



## DESIGN & ACCESS STATEMENT

No. 50 Palmerston Road, Ventra House  
London  
NW6 2JL

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Prepared by

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## 1.0 INTRODUCTION

This Design and Access Statement has been prepared on behalf of the Applicant, in support of the planning application for the addition of a new storey, internal alterations, remodel of main entrance and replacement of existing windows to meet the current standards, for the site located at 50 Palmerston Road, London NW6 2JL.

## 1.1 LOCATION

The site is located at the rear of 308 Kilburn High Road building, with the main access situated on 50 Palmerston Road.



## 1.2 CONTEXT

The site is located within the London Borough of Camden off the junction of Palmerston Road and Kilburn High Road, which is thoroughfare in North London.

The site currently comprises 4 residential units, one at ground and second floor and two at the first floor.

The locality is well served with a full range of amenities and facilities all nearby. The site has an excellent accessibility, with excellent bus, Underground and Overground rail services within close proximity.

The area generally comprises three and four storey commercial and residential buildings.

The wider surrounding area is of mixed use with commercial units at ground floor with residential uses generally at upper levels on the High Road and fully residential roads behind.



## 2.0 PLANNING HISTORY

- 2005/1421/P registered at 18.10.2015 for the erection of a 3 storey building to provide 4 self-contained flats;
- 2008/2148/P registered at 13.08.2008 for submission of details of facing materials of a soil investigation pursuant to cond. 2 and 4 of the planning permission 2005/1421/P;
- 2010/4774/P registered at 28.10.2010 for a retrospective submission of details pursuant to condition 2 of PP 2005/1421/P decided on 03.01.2007;
- 2011/1744/P registered at 14.04.2011 for removal of condition 5 relating 3 new trees pursuant to planning permission 2005/1421/P;
- 2015/3297/P registered at 15.01.2016 for demolition of Ventra House and partial demolition of rear of 308 Kilburn High Road, and extensions/works, including basement excavation to provide 12 x residential units and associated works;

### 3.0 ARCHITECTURE AND DESIGN

#### Existing situation:

Existing building is located at the rear of 308 Kilburn High Road building on the end of Palmerston Road.

The site is level and rectangular in shape with an area of approximately 200m<sup>2</sup>.

Ventra house was built in 2005 with no internal refuse storage areas, level access and substandard elevational treatments.

The site currently comprises in 4 residential units with a poor quality standard and layout design.

Refer to appendix A for photographs of the existing buildings.

#### Proposed development:

The proposals have been developed to accord with the Development Plan to include the London Plan, London Borough of Camden Local Development Framework (LDF) Core Development Strategy and Development Plan Policies adopted November 2010 and the revised London Plan adopted 2015. The LDF is accompanied by the Camden Planning Guidance (CPG) which was adopted April 2011 and partly revised since in 2013.

The main entrance will be repositioned to create space for the area which will accommodate the communal bin store. Windows will be replaced with new ones of better quality keeping the same style and frame colour and the external render will be redone matching the existing colour.

The proposed roof will replicate the existing roof and will use materials to match existing.

The proposed development seeks the conversion of the existing residential accommodation to create a mix of 7 residential units within a highly sustainable location which has been designed in accordance with the Council's residential development standards. The 7 flats have areas between 38 sqm and 94 sqm which meet the minimum requirements from London Plan and National Space Standards and are a mix of 1 bedroom, 2 bedroom and 3 bedroom flats.

Whilst the Council consider that outdoor amenity space is desirable, on small constrained sites such as this, it is recognised that it cannot be provided for all residential units.

### 3.1 PLANNING POLICIES

The proposed development has carefully considered the emerging Camden Local Plan 2016-2031, which has been examined by a Planning Inspector and is about to be adopted by the Council.

The Local Plan states that "Many people want to live in Camden but there is a limited supply of homes and prices are high. It is important to ensure that we help keep Camden's social mix and make sure that the borough does not become polarised between wealthy and less well-off residents. We face the challenge of providing a diverse range of housing and ensuring we provide mixed areas with sustainable communities."

The proposed development will increase the supply of homes and by providing a mix of sizes will ensure that the development provides for a range of housing needs.

The Council has set Strategic Objectives to govern planning in the Borough over the next 15 years. The development proposal is in accordance with all the Strategic Objectives, especially Objective 3, Objective 7 and Objective 11.

Objective 3 provides that "To provide homes that meet the housing needs of existing and future residents in terms of number, affordability, quality, type of property and mix of dwelling sizes. Self-contained housing is the priority use of the Local Plan."

The proposed development will renovate existing homes and provide new dwellings to meet the housing needs of existing and future residents. The mix of dwelling size assists in affordability, and the proposal will improve the quality of the development over the existing flats, which are tired and in urgent need of renovation.

Objective 7 provides that "To promote high quality, safe and sustainably designed buildings, places and streets and preserve and enhance the unique character of Camden and the distinctiveness of our conservation areas and our other historic and valued buildings, spaces and places."

The proposed development will preserve the unique character of Camden; while not within a conservation area or near a historic building, the development is refreshing an existing building, and scope exists to improve the look and context of the building within the street scene.

Objective 11 provides that "To improve health and wellbeing of Camden's population and reduce health inequalities through good spatial planning, supporting healthier lifestyles and environmental improvements, as well as ensuring appropriate access to health facilities."



The proposed development will support healthier lifestyles by providing cycling spaces within the development, and by promoting a car free development, in accordance with policy. There are also wellbeing benefits of redeveloping the existing dwellings, which are in no longer suitable for purpose.

Paragraph 2.53 provides that "The borough's town centres are considered to be suitable locations for the provision of homes, shops, food, drink and entertainment uses, offices, community facilities and are particularly suitable for uses that are likely to significantly increase the demand for travel. They are considered to be suitable for higher density developments provided that they are of high quality, contribute to the character of the area taking into account conservation areas and other heritage assets and the full range of relevant Council policies and objectives."

The proposed development is adjacent to Kilburn Town Centre and is therefore suitable for higher density development, of high quality, contributing to the character of the area.

Policy H1 provides for 16,800 new homes over the lifetime of the plan, including 11,130 self-contained homes. Self-contained homes are prioritised within the Local Plan, and the proposed development will provide a total of 7 self-contained homes, an addition of 3 homes. In addition, if these properties are not redeveloped there is a danger that they will become vacant units of poor quality, and this would be contrary to H1.

Camden requires new housing, and has prioritised self-contained homes. The proposed development will assist with the 1,120 dwellings per annum that Camden must provide to remain on target to meet the housing requirement

Policy H2 seeks to maximise the floor space for self-contained housing, and in Kilburn Town Centre, where development involves additional floor space of more than 200 sqm (GIA), the Council will require up to 50% of all additional floor space to be self-contained housing. This proposed development will assist in that all seven units will be self-contained dwellings.

Policy H2 also provides that in considering whether to seek a mix of uses including housing, whether housing should be provided on site, the most appropriate mix of uses, and the scale and nature of any provision of housing and other uses, the Council will take into account the economics and financial viability of the development including any particular costs associated with it, having regard to any distinctive viability characteristics of particular sectors such as build-to-let housing.

The proposed development adds an extra floor in order to accommodate extra flats, so as to ensure the financial viability of the project. Without the extra floor the proposed development is unlikely to go ahead and Camden will lose out on 7 high quality flats.

Paragraph 3.45 of the supporting text provides that Kilburn High Road is a part of the borough which has "the best access to public transport, the best potential for a mix of uses, and the best prospect for the development of housing above active street frontages. Additional housing in these locations will help provide activity and surveillance when businesses are closed, and support shops, services and local facilities. Therefore, the Council will particularly expect development schemes in Central London and our larger town centres to provide a mix of uses, and will seek to negotiate up to half of all additional floorspace as housing (in Use Class C3), such that additional floorspace in residential use matches all the additional floorspace in non-residential uses."

The proposed development is in accordance with Policy H3, which seeks to protect against the loss of residential units, in that while developing new residential units, the additional units will complement the mix already established in the building.

The proposed development has been carefully prepared to meet with Policy H6 on housing mix and choice. The proposals include dwellings suitable for families as well as dwellings more suitable for single professionals, and will attract a mixed and sustainable community.

The proposed development also accords with Policy H7, and has regard to the Dwelling Size Priorities Table. The proposal notes that 2-bedroom and 3-bedroom properties are given higher priority in the table, and draws the Council's attention to the housing mix proposed. Where single bedroom dwellings are proposed within the mix, in the context of a development that is confined by the existing building, the proposal remains compliant via Paragraph 3.192 which reflects the difficulty in always meeting the priority table when converting an existing building.

The proposed development has considered the factors the Council raises within Policy A1 and it is considered that the development is compliant with these elements, properly protecting neighbouring amenity.

Policy D1 applies to design and character, and the proposals work within the context of the existing building to ensure that there is a positive contribution to the street scene. The design also provides a higher quality of housing than is currently provided by the existing building.

The proposed development will be compliant with Policy CC5 by providing a bin store and facilities for waste recycling.

### **3.2 ACCESS AND PARKING**

The site is well located within an established urban area which is well provided with all facilities and services. The site will also benefit from the existing infrastructure.

There are continuous footways and street lighting provided on both sides of the Kilburn High Road and Palmerston Road, linking the application site to the rest of the Centre and to the surrounding residential areas beyond.

There are bus & tube services within walking distance of the site providing good public transport links. The site is currently vehicle free and it is intended that this situation is retained following the implementation of this application.

### **3.3 CONCLUSION**

In summary, the proposed development seeks to regenerate an existing residential development of 4 flats, poorly designed and no longer compliant with modern standards and The London Housing Design Guide.

Furthermore, the re-use of the existing site provides an opportunity for the development to make the most efficient use of this highly sustainable site to provide additional residential accommodation that would benefit from the existing services and amenities in the locality, including the existing public transport network. The proposals have been designed, to meet a range of housing needs in Camden Borough.

This Design and Access Statement and accompanying drawings have been prepared on behalf of the applicant to support a full planning application for the addition of a new storey and internal alterations to create 7 self-contained flats.

We believe the proposed works will enhance and preserve the character of the area, preserving the exterior design lines of the existing building.

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APPENDIX A

