



Planning & Development Ltd

**JMS PLANNING & DEVELOPMENT LIMITED**

**PLANNING, DESIGN AND ACCESS AND HERITAGE  
STATEMENT**

**IN SUPPORT OF AN ADDITIONAL HMO UNIT AND  
ASSOCIATED WORKS**

**AT**

**110 GREENCROFT GARDENS  
LONDON  
NW6 3PH**

December 2018

Client: Akelius UK Twelve Ltd

Project: 110 Greencroft Gardens

Date: December 2018

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## SECTION 1: INTRODUCTION

- 1.1 This Planning, Design and Access Statement has been prepared by JMS Planning & Development Ltd (JMSP+D) on behalf of Akelius UK Twelve Ltd in support of a full planning application for the creation of an additional HMO unit within the roof space (to include new dormer and roof lights), new bin store to the front and rear of the property, formal cycle parking, landscaping and associated works at 110 Greencroft Gardens, London, NW6 3PH (*the site*).
- 1.2 110 Greencroft Gardens is an existing block of 15 HMO units located within the South Hampstead Conservation Area.
- 1.3 It is considered that the application is of considerable benefit to LB Camden, namely it;
- Provides an additional HMO unit as well as the refurbishment and upgrading of the existing HMO to help meet LB Camden's housing need;
  - Provides heritage benefits to the South Hampstead Conservation Area through overall improvements to the appearance of 110 Greencroft Gardens; and
  - Provides new landscaping and amenity space including bin stores and cycle storage to the benefit of existing residents.
- 1.4 This supporting Planning Statement also incorporating the relevant Design and Access Statement and Heritage Statement provides details of the application proposal, and the site and the surrounding area including the South Hampstead Conservation Area and provides an overview of relevant planning policy and the benefits of the application scheme as well as an assessment of the relevant heritage impacts.
- 1.5 Accordingly, the background to Akelius is set out in Section 2 with a description of the site and surrounding area provided at Section 3. An overview of the site's planning history is provided at Section 4. Details of the application proposal are set out at Section 5, with an overview of planning policy provided at Section 6. A description of the key planning issues are detailed at Section 7, whilst Section 8 sets out an overview of the design proposals with details of accessibility provided at Section 9. An assessment of heritage impact is detailed at Section 10 with the conclusions set out at Section 11.

## **SECTION 2: AKELIUS BACKGROUND**

- 2.1 Akelius owns over 50,000 residential apartments globally. The properties are located in major urban cities with strong potential for growth, including London. The Company was founded by Roger Akelius in 1994 and the first investment in London was made in 2011.
- 2.2 Akelius focuses on residential properties in attractive cities with strong growth and the potential of upgrading. 80% of the apartments are located in metropolitans such as London, Berlin, Paris, Stockholm and New York.
- 2.3 The Akelius Foundation, a registered charitable organisation, owns 9% of the Company and Akelius is the world's largest donor to SOS Children's Villages. The remaining 10% of the shares are owned by Roger Akelius through a company and 15,000 preference shareholders.
- 2.4 An important part of Akelius' concept is better living. This means that Akelius upgrades residential units to first class level, corresponding to a quality level with newly constructed co-operative apartments. Akelius only upgrades vacant apartments.
- 2.5 Akelius is amongst the best in the world to upgrade apartments and public areas. Every years Akelius renovates 4,000 apartments at an annual cost of circa £2billion, also renovating façades, staircases, entrances and courtyards of the properties. No other real estate company upgrades at the same pace.
- 2.6 The apartments are fitted with quality kitchens from Nobilia, and appliances manufactured by Bosch and Siemens. A parquet floor is provided by Swedish company Kährs. The bathrooms are fitted with sanitary porcelain from Gustavsberg and Keramag. Rectified tiles and clinkers are provided by the Italian supplier Marazzi, thereby representing a quality fit out and finish. The concept of better living also includes excellent service. Akelius wants the tenants to feel safe in and near their home.

### **SECTION 3: THE SITE AND SURROUNDING AREA**

- 3.1 The application site at 110 Greencroft Gardens is located on the northern side of Greencroft Gardens, some 200m to the east of its junction with Prior Road. Greencroft Gardens is approximately halfway between West Hampstead Station (underground Northern line and mainline) and South Hampstead Station (mainline only).
- 3.2 The site has a Public Transport Accessibility Level (PTAL) of 5 (average).



**110 Greencroft Gardens – Front Elevation**

3.3 110 Greencroft Gardens is a double fronted semi-detached, five storey building (basement, ground and three upper storeys) that forms a pair with No 112 Greencroft Gardens. The building currently comprises 15 HMO units, some with shared bathroom facilities, with forecourt car parking and with front and rear amenity space. (NB The submitted plans number the flats using their postal address – No 7/8 is one unit and there is no No 11 in the block meaning that whilst there is a unit No 17 there is actually only 15 units in the block)

3.4 The building has a mansard roof, including dormer windows at the front and rear roof slopes, which is a common feature shared with other buildings in the street. At the rear the building has a mix of single storey extensions, water tanks enclosed with corrugated sheeting at high level and fenestration changes.



**Rear Elevation of 110 Greencroft Gardens**

3.5 The site is located within Flood Zone 1 and is therefore not at risk of flooding.

3.6 The site is located within the South Hampstead Conservation Area. The surrounding area is characterised by large semi-detached three/four storey dwellings (plus basements).

Greencroft Gardens is tree lined with on-street parking (residential permit holders only) albeit many of the front gardens particularly on the eastern end of the road have been converted to car parking.

3.7 There is a rear garden area to 110 Greencroft Gardens, which can be accessed directly from Unit 2 or via a gate positioned to the east of the building. The rear garden is primarily laid to grass and bound by a brick wall in need of repair and general maintenance.

3.8 The proposed new HMO unit is to be located on the third floor of 110 Greencroft Gardens in the currently unused roof space.



## SECTION 4: PLANNING HISTORY

- 4.1 A review of the site's planning history has been undertaken using Camden's Planning Application Search System.
- 4.2 Planning permission was sought for the *"change of use from 10 x self-contained flats to 5 x self-contained flats between ground and 2<sup>nd</sup> floor and the retention of 5 x bedrooms (HMO units) at third floor level; erection of dormer window on the front elevation; erection of frameless glazed extension as a replacement for the existing lean-to; new balconies plus railing at first floor level; alteration to the rear and side fenestration; and installation of roof lights on the main roof, plus cycle storage shed in rear garden"* (Ref: 2015/7234/P) which was granted on 5 October 2016.
- 4.3 Within the Officer's report associated with the above application it is noted that in January 1973 the Council granted planning permission to provide 8 x self-contained flats and it is noted that there are no Council records of any other grant of planning permission for the format existing on site. The Officer noted that *"as it is not unlawful in planning terms to implement less than the approved number of units granted. Irrespective of the number of units provided as it was carried out more than four years ago, the Applicant is immune from enforcement action"*. Accordingly, the existing position on site has been accepted by Planning Officers.

## **SECTION 5: THE PROPOSAL**

- 5.1 The application proposal seeks creation of a new HMO unit with two new conservation roof lights and the lead clad dormer with timber sash windows to match existing (and identical in format to that approved under reference: 2015/7234/P). In addition the proposal includes internal works (not subject to planning permission) and works to the outside amenity areas to provide improved bin storage and new cycle storage.
- 5.2 The new unit will be accessed internally from the existing stairwell to the third floor and include living/dining/kitchen, separate bedroom and separate bathroom with shower. The works will also enable the adjoining unit to the front of the building to be reconfigured to include a bathroom. This, along with the other works within the building (not requiring planning permission) will mean that all rooms are self-contained removing the need for shared facilities, enabling some additional storage areas to be created off the stairwell.
- 5.3 Changes are also proposed to the front garden of the property to improve the bin storage area, provide visitor cycle parking (in the form of two Sheffield cycle stands) undertake repairs to the existing quarry tiled front entrance footpath and improve the landscaping. In addition, the front wall will be reconstructed with stone capping to match the adjacent dwelling at 112 Greencroft Gardens and the surface treatment on the car parking area will be re-laid.
- 5.4 Works to the rear garden will include the installation of a planter to screen the outside area associated with the rear ground flat and the creation of communal gardens, with provision of a grassed and paved communal area for the enjoyment of all occupiers. The proposal includes additional bin storage to the rear of the property and covered cycle storage (none of which exists presently).
- 5.5 The works will include the removal of existing trees in the rear garden which are to be supported by a Tree Report (to follow). The tree closest to the rear of the property is a poor quality cypress which is clearly damaging the wall and potentially causing subsidence (and is very close to the adjoining property's new extension). The removal of this and other poor quality trees in the rear area will enable the provision of a much improved amenity space.

- 5.6 The proposed works will ensure that the occupiers of 110 Greencroft Gardens have quality outside amenity space to meet their needs, plus screened refuse storage and plentiful bicycle storage.
- 5.7 Overall it is considered that the proposed design changes to the outside amenity space will result in enhancement to the South Hampstead Conservation Area. This is expanded upon later within the Heritage Statement contained within this document.

## **SECTION 6: PLANNING POLICY**

6.1 This section of the Planning Statement sets out relevant national and local planning policy relevant to the proposed development.

### **National Planning Guidance**

#### National Planning Policy Framework (July 2018)

6.2 The revised National Planning Policy Framework (NPPF) was published on 24 July 2018 and now constitutes guidance for local planning authorities and decision takers. It is a material consideration in the determination of planning applications (paragraph 2).

6.3 The purpose of the planning system is to contribute to the achievement of sustainable development (paragraph 6).

6.4 Paragraph 8 confirms that there are three overarching objectives to sustainable development: economic, social, and environmental, which are interdependent and need to be pursued in mutually supportive ways:

- An economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;
- A social objective – to support strong, vibrant and healthy communities by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural wellbeing;

- An environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making efficient use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

6.5 These objectives should be delivered through the preparation and implementation of plans and application of policies in the framework; they are not criteria against which every decision can or should be judged. It is confirmed that the planning system should play an active role in guiding development to sustainable solutions, but in doing so should take local circumstances into account, to reflect the character, needs and opportunities of each area (paragraph 9).

6.6 At the heart of the NPPF is a presumption in favour of sustainable development (paragraph 10). For decision making, this means:

- Approving development proposals that accord with the development plan without delay, and
- Where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless;
  - The application of policies in the framework that protect areas or assets of particular importance provides clear reason for refusing the development proposed; or
  - Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this framework taken as a whole (paragraph 11).

6.7 The presumption in favour of sustainable development does not change the statutory status of the development plan as the starting point for decision making (paragraph 12).

6.8 Local Planning Authorities should approach decisions on proposed development in a positive and creative way. They should use the full range of planning tools available and work

proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision makers at every level should seek to approve applications for sustainable development where possible (paragraph 38).

- 6.9 Planning law requires that applications for planning permission be determined in accordance with the Development Plan, unless material considerations indicate otherwise. Decisions on applications should be made as quickly as possible, and within statutory timescales unless a longer period has been agreed by the applicant in writing (paragraph 47). Local Authorities may give weight to relevant policies and emerging plans according to the stage at which they are at and the extent of unresolved objections (paragraph 48).
- 6.10 Chapter 7 of the NPPF deals with delivering a sufficient supply of homes. Paragraph 59 confirms that to support the Government's objectives of significantly boosting the supply of homes, it is important that a sufficient amount and variety of land can come forward where it is needed, that the needs of groups of specific housing requirements are addressed and that land is developed without unnecessary delay.
- 6.11 Small and medium sized sites can make an important contribution to meeting the housing requirements of an area, and are often built out relatively quickly. To promote the development of a good mix of sites Local Planning Authorities should support the development of windfall sites through their policies and decisions, giving great weight to the benefits of using suitable sites within existing settlements for homes (paragraph 68).
- 6.12 Planning policies and decisions should promote an effective use of land in meeting the need for homes and other uses whilst safeguarding and improving the environment and ensuring safe and healthy living conditions. Strategic policies should set out clear a strategy for accommodating objectively assessed needs in a way that makes as much use as possible of previously developed or brownfield land (paragraph 117).

- 6.13 Paragraph 118 confirms that planning policies and decisions should promote and support the development of underutilised land and buildings, especially if this would help meet an identified need for housing where land supply is constrained, and available sites could be used more efficiently. This policy also states that opportunities to use the air space above existing residential and commercial premises should be supported for new homes. In particular, they should allow upward extensions where the development would be consistent with the prevailing height and form of neighbouring properties and the overall streetscene is well-designed and can maintain safe access and egress for occupiers.
- 6.14 This is further confirmed in paragraph 122 whereby planning policies and decisions should support development that makes efficient use of land taking into account the identified need for different types of housing and other forms of development and the availability of land suitable for accommodating it; local market conditions and viability; the availability and capacity of infrastructure and services; the desirability of maintaining an area's prevailing character and setting or are promoting regeneration and change; and the importance of securing well-designed, attractive and healthy places.
- 6.15 Where there is an existing or anticipated shortage of land for meeting identified housing needs, it is especially important that planning policies and decisions avoid homes being built at low densities and ensure that developments make optimum use of the potential of each site (paragraph 122).
- 6.16 The creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps to make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this. So too is the effective engagement between applicants, communities, Local Planning Authorities and other interests throughout the process (paragraph 124).

- 6.17 Planning policies and decisions should ensure that developments will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development; are visually attractive as a result of good architecture, layout and appropriate and effective landscaping; are sympathetic to local character and history; establish or maintain a strong sense of place; and create places that are safe, inclusive and accessible and which promote health and well-being with a high standard of amenity for existing and future users (paragraph 127).
- 6.18 Design quality should be considered throughout the evolution and assessment of individual proposals (paragraph 128) and permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions (paragraph 130).
- 6.19 Paragraph 184 confirms that heritage assets should be conserved in a manner appropriate to their significance so that they can be enjoyed for their contribution to the quality of life of existing and future generations.
- 6.20 In determining planning applications, Local Planning Authorities should require an applicant to describe the significance of any heritage assets affected, the level of detail should be proportionate to the asset's importance and no more than sufficient to understand the potential impact of the proposal and the significance (paragraph 189).
- 6.21 When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation which is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance (paragraph 193).
- 6.22 Any harm to, or loss of, significance of a designated heritage asset should require clear and convincing justification (paragraph 194).
- 6.23 Where a proposed development would lead to substantial harm to (or total loss of significance of) a designated heritage asset, Local Planning Authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss.



- 6.24 Where a development proposal will lead to a less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use (paragraph 196).
- 6.25 The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application (paragraph 197).
- 6.26 Local Planning Authorities should not prevent the loss of the whole or part of the heritage asset without taking all reasonable steps to ensure the new development will proceed after the loss has occurred (paragraph 198).
- 6.27 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 the asset (or which better reveal its significance) should be treated favourably (paragraph 200). Subsequent paragraph 201 confirms that not all elements of a conservation area will necessary contribute to its significance.

### **The Development Plan**

- 6.28 Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that all applications must be determined in accordance with the Development Plan unless material considerations indicate otherwise.
- 6.29 For the purposes of Section 38 of the Planning and Compulsory Purchase Act 2004 the statutory development plan comprises The London Plan (Consolidated with Alterations Since 2011)(March 2016) and the Camden Local Plan (adopted 3 July 2017).
- 6.30 Each of the documents relevant to the application site is considered in turn below.

### **The London Plan (Consolidated With Alterations Since 2011) (March 2016)**

- 6.31 Policy 3.3 (Increasing Housing Supply) confirms the Mayor recognises the pressing need for more homes in London and that the Mayor with relevant partners should seek to ensure

provision of at least an annual average of 32,210 additional homes across London. The policy confirms that Boroughs should seek to achieve and exceed the relevant minimum Borough annual average housing targets wherever possible.

- 6.32 Policy 3.4 (Optimising Housing Potential) seeks to optimise housing density, having regard to local context, design principles and public transport accessibility.
- 6.33 Policy 3.5 (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.
- 6.34 Policy 3.8 (Housing Choice) confirms Londoners should have a genuine choice of homes that they can afford and which meet their requirements for different sizes and type of dwellings in the highest quality environments.
- 6.35 Policy 7.4 (Local Character) confirms that development should have regard to the form, function and structure of an area, place or street and the scale, mass and orientation surrounding buildings and should improve an area's visual or physical connection with natural features. Buildings, streets and open spaces should provide a high-quality design response.
- 6.36 Policy 7.6 (Architecture) confirms that architecture should make a positive contribution. Buildings and structures should:
- (a) be of the highest architectural quality;
  - (b) be of a proportion, composition, scale and orientation that enhances, activates and appropriately defines the public realm;
  - (c) comprise details and materials that complement, not necessarily replicate, the local architectural character;
  - (d) not cause unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings, in relation to privacy, overshadowing, wind and microclimate. This is particularly important for tall buildings;
  - (e) incorporate best practice in resource management and climate change mitigation and adaptation;

- (f) provide high quality indoor and outdoor spaces and integrate well with the surrounding streets and open spaces;
- (g) be adaptable to different activities and land uses, particularly at ground level;
- (h) meet the principles of inclusive design;
- (i) optimise the potential of sites.

6.37 Policy 7.8 (Heritage Assets And Archaeology) confirms, inter alia, that development affecting heritage assets and their setting should conserve their significance, by being sympathetic to their form, scale, materials and architectural details.

The Camden Local Plan (July 2017)

6.38 Policy H1 (Maximising Housing Supply) confirms the Council will aim to secure a sufficient supply of homes to meet the needs of existing and future households, exceeding a target of 16,800 additional homes from 2016/2017-2030/2031. This will be achieved by, inter alia, regarding self-contained housing as a priority land-use of the Local Plan and where sites are under used or vacant, expecting the maximum reasonable provision of housing that is compatible with any other uses needed on the site.

6.39 Policy H10 (Housing with Shared Facilities ('Houses in Multiple Occupation')) confirms that the Council aim to ensure that there is a continued provision of housing with shared facilities to meet the needs of small households with limited income and modest space requirements. The Policy advises that the Council will support development of housing with shared facilities (houses in multiple occupation) provided that the development:

- a) will not involve the loss of two or more self-contained homes;
- b) will not involve a site identified for self-contained housing through a current planning permission or a development plan document unless it is shown that the site is no longer developable for self-contained housing;
- c) complies with any relevant standards for houses in multiple occupation;
- d) contributes to creating a mixed, inclusive and sustainable community;
- e) does not create a harmful concentration of such use in the local area or cause harm to nearby residential amenity; and

- f) is secured as a long-term addition to the supply of low cost housing or otherwise provides an appropriate amount of affordable housing, having regard to Policy H4 (Maximising the Supply of Affordable Housing).
- 6.40 The Policy goes on to state that development that involves the net loss of housing with shared facilities, or the self-containment of any part of such housing, will be resisted unless it can be demonstrated that the accommodation is incapable of meeting the relevant standards for houses in multiple occupation or otherwise genuinely incapable of use as housing with shared facilities; or adequate replacement housing with shared facilities will be provided that satisfies the above criteria; or the development provides self-contained, social, affordable rented homes.
- 6.41 The supporting text to this policy noted that the 2011 Census identified 700 homes in the Borough that are shared by separate households, providing homes for over 3,000 individuals or households in total. The supporting text also acknowledges that rents for a room are typically around 70% of the cost of a studio flat and 50% of the cost of a one bed flat and consultation with Camden's private rented sector suggests that a significant proportion of shared accommodation are occupied by students, single males, 40-60 year olds, people who are low wage earners or unemployed. It is noted that few single people and couples without children are legible to be housed by the Council and therefore suggest that this form of accommodation provides an important role in the housing market.
- 6.42 It is also noted that the Council is actively working to improve the quality of accommodation in the private rented sector, particularly houses of multiple occupation, and the Council suggests that this sector of housing plays an important part in meeting people's needs.
- 6.43 Policy A1 (Managing Impact and Development) confirms that the Council will seek to protect the quality of life of occupiers and neighbours and will grant permission for development unless it causes unacceptable harm to amenity.
- 6.44 Policy A3 (Biodiversity) confirms that the Council will protect, and seek to secure additional, trees and vegetation. This includes, expecting developments to incorporate additional trees and vegetation wherever possible.

- 6.45 Policy A4 (Noise and Vibration) confirms the Council will seek to ensure that noise and vibration is controlled and managed.
- 6.46 Policy D1 (Design) confirms the Council will seek to secure high quality design and development. In particular, the Council will require development that, respects local context and character and preserves or enhances the historic environment and heritage assets in accordance with Policy D2 (Heritage). It requires development to be sustainable in design and construction and to comprise details of materials that are of high quality and complement the local character and integrate well with the surrounding streets and open spaces.
- 6.47 Policy D2 (Heritage) states the Council will preserve and, where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including Conservation Areas and Listed Buildings. The policy confirms the Council will not permit the loss or substantial harm to a designated heritage asset, including Conservation Areas and Listed Buildings, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss or all of the following apply:
- a. The nature of the heritage asset prevents all reasonable uses of the site;
  - b. No viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation;
  - c. Conservation by grant funding or some form of charitable or public ownership is demonstrably not possible; and
  - d. The harm or loss is outweighed by the benefit of bringing the site back into use.
- 6.48 The Council will not permit development that results in harm that is less than substantial to the significance of a designated heritage asset unless the public benefits to the proposal convincingly outweigh that harm.
- 6.49 In respect of Conservation Areas, the Council will:
- a. Require that development within Conservation Areas preserves or, where possible, enhances the character or appearance of the area;
  - b. Resist the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a Conservation Area;

- c. Resist development outside of a Conservation Area that causes harm to the character or appearance of that Conservation Area; and
- d. Preserves trees and garden spaces which contribute to the character and appearance of a Conservation Area or which provide a setting for Camden's architectural heritage.

6.50 Policy CC1 (Climate Change Mitigation) confirms the Council will require all development to minimise the effects of climate change and encourage all developments to meet the highest feasible environmental standards that are financially viable during construction and occupation.

#### **Supplementary Planning Guidance**

6.51 Supplementary Planning Guidance documents which provide detailed planning guidance are relevant including Camden Planning Guidance 1 – Design.

#### **Emerging Planning Policy**

##### Draft New London Plan Consultation 2017

6.52 The New London Plan (November 2017) is the draft strategic planning document published by the Mayor of London and which will form part of the Development Plan once adopted. This emerging document was on consultation until 2 March 2018, there have been some minor changes put forward by the Mayor and the Examination in Public (EiP) opens on 15 January 2019.

6.53 Draft Policy H1 (Increasing Housing Supply) sets out the 10 year target for net housing completions the Local Planning Authorities should plan for and include within their Development Plan documents. The 10 year target for the period 2019/2020-2028/2029 has increased since that of the previous plan period to 649,350 (an increase of approximately 225,000) and the proposed annual monitoring target for the period noted above for Camden has increased to 1,086 units per annum (compared to 889 for the previous plan period). Camden is therefore proposed to have an increase of 197 homes per year, which equates to a 22% increase.

6.54 Draft Policy H2 (Small Sites) confirms that small sites should play a much greater role in housing delivery and Boroughs should proactively support well-designed new homes on small sites to embrace planning decisions and plan making in order to:

- (i) Significantly increase the contribution of small sites to meeting London's housing needs;
- (ii) Diversify the sources, locations, type and mix of housing supply;
- (iii) Support small and medium sized housebuilders; and
- (iv) Support those wishing to bring forward custom, self-build and community led housing.

6.55 The policy confirms that Boroughs should recognise that local character evolves over time and will need to change in appropriate locations to accommodate additional housing provision and increases in residential density through small housing developments.

6.56 Draft Policy H2 confirms that to deliver the small sites housing target set out within the plan, Boroughs should apply a presumption in favour of the following types of small housing development which will provide between 1 and 25 homes:

- (i) Infill development on vacant or under-used sites;
- (ii) Proposals to increase the density of existing residential homes within PTAL's 3-6 or within 800 metres of a tube station, rail station or Town Centre Boundary through:
  - (a) Residential conversions (subdivision of houses to flats);
  - (b) Residential extensions (upwards, rear and side);
  - (c) Demolition and/or redevelopment of existing houses and/or ancillary buildings;
  - (d) Infilling development within the curtilage of a house; and
- (iii) Redevelopment or upward extensions of flats and non-residential buildings to provide additional housing.

### **Summary of Planning Policy**

6.57 Existing National and Development Plan policy is permissive of the redevelopment of existing housing sites for more intensive residential use and the making of the best use of existing housing sites with houses in multiple occupation being supported for their retention and

refurbishment. Relevant heritage policies within the adopted Local Plan confirm the need to both preserve and enhance conservation areas. Proposals which are considered to have an adverse impact on a conservation area will not be permitted.

- 6.58 Emerging policies within the draft New London Plan confirm that small sites with a PTAL of 3 or above should be utilised as a source for enhanced housing delivery.



## **SECTION 7: KEY PLANNING ISSUES**

7.1 Having reviewed the relevant planning policy background and the characteristics of the site and surrounding area and the proposed development, it is considered that the following issues are most relevant to the consideration of the application.

1. Housing need;
2. Heritage matters;
3. Presumption in favour of Sustainable Development;
4. Residential design standards;
5. Residential amenity considerations;
6. Trees and landscaping;
7. Parking; and
8. Flooding issues and Sustainable Drainage.

### **Housing Need**

7.2 There is a significant need for new housing in London. This is an important material consideration which weighs in favour of the application.

7.3 The need for new housing is emphasised in the Government's long awaited Housing White Paper published February 2017 which emphasises the need for a greater level of house building within the United Kingdom. The application proposal gives rise to a net increase in the number of units on the site and therefore will assist (even if the application is simply for a single unit) in meeting this housing need.

7.4 The adopted Development Plan contains an emphasis on the need for new housing in Camden. There is overwhelming policy evidence in support of new housing, both in the Borough and in the wider context of London and in the context of retaining and improving the quality of houses in multiple occupation.

7.5 The NPPF (2018) contains significant emphasis on making better use of existing housing sites. Paragraph 118 confirms that planning policies and decisions should promote and support the development of underutilised land and buildings, especially if this would help meet an

identified need for housing where land supply is constrained, and available sites could be used more efficiently. This policy also states that opportunities to use the air space above existing residential and commercial premises should be supported for new homes. In particular, they should allow upward extensions where the development would be consistent with the prevailing height and form of neighbouring properties and the overall streetscene is well-designed and can maintain safe access and egress for occupiers.

- 7.6 This is further confirmed in paragraph 122 whereby planning policies and decisions should support development that makes efficient use of land taking into account the identified need for different types of housing and other forms of development and the availability of land suitable for accommodating it; local market conditions and viability; the availability and capacity of infrastructure and services; the desirability of maintaining an area's prevailing character and setting or are promoting regeneration and change; and the importance of securing well-designed, attractive and healthy places.
- 7.7 Where there is an existing or anticipated shortage of land for meeting identified housing needs, it is especially important that planning policies and decisions avoid homes being built at low densities and ensure that developments make optimum use of the potential of each site (paragraph 122).
- 7.8 The new NPPF does, therefore, promote making the better use of existing housing sites where no adverse impact on design, amenity or heritage matters occurs. As is set out within this document that is the case in respect of this application.
- 7.9 Policy 3.3 (Increasing Housing Supply) of the London Plan confirms that Boroughs should seek to achieve and exceed the relevant minimum borough annual average housing targets as set within the London Plan, as there is a pressing need for more homes in London. Part D of the policy states the Boroughs should seek to achieve and exceed housing targets through, inter alia, the intensification of brownfield housing sites.
- 7.10 The results of the London Plan Annual Monitoring Report 14 (AMR 14), dated September 2018 confirms that in relation to Key Performance Indicator 4, in relation to the London Plan which requires an average completion of a minimum of 42,000 net additional homes per year, and this year recorded the highest single year completion (since the AMR were first

published) exceeding the target but there was significant variation between Boroughs, albeit Camden exceeded their target by 50%. This is very different from the previous year where there was a significant shortfall, with over 38,500 completions in 2015-2016 which is 9% below the 2015 London Plan target. It is recognised that there will be variations in delivery due to the phasing of key sites. Key Performance Indicator 5 aims to complete 17,000 net additional affordable homes per year and, despite the increase in residential provision, the delivery of affordable houses continues to fall significantly below target.

- 7.11 Within the draft new London Plan Policy H1 (Increasing Housing Supply) sets out the 10 year target for net housing completions which Local Planning Authorities should plan for and include within their Development Plan documents. The 10 year target for the period 2019/2020-2028/2029 has increased since that of the previous plan period to 649,350 (an increase of approximately 225,000) and the proposed annual monitoring target for the period noted above for Camden has increased to 1,086 units per annum (compared to 889 for the previous plan period). Camden has therefore been proposed to have an increase of 197 homes per year, which is a 22% increase.
- 7.12 The need for additional housing in London is also acknowledged within emerging London Plan draft Policy H2 (Small Sites) which recognises the very valuable contribution that small sites can make to the provision of housing in London. This policy actively supports well-designed new homes on small sites which can significantly increase the contribution that small sites make to meeting London's housing needs. Draft Policy H2 explicitly supports proposals to increase the density of existing residential schemes within PTALs 3-6 or within 800 metres of a station, both of which are applicable to the site.
- 7.13 Adopted Camden Policy H10 in relation to houses in multiple occupation acknowledges their role in meeting a real and recognised need and seeks their retention and physical upgrade ensuring the best facilities are provided where possible.
- 7.14 In summary, national planning guidance contained within NPPF (2018) and relevant policies of the adopted development plan and draft development plan presume in favour of making better use of existing housing sites within Zones 3 to 6 or within 800 metres of a station (both of which apply to the application site) where, the development will not give rise to any design, amenity or heritage impact. As will be set out later within this document, the limited

nature of the proposal and its careful siting and consideration in respect to landscaping, coupled with the heritage benefits arising ensures that there are no such adverse impacts arising from this application. Accordingly, there is a presumption in favour of the application proposal.

### **Heritage Matters**

- 7.15 Due to that fact that the site lays within the South Hampstead Conservation Area, and in accordance with National Planning Guidance, an assessment of the significance of the relevant heritage asset to the application and the proposal's impact on that asset is required. On this basis a separate Heritage Statement is included as a section within this overall document. It should be noted that the application proposal includes significant heritage benefits to the conservation area in which the site is located (as detailed within the accompanying Heritage Statement) and therefore it is considered the application proposal benefits the conservation area through the improvements to the building and its curtilage.

### **Presumption in favour of Sustainable Development**

- 7.16 Within the NPPF there is a presumption in favour of sustainable development. It is confirmed that the purpose of the planning system is to contribute to the achievement of sustainable development (paragraph 6).
- 7.17 Paragraph 8 confirms that there are three overarching objectives to sustainable development: economic, social, and environmental, which are interdependent and need to be pursued in mutually supportive ways:
- An economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;
  - A social objective – to support strong, vibrant and healthy communities by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built

environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural wellbeing;

- An environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making efficient use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

7.18 At the heart of the NPPF is a presumption in favour of sustainable development (paragraph 10). For decision making, this means, inter alia, approving development proposals that accord with the development plan without delay.

7.19 The application proposal has no adverse impact on the South Hampstead Conservation Area or any other heritage asset of relevance. This is detailed within the accompanying Heritage Statement. Equally, the proposal has no adverse impact on residential amenity (again which is detailed within this Statement) and is considered to make better use of an existing residential site in accordance with national planning guidance and development plan policy. On this basis, it is considered that the application proposal represents sustainable development and accordingly there is a presumption in favour of the granting of planning permission for this application.

#### **Residential Design Standards**

7.20 The proposed new residential unit at third floor level meets all relevant design standards for HMOs with a floor area of circa 34 sqm, with access to amenity space and with appropriate levels of refuse and cycle storage. Overall, it is considered that the application proposal will provide high quality living conditions for future occupiers.

#### **Residential Amenity**

7.21 The proposed new unit has been designed and located to ensure that there is no adverse impact on the amenity of surrounding residential properties. In particular, the relationship of the property and surrounding uses has been considered. The proposed new residential unit is situated on the third floor with three existing units and the new windows will overlook Greencroft Gardens. The principle of these windows and a residential use in this location

has previously been granted planning permission. It is not considered that the addition of the HMO unit would cause any adverse impact on surrounding residential amenity. In addition, the proposed works to the front and rear gardens will have positive benefits to both the occupiers of the building and those in the wider area. In this respect, it is considered that the proposed development should be considered acceptable.

### **Trees and Landscaping**

- 7.22 The application site lies within the South Hampstead Conservation Area. As such, trees within the conservation area are protected. Accordingly, the implications of the application proposal on trees and landscaping at the application site are of relevance. It is part of the proposal that the application will provide an enhanced level of trees and planting on site, including, notably, management of the planting along the frontage of the site to Greencroft Gardens. This is discussed in more detail within the accompanying Heritage Statement as these works are considered to provide heritage benefits to the application site.
- 7.23 An accompanying Tree Report is in the process of preparation and will be submitted shortly, which has confirmed that the cypress tree and others located in the rear garden are of no significant value and the landscaping which exists in place within the curtilage of the site at present is of no merit and replacement landscaping/planting is proposed.
- 7.24 The existing cypress tree to the rear of the property is not of any landscape value and is damaging the boundary wall and is very close to the neighbouring extension. The replacement planting and general enhancement of the garden will have significant benefits to the occupiers of the site and wider Conservation Area.
- 7.25 As part of the application proposal the front hedge is to be pruned with improvements to the hard landscaping and including new front boundary treatment to match existing. As such, the application proposal will provide an enhanced level of landscaping and amenity space on the site.
- 7.26 On this basis, this is considered to be a net benefit of the application.

### **Parking**

7.27 The application site is located within a Controlled Parking Zone (CPZ) and given the nature of the proposal no additional parking is proposed. The refurbishment of the site will include the provision of cycle parking for both residents and visitors in accordance with the required standards.

**Flooding Issues and Sustainable Drainage**

7.28 The application site is located within Flood Zone 1, an area not at risk of flooding. Accordingly, the proposed residential unit is located in an appropriate location for residential development which is not at risk of flooding.

7.29 In respect to the issue of sustainable drainage and adopted Development Plan Policy S13 the application proposals provide an improved green space on the site. As such, it is considered that the application proposal meets the requirements of adopted Development Plan Policy S13 relating to sustainable drainage.

## **SECTION 8: DESIGN PROPOSALS**

- 8.1 This section of the supporting Statement reviews the design proposals submitted and assesses their appropriateness in terms of the proposed use, scale and layout, appearance and landscaping. An assessment of the heritage implications of the application proposals is contained later within this Statement.

### **Use**

- 8.2 The proposed new unit will be for residential use as part of the wider usage of the building as a house in multiple occupation. As such, the use of the overall premises remains as existing.

### **Appearance**

- 8.3 The design approach in respect to the proposed unit is to match the existing building as much as possible. In this respect, the proposal includes two new conservation roof lights and one new lead clad dormer window with timber sash window to match existing (and as previously approved under application ref: 2016/7234/P). The internal works do not require permission and will not effect the external appearance albeit they provide an improved living environment for all occupiers. In addition works to the front and rear gardens, including the provision of improved bin and cycle storage, will benefit the wider conservation area.
- 8.4 Overall, it is considered that the appearance of the proposed development is acceptable.

### **Landscaping**

- 8.5 In respect to the issue of amenity space, the existing amenity space is of poor quality and has not been well looked after. A Tree Report has been commissioned and will follow shortly but confirms that the tree situated in the rear of the garden is of poor quality. The existing landscaping in the rear garden is of no merit and replacement landscaping/tree planting is proposed.



8.6 As part of the application proposal major pruning is proposed to the front hedge along the front of Greencroft Gardens, coupled with new planting throughout the rear garden creating improved amenity space. As such, the application proposal will provide an enhanced level of landscaping and amenity space on the site.

8.7 The overall scheme for redevelopment of the site will thus provide landscape benefits over and above that which exists on site at present. This is a material consideration in favour of a grant of planning permission.

#### **Secured By Design**

8.8 It remains the case that the issue of Secured by Design (SBD) has been taken into consideration in the formulation of this development proposal. Accordingly, all doors and windows will wherever possible, comply by Secured by Design accredited products. Door locks and standards will be to the appropriate requirements in conjunction with the requirements of English Heritage conservation principles. Window standards specification will incorporate enhanced security performance of casements. The applicant confirms it is happy to agree to an appropriate SBD condition as required.

#### **Refuse Management**

8.9 There is an existing bin store on site to the front of the premises, but it is proposed to create timber refuse bin storage to both the front of the premises and to the rear to ensure the site's needs are fully met.

8.10 As such, this application will provide a benefit to the site by improving refuse store arrangements with consequential visual improvements to the front of the site and consequential improvements to the conservation area (these are discussed in more detail elsewhere within this Statement).

### **Cycle Parking**

- 8.11 New cycle parking is provided within a covered area to the rear of the building. A cycle parking space for the proposed new unit will be incorporated into this provision. In addition, visitor cycle parking in the form of two Sheffield loops is provided to the front of the building.

### **Summary**

- 8.12 This section of the Planning, Design, Access and Heritage Statement sets out an overview of the application proposal in terms of the key design criteria of use, scale and layout, appearance and landscaping. The issue of accessibility is considered in the following section. In respect to the issue of use, no change in the use is proposed, no significant increase in the scale and layout of the site is proposed and the overall development scheme results in visual enhancements to the existing building (with consequential benefits to the South Hampstead Conservation Area) and provides enhanced landscaping on the site. As such, it is considered that the application results in positive design benefits.

## **SECTION 9: ACCESSIBILITY**

- 9.1 The applicant is committed to a policy of equality, inclusion and accessibility for those who live and visit the site and has strived to exceed all required standards and achieve a development that promotes inclusion and accessibility.
- 9.2 The provision of an accessible and inclusive environment has been an integral theme throughout the design process, from its initial conception to its current form. The concept of inclusive design seeks to remove barriers that create undue effort, separation or special treatment, which then enables everyone to participate equally regardless of gender, disability or age.
- 9.3 The application site has a PTAL rating of 5, being located only some 700m walk from West Hampstead Underground and mainline Station and some 500m from South Hampstead Station (mainline). The site is an established location for residential development.
- 9.4 Cycle parking is in accordance with development plan standards and is provided for the new unit, which will be within the new cycle store within the rear garden. In addition visitor cycle parking is provided to the front of the property.
- 9.5 In summary, it is considered the application proposal is acceptable in respect to matters of accessibility.

## **SECTION 10: HERITAGE STATEMENT**

- 10.1 In accordance with the requirements of the NPPF this heritage statement describes the significance of the heritage assets affected by the development proposal.
- 10.2 The purpose of this statement is to assist with the determination of the application by informing the decision takers on the effects of the development on the historic built environment. Value judgements on the significance of the heritage assets presented and the effects of the proposals upon that significance are appraised. This statement also sets out how the proposals comply with the guidance and policy of the NPPF and the local policy framework. Specifically, this assessment assesses the significance of the relevant designated heritage assets and the effects of the development upon them. Each of these matters is now considered in turn below.

### **The Significance of the Relevant Heritage Assets**

- 10.3 The principal specific heritage assets that need to be considered in this heritage assessment is the South Hampstead Conservation Area within which the application site is located.
- 10.4 The significance of this asset is now considered below:

#### The South Hampstead Conservation Area

- 10.5 The South Hampstead Conservation Area (formerly known as the Swiss Cottage Conservation Area) was originally designated on 15 November 1988. There have been no subsequent boundary revisions and none are proposed. The name was changed to better represent the area in which it is located and is now known as the South Hampstead Conservation Area.
- 10.6 South Hampstead is a well-preserved example of a leafy Victorian suburb, almost exclusively residential in nature, and largely homogenous in scale and character. The area is characterised by large, semi-detached and terraced late Victorian properties, in red or gault (white/cream) brick with a particularly distinctive and attractive roof scape including turrets, gables and tall chimneys. Houses are made special by a variety of decoration treatments

including terracotta panels and brickwork ornamentation, tiled and patterned footpaths, delicate ironwork and elaborate timber doors and windows, including some original staining and leaded glass.

- 10.7 One of the most prominent features of the area is vegetation – both to the front and rear of properties. Green front gardens demarcated by low or ornate garden walls topped with hedges contribute strongly to the area’s character. Building lines of residential streets are generally set back from the pavement which, with a boundary landscape treatment and many mature specimen trees, is essential in giving the street scape its attractive and serene quality.
- 10.8 The open green spaces of private rear gardens and the communal gardens between terraces of houses remain undeveloped and are a very important amenity for local residents, both for those who look into the spaces and those who have access to them. In some cases they are managed as natural wildlife spaces, in others as more formal parkland. These copses and gardens are a haven for wildlife with areas set aside as natural habitats as well as picturesque, herbaceous borders, flowering shrubs, fruit trees, communal vegetable plots and a number of mature trees. These private spaces, along with the green front gardens are vital in providing wildlife corridors, enhancing bio-diversity and reducing flood risk as well as preserving the attractive, tranquil character of the conservation area.
- 10.9 South Hampstead is situated in north London and occupies the northwestern corner of the London Borough of Camden. Its fine historic character and leafy streets are an immediate contrast to the bustling Finchley Road, one of the main routes north out of the city, which dominates the area directly east of the conservation area. Transport hubs and railway lines define the edges of the area with West Hampstead Station to the northwest, Finchley Road and Swiss Cottage underground stations to the east and South Hampstead overground to the southeast.
- 10.10 South Hampstead was developed on the southern slopes of the medieval manor of Hampstead and historically and visually has much to connect it with that area. Directly northwest is the West End Green Conservation Area centred on medieval routes in and out of London.

- 10.11 The Conservation Area is planned around a gently curving grid-iron pattern with houses arranged predominantly in grand terraces or as large semi-detached dwellings. Nearly all the streets run broadly east – west dissected by two roads; Priory Road and Fitzhazel Gardens. The lack of direct through routes, the use of one-way traffic management and the location of major roads to either side of the area contributes to the quiet and well-preserved historic character of each street.
- 10.12 Greencroft Gardens falls within the ‘central wedge’, at the heart of the Conservation Area, and these properties are some of the most ornate and attractive in the area with lively roofscape, timber and ironwork porches, typically late 19<sup>th</sup> century, multi-panelled sashes and gaps between houses contribution to the character.
- 10.13 110 Greencroft Gardens, along with all even numbers between 64 and 132, is noted as a ‘positive contributors’ to the Conservation Area.
- 10.14 With respect to managing works within a conservation area, the appraisal section on alterations to existing buildings notes that roof alterations and extensions to existing should be carefully considered. Extensions and new dormers should be subordinate to the existing building and not detract from its character by becoming overly dominant. Further advice is provided in this section on roof extensions and changes to roof profiles and detail where it is noted that largely due to the increased intensity in residential use and the resulting trend for residential conversions there have been a number of applications to alter roofscapes and insert new dormer windows to the front and rear of buildings in conservation areas. It notes that these can be damaging to the character of the area where what is proposed does not take into account the careful design of the original building – its front elevation and traditional roof form – and the pattern of neighbouring buildings as a whole.
- 10.15 The appraisal recommends that due to the variety of roof forms in each area that each proposal must be carefully judged with its design merits, alterations should not result in increased visual bulk to the roof nor should they draw more attention than exists into the roof slope. Roof lights need to be inserted sensitively so that they do not upset the careful balance of solid to void in a principle elevations.

- 10.16 The Conservation Area Appraisal states that new development should be seen as an opportunity to enhance the conservation area and all development should respect existing features such as building lines, rooflines, elevation design etc.

### **Impact Assessment on Asset of Heritage Significance**

- 10.17 The South Hampstead Conservation Area is a designated heritage asset. In addition, the adjoining properties at 64-132 even numbers at Greencroft Gardens are considered to make a positive contribution to the built heritage of the conservation area. As such, an assessment of the impact of the application proposal on these designated heritage assets is required. An assessment of the impact of the application proposals is now considered below.

#### Impact on the South Hampstead Conservation Area

- 10.18 The site is located within the South Hampstead Conservation Area.
- 10.19 As a result of the site's location within a conservation area, National Planning Guidance and adopted Local Plan policy seek to preserve and enhance the quality of the conservation area. Policy D2 (Heritage) of the Camden Local Plan (2017) states the Council will preserve and, where appropriate, enhance Camden's heritage assets including conservation areas. Specifically, in respect of Conservation Areas, the Council will:
- a. Require that development within Conservation Areas preserves or, where possible, enhances the character or appearance of the area;
  - b. Resist the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a Conservation Area;
  - c. Resist development outside of a Conservation Area that causes harm to the character or appearance of that Conservation Area; and
  - d. Preserves trees and garden spaces which contribute to the character and appearance of a Conservation Area or which provide a setting for Camden's architectural heritage.
- 10.20 Given the weight of Development Plan policy which presumes to protect the special character of heritage assets within the Borough, it is acknowledged that issues associated

with heritage will be key in consideration of this application proposal. In this respect, it will be necessary for the application to consider the likely impact on the South Hampstead Conservation Area.

10.21 The proposed new residential unit is to be located within existing roof space on the third floor of 110 Greencroft Gardens. Whilst the proposal includes the insertion of two new roof lights and one dormer window these are subject of an extant planning permission and could be implemented as part of an alternative scheme for the building.

10.22 As such, it is not considered that the proposal has any adverse visual impact as the principle of the proposal has previously been approved. All other works including to the interior (not subject to planning permission) and works to the front and rear gardens will have positive benefits to the site and wider area.

10.23 As such, consideration needs to be given to whether any of the proposed works, which form part of the planning application can constitute benefits to the conservation area. In this respect it is considered that there are a significant number of elements to the application proposal which provide for “real” benefits to the conservation area. Namely;

- Changes to the roof elevation on the front façade of 110 Greencroft Gardens will positively improve the appearance of the site whilst also meeting sustainable development aims of making best use of sites;
- New landscaping and amenity space to the benefit of existing residents;
- Improvements to existing bin store and general enhancement and repair to the front of the site improving its visual appearance; and
- Improvements to the rear garden including provision of a dedicated bicycle store and creation of useable and enjoyable amenity space.

### **Summary**

10.24 Overall, it is considered the application proposal has positive benefits to the South Hampstead Conservation Area and the adjacent properties that are designated positive contributors to the conservation area.



## **SECTION 11: CONCLUSIONS**

- 11.1 This Planning, Design and Access Statement has been prepared by JMS Planning & Development Ltd (JMSP+D) on behalf of Akelius UK Twelve Ltd in support of a full planning application for the creation of an additional HMO unit along with the provision of improved bin storage, cycle storage and landscaping/amenity space at 110 Greencroft Gardens, London NW6 3PH.
- 11.2 110 Greencroft Gardens is an existing block of 15 residential/HMO units located within the South Hampstead Conservation Area.
- 11.3 It is considered that the application is of considerable benefit to LB Camden, namely it:
- Provides an additional residential unit to help meet LB Camden’s housing need;
  - Provides heritage benefits to the South Hampstead Conservation Area through changes to the front garden and particularly the bin store;
  - Provides new landscaping and amenity space to the benefit of existing residents; and
  - Provides improvements to cycle storage on site.
- 11.4 Accordingly, it is respectfully request that planning permission is granted.