

Planning Department
Camden Council
5 Pancras Square,
Kings Cross, London,
NIC 4AG

Project: Pavement at Corner of Belsize Lane and Belsize Terrace, London, NW3 5BJ

RE: Design and Access Statement

SENT: Via Planning Portal

Date: 4th April 2022

1. This application is regarding:

The proposal is to gather consent for a permanent installation of 2 commercial bins and their metal enclosure at Belsize Square. This application was already approved last year and we are resubmitting the application to make the permission for bin stores permanent following overwhelming support from the neighbours and the council.

2. Site:

The site is the square located at the heart of Belsize Village, north of the River Thames. The site is in between Belsize Lane and Belsize Terrace. The site falls within the Belsize Park Conservation Area.

3. Previously Approved Planning Application:

-Application 2020/4413/P, Pavement at corner of Belsize Lane and Belsize Terrace, Erection of 2x bin stores on the pavement at corner of Belsize Lane and Belsize Terrace for a temporary period of 12 months.

The community have received permission to keep the planters and bins permanently in place, as an effort to beautify Belsize Square by keeping it clean and litter free. We are proposing to hide the bins permanently within a more aesthetically pleasing cover to keep the area's beauty untouched, which was approved for 12 months as mentioned in the above application.

-Application 2013/5002/P, 91 Canfield Garden, Alterations to front garden including installation of railings above existing boundary wall, replacement of existing bin store with timber bin store, soft landscaping and replacement path in connection with residential flats.



1) Location Plan



2) Photos of the Square



3) Photos of the bins provided by the council

-Application 2019/4056/P, 121 Haverstock hill, Formation of bin store with ramp from the public footpath within the front curtilage.

4. Accessibility

The square is accessible via a pedestrian walkway from Belsize Terrace and Belsize Lane as well as the zebra crossing which connects Belsize Crescent to Belsize Terrace.

I have included the following drawings for your consideration to explain the proposal in greater detail:

| | | |
|--|-----------------------------------|--------|
| A-0.01 | Location Plan | 1:1250 |
| A-0.05 | Existing Site Plan | 1:150 |
| A-0.10 | Proposed Site Plan_Rev01 | 1:150 |
| A-0.11 | Detailed Proposed Site Plan_Rev01 | 1:50 |
| A-1.00 | Bin Storage Details_Rev02 | 1:20 |
| A-1.00b | Bin Storage Details_Rev01 | 1:20 |
| metroSTOR Green Roof Systems | | |
| 2022-04-04 (Belsize Village Business Association) Clean Belsize Village v8 | | |

5. Bin Storage:

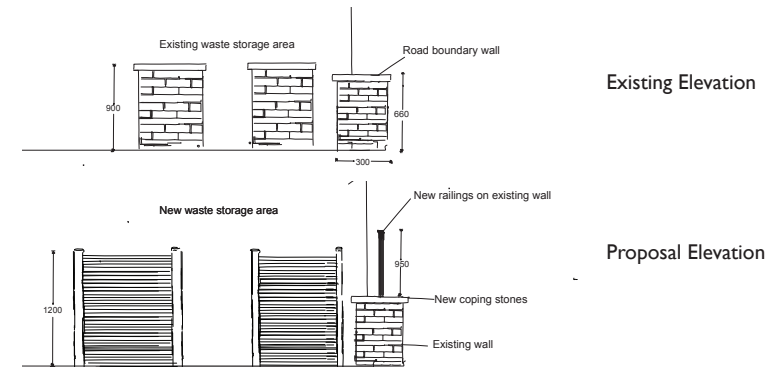
Materials:

The materiality of the bins store is a steel structure clad in metal panels and a green roof on top to match the planters.

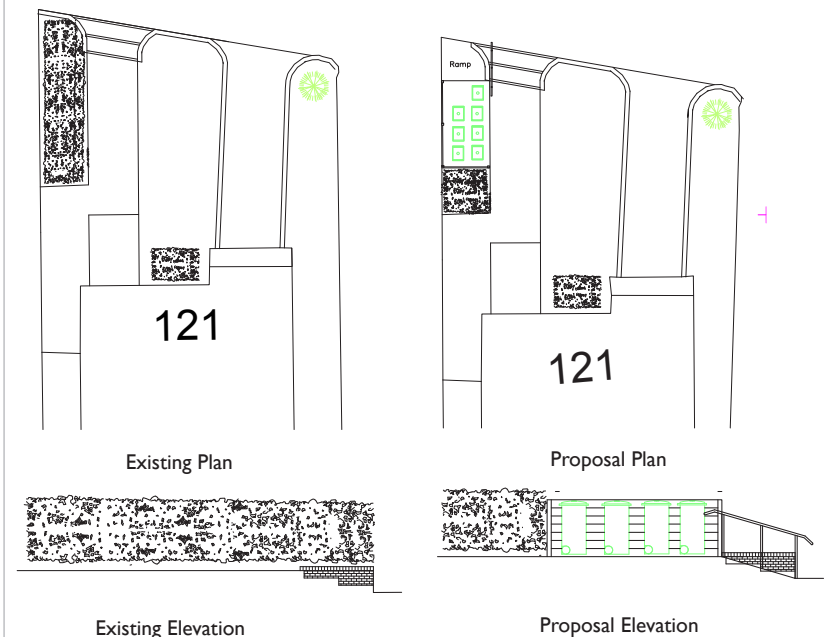
Green Roof Maintenance:

The design of the drainage and reservoir layer of the green roof allows for high levels of water retention and the buffering of water in the summer months with the rapid drainage of water needed in the wet periods. The sedum-mix blanket is capable of supporting drought-tolerant species such as low growing moss and sedums. These two things combined means that there is little need to water the green roof and so any ongoing maintenance requirements include the annual removal of weeds in Autumn.

During Spring any planting which has encroached into drainage outlets and the vegetation barriers, should be removed. This removed vegetation will be used to repair any bare patches if required. To repair bare patches, take clumps of Sedum from areas of abundant growth and place on bare patches pressing gently into the soil. They can then have a light sprinkling of sand mixed with compost. The Sedum cuttings will grow best if this is carried out during spring maintenance.



4) Precedent 1 - 91 Canfield Gardens



5) Precedent 2 - 121 Haverstock Hill

An annual application of fertiliser should be applied for the sedum plants to remain healthy. Fertiliser to be applied during March/April. This helps to prepare the plants for extreme weather conditions and flowering and also because it allows the different species to gain all their nutrients without competing against each other.

Planting Species:

Breckland thyme (*Thymus serpyllum* L.) - A dwarf, aromatic, evergreen shrub forming a low, wide mat to 5cm in height. It has tiny, pointed, dark green leaves and tight clusters of purple flowers in summer.

Small White Periwinkle 'Gertrude Jekyll' (*Vinca minor* f. *alba* 'Gertrude Jekyll') - An evergreen perennial to 10cm in height, forming a compact mat of small, dark green ovate leaves, with abundant, pure white flowers 2-2.5cm in width.

Hardy Yellow Ice Plant (*Delosperma nubigenum*) - A mat-forming, evergreen perennial with closely-packed, succulent leaves that turn bronze in winter, and lemon-yellow, daisy-like flowers in late spring.

6. History & Benefit To The Area

Background on applicant: The applicant is the incorporated activities of the Belsize Village Business Association ("BVBA"), the trading name of the newly formed community interest company Belsize Village Estate CIC. The Belsize Village Business Association started on October 4, 2018 as an unincorporated undertaking by Penrose Care Ltd and Pivoine Ltd and as a result had operated out of Penrose Care Ltd's legal structure.

Since forming in October 4, 2018, the BVBA has proven itself to be an effective operator of community initiatives such as:

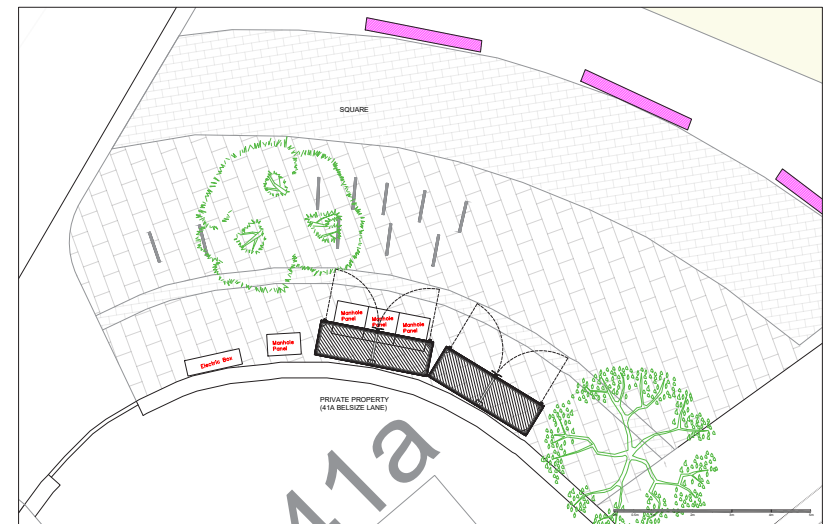
> Reversing Belsize Village's 2014-2018 economic decline by introducing modern and innovative marketing methods to drive up footfalls. As of October 2019, Belsize Village has been successfully revitalised, economically speaking.

> On July 3, 2020, we began beautifying Belsize Village by cleaning up a recurring rubbish mound that has blighted Belsize Terrace for over 10 years. We put a new communal waste scheme in place which has ensured that this historic rubbish mound has not returned. We also began surrounding Belsize Village terrace square with wooden planters and plants to provide a security barrier.

> On July 4, 2020 we launched the Borough of Camden's Belsize Village Summer Streatery which led to a substantial economic expansion in Belsize Village amidst the worst national recession on record.



6) Site Plan



7) Detail Plan

The BVBA's Clean Belsize Village program started on July 3, 2020 as a conjoined component of the Belsize Village Summer Streatery as:

- 1) It would not have been possible to hold a hospitality event in Belsize Village Square if our decade-old recurring rubbish mound remained as it smelled, was very unsightly and very unhygienic;
- 2) We did not want newcomers to the village to visit and be put off by our historic waste and litter blights. Our successful sub-program to reduce cigarette butt pollution known as "bin the butt" started on July 9, 2020.

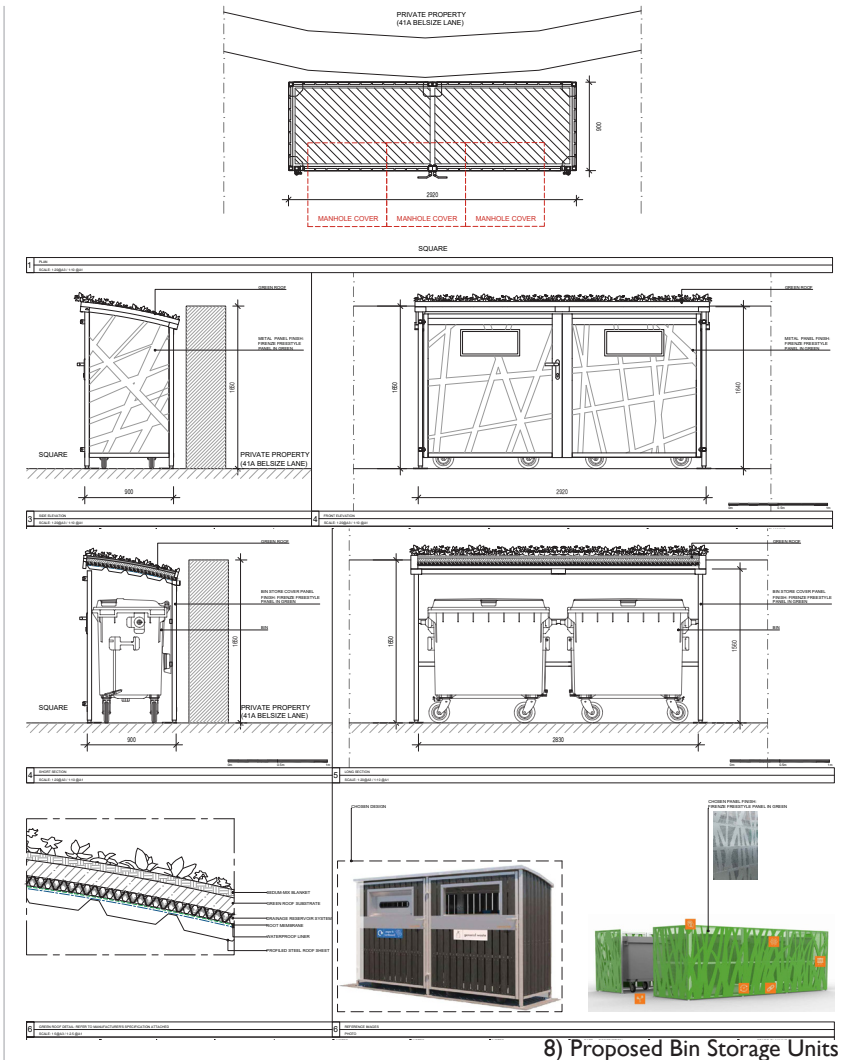
The successes of the Clean Belsize Village program have been remarkable. As of September 21, 2020.

It was possible to:

- > Eliminated Belsize Village's decades-old recurring rubbish mound.
- > Turned fox-induced rubbish leakages, which used to be a daily blight for many years, into a rarity.
- > Cut daily cigarette butt pollution down by c. 95% since the start of our bin the butt program on July 9, 2020.
- > Curbed littering.
- > Curbed but not yet eliminated residential fly-tipping.
- > Begun removing tin foil stuck to our streets, a legacy of the many years of fox-induced rubbish leakages.

The planning permission for 4 eurobins and bin covers, are intended to ensure that the beautification and revitalisation of Belsize Village that we have achieved so far remain durable and long-term. The planters and benches provide both added security to Belsize Village Square and a substantial uplift to its physical appearance which should continue to drive up footfalls and provide locals and non-locals a unique place to find rest and peace. We note that in a Instagram poll launched on the 19/20th August 2020 (held via @belsizevillage which has 3,705 followers), 159 users voted to keep our beautifications permanent and I voted no. We therefore are confident we have a strong mandate from the community in making this application.

The BVBA shall maintain the planters and the bins. The BVBA currently has over 30 community volunteers and two volunteer co-coordinators - Aya Khazaal of Pivoine Ltd and Robert Stephenson-Padron of Penrose Care Ltd - and we therefore believe we have a sufficient number of people to maintain these structures.



7. Operation & Management

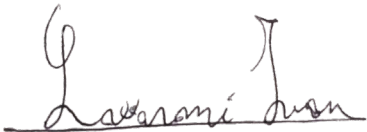
Please see attached “2022-04-04 (Belsize Village Business Association) Clean Belsize Village v8” for full details on operation and management of the bins and site.

8. Conclusion

As an overall summary, the benefits of the amended proposal can be summarized as follows:

- Beautification of the area
- Keeping the area clean and litter free
- No adverse harm to the amenities of the area whilst supporting local waste collection
- Positive impact on the local residents and businesses
- Respect of the character of the area
- Increase of the quality of public space in Belsize Village

Kind regards,



Ivan Lazzaroni

Founding Partner & Creative Director