



## **Centric Close**

## **Planning Statement**

Fairview Homes Ltd  
December 2016

Fairview Homes Ltd  
50 Lancaster Road, Enfield  
Middlesex  
EN2 0BY



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## 1.0 Introduction

- 1.1 This Planning Statement is prepared in support of a full planning application for residential led mixed use development at Centric Close, Oval Road, Camden, NW1 7EP.
- 1.2 The site is located within the London Borough of Camden (LBC).
- 1.3 The site covers approximately 0.35ha and currently comprises of 6 no. single storey industrial units, which are in Class B1(c) and B8 Use.
- 1.4 The proposed development comprises a single staggered building stepping from 7 storeys to 6, 5 and 4 storeys containing 76 units of a mix of 1, 2 and 3 bed apartments for private sale, shared ownership and affordable rent and 1,219 sqm of commercial floor space (B1 use). This includes 14 surface car parking spaces and a central landscaped courtyard.
- 1.5 The surrounding area is urban and predominantly residential, with a number of recent residential development either completed or under construction.
- 1.6 This Statement considers and assesses the proposed development against relevant policies in the statutory development plan, as well as in supplementary planning guidance, and against the policies contained in the National Planning Policy Framework. It draws upon and should be read with other parts of the planning application submission, to which the reader may refer - a full schedule of these documents is provided in the covering letter to the planning application.
- 1.7 This Statement also provides relevant background to the site, and describes in detail the proposed development.
- 1.8 The proposed development has been subject to considerable pre-application discussion and negotiation with Planning, Design and Conservation Officers at LBC. As detailed in section 3.0, the proposals have also been discussed with numerous key interest groups - including elected representatives of the Council, the local community, Tenants and relevant Conservation Groups. The submitted scheme is a reflection of the discussions held and the comments made throughout the course of that engagement process.

## 2.0 Site Context

- 2.1 This section provides context regarding the development site, including a short description of the site and the surrounding area.

### **The application site and surrounding area**

#### **The site**

- 2.2 The 0.35 ha site is located to the West of Camden Town adjacent to the railway, to the south of Regents Canal.
- 2.3 The site currently comprises of 6 no. single storey industrial units, which are in Class B1(c) and B8 Use. The existing buildings are of no architectural merit and make no contribution to the appearance of the area.
- 2.4 A single vehicular and pedestrian access is located off Oval Road.
- 2.5 None of the existing buildings on site are listed. However, there are Grade II listed buildings nearby at the Piano Factory Building, Oval Road, no's 24, 26 and 28 Oval Road and no's 36 – 41 Gloucester Crescent.
- 2.6 There is no relevant planning history relating to the proposed use at the site.

#### **Surrounding area**

- 2.7 The surrounding area is described in detail in the accompanying Design and Access Statement.
- 2.8 The site is bound to the North, East and South by residential development and to the West by the West Coast Main Line.
- 2.9 In summary, the surrounding area is urban and predominantly residential, with a number of new residential developments recently completed or under construction.
- 2.10 The adjacent site as 35 oval Road was granted planning permission in 2009 for the construction of a part 4, part 5, part 6, part 7, part 8-storey building with basement to provide 1670 sqm of Class B1a office space and 76 residential flats. This site is now completed.
- 2.11 The site is not within a Conservation Area, however it is bounded by the primrose Hill Conservation and Regent Canal Conservation Areas which wrap around the site.
- 2.12 Immediately opposite the entrance to the site is the grade II listed Rotunda building at 42-43 Gloucester crescent.

## **Accessibility**

- 2.13 The site has a high PTAL rating of 6A, particularly due to its proximity to Camden Town Underground Station and numerous bus services which operate locally with a good frequency.
- 2.14 A review of the local pedestrian network, which has been undertaken four routes between the site and key local destinations, demonstrates that the local pedestrian environment is of a high standard.

## 3.0 Consultation

- 3.1 Since purchasing the site, Fairview has undertaken an extensive consultation exercise, which is ongoing. The consultation strategy and delivery is detailed in the accompanying Statement of Community Involvement.
- 3.2 This has included numerous pre-application meetings with planning, design, and other specialist officers at LBC.
- 3.3 Consultation with the local community and elected members has been a key focus for Fairview and meetings have been offered to all local ward councillors and tenants' and residents' associations, as well as to community groups. This includes meetings with the Primrose Hill Conservation Area Advisory Committee and Regent's Canal Conservation Area Advisory Committee.
- 3.4 Central to the engagement process has been a public exhibition on 9<sup>th</sup> November from 4-8pm and 12<sup>th</sup> November from 10am-2pm at the Arlington Conference Centre where the local community, including elected representatives, were invited to give their views on the evolving development.
- 3.5 Approximately 2,300 leaflets notifying residents and key stakeholders of the exhibition were sent out for the event, as well as a quarter page advert within the Camden New Journal. Direct letters were sent to all identified stakeholders. Face-to-face contact was also made with local residents following the exhibition.
- 3.6 Details of the proposed development have also been available on a dedicated website - [www.FairviewCentricClose.co.uk](http://www.FairviewCentricClose.co.uk) - since November 2016. The presentation material from the exhibition has been available to view on his website. It has also offered an online feedback mechanism, providing the opportunity to comment on the proposals as they have evolved.

### Key feedback

- 3.7 Consultation has shown that the vast majority of those consulted - officers, members and the community - are supportive of the principle of residential development on the site, and the positive impact this would have on the local area. Many are keen to see the existing buildings removed and replaced.
- 3.8 Council officers have had a substantive input in the evolution of the design, recommending at the outset that a more robust approach be adopted to understanding the site's context and how the development responds to this. As explained in the Design and Access Statement, a key amendment to the scheme was the simplification of the massing and reduction in height.
- 3.9 Detailed discussions have also been had with officers regarding the loss of the existing employment units, and the acceptability of this in policy terms. This has led to an increase in the level of replacement commercial floorspace, as detailed in the assessment section below (Section 6.0).

- 3.10 Overall, it can be concluded that there is a clear appetite within the local community for the redevelopment of this site and feedback has helped shape the final proposals and the analysis of impacts.



## 4.0 The proposed development

4.1 This section provides a summary of the main components of the proposed development, as detailed in the application drawings and the Design and Access Statement (DAS).

4.2 The design approach and rationale is explained in the DAS.

### **Layout, Use and Amount**

4.3 The application seeks permission to demolish the existing buildings and to redevelop the site with 76 residential units and 1,219 sqm of commercial floor space (B1 use) provided in a part basement and ground floor level.

4.4 The ground floor organisation seeks to maximise the frontages facing the courtyard with a series of quality flexible workspaces arranged along the Northern and Western edges of the site. The arrangement of the units centres on achieving the best views from the location and providing as many dual aspect units as possible.

4.5 90% of apartments will be dual or triple aspect, to provide views over the park, canal and landscaped internal courtyard. Where single aspect units are unavoidable, an aspect within 45 degrees of south has been provided.

4.6 Two landscaped roof terraces are proposed and all apartments will have private amenity space in the form of a balcony, terrace or both.

4.7 All apartments will meet the current and emerging GLA Housing SPG and 10% will be designed to be easily adaptable for Wheelchair use.

### **Height, Scale, Massing and Appearance**

4.8 The proposed buildings include a single staggered building stepping from 7 storeys to 6, 5 and 4 storeys. The massing of the scheme relates back to the streetscale and townscape of its surroundings with the tallest part of the development being massed to the north towards the neighbouring Lockhouse development and lower elements to the south in order to respond to the residential properties of 19-29 Oval Road.

4.9 The Council have confirmed the proposed height of the development is acceptable, subject to the use of high quality materials in accordance with MDD Policy DM26.

4.10 The majority of the scheme will be masonry construction to tie in to the surrounding area and reflect the Council's preference for New London Vernacular.

4.11 High quality materials and contrasting textures create a solid form that relates back to its surroundings. This is broken up with projecting balconies and recessed balconies.

## Mix

- 4.12 It is proposed the new building will provide for the following mix of unit size and tenures, within the overall total of 76 new dwellings.

	Private	HA Social Rent	HA Int Rent	Total
1B 1P	0	0	5	5
1B 2P	13	4	6	23
2B 3P	7	0	0	7
2B 4P	24	4	0	28
3B 4P	0	1	0	1
3B 5P	5	7	0	12
3B 6P	0	0	0	0
<b>Total</b>	<b>49</b>	<b>16</b>	<b>11</b>	<b>76</b>

- 4.13 As detailed in the DAS, all dwellings would be designed to GLA Housing SPG standards. 10% of the units will be designed to be easily adaptable for wheelchair use. Detailed flat layouts are provided to illustrate how these standards are being met.

## Density

- 4.14 London Plan policy 3.4 seeks the optimisation of housing from development sites.
- 4.15 The proposed development will have a density of 220 dwellings per hectare and 626 habitable room per hectare.

## Landscaping

- 4.16 The conceptual approach to the landscape design at Centric Close is to achieve the vision of a contemporary take on a historic courtyards & mews. This is created through the marriage of two main spaces; the main courtyard and residential mews. The resulting space around the back and side of the building are partitioned into private terraces for workers and residents.
- 4.17 The proposed redevelopment of the site will deliver landscape improvements and ecological enhancements which are based on a number of principles, as outlined in the Landscape strategy. These include; establish a unique space with character, improve the ecological footprint of the site, provide residents with a quality landscape and create a quality space for workers.

## Access

- 4.18 The main entrances to the development is from the existing access way from Oval road. Vehicular access into the site is through the gated crossover.
- 4.19 A pedestrian routes will be provided along the southern edge of the access creating a shared space for pedestrians, cyclists and vehicles. The route will connect the site with the Oval Road footway.

## **Parking provision**

4.20 The development is being brought forward as a predominant car-free scheme with limited parking to be provided. Provision for 14 surfaced parking spaces, including the required 9 spaces for wheelchair adaptable units, 4 commercial parking spaces and servicing space provided.

4.21 For cycle storage, the scheme will provide 1 cycle space for one bed units, and two spaces for two + three bed units as well as 17 spaces for the commercial units. There will be a total of 143 cycle storage spaces in total as follows:

### Residential:

- 28 No. 1 Bed Units = 28 cycle spaces
- 48 units = 96 cycle spaces
- 2 No. Visitors

Total = 126 spaces

### Commercial B1 Office:

- 14 spaces (staff)
- 3 No. visitor

Total = 17 spaces

## 5.0 Planning Policy and Guidance

- 5.1 This section identifies key relevant planning policy and guidance at a national and local level relevant to this proposal. The proposed development is then assessed against these policies in Section 6.

### Policy Context

- 5.2 Section 38(6) of the Planning and Compulsory Purchase Act 2004, states that:  
*“If regard is to be had to the development plan for the purpose of any determination to be made under the planning acts the determination must be made in accordance with the plan unless material considerations indicate otherwise”*
- 5.3 The statutory development plan for the site comprises the London Plan (2011, as amended) London Borough of Camden Core Strategy (2010-2025) – adopted 2010 and the Camden Development Policies DPD 2010-2025 – adopted 2010.
- 5.4 LBC are preparing a new Local Plan, which will eventually replace the current Core Strategy and Development Policies documents. The emerging Local Plan has recently been through Examination with adoption scheduled for Winter 2016. The plan is at an advanced stage and therefore a material consideration. Relevant emerging policies are considered in the assessment below.
- 5.5 Local Planning Authorities are required to review their plans to ensure consistency with the National Planning Policy Framework (NPPF). The NPPF advises that for the purpose of decision taking, policies in the Local Plan should not be considered out-of-date simply because they were adopted prior to the publication of the NPPF (para 2.11). Where there is inconsistency, the NPPF should prevail.

### Site Designation and Relevant Planning Policies

- 5.6 The site has no specific land use allocation or designation on the Core Strategy Proposals Map.
- 5.7 There are no statutory or locally listed buildings on the site.
- 5.8 The site under 1 hectare and is located within Flood Zone 1. As such no Flood Risk Assessment is required.
- 5.9 Having regard to the statutory development plan and the existing circumstances and context of the site, the planning policies below are considered relevant to this application.

#### Core Strategy 2010-2025:

- CS1 Distribution of Growth - focusing growth in most suitable locations; making efficient use of land.

- CS4 Areas of more limited change - development to respect the character of its surrounding and to bring benefit to these areas.
- CS5 Managing the impact of growth and development - e.g. consideration to meeting needs of population; providing sustainable buildings.
- CS6 Providing quality homes - aims to maximise supply of new housing and secure high quality affordable housing.
- CS8 Promoting a successful and inclusive Camden economy - safeguards employment sites that meets local needs.
- CS10 Supporting community facilities and services - supports retention of community facilities.
- CS11 Promoting sustainable and efficient travel - promotes the availability of sustainable transport including walking, cycling and public transport.
- CS13 Tackling climate change through promoting higher environmental standards - development to minimise the effects of, and adapt to, climate change and to meet the highest feasible environmental standards that are financially viable.
- CS14 Promoting high quality places and conserving our heritage - promotes high quality, attractive, safe and accessible development.
- CS15 Protecting and improving our parks and open spaces and encouraging biodiversity - aims to protect and improve Camden's parks and open spaces.
- CS17 'Safe design' - encourages security and community safety measures in new developments.
- CS18 Dealing with our waste and encouraging recycling – ensures the inclusion of storage and collection of waste and recycling facilities.
- CS19 Delivering and monitoring the Core Strategy – the use of planning obligations to secure the necessary and related services and to mitigate the impact of development.

### **Camden Development Policies 2010-2025:**

- DP2 Making full use of Camden's capacity for housing
- DP3 Contributions to the supply of affordable housing
- DP5 Homes of different sizes
- DP6 Lifetime homes and wheelchair homes
- DP13 Employment sites and premises
- DP15 Community and leisure uses
- DP17 Walking, cycling and public transport
- DP18 Parking standards and limiting the availability of car parking
- DP19 Managing the impact of parking
- DP21 Development connecting to the highway network

- DP22 Promoting sustainable design and construction
- DP23 Water
- DP24 Securing high quality design
- DP25 Conserving Camden's heritage
- DP26 Managing the impact of development on occupiers and neighbours
- DP28 Noise and vibration
- DP29 Improving Access
- DP31 Provision of, and improvements to, public open space and outdoor sport and recreation facilities

## **London Plan**

- Policy 3.3 Increasing Housing Supply
- Policy 3.4 Optimising Housing Potential
- Policy 3.5 Quality and Design of Housing Developments
- Policy 3.6 Children and Young People's Play and Informal Recreation Facilities
- Policy 3.8 Housing Choice
- Policy 3.12 Negotiating affordable housing on individual private residential and mixed use schemes
- Policy 3.13 Affordable Housing Thresholds
- Policy 5.2 Minimising Carbon Dioxide Emissions
- Policy 5.3 Sustainable Design and Construction
- Policy 5.7 Renewable Energy
- Policy 5.13 Sustainable Drainage
- Policy 6.3 Assessing Effects of Development on Transport Capacity
- Policy 6.9 Cycling
- Policy 6.10 Walking
- Policy 6.13 Parking
- Policy 7.1 Lifetime Neighbourhoods
- Policy 7.2 An Inclusive Environment
- Policy 7.3 Designing Out Crime
- Policy 7.4 Local Character
- Policy 7.6 Architecture
- Policy 7.14 Improving Air Quality

## **Other Material Considerations**

### **Mayor of London Supplementary Planning Guidance**

5.10 The following Mayor of London Supplementary Planning Guidance documents are relevant to the consideration of this planning application

- 1 Housing (November 2012) - including residential design standards.
- 2 Shaping Neighbourhoods: Play and Informal Recreation (September 2012)
- 3 Character and Context (June 2014)
- 4 Sustainable Design and Construction (April 2014)

### **LBC Supplementary Planning Documents**

5.11 London Borough of Camden has produced a number of adopted Supplementary Planning Documents (SPDs) to the Core Strategy and Development Management Policies to provide further advice and guidance on policies. These are material considerations in the determination of this application.

5.12 The Camden Planning Guidance covers a range of topics (such as design, sustainability, amenity and planning obligations) and so should be considered in conjunction with, and within the context of, Camden's development plan policies.

### **National Planning Policy Guidance**

5.13 The National Planning Policy Framework (NPPF) sets out national planning policy and how it is expected to be applied. It is a material consideration in determining planning applications.

5.14 The NPPF defines the Government's presumption in favour of sustainable development (paragraph 14), which requires decision makers to approve development proposals that accord with the development plan "without delay".

5.15 The NPPF requires local authorities to boost significantly the supply of housing (paragraph 47), and to deliver a wide choice of high quality homes, widen opportunities for home ownership and create sustainable, inclusive and mixed communities. Housing applications should be considered in the context of the presumption in favour of sustainable development with the aim of delivering a wide choice of high quality homes and opportunities for home ownership creating sustainable, inclusive and mixed communities (paragraphs 49 & 50).

5.16 The NPPF, paragraph 17, also encourages the effective use of land by reusing land that has been previously developed, provided that it is not of high environmental value.

5.17 Paragraph 22 of the NPPF stresses that;

*“Planning policies should avoid the long term protection of sites allocated for employment use where there is no reasonable prospect of a site being used for that purpose. Land allocations should be regularly reviewed. Where there is no reasonable prospect of a site being used for the allocated employment use, applications for alternative uses of land or buildings should be treated on their merits having regard to market signals and the relative need for different land uses to support sustainable local communities.”*

- 5.18 Similarly, paragraph 51 makes clear that planning applications for change to residential use and any associated development from commercial buildings should normally be approved where there is an identified need for additional housing in that area, provided that there are not strong economic reasons why such development would be inappropriate.
- 5.19 Good design is a key aspect of sustainable development and should contribute positively to making places better for people (Para 56). The NPPF considers that planning decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative through unsubstantiated requirements to conform to certain development forms or styles. It is, however, proper to seek to promote or reinforce local distinctiveness (paragraph 50).
- 5.20 The NPPF also contains policies on promoting sustainable transport, meeting the challenge of climate change and conserving and enhancing the natural environment. Section 4.0 requires that all developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment. Parking requirements should reflect a number of factors, including accessibility and availability of public transport opportunities.
- 5.21 With regards to climate changes, paragraph 93 of the NPPF states that planning plays a key role in helping shape places to secure radical reductions in greenhouse gas emissions, minimising vulnerability and providing resilience to the impacts of climate change, and supporting the delivery of renewable and low carbon energy and associated infrastructure.

## Key Policy Considerations

- 5.22 From our analysis of the statutory development plan, national policy and other planning guidance, we consider the following planning considerations represent the key planning issues against which the planning application should be considered.
- 1 **The principle of development in land use terms**, including the balance of justification between the provision of needed housing and the loss of employment floorspace
  - 2 **Design considerations**
  - 3 **Residential policies** including mix, tenure, and design standards (including amenity and overlooking)
  - 4 **Transport issues**, including access, car and cycle parking provision
  - 5 **Sustainability considerations**, including energy strategy



6 Other **environmental issues** including air quality and noise

7 **Legal obligations/Community Infrastructure Levy**

5.23

The development plan must be looked at as a whole taking into account an assessment of material considerations and relevant legal considerations. The assessment in Section 6 sets out the material considerations relevant to this proposal and concludes that when taking these into account the application should be granted.

## 6.0 **Assessment**

### **Introduction**

- 6.1 This section sets out our assessment of the scheme against the key planning considerations outlined in Section 5.0, and consultation issues outlined in Section 3.0.

### **Principle of Development**

- 6.2 The site comprises a previously developed 'brownfield site' in an area that has excellent accessibility to public transport and located within a predominantly residential area with good connectivity to public transport and walking/cycling routes. Therefore redevelopment of the existing commercial site to include the re-provision of new improved commercial floorspace and delivery of high quality mixed use and inclusive residential development that appropriately responds to the neighbouring development and is considered wholly appropriate and in accordance with the general thrust of planning policy.

### **Loss of Employment Uses**

- 6.3 As noted, there are 6 commercial units on the site, comprising a mix of B1 (c) light industrial units and B8 Use.
- 6.4 LBC Policy CS8 (Promoting a successful and Inclusive Economy) seeks to safeguard existing employment sites and premises in the Borough where these 'meet the needs of modern industry and other employers' and protects the Borough's main Industry Area. It also expects the provision for a mix of employment facilities and types.
- 6.5 Policy DP13 (Employment Premises and Sites) and emerging Policy E2 aims to retain business uses and will resist a change to non-business use unless:
- It can be demonstrated to the Council that a site or building is no longer suitable for its existing business use; and
  - There is evidence that the possibility of retaining, reusing or redeveloping the site or building for a similar or alternative business use has been fully explored over an appropriate period of time.
- 6.6 While the existing buildings are in a reasonable state of repair we contend that the site is not an appropriate location for a light industrial or storage and distribution use. To support this position an Employment Floorspace Assessment (EFA) has been produced by JLL and is submitted with the planning application. The EFA concludes that the site is more suitable for mixed use office and residential development, given:
- The site and surrounding area is not an established industrial / light industrial location and the immediate surrounding infrastructure does not support industrial, logistics and supply chain activity.

- There is no prospect of the site forming part of an industrial warehousing cluster.
- There is a thriving local office market in the area suitable for small and medium sized businesses.
- The existing building are in reasonable condition, but this is offset by the significant locational compromises for occupiers.
- The access and egress arrangements are restricted and via residential routes, limiting the ability to operate HGV movements that industrial and warehousing users require.
- The site is overlooked by residential properties and is a 'bad neighbour' to these established users.

6.7 To off-set the loss of existing employment floorspace the proposal includes the provision of new office (B1) which is a higher density employment use and better suited to this location. In line with Council aspirations provision will be made for small and medium sized business and the site will result in an estimated additional 43 full time jobs (capacity for 88). Further, the re-provision of commercial floorspace is provided at 50% of the existing level, in line with Council and Member expectation.

6.8 To further mitigate the loss of commercial space an employment and training contribution (in accordance with CPG 8.11) will be negotiated as part of any S106 obligations.

6.9 In light of the above evidence, Planning Officers at LBC have accepted the loss of the existing employment uses during pre-application consultation.

### **Development for housing**

6.10 The proposal to deliver 76 new dwellings of mixed sizes is entirely consistent with LBC policy, which identifies housing as the priority land use for the Borough and highlights the need to maximise the supply of housing.

6.11 The NPPF attaches great importance to significantly boosting the supply of new housing. Based on the findings of LBCs Strategic Housing Market Assessment, the Council's emerging Local Plan advises that Camden's full objectively assessed housing need for 2016-2031 is 16,800 additional homes, or 1,120 homes per year.

6.12 The site is in a sustainable location, with an excellent PTAL level and access to local services and amenities. The development proposes re-use of an existing underutilised, brownfield site, making the best use of Camdens limited land. This approach accords with the core principles of the NPPF, which encourages the re-use of previously developed land.

6.13 In light of the above examination on the loss of existing uses, associated re-provision of employment floorspace and the priority given to the delivery of significant number of new dwellings (particularly on underused brownfield sites),

the redevelopment of the site is considered highly desirable and in line with development plan policies.

## Design

- 6.14 The Design and Access Statement (DAS) provides a commentary on the design of the new residential development, how it responds to its context and the ways in which it has changed as a result of progressive design analysis and consultation with other key stakeholders and Officers at LBC.
- 6.15 The NPPF (paragraphs 56 and 57), London Plan (Policies 7.1 to 7.8) and Camden Core Strategy (Policies CS14, CS17), Development Policies (DP24) and CPG 1 place great emphasis on the importance of good design. Policy at all levels requires buildings, streets and spaces to respond in a manner which promotes inclusive and sustainable development and contributes positively to the relationship between urban and natural environments and general character of the location.
- 6.16 The requirement to achieve the highest standards of accessibility and inclusive design are set out in Section 7 of the London Plan. Policy 7.4 requires development to have regard to the form, function and structure of an area, place or street and the scale, mass and orientation of surrounding buildings. Architectural design criteria are set out at Policy 7.6
- 6.17 Development Management Policy DP24 requires all development to be of the highest standard of design and expects developments to have consideration to a number of criteria. These include consideration of the character, setting and context and the form and scale of neighbouring buildings; the quality of materials of used; the provision of visually interesting frontages at street level; and, the provision of appropriate hard and soft landscaping.
- 6.18 A number of design related principles were agreed during pre-application discussions with the Council and Design Review Panel. These reflect the requirements of policy and have been used to guide the design of the scheme. A summary of the Design Review Panel's views is provided below:
- 'The panel finds much to admire in the designs by AHMM for Centric Close, which promise high quality development, of a scale and character sympathetic to the site's Primrose Hill context. The panel welcomes revisions made to the scale and massing of the scheme, the way in which the architectural expression has been refined, and additional information about landscape design.'*
- 6.19 The proposed development achieves a high quality of design that is highly contextual, responding to the site, its location and its relationship with this part of Camden. The height, form and massing represents a considered response to a number of issues – from the historic street pattern, urban grain and heights of surrounding buildings, to the relationship between the proposed building and its existing neighbours.
- 6.20 As explained in the DAS, great care has been taken to arrive at a material palette that, while assuming its own identity, also carefully makes reference to

the New London Vernacular in its use of brick as the predominant material with large window openings; it also makes a subtle reference to the nearby Grade II listed buildings nearby at the Piano Factory Building in its form and light masonry tone.

- 6.21 Considerable attention has been given to the articulation of the elevations, to ensure they are visually interesting, while entrances to the street will provide an active human scale ground floor.
- 6.22 Overall, it is considered that the design delivers on the policy requirement for design excellence.

## **Residential policies and standards**

- 6.23 London Plan Policy 3.5 promotes high quality design of housing development that takes into account its physical context, local character, density, tenure and land use mix and relationship with, and provision for public, communal and open spaces taking into account the needs of children and older people.
- 6.24 The proposed development conforms to the minimum space standards set out in Table 3.3 of the London Plan.
- 6.25 Policy 3.8 of the London Plan recognises that a genuine choice of homes should be provided in terms of both tenure and size and provision should also be made for affordable family housing and wheelchair accessible. This is reflected in the Core Strategy, which seeks a diverse range of housing products to provide a range of homes accessible across the spectrum of household incomes (Policy CS6), and in its requirements for Lifetime and Wheelchair homes.
- 6.26 The residential units will be designed in accordance with the standards in the Mayor's Housing SPG (November 2012) and Camden Planning Guidance 1 (Design) and 2 (Housing).

## **Residential Mix**

- 6.27 The scheme proposes 76 residential units. It will fulfil the requirement of Core Strategy Policy CS6 and Development Policy DP2 to maximise the supply of additional homes capable of being provided on an under-utilised site, in the context of the site and its surroundings.
- 6.28 In accordance with London Plan Policy 3.8, Core Strategy Policy CS6 and Development Policies policy DP5, the development will provide a range of unit sizes, as set out above, to meet a variety of demands across the Borough. In particular, it will respond to the Dwelling Size Priority Table accompanying Policy DP5, which identifies two bed market units as being of 'Very High Priority' - the scheme meets this at 63% provision.

## **Affordable Housing**

- 6.29 The provision of affordable housing falls to be considered against 7.32 Core Strategy Policy CS6, Development Policy DP3 and Camden Planning Guidance 2 (Housing) and 8 (Planning Obligations). These policies require a

contribution towards affordable housing in schemes providing 10 or more units.

- 6.30 Policy DP3 states that the Council will negotiate the development of individual 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, on sites of 50 units or more. The Council, in considering the contribution to affordable housing, will take into account the economics and financial viability of the development including any particular costs associated with it.
- 6.31 London Plan Policy 3.12 seeks the maximum reasonable amount of affordable housing when negotiating on individual housing schemes but states that the objective is to encourage rather than restrain residential development.
- 6.32 Paragraph 173 of the NPPF imposes an obligation on Councils to ensure viability when setting requirements for affordable housing.
- 6.33 An Affordable Housing Statement has been prepared which outlines Fairview's offer in relation to the Affordable Housing content at the development. As detailed within this statement it is proposed to provide affordable housing which equates to 35% by habitable room. This will be subject to further discussion with LBC planning, housing and viability officers.

## **Open Space**

### **Private Amenity Space**

- 6.34 All units will have access to private amenity space that will meet or exceed the Mayor's Housing SPG requirement of a minimum of 5 sq m of private outdoor space for each 1-2 person dwellings and an extra 1 sq m for each additional occupant. This will include a private landscaped courtyard, private roof terraces and balconies.
- 6.35 The courtyard space within the development has been designed to provide a high quality and biodiverse landscaping for the private use of residents of the development. This is to ensure that the privacy and security of the residents are maintained, particularly those at ground floor level, and that it is a safe and secure environment that can be well kept, managed and maintained.
- 6.36 Two landscaped roof terraces are also proposed, one to the HA block to provide the required under 5 play space, and one to the private block, also including play space for under 5s. The roof to the other levels will be green roofs.

### **Residential Amenity**

- 6.37 The scheme has been designed so as not to cause harm to the amenity of neighbours and potential occupiers as required by Development Policy DP26.
- 6.38 The possible implications on amenity by way of overlooking and impacts on privacy have been addressed in the design of the proposals. The proposed position of the building will ensure appropriate separation distances between

the new building and neighbouring properties, while the orientation of balconies and the apartment layouts will limit overlooking and avoid infringing privacy.

- 6.39 An assessment of potential impacts on sunlight, daylight and overshadowing have also been undertaken (and is submitted with the application), based on the approach set out in the Building Research Establishment's (BRE) '*Site Layout Planning for Daylight and Sunlight: A Good Practice Guide*'. This has included an assessment of impacts on the site's residential neighbours, and on the quality of sunlight and daylight to the new residential dwellings and open space.
- 6.40 The impacts in these areas have influenced, from the outset, the form and scale of development of the site and have resulted in further adjustments as the design has evolved.
- 6.41 This analysis demonstrates that, taking into account the urban location within which the site is located and the under developed nature of the site, the aims of the BRE Guidelines are achieved.
- 6.42 The results of demonstrate that all habitable rooms (bedrooms, living rooms, l/K/d's, studios and kitchens) within the development will receive level of daylight in excess of the BRE targets for their respective room uses. The sunlight assessment has shown that 92% of the main living rooms with windows within 90 degrees of the south receive levels of sunlight in excess of the BRE targets.
- 6.43 The analysis has considered 18 sensitive properties neighbouring the Site. These properties have been analysed using the methodology and criteria's recommended by the 2011 BRE Guidelines, to ascertain the alteration in Daylight and Sunlight that may occur.
- 6.44 Despite some alterations in Daylight/Sunlight beyond the recommended BRE Guidelines, the conclusion of our technical assessment is that where alterations occur they are heavily influenced by existing architectural features which restrict the access of sky visibility. Furthermore, where changes in light occur which fall below the recommendations set out in the BRE Guidelines, the alterations are common.
- 6.45 Taking into account the site is within an the urban location and of an under developed, it is considered that the results of our analysis demonstrate that the aims of the Building Research Establishments publications "Site Layout Planning for Daylight and Sunlight – A Guide to Good Practice" (2011) are met as well London's Housing SPG.

### **Residential Design Standards**

- 6.46 All dwellings has been designed to meet or exceed the current GLA Housing SPG, DCLG Technical Housing Standards Nationally Described Space Standards and Building Regulations.

## **Residential Density**

- 6.47 The site has a PTAL rating of 6a and is defined as being within an urban area. The London Plan sets out density ranges in Table 3.2 and Policy 3.4, which states 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.”*

- 6.48 For the application site, the London Plan would suggest that a density of 70 to 260 units per ha, or 200-700 habitable rooms per hectare, is appropriate.
- 6.49 The net site area for the purpose of density calculations is 0.35ha. The density of the scheme is therefore 220 dwellings per hectare and 626 habitable rooms per hectare, which is within the advisory London Plan density range.

## **Transport and Access**

- 6.50 Strategic transport objectives are set out in Section 6 of the London Plan and promote sustainable modes of travel in new development. Policy DP16 of Camden’s Development Policies also seeks to ensure that development is properly integrated with the transport network and is supported by adequate walking, cycling and public transport links. Proposals should also make appropriate connections to surrounding streets and spaces.
- 6.51 Development management Policy DP18 states that *‘the Council will expect development to be car free... within controlled Parking Zones that are easily accessible by public transport’*.
- 6.52 A Transport Statement is submitted with the planning application, which assesses the proposals in the context of policy and guidance.
- 6.53 The site is will served by public transport, with London Underground services provided at Camden Town Station as well as several bus routes along the A4201 Parkway, Gloucester Avenue and Camden High Street.
- 6.54 The local pedestrian network, which has been undertaken four routes between the site and key local destinations, demonstrates that the local pedestrian environment is of a high standard.
- 6.55 A range of services and amenities are available within the local area, within walking and cycling distance for the new residents.
- 6.56 A Travel Plan Statement is submitted as part of the Transport Statement setting out a framework and strategy for encouraging sustainable transport choices by the occupiers of the new dwellings.

## **Car parking provision**

- 6.57 London Plan Table 6.2 and DM Policies DP16-DP19 set out the transport policies and standards for car parking and cycle parking. The site is in a highly



accessible location with easy walking distance of Camden Station, bus routes and local facilities and therefore limited car parking is be proposed.

6.58 The development is being brought forward includes 14 open air parking spaces (including 8 disabled spaces), with one service bay being provided.

6.59 Overall it is considered that the scheme complies with London Plan policy 6.13 Development Policies DP18, DP19 and DP21.

### **Cycle parking provision**

6.60 Core Strategy policy CS11 seeks to promote sustainable and efficient travel including improved facilities for cyclists. Camden's cycle parking standards require that 1 space should be provided per residential unit plus 1 visitor space per every 10 units and 1 space per 500sqm of B1 floorspace.

6.61 The scheme will provide a total of 143 cycle storage spaces, in accordance with standards.

### **Servicing and Refuse**

6.62 Servicing will be undertaking from the street, and principally Oval Road. Refuse storage, including segregated storage for recyclables, will be provided within the building at ground floor, as detailed on the plans. Further details are provided in the DAS.

### **Sustainability**

6.63 Section 5 of the London Plan outlines the Mayor's policies on climate change and sustainability. Policy 5.2 sets out the Mayor's approach to minimising carbon dioxide emissions through the energy hierarchy. London Plan Policy 5.3 promotes sustainable design and construction in new development and requires all major developments to achieve a reduction of 35% in carbon dioxide emissions.

6.64 LBC Development Policy DP22 them promotes and measure sustainable design and construction by expecting new building housing to meet Code for Sustainable Homes Level 4 by 2013. Development Policies DP22 and CPG3 set out further guidance on sustainability.

6.65 The application is accompanied by an Energy Statement and Sustainability Statement, which demonstrate how the proposed development will incorporate a range of sustainability measures that will reduce carbon dioxide and use of natural resources. A summary of the measures is outlined below.

### **Energy Efficiency**

6.66 The Energy Statement demonstrates that 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.

- 6.67 The development will significantly reduce CO2 emissions by incorporating a range of passive design and energy efficiency measures, including improved building fabric standards beyond the requirements of building regulations, energy efficient ventilation and low energy lighting.
- 6.68 Once energy demand has been reduced, the strategy proposes implementation of a gas-fired CHP and efficient gas-fired boilers connected to an on-site district heating system, which will supply heating and hot water for the entire development.
- 6.69 Photovoltaic (PV) systems will be provided to supply renewable energy for the development.
- 6.70 In summary, the proposed energy stagey for the development:
- 1 Informs the built form and orientation of the buildings to respond to daylight and overheating issues.
  - 2 Includes optimal fabric standards, energy efficient design of building services and energy efficient appliances.
  - 3 Complies with Part L 2013 Building Regulations and meets TFEE requirements.
  - 4 Includes a CHP system designed to supply 80% of the thermal energy demand of the development.
  - 5 Includes PV renewable technology.
  - 6 Achieves Code Level 4 energy requirements.
- 6.71 The submitted Energy Statement provides further details.

### **Sustainability Strategy**

- 6.72 The submitted Sustainability Statement sets out details of how the development will contribute to the Mayor's and LBC sustainability policies and targets.
- 6.73 The development has targeted sustainability throughout the lifetime of the building. In particular energy and water efficiency measures which will be integral to the building's design. .
- 6.74 The redevelopment satisfies the high standards of sustainability as prescribed by the London Plan (2011) and LBC planning policy, in accordance with the Be Lean, Be Clean and Be Green hierarchy, emphasising passive design principles from the early design stages.
- 6.75 Water consumption will be reduced through the incorporation of water efficient fixtures and fittings in line with the requirements of Part G.
- 6.76 Appropriate recycling facilities will be provided and the reuse and disposal of demolition and construction waste will be guided by a Site Waste Management Plan.

- 6.77 The site will be registered with the Considerate Constructors Scheme with the aim of achieving Best Practice standards, which will ensure that the site's impacts on the environment, the workforce and the general public are minimised.
- 6.78 The site is considered to have low ecological value. The ecology of the site will be protected and improved by providing green areas and green roofs, and introducing new ecological features.
- 6.79 The development will help to rejuvenate the regenerated the area, providing a highly energy efficiency and sustainable development.

## **Other Environmental Matters**

### **Flood Risk**

- 6.80 The site is under 1 Hectare and is located within Flood Zone 1 with a low risk of Surface Water Flooding. As such no Flood Risk Assessment is required. Further, the site is not located in a Groundwater Source Protection Zone or subject to a Water Abstraction Licence.

### **Ecology**

- 6.81 Aspect Ecology undertook an ecological appraisal of the proposed development, based on result of a desktop study, Phase 1 habitat survey and a number of detailed protected surveys. Key conclusions are summarised below:
- 6.82 No statutory or non-statutory nature conservation designations are present within or adjacent to the site. Subject to the implementation of a number of standard mitigation measures in respect of pollution prevention, none of the designations within the surrounding area are likely to be adversely affected by the proposals.
- 6.83 The site is dominated by habitats / features of negligible ecological value and the proposals have sought to safeguard off-site features of elevated relative value. New habitat creation has also been proposed within the landscape proposals.
- 6.84 The buildings and habitats on site are not likely to support protected species and therefore no mitigation measures have been recommended centred around sensitive timing of works have been proposed to negate the risk of harm to protected species.
- 6.85 Proposed recommendations for biodiversity enhancements include the provision of new native planting and of bat and bird boxes. Such measures aim to enhance opportunities for wildlife at the site, in line with the NPPF.
- 6.86 There is no evidence to suggest that there are any overriding ecological constraints to the proposals, whilst the opportunity exists for the proposed development to provide an overall net gain for biodiversity.

### **Air quality**

- 6.87 An Air Quality Assessment has been carried out in connection with the proposed development and this accompanies the planning application.
- 6.88 The objective for the annual mean NO<sub>2</sub> concentration is 40µg/m<sup>3</sup>. This objective is forecast to be met at all receptors representative of the proposed development.
- 6.89 The annual mean objective is forecast to be exceeded at six existing receptors in all future scenarios (with and without the scheme), due to existing poor air quality.
- 6.90 In the 2019 'with development' scenario, no new exceedances are created at existing receptors.
- 6.91 In accordance with LBTH MDD Policy DM9, the Assessment concludes that with the effective implementation of appropriate mitigation measures listed in this report, it is considered that air quality should not present a constraint to the granting of planning permission for the proposed development.

### **Noise**

- 6.92 A noise assessment has been submitted with the application that assesses the predicted noise conditions within the proposed residential development. It responds to LBC Development Policy DP28 and the associated thresholds that establish the noise levels at which planning permission is unlikely to be granted for residential development, and the levels at which attenuation measure will be required. The assessment also takes into account other standards, policy and guidance, including British Standard BSB8233-2014.
- 6.93 The assessment is based on a noise monitoring survey, and the approach has been discussed and agreed with LBC's Environmental health Officer.
- 6.94 Noise contour maps have been created to better illustrate noise decay across the site both with and without the proposed development. These have been based on the noise survey measurements undertaken over a typical weekday and weekend period on the site and show day and night time periods.
- 6.95 Internal noise levels have been predicted to typical plots across the development based on the illustrative site layout, room dimensions and glazing areas.
- 6.96 Mitigation will be required for those facades facing towards the railway consisting of enhanced glazing and MVHR / or MEV ventilation for habitable rooms. Facades facing towards the road will be adequate with standard glazing and a good quality trickle vent in habitable rooms. In addition a 2m high amenity boundary barrier is proposed along the railway frontage.
- 6.97 External amenity noise levels are predicted to exceed the recommended criterion of 55dB<sub>L</sub> for balconies and communal areas facing towards the railway line. The context of the site should be taken into account which is an urban area with good transport links. There is also good public amenity space such as

Regents Park to the west. Those plots facing the road are predicted to fall within the criterion.

- 6.98 Overall, it is concluded that appropriate mitigation can be provided to ensure internal noise levels are acceptable across the development and within relevant criteria as agreed with the Local Authority.

### **Archaeology**

- 6.99 An archaeological desk-based assessment has been prepared, which concludes that the proposed development is unlikely to have either a significant or widespread archaeological impact. No mitigation is required and no further work is required.

### **Planning Obligations and CIL**

- 6.100 Draft Heads of Terms are submitted as part of the planning application and will form the basis of negotiation with LBC on a potential s106 obligation, in the context of the statutory tests for planning obligations set out in the Community Infrastructure Levy Regulations 2010 (as amended). They reflect the requirements of Camden Planning Guidance 8 – Planning Obligations, pre-application advice from officers, and discussions with the community. These head of terms are proposed on a ‘without prejudice’ and are provided under a separate cover.
- 6.101 LBC brought their Community Infrastructure levy (CIL Chagrin Schedule) into effect in April 2015 and introduced a charge for new floorspace in the borough. The application site proposes new residential and commercial floorspace. The charge for the residential floorspace is £250 per sqm and £25 per sqm for the proposed commercial floorspace.
- 6.102 This local level sits alongside the mayor of London CIL which is charged on a per sqm basis of new floorspace irrespective of the proposed. The charge for LBC is £50 per sqm. Both of these charge would be indexed using a formula with any exemptions on relief also considered. A CIL Form (Determining whether a Development may be CIL Liable) has been completed and is submitted with this application for planning permission.

## 7.0 Conclusions

- 7.1 This Planning Statement examines the planning policy context to the proposed development.
- 7.2 In relation to LBC's employment policy, an Employment Floorspace Assessment has shown that the site not an appropriate location for a light industrial or storage and distribution use and the proposal includes the provision of new office (B1) which is a higher density employment use and better suited to this location.
- 7.3 On the basis of the imperative at national and local level to deliver new housing, the development of 76 new dwellings on the application site is entirely appropriate. The development makes best use of an under-utilised brownfield site in an accessible residential location, in line with the principles of achieving sustainable development. It will achieve a mix of new dwelling sizes responding to local need.
- 7.4 The proposed development has been subject to extensive pre-application discussion with LBC officers and members and the local community. This process has resulted in an evolution of the design, to ensure it both meets the needs of future residents and is sensitive to its context. The scheme is underpinned by a detailed analysis of the Urban Design context, and by various technical studies that will ensure the amenity standards of neighbouring residents are not harmed.
- 7.5 The final scheme will deliver quality housing to its residents, all of which will meet the Mayor's Housing Standards and will also include wheelchair housing. The scheme will achieve the requirement for sustainability.
- 7.6 For the local area, the quality of the design and architecture, set within greened, landscape grounds, will be of significant long term benefit to the townscape.