

Development Management
Regeneration and Planning
London Borough of Camden
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FAO Mr David Glasgow

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23 September 2016
BY EMAIL

Dear Mr Glasgow

Town and Country Planning Act 1990 (as amended).
156 West End Lane, London, NW6 1SD (Reference: 2015/6455/P).

On behalf of our client, A2Dominion Developments Limited, we set out below a summary of the latest amendments and additional information submitted to Camden Council in respect of the extant planning application (2015/6455/P) for the redevelopment of 156 West End Lane, London, NW6 1SD.

As you will be aware, the planning application site at 156 West End Lane ('the Site') represents previously developed underutilised brownfield land in a highly accessible location (PTAL rating 6a 'Excellent'). The Site is located within an Area of Intensification ('West Hampstead Interchange') and within the West Hampstead District Centre as strategically identified in the London Plan. The Site is also located within a locally designated Growth Area ('West Hampstead Interchange Growth Area') and forms part of the Core Frontage of the West Hampstead Town Centre as identified in Camden Council's adopted Core Strategy.

The London Plan identifies this Area of Intensification as a "*significant inner London Transport interchange with potential...to secure an uplift in development capacity through intensification*" and has a minimum capacity of 800 new homes. The Camden Core Strategy identifies that "*Development at West Hampstead interchange is expected to be predominantly housing*" and continues to state in relation to West Hampstead Interchange Growth Area that "*There are also opportunities for redevelopment of under-utilised sites, particularly along the railway lines*".

The Site is also subject to two site-specific designations in the Camden Site Allocations Development Plan Document and the adopted Fortune Green and West Hampstead Neighbourhood Plan. These designations, both post publication of the National Planning Policy Framework and confirming how earlier, general borough-wide policies would be applied to this specific site, represent the most up-to-date and relevant planning policy guidance relating to the site.

With regard to the site specific designations, the land-use principles set out in the Camden Council's Site Allocations DPD ('Site no. 28') states in relation to the Site that:

- Housing is the priority land use (our emphasis).
- Site opportunities should be maximised.

- The site is appropriate for a housing-led scheme, together with appropriate town centre, employment and community uses (our emphasis).
- There is an expectation of housing above the frontage and the rear of the site.
- There is an expectation of flexible employment floorspace and a range of employment facilities.

With regard to the land-use principles set out in the Fortune Green and West Hampstead Neighbourhood Plan, Paragraph B7 specifically relates to the Site and states:

- The site is expected to provide a significant number of new homes, as well as employment opportunities.
- Redevelopment of the site should satisfy or make an appropriate contribution to:
 - i) Housing.
 - ii) Offices from small, micro and start-up businesses.
 - iii) Flexible commercial and retail space that can be used for a range of employment uses.
 - iv) Flexible retail space on the ground floor along West End Lane.
 - v) Space for a community meeting room (our emphasis).

The planning application proposes to provide new housing (including affordable housing); new modern flexible employment floorspace (including floorspace specifically for new and small/medium sized business to meet local needs); new Town Centre uses (including the introduction of Town Centre uses into the Core Frontage of the designated Town Centre); a community meeting room; and the introduction of private and communal amenity space throughout the site.

Following post-submission discussions with Camden Council officers and our client in relation to the proposals, further design work and technical analysis was submitted to Camden Council in June 2016 as follows:

- Revised Scheme drawings, prepared by Child Graddon Lewis.
- Design and Access Statement Addendum, prepared by Child Graddon Lewis.
- Townscape Heritage and Visual Assessment Addendum, prepared by Vbud.
- Revised Landscape and Public Realm Strategy, prepared by Fabrik.
- Planning Statement Addendum, prepared by John Rowan and Partners.
- Waste Management Strategy Addendum, prepared by WSP UK.
- Overheating Assessment Report, prepared by Silver.
- Non-residential and Workspace Commentary prepared by 4orty Asset Management
- Workspace Dialogue prepared by 4orty Asset Management.
- Revised Daylight and Sunlight (Neighbouring) Report, prepared by Rights of Light Consulting.
- Revised Daylight and Sunlight (Within Development Report, prepared by Rights of Light Consulting.

As a consequence of the further design work, the following reports were updated to take account of any necessary consequential changes:

- Revised Flood Risk and Drainage Strategy, prepared by Iesis.
- Revised Ecology Report, prepared by Ecology Consulting.
- Revised Arboricultural Report, prepared by Ecology Consulting.

- Revised Transport Assessment and Framework Travel Plan, prepared by TPP.
- Revised Air Quality Assessment, prepared by Accon UK Ltd.
- Revised Air Quality Neutral Assessment prepared by Accon UK Ltd.
- Revised Noise and Vibration Assessment, prepared by Accon UK Ltd.
- Revised Sustainability Statement (including BREEAM Assessment), prepared by Silver.
- Revised Energy Assessment, prepared by Silver.

The documentation submitted in June 2016 incorporated design revisions which can be summarised as follows:

- Revisions to the roofscape of the east building – *reduction in height to further reduce potential impact on views down Crediton Hill from the agreed viewpoint.*
- Revisions to the southern elevation – *the integration of projecting, curved balconies to implement a break in the building line.*
- Revisions to the treatment of the corner of the west building – *additional glazing to the flexible non-residential floorspace at ground floor creating an active frontage to the southern entrance of the site. Incorporation of inset balconies to the flats above first floor, to create a break within a predominant elevation.*
- Revisions to the treatment of the top floor of the west building – *removal of dormers to the southern elevation of the west building to soften the appearance of the roof profile. Introduction of a feature dormer to the corner of the west building.*
- Changes to the elevation treatment of the southern elevation – *introduction of architectural details, including textured brickwork to provide continuity with the West End Lane and south elevations.*
- Revisions to the treatment of the north elevation – *introduction of porches to entrances of ground floor flats to better establish an active relationship between flat entrances and the north path. Removal of raised path to increase accessibility. Reconfiguration of lower ground floor east building flats to enhance lighting and amenity.*
- Revisions to internal layouts – *to increase internal light and amenity of proposed flats.*
- Revisions to fenestration detailing.
- Revisions to the relationship of accommodation with Potteries Path – *reconfiguration of flats fronting Potteries Path, with a stepped secondary access and the main entrance moved to courtyard of east building.*
- Revisions to landscaping – *introduction of landscaped roof terrace at 5th floor of the east building, creating additional amenity open space and biodiversity contribution. Additional soft landscaping in the north eastern corner of the site.*
- Revisions to parking - *Removal of four car parking spaces and the introduction of increased landscaping treatment to the north eastern corner of the site.*

Following the June 2016 submission to Camden Council, discussions with officers have continued and subsequent information and design amendments have been produced to address comments received in respect of employment floorspace, affordable rented floorspace and family units; the number of smaller shared ownership units; wheelchair units; and further fenestration revisions to improve internal daylighting.

The following revised reports and plans have been prepared and submitted in August and September 2016 to Camden Council:

1. Revised Scheme drawings, prepared by Child Graddon Lewis.
2. Revised Design and Access Addendum, prepared by Child Graddon Lewis.

3. Revised Daylight and Sunlight (Within Development) Report, prepared by Rights of Light Consulting.
4. Further Overshadowing Sun Path Analysis, prepared by Rights of Light Consulting.
5. Employment Policy Statement, prepared by John Rowan and Partners.

These most recent revisions to the scheme can be summarised as follows:

- Increasing the employment floorspace to 500sqm of start-up units on the ground floor of the west building, an increase of 46% from the June amendments and a total of 505sqm of flexible office floorspace at first floor of the west building, an increase of 5% from the June amendments.
- Increasing the affordable rented provision (to 62% of the affordable housing homes).
- Increasing the number of family units within the proposed affordable rented tenure to 21x3-bedroom units and one 4-bedroom unit, which equates to 47% of the total amount of affordable rent provision. This is an increase of 9% from the June amendments.
- Increasing the number of 1-bedroom units within the proposed intermediate tenure equating to 60% (21x1-bedroom unit) of units within this tenure, an uplift of 19% from the June amendments.
- Increasing the wheelchair units to 18 with 83% of these provided within the proposed affordable tenure and the inclusion of three wheelchair units within the proposed private tenure.
- Increasing window widths and reconfiguration of flat layouts throughout the proposed scheme to increase internal daylighting.
- Increasing the non-residential floorspace BREEAM rating from 'Very Good' to 'Excellent'.

It is considered that the revised scheme as submitted responds fully to the requests from Camden Council and it is considered that the proposals accord with relevant planning policies at national, regional, local and neighbourhood levels.

Yours sincerely,

A handwritten signature in black ink, reading "Ian Blacker", with a horizontal line underneath it.

Ian Blacker

Head of Planning and Chairman