Addressing the Outer London Economy, London Plan Policy 2.7 seeks to ensure the *“availability of an adequate number and appropriate range of homes to help attract and retain employees and enable them to live closer to their place of work in outer London”*.
- 5.37 London Plan Policy 2.13 relates to Intensification Areas and states that *“Development proposals within opportunity areas and intensification areas should:...contribute towards meeting (or where appropriate, exceeding) the minimum guidelines for housing and/or indicative estimates for employment capacity set out in Annex 1, tested as appropriate through opportunity area planning frameworks and/or local development frameworks”* (our emphasis).
- 5.38 Annex 1 of the London Plan describes West Hampstead Interchange as *“A significant inner London transport interchange with potential to improve connections between rail, underground and bus and to secure an uplift in development capacity through intensification”*. The Annex seeks the provision of a *“minimum of 800 new homes”* within the area.
- 5.39 Policy 3.11 of the London Plan seeks to maximise affordable housing provision and ensure an average of at least 17,000 more affordable homes per year in London over the Plan period.
- 5.40 With regard to the provision of affordable housing, London Plan Policy 3.13 states that boroughs should normally require affordable housing provision on a site which has the capacity to provide 10 or more homes.
- 5.41 London Plan Policy 3.8 states that Londoners should have a genuine choice of homes that they can afford and which meets their requirements for different sizes and types of dwelling.
- 5.42 London Plan Policy 3.9 seeks to ensure that *“Communities mixed and balance by tenure and household income should be promoted across London through*

incremental small scale as well as larger scale developments which foster social diversity, redress social exclusion and strengthen communities' sense of responsibility for, and identity with, their neighbourhoods".

- 5.43 With regard to the importance of the provision of new homes, Camden's Core Strategy has a very simple message at paragraph 1.8:

"Housing will be considered the priority land use of this Core Strategy and the Council's other Local Development Framework documents" (our emphasis)

- 5.44 Core Strategy Policy CS2 states that *"Development in Camden to 2025 will be concentrated in the growth areas of...West Hampstead Interchange, where the mixed use redevelopment of a number of sites is expected to take place" and that "These areas are expected to provide in the range of 4,700 new homes".*

- 5.45 Paragraph 1.12 confirms that:

"Development at West Hampstead Interchange is expected to be predominantly housing".

- 5.46 Core Strategy Policy CS6 - Providing quality homes sets out the Camden's aim to make full use of housing capacity by *"maximising the supply of additional housing" to "meet or exceed" Camden's target of 5,950 homes from 2007-2017, including 4,370 additional self-contained homes (our emphasis), and "maximising the supply of additional housing over the entire plan period to meet or exceed a target of 8,925 homes from 2010-2025, including 6,550 additional self-contained homes" (our emphasis).*

- 5.47 Policy CS6 reconfirms *"housing as the priority land-use of Camden's Local Development Framework" and, at paragraph 6.18:*

"The Council aims to close the gaps between housing demand and supply... by regarding housing as the top priority when considering the future of...underused land and buildings." (our emphasis).

- 5.48 Policy CS6 also sets out the Council's aim to secure high quality affordable housing for households unable to access market housing by seeking to ensure that 50% of the borough-wide target for additional self-contained homes is provided as affordable housing, and seeking to negotiate the maximum reasonable amount of affordable housing from specific proposals.

- 5.49 The Camden Development Policies DP2 'Making full use of Camden's capacity for housing' seeks the best use of sites for additional homes within the Borough and states that *"The Council will seek to maximise the supply of additional homes for people unable to access market housing, by:*

- a) Expecting the maximum appropriate contribution to supply of housing on sites that are underused or vacant, taking into account any other uses that are needed on the site;*
- b) Resisting alternative development of sites considered particularly suitable for housing; and*
- c) Resting alternative developments on sites or parts of sites considered particularly suitable for affordable housing, homes for older people or homes for vulnerable people."*

- 5.50 The supporting text of Policy DP2 states that the Council “*where possible, have identified underused sites that are suitable for additional housing in our Site Allocations Local Development Framework document, and will resist and alternative use of allocated sites*” (Paragraph 2.11).
- 5.51 The supporting text continues to state that “*The capital return and rental income of developments that provides affordable housing, housing for older people or housing for vulnerable people is limited. Therefore, there is a danger that other more profitable forms of housing, such as student housing, will take-up potential sites and limit the supply of affordable housing and homes for vulnerable people*” the text continues to state, inter alia, that “*Where a site has been allocated for affordable housing or a proportion of affordable housing...the Council will resist development that fails to include appropriate affordable housing provision*” (Paragraph 2.14 and 2.15).
- 5.52 The supporting text in the Core Strategy states at, paragraph 6.23, that “*The Camden Housing Needs Survey Update indicates that the greatest need for additional affordable homes (particularly in social rented homes) is for homes with three bedrooms or more, and the greatest need for additional market housing is for homes with two bedrooms*”.
- 5.53 The Camden Development Policies DP3 ‘Contributing to the supply of affordable housing’ states 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*”.
- 5.54 Policy DP3 continues to state that “*The Council will negotiate the development of individual sites and related sites to seek the maximum reasonable amount of affordable housing on the basis of an affordable housing target of 50% of the total addition to housing floorspace*”.
- 5.55 The Camden Development Policies DP6 ‘Lifetime homes and wheelchair housing’ states that “*All housing development should meet lifetime homes standards*” and that “*10% of homes developed should either meet wheelchair housing standards, or be easily adapted to meet them*”.
- 5.56 The Fortune Green and West Hampstead Neighbourhood Development Plan Policy 1 ‘Housing’ states that “*Residential development shall provide a range of housing types, to meet a range of need’s as appropriate, related to the scale of the development. This shall be achieved by:*
- i. The provision of affordable, social, intermediate, and shared-ownership housing – in line with the 50% target as set out in the development plan.*
 - ii. The provision of a range of different unit sizes, including three and four bedroom homes, where appropriate, suitable for families.*
 - iii. The appropriate provision of homes for the elderly and disabled, which promote accessibility.*
 - iv. The provision of homes which aim to meet or exceed national environmental standards and for zero-carbon homes.*”
- 5.57 The Neighbour Development Plan Policy 4 states that new development within the West Hampstead Growth Area should “*where appropriate and viable:...provide new homes – including affordable homes and homes suitable for families, in line with the requirements in the CCS*”.

- 5.58 The Camden Planning Guidance 2 'Housing' (CPG 2) states that *"A key priority for the Council is to ensure that everyone has the opportunity to live in a decent home at a price they can afford in a community where they want to live"* (Paragraph 1.4).
- 5.59 In relation to affordable housing provision CPG 2 states, inter alia, that the council will be *"seeking to achieve the maximum reasonable amount of affordable housing under the specific circumstances of the site, including the financial viability of the development"* (Paragraph 2.31).
- 5.60 CPG 2 Table Figure 1 'sliding scale for affordable housing negotiations' states that *"50 homes or more proposed, or fewer homes with a floorspace of 5,000sqm"* is expected to provide 50% of proposed housing floorspace as affordable housing.
- (v) Future use of land currently used for employment
- 5.61 London Plan Policy 2.13 identifies Opportunity Areas and Intensification Areas. Policy 2.13 states, inter alia that *"Development proposals within Opportunity Areas and Intensification Areas should contribute towards meeting (or where appropriate, exceeding) the minimum guidelines for housing and/or indicative estimates for employment capacity set out in Annex1"*.
- 5.62 Annex 1 of the London Plan proposes an *"indicative employment capacity of 100 (net) new jobs in the West Hampstead Interchange Area"*.
- 5.63 The supporting text of London Plan Policy 4.4 at paragraph 4.23 states:
- "Redevelopment of surplus industrial land should address strategic and local objectives particularly for housing and for social infrastructure such as education, emergency services and community activities. Release of surplus industrial land should, as far as possible, be focussed around public transport nodes to enable higher density redevelopment, especially for housing. In locations within or on the edges of town centres, surplus industrial land could be released to support wider town centre objectives"*.
- 5.64 The Mayor of London's Town Centre Supplementary Planning Guidance (SPG) (2014) includes a number of references to business and employment space:
- Supporting text within Section 1.3 refers to 'Business and Employment Space', including "Industrial capacity within and on edges of town centres", with boroughs "encouraged to consider the extent to which industrial land within or on the edges of town centres supports the commercial and employment role of the town centre".
 - SPG Implementation 1.3(h) 'Business and Employment Space' states that "Boroughs and town centre partners are encouraged to consider how industrial land within or on the edges of town centres supports the economic/employment role of the centre and, where surplus to requirements, how it can best promote town centre viability with a mix of uses such as housing, social infrastructure and other commercial uses".
- 5.65 Camden Core Strategy Policy CS2 'Growth Areas' and supporting text highlights the Council's policy towards the West Hampstead Interchange and states that *the "Council anticipates that the scale of growth at West Hampstead Interchange*

is more likely to be in the region of 1,000 homes and 7,000sqm of business floorspace (along with some other uses), with most development coming forward towards the latter part of the period of this Core Strategy”.

5.66 Camden Core Strategy Policy CS8(a) ‘Promoting a successful and inclusive Camden economy’ states, that *“The Council will secure a strong economy in Camden and seeks to ensure that no one is excluded from its success”.*

5.67 Policy CS8(b) seeks to safeguard *“existing employment sites and premises in the borough that meet the needs of modern industry and other employers”.*

5.68 Policy CS8(c) expects *“a mix of employment facilities and types, including the provision of facilities suitable for small and medium sized enterprises, such as managed, affordable workspace”.*

5.69 The supporting text to this policy at paragraph 8.5 states:

“The Camden Employment Land Review 2008 forecasts that the demand for offices will increase by 615,000sqm between 2006 and 2026. To meet this demand, the Council will direct new business development to the growth areas of King’s Cross, Euston, Holborn and Tottenham Court Road, elsewhere in Central London, the town centres (except Hampstead) and other accessible established office locations (see policy CS3)”.

5.70 With specific regard to offices, paragraph 8.8 states that the Council:

“will consider proposals for other uses of older offices premises if they involved the provision of permanent housing (in particular, affordable housing) and community uses”.

5.71 With regard to industrial and warehousing uses, paragraph 8.13 notes that the Council will continue to protect industrial and warehousing sites and premises *“that are suitable and viable for continued use”*, consistent with the Mayor of London’s Industrial Capacity Supplementary Planning Guidance 2008 which identifies the borough as one for the “restricted transfer” of industrial sites to other uses.

5.72 The importance of the suitability of existing sites and premises for ongoing industrial and employment use is developed in paragraph 8.20, which addresses the need to provide a range of employment premises, noting that:

“there is a lack of high quality premises suitable for smaller businesses, particularly those less than 100sqm...Small businesses are often seeking premises that have flexible terms like shorter leases, layouts that can adapt as the business grows or changes...”

“As well as safeguarding existing employment sites, we will seek the provision of innovative new employment floorspace in developments that will provide a range of facilities including: flexible occupancy terms, flexible layouts, studios, workshops, networking, socialising and meeting space that will meet the needs of a range of business types and sizes”.

5.73 Camden Development Policies Policy DP13 ‘Employment Premises and Sites’ states that the Council will retain land and buildings that are *“suitable for continued business use and will resist a change to non-business unless:*

- a) *It can be demonstrated to the Council's satisfaction that a site or building is no longer suitable for its existing business use; and*
- b) *There is evidence that the possibility of retaining, reusing or redeveloping the site of building similar or alternative business use has been fully explored over an appropriate period of time".*

5.74 Policy DP13 continues that, where it can be demonstrated that a site is only suitable for office use, *"the Council may allow a change to permanent residential uses or community uses..."*.

5.75 Where the Council considers that premises or site are suitable for continued employment use, it *"will consider redevelopment proposals for mixed use schemes provided that:*

- a) *the level of employment floorspace is maintained or increased;*
- b) *they include other priority uses, such as housing and affordable housing;*
- c) *premises suitable for new, small or medium enterprises are provided;*
- d) *floorspace suitable for either light industrial, industry or warehousing uses is re-provided where the site has been used for these uses or for offices in premises that are suitable for other business uses;*
- e) *the proposed non-employment uses will not prejudice continued industrial use in the surrounding area."*

5.76 The supporting paragraphs to this policy explain that when assessing proposals that involve the loss of employment use, the Council will take into account *"whether the site:*

- *is located in or adjacent to the Industry Area, or other locations suitable for large scale general industry and warehousing;*
- *is in a location suitable for a mix of uses including light industry and local distribution warehousing;*
- *is easily accessible to the Transport for London Road and/or London Distributor Roads;*
- *is, or will be, accessible by means other than the car and has the potential to be serviced by rail or water;*
- *has adequate on-site vehicle space for servicing;*
- *is well related to nearby land uses;*
- *is in a reasonable condition to allow the use to continue;*
- *is near to other industry and warehousing, noise/vibration generating uses, pollutions and hazards;*
- *provides a range of unit sizes, particularly those suitable for small businesses (under 100sqm)" (Paragraph 13.3).*

"Where it is proposed to redevelop employment land for another business use, including offices, the Council will seek to retain physical features that will enable the flexible use of the premises for a range of business purposes. This will help to maintain the range of employment premises available and is especially important given the limited supply of non-office premises" (Paragraph 13.4).

"Where premises or sites are suitable for continued business use, the Council will consider redevelopment schemes which maintain the employment floorspace and provide other priority uses, such as housing. The re-provision of employment floorspace should be able to accommodate a range of business

types and sizes (e.g. new businesses, small and medium sized enterprises (SMEs) and creative businesses). Applicants must demonstrate to the Council's satisfaction that the commercial element is appropriate to meet the likely needs of the end user" (Paragraph 13.6).

- 5.77 The Camden Site Allocations Document identifies the application site as 'Site no. 28' and seeks development of the site to include *"appropriate town centre uses along the frontage with residential including affordable housing above and to the rear of site" and "flexible employment floorspace (subject to relevant criteria)".*
- 5.78 The "further information" adds that provision of employment floorspace will have *"due regard to relevant policies and supplementary guidance contained within the Camden Planning Guidance", noting that "employment uses are important to the overall vitality of the Town Centre and Camden economy and there is an overall demand for flexible space that can be used for a range of employment uses. This is supported by the Camden Employment Land Review (June 2008) which identifies this as an accessible and well configured site suitable for light industrial uses within a residential led development".*
- 5.79 The Site Allocation identifies that the inclusion of community facilities (including education use) *"will be supported", with retail space flexibly designed to be "able to accommodate smaller and more affordable units to support and complement the prevailing character of the centre".*
- 5.80 Camden Planning Guidance 5 (2013) 'Town Centres, Retail and Employment' addresses *"Employment Sites and Business Premises", with the "key messages" that "Camden has a very restricted supply of sites and premises suitable for light industrial, storage and distribution uses" but that where the Council accepts the principle of redevelopment of an employment site its priority will be to "secure permanent housing and/or community uses".*
- 5.81 Camden Planning Guidance 5 Paragraph 7.2 states that the Council *"will protect existing employment sites and premises that meet the needs of businesses and employers".*
- 5.82 With regard to the evidence required to support the loss of employment uses, paragraph 7.18 states that the Council *"will require evidence of a marketing exercise for the loss of employment uses, in line with Core Strategy Policy CS8 and policy DP13 of the Camden Development Policies. As a minimum, we will expect marketing exercises to include the following:*
- *Use of a reputable local or national agent with a track record of letting employment space in the borough;*
 - *A visible letting board on the property (constant throughout the marketing period);*
 - *Marketing material should be published on the internet, including popular online property databases such as Focus;*
 - *Continuous over at least 2 years from when the letting board is erected and the property is advertised online (i.e. not simply from when agents were appointed). We will consider shorter marketing periods for B1(a) office premises;*
 - *Advertised rents should be reasonable, reflecting market rents in the local area and the condition of the property;*
 - *Lease terms should be attractive to the market: – at least three years, with longer terms, up to five years or longer, if the occupier needs to undertake*

some works – and/or short term flexible leases for smaller premises which are appropriate for SMEs;

- *A commentary on the interest shown in the building, including any details of why the interest was not pursued; and*
- *Where there is an existing employment use then we will require evidence that the tenant intends to move out.”*

5.83 The Fortune Green and West Hampstead Neighbourhood Development Plan Section F addresses “*Business, Employment & Economic Development*” and notes:

“F1. The NDP supports the development of existing and new businesses in the Area to provide a strong and resilient local economy, as well as a range of employment opportunities (Objective 5).

F3. The protection of existing jobs and employment sites in the Area – and the provision of new jobs and new employment sites – is therefore of great importance to the local community and its sustainability, the local service sector, and existing businesses”.

F4. Fortune Green & West Hampstead is well suited to the development of small and micro businesses.”

POLICY 11: Business. Commercial and Employment Premises & Sites

“Development in Fortune Green and West Hampstead shall promote economic growth and employment by providing sites for business, commercial and employment use. This shall be achieved in the development of commercial and mixed use premises and sites by:

- i. A presumption in favour of protecting and retaining existing employment sites.*
- ii. Ensuring that where the redevelopment of existing employment sites is proposed, the level of employment floorspace is maintained or increased.*
- iii. The provision of additional and new business space.*
- iv. The provision of space for light industrial uses in appropriate locations, particularly next to railway lines.*
- v. The provision of flexible business and commercial space suited to a range of uses.*
- vi. The provision of a range of different sized units, particularly smaller spaces for micro businesses and studio space.*
- vii. The provision of affordable or subsidised business space, where appropriate.*
- viii. The provision of space for markets and short-term ‘pop up’ shops and services, where appropriate.”*

(vi) Promoting a mix of uses

5.84 The Framework specifically promotes the creation of healthy communities with the aim of planning decisions to achieve places which *promote “...mixed use developments, strong neighbourhood centres and active street frontages which bring together those who work, live and play in the vicinity”* (Paragraph 69).

- 5.85 The London Plan Policy 2.13 relates to Intensification Areas and states that *“Development proposals within opportunity areas and intensification areas should:...seek to optimise residential and non-residential output and densities, provide necessary social and other infrastructure to sustain growth, and, where appropriate, contain a mix of uses”*.
- 5.86 London Plan Policy 3.3 emphasises the promotion of mixed use development, stating that *“Boroughs should identify and seek to enable development capacity to be brought forward to meet housing targets having regard to other policies of this Plan and in particular the potential to realise brownfield housing capacity through the spatial structure it provides including:...mixed use redevelopment, especially of surplus commercial capacity”*.
- 5.87 London Plan Policy 4.7 seeks *“a strong, partnership approach to assessing need and bringing forward capacity for retail and commercial development in town centres”*.
- 5.88 The Camden Core Strategy Policy CS1 ‘Distribution of growth’ states, in relation to mixed use development, that *“The Council will promote the most efficient use of land and buildings in Camden by:...expecting the provision of mix of uses in suitable schemes, in particular in the most accessible parts of the borough, including an element of housing where possible”*.
- 5.89 Paragraph 1.24 of the Core Strategy recognises the contribution an appropriate mix of uses can make to successfully managing future growth and making efficient use of its limited land and, at paragraph 1.25 restates the *“designation of housing as the priority land use of the Core Strategy”*.
- 5.90 Core Strategy Policy CS2 ‘Growth Areas’ states that, *“Development in Camden 2025 will be concentrated in the growth areas of Tottenham Court Road, Holborn and West Hampstead interchange, where the mixed use redevelopment of a number of sites is expected to take place”*.
- 5.91 The Camden Developments Policies DP1 ‘Mixed use development’ states that *“The Council will require a mix of uses in developments where appropriate in all parts of the borough, including a contribution towards the supply of housing”*.
- a) *the character of the development, the site and the area;*
 - b) *site size, the extent of the additional floorspace, and constraints on including a mix of uses;*
 - c) *the need for an active street frontage and natural surveillance;*
 - d) *the economics and financial viability of the development including any particular costs associated with it;*
 - e) *whether the sole or primary use proposed is housing;*
 - f) *whether secondary uses would be incompatible with the character of the primary use;*
 - g) *whether an extension to the gross floorspace is needed for an existing user;*
 - h) *whether the development is publicly funded;*
 - i) *any other planning objectives considered to be a priority for the site.”*
- 5.92 Policy CS7 – Promoting Camden’s centres and shops, seeks *“additional [retail] provision as part of redevelopment schemes in the growth areas of...West Hampstead Interchange”*.

- 5.93 Camden Site Allocations (2013) allocates the site as no. 28 and proposes the site for *“A mixed use development to include residential alongside retail and employment uses. Other appropriate town centres use could include community and cultural uses (including education)”*.
- 5.94 The Site Allocations Document also seeks development of the site to include *“appropriate town centre uses along the frontage with residential including affordable housing above and to the rear of the site”* and *“flexible employment floorspace (subject to relevant criteria)”*.
- 5.95 The Neighbourhood Development Plan Policy 4 ‘West Hampstead Growth Area’ states that *“The West Hampstead Growth Area (WHGA), as defined on Map 4, shall be promoted for a mix of uses, including new housing, employment, town centre and public/community uses”*.
- (vii) Design
- 5.96 The Framework states that *“Pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people’s quality of life, including (but not limited to):...replacing poor design with better design”* (Paragraph 9).
- 5.97 Planning policy principles relating to good design are set out in Paragraph 58 of the Framework, aiming to ensure that developments:
- *“Will function well and add to the overall quality of the area;*
 - *Establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit;*
 - *Optimise the potential of the site to accommodate development;*
 - *Respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation;*
 - *Create safe and accessible environments;*
 - *Are visually attractive as a result of good architecture and appropriate landscaping”*.
- 5.98 The Framework states that planning decisions should not attempt to impose architectural styles and should not stifle innovation, originality or initiative (Paragraph 60).
- 5.99 London Plan Policy 3.5 states that new housing development *“should be of the highest quality internally, externally and in relation to their context and to the wider environment”* and continues that the design *“should enhance the quality of local places, taking into account physical context; local character; density; tenure and land use mix”*.
- 5.100 This approach is reinforced by London Plan Policy 7.1, which notes that the design of new buildings *“should help reinforce or enhance the character, legibility, permeability and accessibility of the neighbourhood”*, and Policy 7.4, which states that new development should have regard to the *“form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings”* and buildings *“provide a high quality design response that...has regard to the pattern and grain of the existing spaces and streets in orientation, scale, proportion and mass”*.

- 5.101 London Plan Policy 7.6 states that new design “*should incorporate the highest quality materials and design appropriate to its context*” and, inter alia, “*comprise details and materials that complement, not necessarily replicate, the local architectural character*”, “*not cause unacceptable harm to the amenity of surrounding land and buildings...in relation to privacy, overshadowing, wind and microclimate*”, “*incorporate best practice in resource management and climate change mitigation and adaptation*” and “*optimise the potential of sites*”.
- 5.102 The Camden Core Strategy Policy CS14 ‘Promoting high quality places and conserving our heritage’ seeks to ensure that “*Camden’s places and buildings are attractive, safe and easy to use by: a) requiring development of the highest standard of design that respects local context and character; b) preserving and enhancing Camden’s rich and diverse heritage assets and their settings, including conservation areas...*”
- 5.103 The supporting text of Policy CS14 states that “*The Council will therefore expect the design of buildings and places to respond to the local area and its defining characteristics and reinforce or, if appropriate, create local distinctiveness.*” (Paragraph 14.7).
- 5.104 With specific relation to heritage the supporting text of Policy CS14 states that the Council has a responsibility to “*preserve and, where possible, enhance our heritage of important areas and buildings.*”
- 5.105 The Camden Development Policies DP24 ‘Securing high quality design’ states that “*The Council will require all developments, including alterations and extensions to existing buildings, to be the highest standard of design and will expect developments to consider:*
- a) *Character, setting, context and the form and scale of neighbouring buildings;*
 - b) *The character and proportions of the existing building, where alterations and extensions are proposed;*
 - c) *The quality of materials to be used;*
 - d) *The provision of visually interesting frontages at street level;*
 - e) *The appropriate location for building services equipment;*
 - f) *Existing natural features, such as topography and trees;*
 - g) *The provision of appropriate hard and soft landscaping including boundary treatments;*
 - h) *The provision of appropriate amenity space; and*
 - i) *Accessibility.*”
- 5.106 The supporting text to Policy DP24 states that “*Camden is a densely built-up borough where most development involves the replacement, extension or conversion of existing buildings. Design should respond creatively to its site and its context.*” (Paragraph 24.5).
- 5.107 The supporting text of Policy DP24 continues to state, in relation to respecting local character, that “*Designs of new buildings, and alterations and extensions, should respect the character and appearance of the local area and neighbouring buildings.*” (Paragraph 24.12).
- 5.108 In relation to contributing to the street frontage the supporting text of Policy DP24 states that “*Buildings should be visually interesting at street level, with entrances and windows used to create active frontages, which allow overlooking of public*

areas, provide a sense of viability and contribute to making Camden a safer place” and “Ground floors should be occupied by active uses and should not turn their back on streets and other public spaces” (Paragraph 24.17).

- 5.109 The Camden Development Policies DP25 ‘Conserving Camden’s heritage’ states that *“the Council will...not permit development outside of a conservation area that causes harm to the character and appearance of that conservation area”*.
- 5.110 This policy position is re-emphasised in the supporting text at paragraph 25.9, which states *“The Council will therefore not permit development in locations outside conservation areas that it considers would cause harm to the character, appearance or setting of such an area”*.
- 5.111 The Camden Planning Guidance 1 ‘Design’ states, in relation to design excellence, that *“Camden is committed to excellence in design and schemes should consider: The context of a development and its surrounding area; The design of the building itself; The use of the building; The materials used; and public spaces”*.
- 5.112 The Fortune Green and West Hampstead Neighbourhood Plan Policy 3 ‘Safeguarding and enhancing Conservation Areas and heritage assets’ states that *“iii. In West End Lane, development will be expected to deliver improvements to the street environment and public realm of West End Lane, where appropriate. Such improvements shall be of a high standard and shall preserve or enhance the character of the West End Green and South Hampstead Conservation Areas (as appropriate)”*.
- 5.113 This is emphasised in The Fortune Green and West Hampstead Neighbourhood Plan Policy 4 ‘West Hampstead Growth Area’ which states, inter alia, that *“Development in the West Hampstead Growth Area shall, where appropriate and viable: i. be in keeping with and enhance the character of the wider areas and their settings. ii. Have regard to local views of and across the area...”*
- 5.114 London Plan Policy 7.1 requires all new development to achieve the highest standards of accessible and inclusive design and support the principles of inclusive design.
- 5.115 The Core Strategy Policy CS14 emphasises the need for inclusive design, stating, that that Council will be *“seeking the highest standards of access in all buildings and places and requiring schemes to be designed to be inclusive and accessible”*.
- 5.116 The Camden Development Policies DP29 ‘Improving access’ states, inter alia that *“The Council will seek to promote fair access and remove the barriers that prevent people from accessing facilities and opportunities.”*
- 5.117 The Fortune Green and West Hampstead Neighbourhood Plan Policy 2 ‘Design and Character’ states that *“All development shall be of a high quality design, which complements and enhances the distinct local character and identity of Fortune Green and West Hampstead”* the policy continues to state that, *“This shall be achieved by:*
- i. Development which positively interfaces with the street and streetscape in which it is located.*

- ii. *Development which maintains the positive contributions to character of existing buildings and structures.*
- iii. *Development which is human in scale, in order to maintain and create a positive relationship between buildings and street level activity.*
- iv. *Development which has regard to the form, function, structure and heritage of its context – including the scale, mass, orientation, pattern and grain of surrounding buildings, streets and spaces.*
- v. *A presumption in favour of a colour palate which reflects, or is in harmony with, the materials of its context.*
- vi. *New buildings and extensions that respect and are sensitive to the height of existing buildings in their vicinity and setting. Tall buildings in the Growth Area will need to have regard to their impact on the setting of the two immediately adjacent conservation areas, in order to avoid any negative impact on them...*

5.118 The Fortune Green and West Hampstead Neighbourhood Plan Paragraph B7 specifically relates to 156 West End Lane and states, in relation to design, that *“any redevelopment of the site needs to provide a mixed use development, satisfying or making an appropriate contribution to the following needs:...The design of any new building will need to reflect the design of neighbouring buildings and the neighbouring Conservation Area, including the use of red brick; The site shall provide an improved design relationship to adjoining Canterbury Mansions and West End Green Conservation Area, to protect and enhance the character and appearance of the area. Therefore, the height of any new development should ensure the overall design and transition in massing achieves an appropriate relationship with neighbouring properties- and it can be demonstrated that no harm is caused to the character and appearance of the Conservation Area, its setting.*

(viii) Transport and parking

5.119 London Plan Policy 6.3 states that development proposals *“should ensure that impacts on transport capacity and the transport network...are fully assessed”*.

5.120 The London Plan sets out standards for car parking (Policy 6.2) and standards for cycle parking (Policy 6.3). In locations with high public transport accessibility, car-free developments should be promoted.

5.121 The Camden Core Strategy Policy CS11 'Promoting sustainable and efficient travel' states that as part of the Councils approach to minimising congestion and addressing environmental impacts of travel *“the Council will:...minimise provision for private parking in new development, in particular through car free developments in the borough’s most accessible locations...”*.

5.122 The Camden Development Policies DP16 'The transport implications of development' states that *“The Council will seek to ensure that development is properly integrated with the transport network and is supported by adequate walking, cycling and public transport”*.

5.123 Policy DP16 continues to state that the Council *“will resist development that fails to assess and address any need for: movement to, from and within the site, including links to existing transport networks. We will expect proposals to make appropriate connections to highways and street spaces...”*

- 5.124 The Camden Development Policies DP17 'Walking, cycling and public transport' states that *"Development should make suitable provision for pedestrians, cyclists and public transport and, where appropriate, will also be required to provide for interchanging between different modes of transport"*.
- 5.125 Policy DP17 continues to states that *"The Council will resist development that would be dependent on travel by private motor vehicles"*.
- 5.126 The Camden Development Policies DP18 'Parking standards and limiting the availability of car parking' and states that *"The Council will expect development to be car free in the Central London Area, the town centres of...West Hampstead"* and that *"For car free and car capped developments, the Council will: limit on-site car parking to: spaces designated for disabled people..."*
- 5.127 The Camden Development Policies DP20 'Movement of goods and materials' states that *"In order to minimise the movement of goods and materials by road the Council will: Expect development that would generate significant movement of goods or materials both during construction and in operation to minimise the movement of goods and materials by road..."*.
- 5.128 The Camden Planning Guidance 7 'Transport' (CPG 7) states that "Car-free development and car-capped development should be designed taking into account the needs of disables car users." (Paragraph 5.21).
- 5.129 The Fortune Green and West Hampstead Neighbourhood Plan Policy 7 'Sustainable Transport' states, inter alia, that "In order to encourage the safe movement of traffic on roads in the area, and to promote a reduction in car use, development will be supported which includes the appropriate provision of:
- i. *Car-free or car-capped developments.*
 - ii. *Car club spaces.*
 - iii. *Charging points and dedicated parking spaces for electric cars.*
 - iv. *Contribution to safer road layouts, traffic calming, and the removal of rat-runs.*
 - v. *Proposals which will result in a reduction in air pollution caused by vehicle emissions.*
 - vi. *The appropriate provision of loading bays for commercial use that requires regular deliveries."*
- (ix) Sustainability
- 5.130 Section of 10 of The Framework highlights that planning plays a key role in supporting the delivery of renewable and low carbon energy (Paragraph 93) and one of the core planning principles of the Framework seeks to encourage the use of renewable resources (Paragraph 12).
- 5.131 London Plan Policy 5.1 seeks an overall reduction in carbon dioxide emissions from developments, while Policy 5.2 urges development proposals to make the fullest contribution to minimising carbon dioxide emissions in accordance with the energy hierarchy of being lean (use less energy); being clean (supplying energy efficiently), and being green (using renewable energy). Policy 5.2 requires that major developments meet certain targets. The Mayor requires the application of a 35% carbon reduction target beyond Part L 2013 of the Building Regulations, which is deemed to be broadly equivalent to the 40% target beyond Part L 2010 of the Building Regulations.

- 5.132 In addition, London Plan Policy 5.3 seeks the highest standards of sustainable design and construction to *“improve the environmental performance of new developments and to adapt to the effects of climate change over their lifetime”*. In addition, *“Development proposals should demonstrate that sustainable design standards are integral to the proposal, including its construction and operation, and ensure that they are considered at the beginning of the design process”*.
- 5.133 The London Plan Policy 5.7 relates to renewable energy in which the Mayor seeks to ensure *“major development proposals should provide a reduction in expected carbon dioxide emissions through the use of on-site renewable energy generation, where feasible”*.
- 5.134 The Camden Core Strategy Policy CS13 ‘Tackling climate change through promoting higher environmental standards’ requires, inter alia, that *“all developments to take measures to minimise the effects of, and adapt to, climate change and encourage all development to meet the highest feasible environmental standards that are financially viable during construction and occupation by:*
- a) *Ensuring patterns of land use that minimise the need to travel by car and help support local energy networks;*
 - b) *Promoting the efficient use of land and buildings;*
 - c) *Minimising carbon emissions from the redevelopment, construction and occupation of buildings by implementing, in order, all of the elements of the following energy hierarchy:*
 1. *ensuring developments use less energy,*
 2. *making use of energy from efficient sources, such as King’s Cross, Gower Street, Bloomsbury and proposed Euston Road decentralised energy networks;*
 - d) *Ensuring buildings and spaces are designed to cope with, and minimise the effects of climate change.”*
- 5.135 The Camden Development Policies DP22 ‘Promoting sustainable design and construction’ states that *“The Council will require development to incorporate sustainable design and construction measures. Schemes must:*
- a) *Demonstrate how sustainable development principles, including the relevant measures set out in paragraph 22.5 below, have been incorporated into the design and proposed implementation; and*
 - b) *Incorporate green or brown roofs and green walls wherever suitable.”*
- 5.136 Policy DP22 continues to state that *“The Council will require development to be resilient to climate change by ensuring schemes include appropriate climate change adaptation measures, such as: f) summer shading and planting; g) limited run-off; h) reducing water consumption; i) reducing air pollution...”*
- 5.137 Policy DP22 states, in relation to BREEAM, that the Council will expect *“...non-domestic developments of 500sqm of floorspace or above to achieve “very good” in BREEAM assessments and “excellent” from 2016 and encouraging zero carbon from 2019.”*
- 5.138 With specific regard to water the Camden Development Policies DP23 ‘Water’ states, inter alia, that *“the Council will require developments to reduce their water consumption, the pressure on the combined sewer network and the risk of*

flooding by:...incorporating water efficient features and equipment and capturing, retaining and re-using surface water and grey water on-site”.

5.139 The Camden Planning Guidance 3 ‘Sustainability’ (CPG 3) emphasises the Council’s requirements for energy efficiency measures within new developments and states *“All new developments are to be designed to minimise carbon dioxide emissions by being as energy efficient as is feasible and viable”.*

5.140 In relation to brown and green roofs and green walls the Councils CPG 3 states that *“The Council will expect all developments to incorporate brown roofs, green roofs, and green walls unless it is demonstrated this is not possible or appropriate”.*

(x) Landscaping, child play space, amenity

5.141 The Framework (Paragraph 58) states that “planning policies and decisions should aim to ensure that developments:

- *Will function well and add to the overall quality of the area*
- *Establish a strong sense of place, using streetscapes and buildings to*
- *Create attractive and comfortable places to live, work and visit;*
- *Optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses (including incorporation of green and other public space as part of developments) and support local facilities”.*

5.142 London Plan Policy 3.6 states that development proposals that include housing should make provision for play and informal recreation, based on the expected child population generated by the scheme and an assessment of future needs. The Mayor’s SPG *“Providing for Children and Young People’s Play and Informal Recreation”* recommends a minimum of 10sqm of dedicated play space per child as basis for assessing existing provision within an area”.

5.143 London Plan Policy 7.15 states that *“Development proposals should seek to manage noise by avoiding significant adverse noise impacts, and mitigating and minimising the existing and potential adverse impacts of noise on, from, within, as a result of, or in the vicinity of new development”.*

5.144 The Camden Development Policies DP28 ‘Noise and vibration’ states that *“The Council will seek to ensure that noise and vibration is controlled and managed and will not grant planning permission for: a) development likely to generate noise pollution; or b) development sensitive to noise in locations with noise pollution, unless appropriate attenuation measures are provided”.*

5.145 One of the core planning principles of the Framework is to contribute to conserving and enhancing the natural environment and reducing pollution. Paragraph 124 of the Framework states *“that planning policies should sustain compliance with and contribute towards EU limit values or national objectives for pollutants”.*

5.146 London Plan Policy 7.14 states that *“development proposals should minimise increased exposure to existing poor air quality and make provision to address local problems of air quality”.*

- 5.147 The Camden Development Policies DP32 'Air quality and Camden's Clear Zones' states that "The Council will require air quality assessments where development could potentially cause significant harm to air quality. Mitigation measures will be expected in developments that are located in areas of poor air quality."
- 5.148 The Camden Planning Guidance 6 'Amenity' (CPG 6) states in relation to air quality, that "The Council's overarching aim is for new development to be 'air quality neutral' and not lead to further deterioration of existing poor air quality".
- 5.149 The CPG 6 states in relation to daylight that, the Council "*will aim to minimise the impact of the loss of daylight caused by a development on the amenity of existing occupiers and ensure sufficient daylight to occupiers of new dwellings taking into account overall planning and site considerations.*" (Paragraph 6.6), and in relation to sunlight that "*design of your development should aim to maximise the amount of sunlight into rooms without overheating the space and to minimise overshadowing.*" (Paragraph 6.16).
- 5.150 London Plan Policy 7.19 require development proposals, wherever possible, to make a positive contribution to protection, enhancement, creation and management of biodiversity.
- 5.151 The Core Strategy Policy CS14 promotes, inter alia, "*high quality landscaping and works to streets and public spaces*".
- 5.152 The Camden Planning Guidance 1 'Design' states, in relation to green roofs that "*Landscaping on buildings includes both soft and hard landscaping and occurs in the forms of green and brown roofs and green walls. Green roofs, brown roofs and green walls can provide important landscape detail, biodiversity improvements, prevent local flooding and keep a building insulated.*" (Paragraph 6.52).
- 5.153 The Fortune Green and West Hampstead Neighbourhood Plan Policy 2 seeks all development to have the highest quality of design which should include "*The provision of associated high quality public realm.*"
- 5.154 The Fortune Green and West Hampstead Neighbourhood Plan Policy 4 seeks development in the Growth Area to, where appropriate, "*...vi. increase space for pedestrians and provide an improved street environment in the area...ix. Provide new green/open/public space, new trees, and new green corridors.*"
- 5.155 The Camden Development Policies DP26 'Managing the impact of development on occupiers and neighbours' states that the Council will require "*developments to provide:*
- f) *An acceptable standards of accommodation in terms of internal arrangements, dwelling and room sizes and amenity space;*
 - g) *Facilities for the storage, recycling and disposal waste;*
 - h) *Facilities for bike storage; and*
 - i) *Outdoor space for private or communal amenity space, wherever practical.*"
- 5.156 The Fortune Green and West Hampstead Neighbourhood Plan Paragraph B7 specifically relates to 156 West End Lane and states, "*any redevelopment of the site needs to provide a mixed use development, satisfying or making an*

appropriate contribution to the following needs:...The provision of new green/open space to address the deficiencies outlined in the Camden Core Strategy” and “improvements to the neighbouring Potteries Path to provide a safe route for pedestrians and cyclists”.

6 PLANNING CONSIDERATIONS

- 6.1 The site is previously-developed land in a highly accessible location in a designated Growth Area. It clearly has significant potential to contribute to delivering planning objectives at a national, regional, borough-wide and neighbourhood level.
- 6.2 The site is allocated for housing-led redevelopment in adopted Plans at a regional, borough-wide and neighbourhood level, and benefits from site-specific policies at a borough-wide and neighbourhood level. The site's potential for redevelopment is therefore considered to be clearly established.
- 6.3 In this planning policy context there are, therefore, considered to be two principal issues to address: The mix of uses to be delivered on the site to meet acknowledged planning objectives and priorities; and the physical relationship of the new buildings to their setting.
- (i) The delivery of planning objectives and priorities as set out in adopted planning policies
- (a) Housing
- 6.4 The Government is working to provide a planning system that promotes development and, particularly, one that promotes housing.
- 6.5 The introduction of the presumption in favour of sustainable development, reforms across planning legislation to promote the re-use of land and buildings for new housing (including, but not limited to changes to Permitted Development rights, registers of brownfield land suitable for housing, and "planning permission in principle") all reinforce the Government's objective of a planning system which supports – and determines quickly – new sustainable housing in highly accessible brownfield locations.
- 6.6 The existing site is under-utilised (a vacant office building and a builders' merchant and yard in a town centre location) and the current buildings are of poor quality, having a negative impact on the character and appearance of the adjoining Conservation Area. The site is highly accessible by a variety of means of public transport, having a PTAL rating of 6a – Excellent. The principle of redevelopment and regeneration for housing is fully supported at all levels of planning policy, including national, regional, local, neighbourhood and site-specific.
- 6.7 Camden's Core Strategy recognises that the borough is growing and changing due to population growth, and that this growth will be accompanied by an increase in the numbers of homes. The Core Strategy outlines that the Council's overall strategy for managing future growth is to promote the provision of new homes in areas with significant redevelopment opportunities at, or near,

transport hubs. The Council expects over 60% of the new homes in the Borough to be provided in Growth Areas.

- 6.8 A fundamental aspect of the site's future is, therefore, its ability to contribute towards the objectives of these documents and, in particular, to the delivery of identified "priority uses".
- 6.9 Camden's Core Strategy (paragraph 1.9) identifies housing as *the* priority land use in the borough, with Policy CS6 seeking to maximise the supply of additional housing in the borough.
- 6.10 The predominant new use in the West Hampstead Interchange Growth Area is expected to be housing.
- 6.11 The site also has the advantage of being subject to two site-specific designations, at a borough-wide level (within the Camden Site Allocations DPD, as Site 28) and at a neighbourhood level (within the recently adopted Neighbourhood Development Plan, at paragraph B7). It is therefore instructive to look at those site-specific designations to understand how the Council and the Neighbourhood Development Forum anticipate the site contributing to the objectives and priorities established by the adopted London Plan and Camden Core Strategy.
- Camden Core Strategy Site Allocation no. 28
- 6.12 The site is identified in Camden's adopted Site Allocations DPD as Site no.28. This proposes that the site be redeveloped to deliver a "*mixed use development to include residential alongside retail and employment uses*". Development will be expected to provide "*appropriate town centre uses along the frontage with residential including affordable housing above and to the rear of site*" and "*flexible employment floorspace (subject to relevant criteria)*".
- 6.13 Within the Site Allocation, "*Main Policy Considerations*" are identified as the site's location within an "*identified growth area (Policy CS1)*" where the Council expects "*mixed use development to maximise site opportunities in line with the identified objectives for West Hampstead Interchange (Policy CS2), whilst protecting and encouraging the provision of a range of employment facilities (Policy CS8 and DP13), retail (Policy CS7) and protecting and enhancing adjacent open spaces (Policy CS15)*" (our emphasis).
- 6.14 The Site Allocation explicitly states that:
- "Housing is the priority land use and will be sought as part of more efficient use of the site (Policy CS6 and DP2)."* (our emphasis).
- 6.15 It continues that:
- "The site is considered to be appropriate for a residential led scheme, but also including other appropriate town centre, employment and community uses"*. (our emphasis).
- 6.16 It is therefore unquestionable that *the* priority use for the site on redevelopment is housing.

- 6.17 It is thus consequentially equally apparent that if any other uses identified as being appropriate to the site are being accommodated on the site they must not compromise the delivery of new housing, either through land-take or through the nature of their activities.
- 6.18 The accompanying uses which are considered appropriate to the site are identified as retail and employment uses.
- 6.19 The Site Allocation states that retail floorspace should be flexibly designed to be able to accommodate smaller and more affordable units and, similarly, the employment uses should provide “flexible employment floorspace” and a “range of employment opportunities”, noting that *“employment uses are important to the overall vitality of the Town Centre and Camden economy and there is an overall demand for flexible space that can be used for a range of employment uses”*.
- Neighbourhood Development Plan site-specific allocation
- 6.20 The recently adopted Neighbourhood Development Plan (“NDP”) addresses the site at Paragraph B7 and, in respect of proposed uses, states:
- “As part of the West Hampstead Growth Area [the site] is expected to provide a significant number of new homes, as well as employment opportunities”*.
- 6.21 The housing priority use for the site is therefore clearly reflected, reiterated and reinforced in the adopted NDP.
- 6.22 The NDP site reference continues that, with regard to the proposed uses, redevelopment of the site should be *“satisfying or making an appropriate contribution to the following needs:*
- *“Housing, including a significant amount of affordable homes and 3 or 4 bedroom homes.*
 - *Offices for small, micro and start-up businesses - including the possibility of serviced offices and studio space.*
 - *Flexible commercial and retail space that can be used for a range of employment uses.*
 - *Retail space on the ground floor along West End Lane, which is fitting of the character of the Town Centre (see Policy 13) and set back from the pavement...*
 - *The provision of space for a community meeting room for local groups and businesses”*.
- 6.23 The site-specific priorities in adopted planning policy are therefore clear: Optimising housing potential, with retail space supporting West End Lane, flexible commercial and employment space focussed on small/start-up businesses, and a community meeting room.
- 6.24 In this policy context it is noteworthy that the proposal replaces a vacant office and a builders’ merchant (with retail showroom) and yard with 164 new homes (with 50% of the housing floorspace being affordable and 34% of the affordable housing directed to families), new flexible town centre uses on West End Lane (for uses falling within Use Classes A1, A2, A3, D1 or D2, which include uses such as shops, banks and building societies, cafes, crèches, galleries, nurseries and gyms), new flexible employment space, dedicated workspace for small and

start-up businesses, and a community meeting room for local groups and businesses.

(b) The use of employment land and buildings

6.25 The Council's approach to the future use of land currently in employment use is focused on ensuring that it best meets the needs of modern industry: There is a clear directional (locational) approach to the location of offices; there is a clear emphasis on modern, flexible floorspace, particularly for small and start-up business; and there is a clear directional (locational) approach to locating the lowest grade industrial floorspace in agglomerations where their impacts on surrounding uses can be better managed.

- Existing offices

6.26 New office floorspace is principally directed towards King's Cross (Policy CS8). Elsewhere, where an existing building is suitable only for offices (particularly "older office premises" and where there is evidence of little demand for this type of office, and the premises don't provide accommodation for small and medium businesses) the Council will support their replacement, with the "priority is for the replacement use to be permanent housing or community use" (Paragraph 8.8 of the Core Strategy, as elaborated by Paragraph 7.3 of Camden Planning Guidance 5).

6.27 The Government's decision to make permanent Permitted Development rights for the conversion of offices to housing, and intention to extend this provision to allow for the redevelopment of offices to housing without the need for planning permission, reinforces this position.

6.28 There is, therefore, policy acknowledgement that the replacement of the dated, vacant, office elements on the site with housing is acceptable in principle.

6.29 With specific regard to demand for office space in West Hampstead, the Camden Office Market Review undertaken by Turley identifies (paragraph 4.15) an average annual take-up of office space of 1,530m² for an area within 0.75 miles of the site, *"with a clear preference towards smaller properties given that the average size of transacted floorspace was 199sqm"* over the past 10 years.

- Existing industrial uses

6.30 The Council's policies support existing employment sites and premises which *"meet the needs of modern industry and other employers"* (Policy CS8(b)), whilst Policy CS8(c) expects *"a mix of employment facilities and types, including the provision of facilities suitable for small and medium sized enterprises, such as managed, affordable workspace"*. The Council's emphasis on meeting the needs of modern industry, and particularly provision for small enterprises, as reflected in the site-specific guidance, is established in these Core Strategy policies.

6.31 Indeed it is noteworthy that almost every mention of "employment land" in Camden's adopted and emerging planning policies is explicitly linked to the importance of *modern, flexible* employment floorspace. Policies CS8 and DP13 seek to support flexible employment floorspace capable of being used for a

range of employment uses in order to meet the objectives of Policy CS2 in terms of growth, Policy CS7 in terms of promoting Camden's centres and shops, and Policy CS8 in terms of promoting a successful and inclusive Camden economy that provides for the needs of residents and businesses.

- 6.32 It is therefore clear that a key factor in the assessment of employment space will be its quality, including factors such as consideration of servicing, access to and from the site and potential conflict with other uses, most obviously housing.
- 6.33 The Core Strategy also states that the Council will continue to protect industrial and warehousing sites and premises suitable and viable for continued use (Paragraph 8.13), whilst Policy DP13 states that the Council will retain land and buildings that are "suitable" for continued business use, and will resist a change to non-business unless the site or building is no longer suitable for its existing business use and the possibility of retaining, reusing or redeveloping the site or building for similar or alternative business use has been fully explored over an appropriate period of time.
- 6.34 It is therefore instructive to assess the existing provision in terms of Camden's own criteria in order to understand whether the premises and land are suitable for continued business use and, if so, for what type of business.
- 6.35 The existing premises comprise vacant offices and retail showroom/builders' merchant/builders' yard. With regard to the former, its replacement by housing is actively encouraged by policy.
- 6.36 With regard to the builders' merchant and yard, the Council's approach to the levels of protection afforded to existing industrial premises is set out clearly in chapter 7 of Camden Planning Guidance 5 - Town Centres Retail and Employment. This states that the Council "*will categorise sites according to their characteristics to determine which sites and premises should be retained*". It is interesting to note, at this point, that the Guidance re-emphasises that where the Council accepts the principle of redevelopment of an employment site its priority will be to "*secure permanent housing and/or community uses*".
- 6.37 The Guidance notes that Camden has a very restricted supply of sites and premises suitable for light industrial, storage and distribution uses (paragraph 7.8), producing a high level of demand for them provided "*they have good access and separation from conflicting premises*".
- 6.38 The Council identifies three main categories of sites and premises in the borough (paragraph 7.9), with Category 1 sites providing the highest quality accommodation (purpose built accommodation; single storey premises; clear, high ceiling heights; high loading bays and doors; access for large delivery and servicing vehicles both into and around the site; 24 hour operation with unrestricted loading access; and minimal risk that the 24-hour operation will adversely harm the amenity of neighbouring properties), and Category 3 the lowest (small, isolated premises; poor access; little or no space for servicing; incompatible neighbouring uses (most often housing)).
- 6.39 The Guidance confirms (Paragraph 7.12) that Category 1 sites are rare in Camden and will always be protected, whilst Category 3 sites are "*heavily compromised*" and may not be suitable for continued industrial use when they become empty or need significant investment. The Guidance also notes (Paragraph 7.15) that for new industrial premises to be successful the new

space would resemble Category 1 as closely as possible, and concludes that the most important features are good delivery/servicing access, separation from other uses, freedom to operate at all times and a 50-70% site coverage.

- 6.40 In this context, the Guidance notes (Paragraph 7.16), and policy directs, that Camden's designated "Industry Area" is one of the few areas where there is a concentration of industrial, storage and distributions uses (within classes B1, B2, B8 or related sui generis) where no other uses prejudice the operation of business in the area, and that Area will be safeguarded for the use for industrial, storage and distribution purposes.
- 6.41 It is therefore apparent that the existing office building is not suitable for continued business use and, should the existing builders' merchant and yard site fall empty, its characteristics are such that it would achieve the lowest categorisation of industrial land and, therefore, be afforded the least protection.
- 6.42 This situation is readily confirmed by an assessment of the policy conflicts if such a use was to be newly proposed in the location. The clear conflict with neighbouring existing housing (even before consideration is given to the new policy-driven *priority site use* housing on the site) would be sufficient to rule out such a use on the site.
- 6.43 It is also noteworthy that Policy DP13 acknowledges that even where premises or sites are suitable for continued business use, "*the Council will consider redevelopment proposals for mixed use schemes*" provided that the level of employment floorspace is maintained, priority uses such as housing are included, premises suitable for new, small or medium enterprises are provided, and the non-employment uses will not prejudice continued industrial use in the surrounding area.
- 6.44 The supporting paragraphs are, again, helpful in understanding how this policy is to operate. Paragraph 13.3 states that when assessing proposals that involve the loss of a business use the Council will consider "*whether there is potential for that use to continue*", and in making this assessment will take into account a number of criteria:
- Is the site in or adjacent to the defined Industry Area or other locations suitable for large scale general industry and warehousing?
 - Is the site near to other industry and warehousing or to other noise/vibration generating uses, or uses with pollution and hazards?
 - Is the site in a location suitable for uses including light industry and local distribution warehousing?
 - Is the site well-related to nearby land uses?
 - Is the site easily accessible to the Transport for London Road Network and/or London Distributor Roads?
 - Does the site provide a range of unit sizes, particularly those suitable for small businesses (under 100sqm)?
 - Does the site have adequate on-site vehicle space for servicing?
 - Is the site accessible by means other than the car and have the potential to be serviced by rail or water?
 - Are the buildings in a reasonable condition to allow the use to continue?
- 6.45 It is apparent that, once again, the critical factor of being "*well related to nearby land uses*" is unsurmountable for the site and, when combined with its separation from the Industry Area or an area suitable for large scale general industry or

warehousing and separation from other noise/vibration generating uses, highlights the unsuitability of the site for such industrial use. These considerations are clearly closely related to the categorisation of the site by the criteria established in Camden Planning Guidance 5.

6.46 Further evidence is provided by the *“London Borough of Camden Business Premises Study (2011)”*. This study was commissioned by the Council to explore the features of employment sites and buildings that should be provided to support a flourishing and diverse local economy.

6.47 When addressing supply and market balance, the report noted “limited availability” of industrial space and, even for second-hand space, when it did become available it was taken up very quickly (paragraph 2.18). The report, however, notes two exceptions where space is available to let but fails to attract occupiers, with one category being *“heavily compromised sites, which are close to residential uses”* (paragraph 2.19). It continues:

“Proximity to housing is a feature that alarms many occupiers; even where they are permitted to operate 24/7 industrial occupiers in urban areas are generally very concerned about the potential for complaints from residential neighbours, especially relating to loading and vehicle movements...These heavily compromised properties may sometimes appeal to a very local market, but in general occupiers will often reject them purely because of these concerns, without even looking at them”.

6.48 When considering which employment sites should be retained, the report notes (at paragraph 2.49) *“current planning policy [which] aims to retain in industrial use, in whole or in part, those sites which are still suitable for that use”*. It is interesting to note, in the context of its comments at its paragraph 2.19 relating to re-letting of sites near housing, that the report interprets a site as being “suitable” for industrial use if, should it fall vacant, it *“is likely to be re-occupied for this use”*.

6.49 The report goes on to note (paragraph 2.55) that *“residential and industrial uses by their nature do not make good neighbours. Proximity to housing exposes the industrial occupier to contingent liabilities or at least being classified as an inconsiderate neighbour”*. It concludes that:

“[industrial] sites that are...too close to housing...are generally not viable to invest in...In terms of Camden’s planning policies these sites may no longer be suitable for industry, and when they are proposed for redevelopment the Council should consider releasing them for other uses” (paragraph 2.73)

and

“if the applicant can demonstrate that...the site is too close to incompatible uses...the Council may agree to release the site without market testing” (paragraph 2.76).

6.50 The report concludes at paragraph 4.18 that for industrial uses existing sites should be safeguarded for industry *“unless they are compromised by...[being] too close to housing”*.

6.51 The report concludes that, with regard to mixed-used schemes and industrial uses, *“vertical separation...should be avoided. It is unattractive to*

occupiers...Residents generally object to the noise, vibration, vehicle movements, parking, loading/unloading, smells etc. generated by industrial operations, and industrial business do not want to operate in places where such objections will arise” (paragraph 2.56).

- 6.52 Furthermore, *“examples where industrial space has been built below residential and is proving difficult to let are to be found all over the borough” (paragraph 2.58) and “we cannot find any successful examples of mixed-use development where industrial space is below residential” (paragraph 2.60).*
- 6.53 The report does, however, note that on larger sites horizontal separation can be successful if there is “enough space between buildings and separate access for the industrial and residential elements”.
- 6.54 Returning to policy DP13, even where premises or sites are considered suitable for continued business use, the Council will consider redevelopment schemes which (paragraph 13.6) *“maintain the employment floorspace and provide other priority uses, such as housing”*. As identified previously, the importance of the flexibility of the employment floorspace is a key consideration for the Council, as re-provided employment floorspace should be able to *“accommodate a range of business types and sizes”*, such as new businesses, small and medium sized enterprises and creative businesses, in line with the approach to flexible and affordable workspace of Policy CS8 – promoting a successful and inclusive Camden economy.
- 6.55 The inter-relationship of the Council’s policies and objectives is, once again clear, as is the priorities of providing new housing and modern flexible employment space focussed on small businesses.
- 6.56 The importance of providing a range of employment opportunities is also recognised in the Neighbourhood Development Plan, with Policy 11 promoting economic growth and employment by seeking to “retain existing employment sites” and maintaining the level of employment floorspace on redevelopment, with flexible business and commercial space suited to a range of uses and the provision of a range of different sized units, particularly smaller spaces for micro businesses and studio space.
- 6.57 The Council’s draft Local Plan maintains these consistent themes and objectives. Draft Policy E1: *“Promoting a successful and inclusive Camden economy”* states, inter alia, that the Council will support businesses of all sizes *“in particular start-ups, small and medium sized enterprises, safeguard existing employment sites and premises and recognise the importance of other employment generating uses including retail. The importance of the provision of space for small businesses is recognised at supporting paragraph 5.10 (“small businesses are often seeking premises that...can adapt as the business grows or changes...we will seek the provision of innovative new employment floorspace that will provide a range of facilities...that will meet the needs of a range of business types and sizes”)*.
- 6.58 Paragraph 5.35 confirms that the Council will continue to protect industrial and warehousing sites and premises that are suitable and viable for continued use *“unless the proposals can provide additional employment benefits in terms of number and types of jobs and training for local people alongside other Council priorities”*. Such an approach *“will help to protect the supply of premises for new*

and expanding businesses, support the Central London economy and secure job opportunities for local people”.

- 6.59 It is noteworthy that, within this clear policy direction of travel, the draft Local Plan recognises that there may be downsides and (paragraph 5.35 again) *“the Council will expect training and job opportunities to be priorities for those who would lose their jobs as a result of the proposals”.*
- 6.60 Draft Policy E2 deals with employment premises and sites and states that the Council will protect premises or sites that are suitable for continued business use, will consider their redevelopment provided that the level of employment floorspace is at least maintained, the proposed premises are suitable for the continued use of the existing businesses or for start-ups, small and medium enterprises, such as managed affordable workspace; the scheme would increase employment opportunities for local residents, and they include other priority uses, such as housing, affordable housing and open space. The supporting text to this draft policy (paragraph 5.41) states that when assessing proposals that involve the loss of a business use to a non-business use the Council will take into account various factors including *“the suitability of the location for continued use”, “the range of unit sizes it provides, particularly suitability for small businesses”* and *“the impact of the nearby uses on the proposed non-business use”.*
- 6.61 The proposals will result in the replacement of the sui generis *industrial* floorspace currently on the site (totalling 1,618m²) comprising a retail showroom/builders’ merchant/builders’ yard with town centre uses (891m² in Use Classes A1/A2/A3/D1/D2), flexible employment space (619m²), dedicated purpose-built space for start-up businesses (270m²) and a community meeting room (63m²). The proposed modern, flexible floorspace (excluding the community meeting room) totals 1,780m² an increase of 162m². It is estimated that full-time equivalent employment on the site will be three times the current levels.
- 6.62 It is therefore apparent that the level of employment floorspace is being maintained (Core Strategy Policy DP13(c)/NDP Policy 11, with an increase of 162m² floorspace in addition to the increase in the quality of floorspace provided and its increased focus of meeting local needs. The redevelopment of the site will also include priority uses, such as housing and affordable housing (criterion (d)) and will include premises suitable for new, small or medium enterprises (criterion (e)).
- 6.63 With regard to the creation of purpose-built employment floorspace on the site dedicated to start-up and small businesses, it is proposed that specialist workspace providers familiar to the Council and familiar with the borough (such as The Social Investment Company, Impact Hub, Ethical Property Company, Can Mezzanine and At Work Hubs), using the London Open Workspace Providers Group, and utilising best practice experience on promoting on incubators, accelerators and co-working spaces will all form part of the approach to delivering a successful local hub, enhancing West Hampstead.
- 6.64 The western frontage of the site is within West Hampstead District Centre, and the Core Strategy promotes additional retail provision as part of redevelopment schemes in West Hampstead. There are currently no town centre uses on the site, and the creation of 891m² of flexible new town centre floorspace will support and promote the vitality and viability of the District Centre.

- (ii) The physical relationship of the new buildings to the setting
- 6.65 The detailed design rationale for the development is set out in the Design and Access Statement prepared by Child Graddon Lewis, supported by the Heritage, Townscape & Visual Impact Assessment by Van Bruggen Urbanism.
- 6.66 The site is located adjacent to West End Lane, the railway line, the Multi-Use Games Area and the rear gardens of Lymington Road houses. It sits outside but adjoining the West End Green Conservation Area.
- 6.67 Planning policy at a national, regional and local level places suitable emphasis on the design of new buildings having regard to the form, function and structure of an area; making a positive contribution to the public realm, streetscape and wider area; and improving an area's visual or physical connection with natural features. The design approach to the regeneration of this site fully accords with those principles.
- 6.68 Very careful consideration has been given to the precise layout, scale and design of the scheme. The scheme carefully responds to the surrounding area in terms of height, scale and massing.
- 6.69 Planning policy principles relating to good design are set out in paragraph 58 of the Framework, aiming to ensure that developments add to the overall quality of the area, use streetscapes and buildings to create attractive and comfortable places to live, optimise the potential of the site to accommodate development, respond to local character, create safe and accessible environments and are visually attractive as a result of good architecture and appropriate landscaping.
- 6.70 The West End Green Conservation Area Appraisal records that in terms of character zones the north part of the Area, around West End Green itself (character area 2), retains its "village" character, whereas the area to the south and east (character area 5) is defined by large semi-detached and detached houses.
- 6.71 Whilst Canterbury Mansions is considered to make a positive contribution to the Conservation Area, the existing office building on the application site is considered a "blight", whilst shopping and retail activities dominate West End Lane. It is noteworthy that the Appraisal considers that, approaching the Conservation Area from the station, the views are "urban" and "hard", whilst new development has the potential to "transform the area", and concludes that "*high quality new development outside the Conservation Area by the railway would greatly enhance the area*".
- 6.72 The only significant public green space in the Conservation Area currently is West End Green itself.
- 6.73 The Heritage, Townscape and Visual Impact Assessment undertaken by Van Bruggen Urbanism concludes that the impact of the proposed development on the character of the Conservation Area as a whole is limited, and there is no loss

or change to historic features within the area. There will be some impact on views out of the Conservation Area with the new development visible in the distance and above existing buildings in some views, but these views are currently impacted by views of modern buildings (most obviously the new development on Blackburn Road).

- 6.74 The scheme is considered to improve an area which has long been problematic and detrimental to the broader character of the area.
- 6.75 The scheme is within the density range established by the London Plan and provides a mix of tenure and unit sizes in accordance with Camden priorities. Full details are contained within the Design and Access Statement.
- 6.76 One of the key aspirations for West Hampstead in the Council's LDF is to improve the streetscape and public realm. The landscape strategy provided by Fabrik demonstrates how the significant public realm improvements that will be delivered by the proposals will support these objectives. Improved pavements on West End Lane, a new entrance to Potteries Path, with a widened public open space, and a widened Potteries Path leading into the new landscaped square at the heart of the scheme will all significantly enhance the character and appearance of the area.
- 6.77 The London Plan Policy 7.5 states that landscape treatment and infrastructure should be of the highest quality, have a clear purpose and should contribute to the easy movement of people through the space.
- 6.78 A comprehensive design strategy has been produced, which includes a high quality landscape strategy. The landscaping strategy across the site introduces communal and private amenity spaces, tree planting, soft and hard landscaping and biodiversity opportunities.
- 6.79 Communal and private amenity space will be available to all residents in the form of a communal central garden at ground floor, a lower courtyard at lower ground floor, a first floor podium garden, private balconies, terraces and winter gardens and central amenity spaces, including child play spaces.
- 6.80 The scheme provides a total of 2,755sqm of open space, which is in excess of Camden CPG 6 requirements. The landscape strategy for the scheme also incorporates green infrastructure including the use of both green roofs and walls to assist in the greening of the development and the borough.
- 6.81 It is therefore considered that the proposals accord with relevant planning policies at a national, regional, local and neighbourhood level.
- (iii) Other relevant planning considerations
- 6.82 Planning policies at all levels expects proposals not to cause unacceptable harm to the amenity of surrounding land and buildings, in relation to privacy, overshadowing, daylight and sunlight, noise, wind and microclimate.

- 6.83 The design of the buildings in terms of layout, height and massing has been subject to several reiterations throughout the pre-application process, as outlined within the Design and Access Statement; and accordingly ensures that amenity within the development and the amenity of the surrounding properties is not impacted.
- 6.84 The scheme has been innovatively designed to incorporate as much natural light as possible into the development. The daylight and sunlight report by Right of Light Consulting demonstrates that both the flats within the proposed development and the surrounding properties would receive and continue to receive light levels consistent of expectations for a town centre environment.
- 6.85 The Noise Assessment undertaken by ACCON shows that with the introduction of typical mitigation measures a good internal noise environment can be achieved, which would result in compliance with British Standards and World Health Organisation guidance and ensures compliance with the aims of paragraph 123 of the Framework. It is therefore considered that the design of the proposals accord with the London Plan (including Policies 7.15) and Camden LDF (including Development Policy DP28).
- 6.86 The Air Quality Assessment undertaken by ACCON shows that there are no exceedances of the National Air Quality Objectives (NAQO) at any of the receptors on site. The proposed development will therefore be compliant with the NAQOs and it is therefore not considered necessary to implement any mitigation measures for the development. The assessment outlines a number of mitigation measures that can be undertaken during the construction phase to ensure that any impacts are minimised. Post-mitigation it is considered that the impacts from construction will be negligible to low. It is therefore considered that the design of the proposals accord with the London Plan (including Policies 7.14) and Camden LDF (including Core Strategy policy CS9 and Development Policies DP32).
- 6.87 The Flood Risk Assessment undertaken by iesis concludes that the site has a low risk of flooding.
- 6.88 The Preliminary Ecological Appraisal undertaken by The Ecology Consultancy confirms that the site does not form part of any statutory or non-statutory designated nature conservation site. The site had low potential to support breeding birds and negligible potential to support roosting bats. The report further states the site as existing was considered unsuitable to support any other protected or noteworthy species. The Arboricultural Report undertaken by Crown Consultants confirms that there is negligible potential impact on existing trees.
- 6.89 An Archaeological Desk-Based Assessment undertaken by MOLA found that the site does not contain any assets designated for their archaeological interest or any non-designated assets. The archaeological potential of the site is considered to be limited to remains of no more than very low/negligible significance. It is therefore considered that the design of the proposals accord

with the National Planning Policy Framework (including Paragraphs 126-141 in respect of archaeological remains), London Plan (including policies 7.8, 7.31 and 7.32) and Camden LDF (including Core Strategy policy CS14 and Development Policy DP25).

- 6.90 The site is very well located in relation to public transport services and the strategic highway network, with two train stations and an underground station all in close proximity to the site. There are bus stops in the immediate vicinity of the site providing access to a large number of bus services.
- 6.91 The site fronts West End Lane, a designated District Centre providing access to high quality local amenities. In addition a number of educational establishments, health facilities and recreation facilities (including the adjacent Multi Use Games Area and children's play area) are all within easy walking distance.
- 6.92 The site benefits from a PTAL rating of 6a.
- 6.93 The proposed development would provide 310 secure, easily accessible, cycle parking spaces, which is in line with GLA's cycle parking standards, and 16 on-site car parking bays for blue badge holders only.
- 6.94 A 'Full Travel Plan' will be submitted as part of the planning application in accordance with TfL's 'Travel planning guidance'. A draft document has been prepared to accompany this planning application.
- 6.95 The proposals are expected to generate fewer vehicle trips than the former uses at the site. In any event, the trips generated by the proposed development are expected to have no perceptible impact on any travel mode. The proposed scheme accords with national, regional and local planning policy guidance.
- 6.96 The Framework states that local planning authorities should support developments which promote renewable and low carbon energy schemes.
- 6.97 The London Plan seeks an overall reduction in carbon dioxide emissions, stating that residential developments should achieve a 35% reduction against Building Regulations 2013 Part L.
- 6.98 The Energy Statement undertaken by Silver demonstrates that carbon emissions for the development can be reduced by 35% through the use of renewable technologies.
- 6.99 The proposed energy solution follows and responds to the Be Lean; Be Clean; Be Green principles and includes various energy efficiency measures as well as low-carbon and renewable energy technologies.
- 6.100 The Sustainability Statement prepared by Silver outlines that the proposed sustainability approach has been developed to meet the targets and standards set by national, regional and local planning policy.

- 6.101 The Sustainability Statement demonstrates that the proposed development is targeting high standards of design and build-quality, with attention accorded to reducing the environmental impact throughout the lifetime of the development and not just during occupation.
- 6.102 The BREEAM pre-assessment demonstrates that the proposed development can achieve a Very Good rating.
- 6.103 In conclusion, the Sustainability Statement demonstrates that the proposed development can meet the sustainability planning policy requirements.
- 6.104 It is therefore considered that the design of the proposals accord with the London Plan (including Policies 5.2, 5.3, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13 and 5.15) and Camden LDF (including Core Strategy policy CS13, Development Plan policies DP22, DP23, DP24, DP28, DP31, DP32 and Camden Planning Guidance 3 –Sustainability).
- 6.105 It is therefore concluded that the design of the proposal for the redevelopment of this vacant site for a residential-led mixed-tenure development with non-residential floorspace at ground floor level accords with relevant planning policy at a national, regional and local level.

7 CONCLUSIONS

- 7.1 The proposal presents the redevelopment of previously developed land for housing-led, mixed use development, providing both new homes and modern, flexible employment space to meet a known local need, in a highly accessible District Centre and Growth Area.
- 7.2 It will return a part vacant, under-utilised brownfield site back into beneficial use, optimising potential of a previously developed site and contributing to the improvements for West Hampstead in an Area of Intensification and a Growth Area.
- 7.3 The proposal represents a sustainable form of development, providing a range of high quality new buildings, new uses, new public open spaces and public realm improvements, enhancing the character and appearance of the local area and reintegrating the site within the town centre.
- 7.4 Housing is *the* priority use. The National Planning Policy Framework, London Plan and Camden LDF all place understandable emphasis on encouraging new housing, with the Framework emphasising that applications for new housing should be considered in the context of the presumption in favour of sustainable development. The proposal will make a key contribution to national, regional and local priority use of provision of high quality new homes, including a high proportion of affordable homes.
- 7.5 The proposal will deliver a tenure mix and unit-size mix which meets specific Borough needs, with a substantial amount of affordable housing and a high proportion of family-sized properties.
- 7.6 The scheme will strengthen and support the vitality and viability of West Hampstead District Centre through the introduction of town centre uses to the site.
- 7.7 The scheme will provide significantly enhanced local employment opportunities with modern, flexible employment space, including dedicated space for local start-up businesses and small and medium sized businesses.
- 7.8 The scheme also includes a community meeting room in direct response to local needs and the Neighbourhood Development Plan.
- 7.9 The proposals represent a development of high quality design which is sensitive to its setting, with new public open space fronting West End Lane, together with improvements to the pavements on West End Lane, a new large landscaped public square at the heart of the scheme and enhancements to Potteries Path and the provision of high quality landscaping, private/communal amenity space and play space.
- 7.10 It is therefore concluded that the proposals accord with relevant planning policies at a national, regional, local and neighbourhood level.