



FRG/X/DA/03
19 January 2017

115 FROGNAL, LONDON NW3 6XR

Addendum Planning and Design Statement

1.0 Background

- 1.1 This statement is in support of a modified scheme submitted to the London Borough of Camden on 19.01.17 under planning reference 2016/5380/P. This statement addresses the concerns raised by the Planning Officer, in Kate Henry's (nee Phillips) email dated 02.12.16.
- 1.2 No 115 Frogнал is neither statutorily nor locally listed; it is located in the Redington and Frogнал Conservation Area and as such this statement sets out that the proposed development has duly analysed the context of the Development Plan and the Redington and Frogнал Conservation Area and responded accordingly.
- 1.3 It is noted that the surrounding Conservation Area is generally residential in character with large detached properties set in substantial grounds. The houses on Frogнал, and the surrounding local streets are generally architect-designed and of differing, but complementary styles.
- 1.4 The NPPF (paragraphs 188-191) encourages developers to engage with the Council at the pre-application stage. The design team has engaged in 3 no. rounds of pre-application discussions with a planning officer, a design officer and a conservation officer from the London Borough of Camden. Pre-application advice was provided on the following dates:
 - 30.06.16, following first pre-application submission;
 - 12.08.16, following second pre-application submission; and
 - 21.09.16, following third (and final) pre-application submission.

- 1.5 Following three rounds on consultation, a planning application was submitted to which further comments were provided. The applicant was advised by the Planning Officer to present the proposal to Design Review Panel (DRP).
- 1.6 This Planning and Design Statement provides details of how the scheme has responded to comments by the Officer. The submitted revised scheme dated 19.01.17 is a result of these detail discussions and has taken account of the comments received from Camden officers and the Design Review Panel (DRP), Chairs Review, on 16.12.16. The proposed scheme has subsequently been revised to reflect the comments set out in the report of the DRP meeting.
- 1.7 The NPPF requires Local Planning Authorities to approach decision-making in a positive way to foster the delivery of sustainable development *“Local Planning Authorities should work proactively with applicants to secure developments that improve the economic, social and environmental conditions of the area”* (paragraphs 186 and 187). This statement sets out that the proposed development accords with the Development Plan and conserves and enhances the Redington and Frogna Conservation Area.

2.0 Development Plan

2.1 Section 38 (6) of the Planning and Compulsory Purchase Act 2004 requires that *“in making any determination under the planning Acts, regard is to be had to the development plan, the determination shall be made in accordance with the plan unless material considerations indicate otherwise.”*

2.2 The Development Plan includes the following:

- London Plan (2016);
- Camden Core Strategy (2010); and
- Camden Development Policies (2010).

2.3 Other material considerations important to this application include the following:

- The National Planning Policy Framework (NPPF, 2012);
- Supplementary Planning Guidance produced by the Council and the Greater London Authority (GLA);
- The emerging local plan: Camden Local Plan (2016); and
- The Redington and Frognal Conservation Area (2003).

3.0 Planning Analysis

3.0.1 This section provides an analysis of the relevant planning policies appropriate to the revised scheme.

3.1 Principle of Development

3.1.1 The site is currently in residential use and located in a predominantly residential neighbourhood. Redevelopment of the site to provide a dwelling should not be resisted in principle as the residential land use is established and the opportunity to provide a dwelling that better utilises the site in a sustainable manner should be supported by the Council in line with the core planning principles of NPPF and the presumption in favour of sustainable development.

3.2 Conservation and Design

3.2.1 Section 72 of the (Planning Listed Buildings and Conservation Areas Act) 1990 states the statutory duty of Local Planning Authorities in regard to development affecting conservation areas *“special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.”*

3.2.2 The NPPF (2012) considers good design to be a key aspect of sustainable development which should contribute positively to making places better for people. The NPPF states that *“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”* (paragraph 9).

3.2.3 Paragraph 57 of the NPPF (2012) states that *“it is important to plan positively for the achievement of high-quality and inclusive design of all development, including individual buildings”*. Furthermore Policy 3.5 of the London Plan (2016) (Quality and Design of Housing Developments) states that *“housing developments should be of the highest quality internally, externally and in relation to their context and to the wider environment....to protect and enhance London’s residential environment and attractiveness as a place to live”*.

- 3.2.4 Paragraph 137 of the NPPF states *“Local Planning Authorities should look for opportunities for new development within Conservation Areas to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance of the asset should be treated favourably.”*
- 3.2.5 Core Strategy 14 and Policy DP24 require all developments to be of the highest standard of design and to consider the local character, setting, context and the form and scale of neighbouring buildings. Policy DP24 also expects developments to consider the quality of materials and to provide visually interesting frontages at street level.
- 3.2.6 Furthermore, in respect to character and context, the London Plan SPG ‘Character and Context’ (June 2014) considers the following: *“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.”*
- 3.2.7 Commentary on the revised design of the proposed dwelling is provided below, setting out how it responds to its context and the ways in which the design has changed as a result of progressive design analysis and consultation with the Council and the comments made by neighbouring residents.

3.3 Bulk, Massing, and scale

- 3.3.1 The application site is located in the northern part of Frognal which is described in the Conservation Area Appraisal as characterised by a sense of openness due to the scale of the mid-20th century houses.
- 3.3.2 Since the originally submitted scheme and following the comments received from Camden, amendments have been made to the bulk, massing and scale, namely:
- the single storey rear study, abutting the boundary wall with 113 Frognal and the first-floor gym atop the garage have both been omitted; and
 - the first- floor massing on the front left (NE) corner has been reduced to a simple single-story component.

- 3.3.3 The scheme is presented as a central block that reflects the scale of the existing three-storey house, the proposal is lower and slightly wider to utilise the site efficiently and to provide a high standard of space to the future occupiers.
- 3.3.4 The central block is extended with three predominantly single-story shell-shaped pavilions. These shells present a lower curved and softened massing to both the adjoining house to the rear and the flanking roadway, as illustrated by the sketches on the attached drawing FRG-P2-003. The form and architectural expression of the shells is materially reinforced with brick work outer curves and lighter weight flat glass and metal fenestration to the inner faces.
- 3.3.5 A separate study has been undertaken of several developments of a similar scale and type in the immediate vicinity and in the Conservation Area. The study analyses the scope of the further development and extension to four sites, namely; 41 Frognal, Tercelet Terrace, 1 Oak Hill Way and 3 Admirals Walk. Drawing FRG-P2-004 compares these consents to the scale of this application. It is proposed that these four immediately local developments reflect the manner in which the Conservation Area is evolving, where mid-century properties are being replaced or redeveloped as new dwellings offering increased and improved accommodation.
- 3.3.6 It is noted that in the issued report the DRP, *“is supportive of the general plan, scale and arrangement on the site..... (further) The scale and massing of the new house is appropriate within the context, and the building form makes good use of the sites opportunities.”*

3.4 Architectural Expression, Detail, and Refinement

- 3.4.1 The DRP noted the scheme would benefit from *“greater clarity and refinement of the architectural expression.... and, a simpler more confident approach”... (further the panel felt) “this is an understated scheme.”*
- 3.4.2 In response to the comments above, the proposal has been simplified with the omission of various horizontal and vertical setbacks to the principle front street façade. The strength and purity of the central massing block has been reinforced, as well as the softening contrast of the ‘shell’ extensions as described in paragraph 3.3.4 above.

- 3.4.3 The massing of the central entry block has been simplified so this is presented as a single form disconnected from the slightly subservient west wing by the glass cut. The glass cut is a full height glazed insertion that defines and reveals the interior of the central stair case. This is also in response to the DRP comment that “*allowing the arrangement of the interior spaces to inform the external architectural expression more would enhance the scheme.*” The proposal now has a clear hierarchy of the central entrance block, the subservient west wing set off by the glass cut and finally the shell extension that nestle on the sides and rear creating a softer interplay with adjoining houses and the roadway.
- 3.4.4 The DRP have noted and “*support the choice of materials, with high quality brick and porphyry walls, slim profile metal windows, and zinc roof*”. Enhanced detailing of windows and external brick detailing, plus physical samples of materials were presented to the DRP and these are recorded on drawing FRG-P2-006.
- 3.4.5 The high quality, contemporary building will sit in harmony with the architecture of the houses on the adjacent streets. The design has been through multiple iterations and detailed discussions with Camden Council’s design and conservation officers and a presentation and discussion with the DRP and has resulted in this revised proposal. The proposal provides high quality architecture to meet modern requirements whilst ensuring it reflects traditional detailing and a front elevation is both interesting and contextual.
- 3.4.6 The proposals will preserve and enhance the character and appearance of the surrounding Conservation Area, having regard to the Redington / Frogna Conservation Area Assessment and is consistent with Policy CS14 of the Camden Core Strategy (2010), Policies DP24 and DP25 of the Camden Development Policies (2010) and has been informed by Camden Planning Guidance 1: Design (CPG1) and CPG2 (Housing). The design proposal has taken account of the character of the surrounding Conservation Area and neighbouring properties, the site specific topography, landscaping and trees.

3.4.7 It should be noted that the criteria set out in policy are not fixed requirements set to dictate design. The intent of the NPPF core planning principle directing planning to be *“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”*. The policy provides a context and encourages flexibility to deliver a high quality and standard of design without enforcing a single design approach. The proposal seeks to deliver aesthetically pleasing contextual house.

3.5 Landscaping and Trees

3.5.1 The surrounding character of the Redington and Froggal Conservation Area has been a key driver in the development of the proposals. In this respect the enhancement provided by sensitive soft landscaping of the frontage is a very important part of this scheme. The existing situation includes a clipped lawn with poor quality hedges screening the front of the house and an asphalt drive approach to the garage which is visible and uncharacteristic of the Conservation Area.

3.5.2 The applicant seeks to provide a high standard of external space through the provision of enhanced landscaping to the frontage that respects the character of the Redington and Froggal Conservation Area.

3.5.3 The proposal seeks to retain the open landscaping to the frontage. The proposal includes the removal of the asphalt drive and introduction of a more robust and varied planting scheme that will reflect the semi-rural character of the site.

3.5.4 The curved forms of the shell extension on the front NE would carry a substantial planted bed at the base and host a green sedum roof as illustrated in drawings FRG-P2-100, FRG-P2-101, FRG-P2-102 and FRG-P2-300. It is also proposed that the now single story garage host a green sedum roof. As such the planting, landscaping and green roof incorporated into the proposal contributes to the enhancement the landscaped frontage and creating an appropriate green setting for the new house.

- 3.5.5 It is noted that in the issued report, the DRP “*welcomes the buildings relationship with the landscape to the front, and the garden to the rear and feels the forms respond sensitively to the setting and the neighbours*” (further) the DRP feels that “*the hedge to the front boundary of the site is an appropriate response.*”
- 3.5.6 It is expected that at this stage of the application, the principle of enhanced landscaping is agreed and details including species of planting is secured by way of a condition. Such an approach is consistent with Policy CS14 of the Camden Core Strategy (2010), Policies DP24 and DP25 of the Camden Development Policies (2010) and Policy RF36 of the Redington and Frogna Conservation Area Statement (2003).
- 3.5.7 The Arboriculturist’s Report has established that the Lime tree presently located on the front NE corner of the existing house (T8 in the tree survey report) is in poor diseased condition and a case is made for its replacement. If it were to be retained it would need to be substantially reduced (40%) in scale to safeguard both the tree. The tree currently being 19 meters would be reduced to 11 meters.
- 3.5.8 It is therefore proposed that this Lime tree be replaced with healthy new tree, being planted in at 9 meters in height is good sustainable arboriculture management. The new tree is proposed to be an Oak, however the applicant is happy to take guidance from the Council’s tree officer regarding an appropriate replacement species.

3.6 Amenity

- 3.6.1 The NPPF encourages positive planning to achieve high-quality architecture, reflective of local surroundings and materials with a good standard of amenity for all existing and future occupants of land and buildings (paragraphs 12 and 58).
- 3.6.2 Policy DP26 seeks to “*protect the quality of life of occupiers and neighbours by only granting permission for development that does not cause harm to amenity*” in terms of privacy, overlooking, overshadowing and outlook, sunlight and daylight. Supplementary guidance on design and amenity is provided in CPG1: Design and CPG4: Amenity.

- 3.6.3 The nature and scale of the proposed development is similar to that of other dwellings in the area. The proposed dwellings have been designed to respect the amenity of its neighbouring occupiers. The proposal would not have a material impact on daylight and sunlight to habitable rooms at neighbouring properties, nor would it result in any material degree of overshadowing of adjoining gardens. The proposed core habitable spaces within the property would also benefit from adequate daylight and sunlight.
- 3.6.4 The fenestration would not result in any material increase in overlooking to adjoining homes and gardens. The part of the building that originally adjoined 113 Frognal has been set back in response to concerns raised by the neighbouring occupier. No external balconies or terraces are proposed above ground floor level. The proposed design has fully considered the impact of the development on its occupiers and neighbours and is in line with Policy CS5 of the Camden Core Strategy (2010), Policies DP26 of the Camden Development Policies (2010).

4.0 Summary and Conclusion

- 4.1 This revised Planning and Design Statement has been submitted in response to the Officer's comments on the proposal at 115 Frognaal. As noted above, the proposed development will respect the character and appearance of the surrounding houses within the Redington and Frognaal Conservation area in terms of scale, form and massing. The scheme proposes significant architectural and landscaping improvements that will preserve and enhance the character and appearance of the Redington and Frognaal Conservation Area. In addition, no adverse amenity impacts would arise for neighbours.
- 4.2 The proposed development is intended to be the principal long-term private residence of the clients, the best quality architecture has been their brief and is their expectation. This proposal would satisfy those requirements.
- 4.2 The proposal complies with the intent of the NPPF, London Plan and the Camden Local Development Framework. The revised proposal represents an improvement to the sustainability and architecture of the existing property, enhancing the conservation area whilst minimising impacts on the surrounding area. The applicant has proactively responded to concerns raised by the Planning and Conservation Officer throughout the pre-application and application stages. As a result, we respectfully request the proposals be granted planning permission.

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