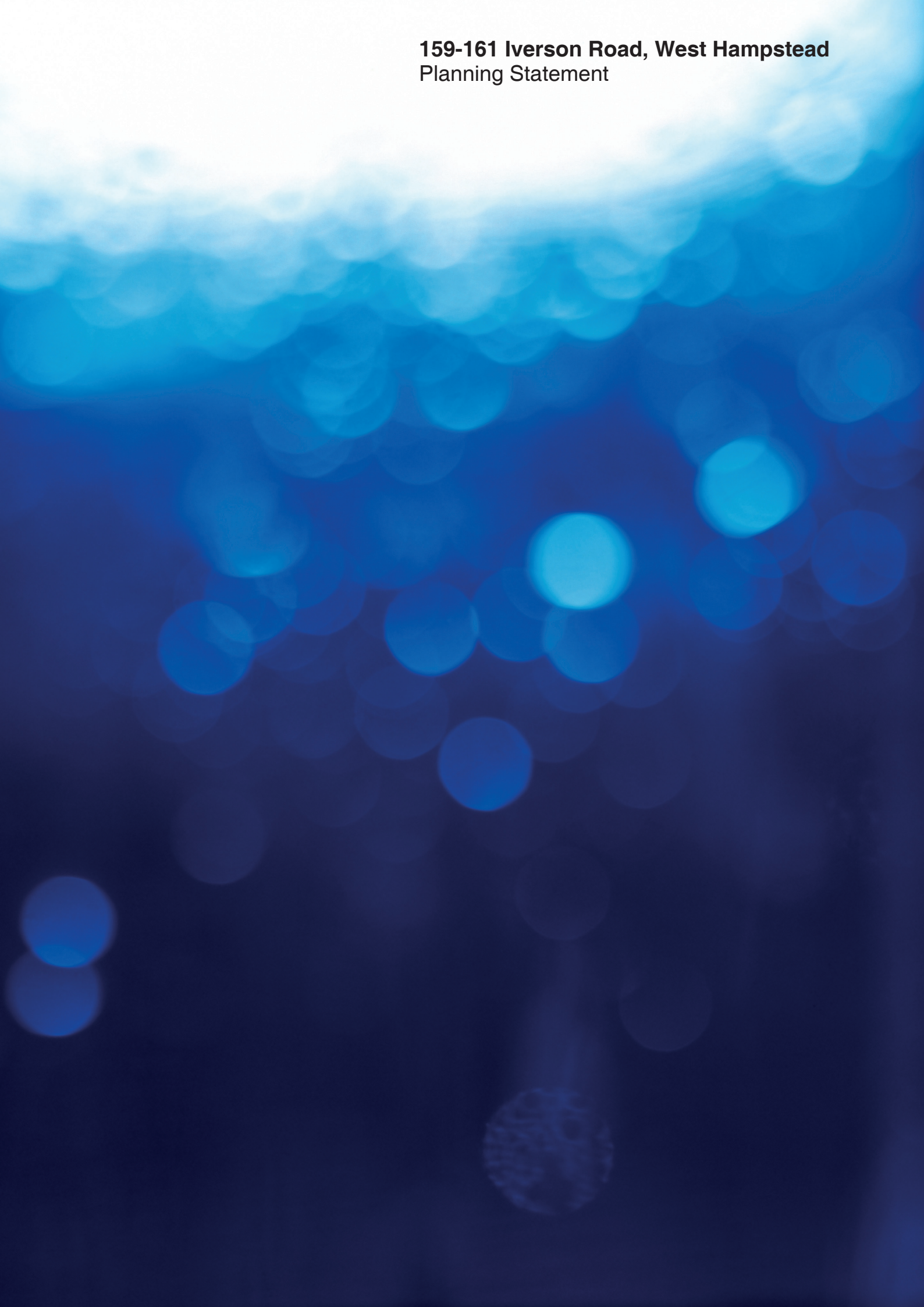


**159-161 Iverson Road, West Hampstead**  
**Planning Statement**



**159-161 Iverson Road, West  
Hampstead**  
Planning Statement  
November 2013

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# 159-161 Iverson Road, West Hampstead Planning Statement

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**159-161 Iverson Road, West  
Hampstead**  
Planning Statement

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# 1. Introduction

- 1.1. This planning statement has been prepared on behalf of McGregor Homes Ltd, in support of a planning application for development at 159-161 Iverson Road, West Hampstead.
- 1.2. The proposal comprises the redevelopment of Iverson Tyre Centre to provide residential accommodation and employment floorspace (use class B1c), as follows:
  - 19 residential units (15 private units and 4 affordable units); and
  - 164sqm of flexible employment space (use class B1c).
- 1.3. Further details on the proposed development are set out in Section 3.
- 1.4. A site location plan is enclosed in **Appendix 1**. Some photographs of the application site are enclosed at **Appendix 2**.
- 1.5. This application follows detailed discussions with officers and a public exhibition for local residents. This planning statement sets out the planning justification in support of the proposed development.
- 1.6. The application is also supported by the following additional documents:
  - Design and Access Statement (including Floorspace Schedule), produced by Dexter Moren Associate (DMA);
  - Package of Application Drawings, produced by DMA;
  - Noise Assessment, produced by Aulos;
  - Daylight/Sunlight Assessment, produced by Savills;
  - Energy Statement, produced by Hodkinson Consulting;
  - Sustainability Statement, produced by Hodkinson Consulting;
  - Ecological Survey, produced by the Ecology Consultancy;
  - A Statement of Community Involvement, produced by Your Shout; and
  - Transport Statement, produced by Vectos.

## Scope of Report

- 1.7. This Statement comprises the following sections:
  - A description of the application site and surroundings and planning history is set out in Section 2
  - An outline of the consultation process is given in Section 3;
  - A description of the development proposals is provided in Section 4;
  - An outline of relevant national, regional and local planning policy and other relevant documents is set out in Section 5;
  - The key planning issues are made at Section 6; and
  - Our conclusions are set out in Section 7.

## 2. Background

### Site and Surroundings

- 2.1. This site is currently occupied by Iverson Tyres who use it for a tyre fitting depot and the administrative HQ for their 8 outlets across London. A site plan is enclosed at **Appendix 1**. The owner no longer wants to operate the tyre fitting depot from the site but he does want to retain the administrative function of the business in West Hampstead (either on-site or elsewhere locally) as a number of local people are employed at the site. The enclosed letter at **Appendix 3** confirms the owner's intentions.
- 2.2. The site comprises a single storey (with mezzanine tyre store above) warehouse building of 159.4 sqm GIA with three portacabins and a forecourt all used in association with Iverson Tyres.
- 2.3. The surrounding area is predominately residential. To the north is the railway embankment with the existing Thameslink railway line beyond. To the east is the site of a former garden centre which is currently being developed for housing. A new replacement rail station building for West Hampstead Rail Station is located further to the east of this site.
- 2.4. To the south, on the opposite side of Iverson Road, there is a mix of uses including offices, commercial and residential. Directly opposite the site; 190 Iverson Road is a single storey yellow brick office building occupied by Innisfree Housing Association, 188 Iverson Road is a two storey brick office occupied by Tavener & Sons builders and 184 Iverson Road and beyond are 3/4 storey yellow brick and white render Victorian houses and flats.
- 2.5. To the west of the site is a 3-4 storey red brick Network Rail signal box building with associated car parking and ancillary facilities. This is separated from the proposed site by the access road to this building and an access route to the railway line.
- 2.6. The site is in a highly accessible location and benefits from a PTAL of 5. West Hampstead tube, Thameslink, and the overground stations are in the immediate vicinity. It is close to the town centre amenities and is within the Kilburn Controlled Parking Zone.
- 2.7. The site is adjacent to the West Hampstead Growth Area which abuts both the northern and southern boundaries of the site. This is one of five Growth Areas identified under the Council's LDF Core Strategy Policy SC1. These areas are identified as having opportunities for significant development of new homes jobs and families.

### Relevant Planning History

- 2.8. The site has planning consent for class B1(c) use (LPA Ref: PL/910107).
- 2.9. Adjoining the site is the former garden centre which was granted planning permission (LPA ref: 2012/0099/P) for a contemporary 36 unit residential development (33 apartments and 3 family houses) in December 2012 (the consented scheme is shown in the Design & Access Statement). This is currently being developed.
- 2.10. In addition, although an application has not yet been submitted, the LB Camden is promoting the redevelopment of the industrial estate at Liddell Road for a high density mixed use development to include up to 140 homes over 9 storeys, office space and a new primary school. We understand an application is programmed to be submitted in summer 2014.

### 3. Consultation

- 3.1. Prior to submitting this application, Indigo Planning and the team have consulted with both the planning officers at Camden Council and the local community and have taken into consideration the comments received in developing the scheme which has been submitted.
- 3.2. The pre-application consultation aimed to engage with council officers to gain feedback on evolving designs and with the local community and local groups to explain the proposals and understand their views and concerns.

#### **Pre- application discussions**

- 3.3. A pre-application request was sent to the council and subsequently the project team met with the council on the 26 March 2013 for an initial pre-application meeting. This was attended by Tania Skelli-Yaoz (planning officer), Catherine Bond (design officer), Rob Farnsworth (Principal Town Planner, Strategic Planning and Implementation) and Jaafer Merghani (Building Control). Following this meeting officers provided written advice on the proposals.
- 3.4. Further clarification and discussions were held on the replacement employment floorspace which was proposed and whether this met with council policy. Feedback was also sought from the West Hampstead Business Association on local employment needs. To reflect both the council officer advice and local opinions the initial scheme was amended to provide flexible B1c employment floorspace and modify the overall designs to update the elevational treatment and reduce its scale and massing.
- 3.5. The current proposals reflect officer advice but also take into account a design-led approach to ensure a high quality development.
- 3.6. A further pre-application meeting was held on the 18 July 2013 to discuss a revised scheme. This meeting was attended by Tania Skelli-Yaoz (planning officer), Catherine Bond (design officer) and Gavin Polkinghorn (planning policy officer). Following this meeting written advice was again provided on the proposals on the key issues.

#### **Public Exhibition**

- 3.7. A public exhibition was held on the 17 July 2013 at the Sidings Community Centre. This event was organised in order to consult and engage with local residents and local groups. At the event, the team displayed the scheme on exhibition boards setting out the background to the proposals and details of the scheme (which has since been revised). Those attending were able to discuss the proposals with members of the project team and leave comments in a ballot box.
- 3.8. The exhibition was attended by approximately 47 local residents and interested parties and written comments were provided from 24 people. Following the public exhibition the team considered the comments received. The comments on the proposals were generally positive and a small number of concerns were raised mainly relating to the design of the scheme. Following the comments made at the public exhibition amendments were made to the scheme. To summarise, the key points received were;
  - Support for the flexible business space on the ground floor;
  - A variety of views on the proposed materials;
  - Broad support for the height of the development; and
  - Support for the affordable housing units.

## 4. The Proposed Development

- 4.1. This section describes the proposed development.
- 4.2. The proposed development is for the redevelopment of the Iverson Tyre Centre site to provide a high quality mixed use scheme comprising 164 sqm of flexible employment space (Class B1c), 19 residential units (15 private units and 4 affordable units), with associated cycle parking, refuse/recycling area, private and communal amenity space and associated works.
- 4.3. The scheme will deliver a sustainable development which will re-provide the employment floorspace which exists on the site and much needed new housing, making better use of the site.
- 4.4. The development is for a part four, part five storey building to the front of the site and a six storey building to the rear of the site. The heights that are proposed relate well to the surrounding building heights and reflect the scale and massing of this part of Iverson Road and development under construction on the neighbouring site at 163 Iverson Road. The contemporary design will complement the adjoining site, the railway station to the rear and the character of the surrounding area.
- 4.5. The scheme proposes a mix of one, two and three bed units to provide a range of smaller and family units to meet local requirements. The accommodation proposed is set out in the table below:

<b>Proposed Unit Mix</b>	
No of Bedrooms	No of Units
1 bed	1
2 bed	12
3 bed	6
<b>TOTAL</b>	<b>19</b>

- 4.6. The site is in close proximity to West Hampstead town centre and has good excellent access to public transport facilities. The site has a PTAL rating of 5 and therefore the development will be a car free scheme. Cycle parking is provided at one cycle parking space per unit for the smaller 1 and 2-bed units and two spaces for each of the 3-bed units. Visitor parking is required for developments of less than 20 units, suggesting a provision of 1 space per 10 units, and therefore 2 additional cycle parking spaces are proposed, totalling 27 spaces.
- 4.7. Refuse and recycling storage is provided at ground floor level, which is easily accessible to all.
- 4.8. It has been agreed with the council's transport team that a servicing bay is not required and that it is appropriate for servicing to be undertaken from Iverson Road.
- 4.9. The design and access statement which accompanies this application provides more detail on the proposed development and reasoning behind the chosen scheme.



## 5. Planning Policy Context

- 5.1. This section sets out the planning policy framework relevant to the application site and the development.
- 5.2. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that planning applications are determined in accordance with the Development Plan unless material considerations indicate otherwise.
- 5.3. The relevant policy considerations for the proposed development are summarised below. Section 6 of this Statement details how the proposal complies with and is supported by the relevant policies.

### National Planning Guidance

- 5.4. The National Planning Policy Framework (NPPF) has 12 core planning principles which underpin both plan making and decision taking.
- 5.5. Core planning principle three states that planning should help to ‘pro-actively drive and support sustainable economic development to deliver homes...’ Paragraph 49 of the NPPF goes on to say that housing applications should be considered in the context of the presumption of favour of sustainable development. Furthermore, Paragraph 51 advises that:

*‘Local planning authorities should...normally approve planning applications for change to residential use and any associated development from commercial buildings (currently in the B use classes) where there is an identified need for additional housing in that area, provided that there are not strong economic reasons why such development would be inappropriate.’*

- 5.6. Core planning principle eight supports effective use of land, by reusing land that has been previously developed (brownfield land), provided that it is not a high environmental value.
- 5.7. Section 7 of the NPPF outlines how good design is a key aspect of sustainable development and should be indivisible from good planning. Paragraph 58 states that development should aim to function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development. It also requires developments to respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation. And, further that developments are visually attractive as a result of good architecture and appropriate landscaping.
- 5.8. Paragraph 65 of the NPPF promotes sustainable design/buildings and states that:

*‘Local planning authorities should not refuse planning permission for buildings or infrastructure which promote high levels of sustainability because of concerns about incompatibility with an existing townscape, if those concerns have been mitigated by good design.’*

### The Development Plan

- 5.9. The Development Plan for the application site comprises:
- The London Plan (adopted July 2011)
  - Camden Core Strategy 2010 – 2025 (adopted November 2010); and
  - Camden Development Policies (adopted November 2010)

### **The London Plan (July 2011)**

- 5.10. The London Plan encourages the re-use of previously developed land. It also encourages residential development in areas with good public transport accessibility. Policy 3.3 of the adopted London Plan (2011) seeks to increase housing supply. Table 3.2 provides a density matrix which sets out appropriate density ranges based on site location/setting and public transport accessibility (PTAL). For an urban setting with a PTAL of 4-6, the table suggest a density range of 200-700 hr/ha.
- 5.11. Policy 3.5 requires that new housing development be of high quality design internally, externally and in relation to its context and the wider environment. Table 3.3 sets out minimum space standards for new residential development.
- 5.12. Policy 3.8 requires that new housing developments provide a range of housing choices in terms of mix of housing sizes and types, including affordable housing provision; and that all new housing is built to 'Lifetime Homes' standards. It also requires that 10% of new housing is designed to be wheelchair accessible or easily converted for residents who are wheelchair users.
- 5.13. Policy 3.13 of the London Plan requires the provision of affordable housing on schemes of 10 units or more, and policy 3.11 set targets based on 60% for social rent and 40% for intermediate rent or sale. It states that priority should be given to affordable family housing.

### **Camden Planning Policy**

- 5.14. The Council adopted the Camden Core Strategy 2010-2025 and Camden Development Policies on 8 November 2010. The purpose of these documents is to provide planning policies which guide future development in the borough over the plan period. The policies which are relevant to the consideration of this application are outlined below:

#### Growth Area

- 5.15. The site is adjacent to West Hampstead Growth Area. This is one of five growth areas identified under Core Strategy Policy CS1. Policy CS2 seeks to concentrate development in these growth areas as they are identified as having opportunities for significant development of new homes, jobs and other facilities.

#### Loss of employment

- 5.16. Policy DP13 seeks to ensure sufficient sites are retained to enable a variety of commercial and industrial businesses to find premises and continue to operate. The council look to retain land and buildings which are suitable for continued business use and resist a change to non-business. Where sites are suitable for continued business use, mixed use redevelopment proposals will be considered provided that they meet points c) – g) under policy DP13.

#### Need for Housing

- 5.17. Policy CS6 of the Core Strategy seeks to maximise the supply of additional housing over the entire plan period to meet or exceed a target of 8,925 homes from 2010-2025, including 6,550 additional self-contained homes.

#### Affordable Housing

- 5.18. Policy DP3 of Camden's development policies requires developments with 10 or more units to make a contribution towards the supply of affordable housing. This seeks the maximum reasonable amount of affordable housing under the specific circumstances of the site, including the financial viability of the development, on the basis of an affordable housing target of 50%. The policy applies this target on a sliding scale from 10% for developments with capacity for 10 units to 50% for developments with capacity for 50 units.

Mix of Units

- 5.19. Policy DP5 seeks to encourage the provision of mix of housing sizes in new residential developments. The Council has produced a 'Dwelling Size Priorities Table' and all new residential developments are required to contribute towards meeting the priorities set out in this table. For market housing, this table sets a 'very high' need for 2 bed units and seeks to achieve 40% 2-bed units in new development. Larger 3- bed and 4 bed units are given as the priority for affordable housing.

Residential Amenity

- 5.20. 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.
- 5.21. Policy DP28 states that the Council will not grant planning permission for development sensitive to noise (such as residential) in locations with noise pollution, unless appropriate attenuation measures are provided.

Design

- 5.22. Core strategy policy CS14 and development policy DP24 requires all developments to be of the highest standard of design and will expect developments to consider:
- character, setting, context and the form and scale of neighbouring buildings;
  - the quality of materials to be used;
  - the provision of visually interesting frontages at street level;
  - the appropriate location for building services equipment;
  - existing natural features, such as topography and trees;
  - the provision of appropriate hard and soft landscaping including boundary treatments;
  - the provision of appropriate amenity space; and
  - accessibility.

Lifetime homes and Wheelchair Accessibility

- 5.23. Policy DP6 requires that all housing developments meet lifetime home standards, and that 10% of homes developed should either meet wheelchair housing standards, or be easily adapted to meet them.

Transport

- 5.24. Policy DP18 requires development to be car free in areas within Controlled Parking Zones (CPZs) that are easily accessible by public transport. Car free developments will limit on-site car parking to spaces designated for disabled people and operational and servicing needs and use legal agreements to ensure that future occupants are aware they are not entitled to on-street parking permits.
- 5.25. This policy also requires that developments adhere to the Council's minimum standards for cycle parking of 1 space per unit for residents, and 1 space per 10 units for visitors.

Sustainability

- 5.26. Policy DP22 requires development to incorporate sustainable design principles and construction measures wherever it is suitable. The Council will expect new build housing to meet Code for Sustainable Homes Level 4 by 2013 and encouraging Code Level 6 (zero carbon) by 2016. Development should also include appropriate adaptation measures to enable resilience to climate change.

### Supplementary Planning Guidance

- 5.27. Camden Planning Guidance (CPG) provides advice and information on how the Council applies the Camden Core Strategy and Development Policies, of these, the following are relevant to this application:
- CPG 1: Design (April 2011) - The objective of this document is to achieve high quality design and considers a range of design-related issues for residential and commercial properties and the spaces around them;
  - CPG 2: Housing (April 2011) – Housing is a key priority for the council and the guidance provides information on all types of housing developments including affordable housing, residential standards and lifetime homes and wheelchair housing.
  - CPG 3: Sustainability (April 2011) – This guidance provides further information on ways to achieve carbon reductions and more sustainable developments in order to reduce carbon emissions in Camden.
  - CPG 5: Town Centres, Retail and Employment (April 2011) – Section 7 of this document is relevant to this application and sets out how sites will be categorised according to their characteristics to determine which sites and premises should be retained. There are three categories; category 1 identifies high quality accommodation, category 2 sites are more common in Camden and will usually be protected and category 3 sites are heavily compromised and may not be suitable for continued industrial use although could be suitable for office use (Class B1a). This guidance also expects new developments to include as many features where possible, that are stated under category 1 to provide the highest quality accommodation.
  - CPG 6: Amenity (September 2011) – A key objective of the local development plan is to sustainably manage growth so that it does not cause harmful effects on the amenity of existing and future occupiers and nearby properties.
  - CPG 7: Transport (September 2011) – This document provides information on all types of transport issues and the aspects of particular relevance to this proposal included car free development, streets and public spaces and cycling facilities.
  - CPG 8: Planning obligations (September 2011) – This guidance provides an indication of what may be required when the council considers that a development proposal needs a planning obligation to be secured through a legal agreement.

### West Hampstead Place Plan

- 5.28. The Council published the West Hampstead Place Plan in March 2012 and establishes a vision for the area based on the priority issues. A set of actions then forms part of the plan to show how the vision can be made into a reality. The plan states that there are over 200 cultural and creative businesses in the area, most of these being microbusinesses (5 employees or less), which make a significant contribution to the area (p. 30).
- 5.29. There are a high number of freelancers and microbusinesses in the creative industries working from home in the area (p.11). Action E. 16 states that the provision of small workshops and serviced office space should be explored particularly as part of new developments and could include the provision of some form of touchdown space or serviced meeting space, to meet the demand for additional commercial premises.
- 5.30. West Hampstead has been identified as an area of growth and development is expected to make the best possible use of sites by using land efficiently (including high density development which is compatible with the local context and provide a mix of uses including housing, commercial, community uses and open space (page 14 and 15). Action D1.4 refers to maintaining balanced community through improved housing mix ensuring that developments provide an appropriate mix of housing unit sizes and tenures.

### Neighbourhood Plan (West Hampstead)

- 5.31. On 9th May 2013 London Borough of Camden approved the designation of the West Hampstead Neighbourhood Area and the Neighbourhood Forum. The respective

Neighbourhood Development Forum will be responsible for developing a neighbourhood plan.

- 5.32. The neighbourhood plan is currently in its sixth draft. There are six main objectives and the fifth objective is to promote and support a successful local economy with developments that promote and support existing jobs and provide flexible space, particularly for small and micro-businesses. Policy 10 states that economic growth and employment shall be achieved by provision of space for business, commercial and employment use and paragraph F5 states that light industrial uses are considered appropriate for the area, particularly close to the railway lines.
- 5.33. Objective 1 requires development to provide a range of housing and housing types. Policy 1 provides further detail on housing, design and character and seeks to achieve provision of affordable housing and a range of unit size in developments in this local area.

#### **Site Allocations Plan**

- 5.34. On 9 September 2013 the Camden Site Allocations Plan was formally adopted, however the application site is not identified within this document for development of any type.

## 6. Key Planning Issues

- 6.1. The site is not covered by any specific planning policy designation but is next to the West Hampstead growth area, identified as having opportunities for significant development of new homes, jobs and other facilities. Policy CS1 states that the council will expect development in these growth areas to maximise site opportunities and that there are '*opportunities for redevelopment of under-utilised sites, particularly along the railway line*'. The provision of housing and employment space on this site will support the aims of this policy.

### Protecting employment uses

- 6.2. The site is not in the designated 'Industry Area', however, Policies CS8 and DP13 are relevant to the proposals.

#### *Policy CS8*

- 6.3. Policy CS8 states that the Council will safeguard existing employment sites and premises that meet the needs of modern industry and other employers and will expect a mix of employment facilities and types, including the provision of facilities suitable for small and medium sized enterprises (SMEs), such as managed, affordable workspace to be provided.
- 6.4. As set out in the letter at **Appendix 3**, Iverson Tyre Centre no longer wants to operate from this site. The facilities are out of date and in need of significant investment. In addition, the site is compromised by the next door residential use. However, Iverson Tyres does want to retain the administrative function of the business in West Hampstead (either on-site or elsewhere locally) as a number of local people are employed at the site. The site no longer meets the needs of modern industry whereas the replacement employment floorspace will provide suitable facilities for small and medium sized enterprises.

#### *Policy DP13*

- 6.5. Development management policy DP13 seeks to retain land and buildings that are suitable for continued business. It is accepted that the site is suitable for continued business use. Through our pre-application discussions we have consulted the case officer and the policy officer on how to apply this policy. Our letter dated 23 August 2013 clarified our interpretation of policy based on meetings with officers and detailed scrutiny of the wording. No response was received, so it is assumed our understanding is correct.
- 6.6. Policy DP13 contains two routes which are alternative to each other, depending on whether or not the site is considered suitable for continued business use. If, as in the present case, it is accepted that the site is suitable for continued business use, the second limb of the policy comes into play and a mixed use scheme would be acceptable provided it meets the criteria set out at subparagraphs c) to g). If a mixed use scheme re-provides the equivalent level of light industrial floorspace (and meets criteria c) to g) then marketing evidence is not required.
- 6.7. The policy states:

*Where premises or sites are suitable for continued business use the Council will consider redevelopment proposals for mixed use schemes provided that:*

- c) The level of employment floorspace is maintained or increased;*
- d) They include other priority uses, such as housing and affordable housing;*
- e) Premises suitable for new, small or medium enterprises are provided;*
- f) Floorspace suitable for either light industrial, industry or warehousing uses is re-provided*

*where the site has been used for these uses or for offices in premises that are suitable for other business uses; and*

*g) The proposed non-employment uses will not prejudice continued industrial use in the surrounding area.*

6.8. Each of the above criteria is answered below.

*c) The level of employment floorspace is maintained or increased;*

6.9. The existing tyre centre floorspace is 159.4 sqm and it will be replaced with 164 sqm of floorspace dedicated to flexible B1c employment space. Therefore, the level of employment floorspace will be maintained and slightly increased.

*d) They include other priority uses, such as housing and affordable housing;*

6.10. The proposed development will provide a high quality mixed use scheme including 19 residential units of which 15 private units and 4 affordable units. The level of affordable housing is in accordance with the requirements set out at Policy DP3 which requires, based on a sliding, 19% affordable units on this scheme. The level of affordable housing proposed (of 4 units) equates to 21% and therefore, exceeds the Council's requirements.

*e) Premises suitable for new, small or medium enterprises are provided;*

6.11. The replacement floorspace of 164 sqm of floorspace will be a dedicated to flexible B1c employment space that will meet the needs of creative industries, new start-ups and medium sized businesses. The space will be flexible and can be used as a single unit for a medium sized business or allow subdivision for multiple occupants for start-up units. This flexible approach will also minimise the chances of the units being vacant which will add to the vibrancy of Iverson Road.

6.12. In addition, the West Hampstead Business Association, who has been consulted on the proposal, was supportive of a mixed use scheme which included flexible space capable of being used by a variety of users. A Printing Company and an Architectural model manufacturer have already shown interest in the employment space. Therefore, the proposed development is appropriate to meet the likely needs of the end user.

*f) Floorspace suitable for either light industrial, industry or warehousing uses is re-provided where the site has been used for these uses or for offices in premises that are suitable for other business uses*

6.13. Iverson Tyres is currently a light industrial use. The replacement employment floorspace will be equivalent or better than the existing employment floorspace and will accommodate light industrial businesses.

6.14. Whilst policy DP13 identifies the "*higher priority for retaining flexible space*" the need for flexibility is not a stipulated proviso for the provision of mixed use schemes under the second limb of the policy (and paragraph 13.6). The design features noted in paragraph 13.4 as being relevant to the flexibility of the space provided are said to be "*typical*" rather than an absolute requirement. Thus, if a scheme provided some but not all of these features, it would not be contrary to policy solely because of that fact.

6.15. The proposal does provide many features for light industrial premises, which will be of better quality than the existing Iverson Tyre centre, including:

- The replacement floorspace will provide clear and flexible space with few supporting columns, this will enable a range of modern businesses to use the space;
- Improved floor to ceiling heights of 4m will be provided (the existing premises provides only 2.9m);
- A roller shutter door of greater width than the existing unit allowing improved loading facilities;
- The replacement space has been designed to maximise natural light for the workspace, there is poor natural light in the existing tyre centre;
- The space will be flexible which can be used as a single unit for a medium sized business or allow subdivision for multiple occupants for start-up units, this would be impossible in the existing tyre centre.
- Finally, it has been confirmed by the transport officer that servicing can take place from Iverson Road.

*g) The proposed non-employment uses will not prejudice continued industrial use in the surrounding area.*

- 6.16. The site is not a designated 'Industry Area' and is not adjacent to any industrial sites. It is surrounded by residential uses and therefore, the proposal will not prejudice the continued industrial use in the surrounding area.
- 6.17. In summary, it is accepted that the site can accommodate a business use. The proposal re-provides light industrial floorspace (to include many of the features under paragraph 13.4 but does not necessarily include features detrimental to residential amenity, e.g. noisy HGVs), includes other priority land uses such as housing and affordable housing, is designed so that the premises are suitable for new, small or medium enterprises and does not prejudice continued industrial uses in the surrounding area. Therefore, the proposal complies with development management policy DP13, in particular criteria c – g of this policy.

## **Design**

- 6.18. The design of the proposed development has evolved through consultation with the council's planning officers and local residents/amenity groups. The accompanying design and access statement sets out this evolution in more detail, and describes how the project architects (DMA) formulated their design rationale for the application site. We consider the key design issues below in line with core strategy policy CS14 and development policy DP24.

### Scale, Form and Height

- 6.19. The scale, form and height of the proposed development is a result of a design-led approach to create a new development that completes the street-scape, relates to the adjoining scheme at 163 Iverson Road and makes good use of the site. The high quality proposals comprise a sensitively designed scheme which responds effectively to the site's location, capacity and the character of the surrounding area. The site is not located within a conservation area and there are no heritage assets in the immediate vicinity.
- 6.20. The proposal comprises the construction of a part four storey, part five storey building to the front of the site and a six storey building to the rear of the site. The scheme has taken account of guidance contained within policy and officer advice to create a scheme which respects the scale, rhythm and massing of the surrounding buildings whilst employing a high quality, contemporary style design approach. Care has been taken to consider the scale, height and architectural rhythm of the surrounding buildings both opposite the site and the adjoining development.



- 6.21. To the east of the site there is a scheme currently under construction, when complete it will reach five storeys at the front of the site and stepping up to six storeys to the rear of the site. The height and scale of the proposed scheme sits harmoniously with the adjoining property as this proposal continues the same height. The design is also sympathetic to the long views as the land levels decrease towards the west of the site. The proposed building sits comfortably in the surroundings, as this end of the street is characterised by taller buildings.
- 6.22. Opposite the site, the buildings are one/two storey commercial properties. The building directly opposite is set back from the road and therefore there is sufficient distance to ensure that the proposals are not overbearing on the properties.
- 6.23. The building to the rear of the site is six storeys and adjoins the railway and the 'treehouse' building on the neighbouring site. The height of the proposed building to the rear of the site will relate well to the scale of the adjoining building and not create an overbearing impact on the surrounding area. This can be seen from the 3D images of the northern elevations, set out in the Design and Access Statement.
- 6.24. The initial scheme was developed in relation to the adjoining housing site at 163 Iverson Road and its position bounding the railway. The scale, form and layout were designed so that it would not cause any negative impacts on the site or surrounding area and would provide a high quality development in the area. The previous scheme would have provided a larger amount of new housing within the borough and a more varied mix of unit sizes to meet the local demand and would also accord with the density levels set out in the London Plan. It proposed a higher number of affordable housing units to meet the high demand for these types of units in Camden. The scheme presented at pre-application was eight storeys at its tallest and covered a greater extent of the site.
- 6.25. The scheme was amended following the initial pre-application advice as officers considered it was too bulky. The size of the rear element was reduced from eight to seven storeys, the massing at the front was also reduced and the elevations modified so that it had more of a relationship with the consented scheme at 163 Iverson Road. This amended scheme was presented to the public at the exhibition in July 2013 and was well received. We were also of the view that this revised design solution created an acceptable level of development on the site.
- 6.26. Having received a positive response from local people, the revised scheme was taken to a second pre-application meeting in July 2013 but officers felt that the proposal did not address their previous concerns. Despite, a clear difference of opinion on the acceptability of the designs, the planning application drawings have been amended again to pick up on officer comment.
- 6.27. The current scheme has been reduced in height so that the tallest element at the rear of the site is now six storeys. The footprint of the building is also reduced allowing for a larger amenity area within the site and between the buildings fronting Iverson Road. The form and orientation of the scheme has also been amended to ensure that the proposal addresses comments related to the perceived inward looking design and meets issues of overlooking and outlook.
- 6.28. The development proposes a modern design which responds and complements the consented scheme on the adjoining site. The scheme shares a similar quality of materials to the adjoining site and therefore will form a positive relationship with 163 Iverson Road.
- 6.29. Overall the proposed scheme relates well to the street scene in its scale, form and height and the appearance of the building would be suitable in this setting and is therefore acceptable.

#### Materials

- 6.30. The scheme has been designed to include a suitable range and mix of materials. This

includes a wide variety from stone effect cladding, copper seemed metal cladding to living walls. All materials selected will integrate with the surrounding area and adjacent site at 163 Iverson Road as well as being of a high quality and durable nature. Further details can be found in the design and access statement.

#### Building Line

- 6.31. Issues were raised with the building line fronting Iverson Road and the overhang which was originally proposed. This has now been amended in the proposed scheme to ensure that the setback is sufficiently reduced.

#### Density

- 6.32. The London Plan encourages the re-use of previously developed land and higher density development in areas of good public transport accessibility. The application site has a PTAL of 5, and therefore is a location where higher density development is supported by planning policy; as these locations are seen as inherently sustainable.
- 6.33. The proposed development comprises 19 residential units on 0.09ha. This calculates to a density of 211 units/ha. This density accords with the London Plan's density range, which seeks higher density development in areas with good public transport accessibility.

### **Residential Amenity**

- 6.34. The key issues in terms of residential amenity are:
- The impact of the adjoining railway and roadway on the residential amenity of future residents of the proposed scheme;
  - Relationship with 163 Iverson Road; and
  - The potential impact of the proposal on the existing residential properties on Iverson Road in terms of potential overlooking, outlook and daylight/sunlight impacts.

- 6.35. These are considered below:

#### Noise/disturbance to future residents

- 6.36. The site is adjacent to the railway, fronts the road and adjoins a Network Rail site which has implications for future residents in terms of potential noise and disturbance from any associated activity. An acoustic assessment has been carried out to assess this effect of noise exposure from these sources, and this report accompanies this application.
- 6.37. Careful consideration has been given to the schemes design to minimise disturbance from surrounding noise sources, particularly the railway. Mitigation measures include high performance windows on elevations near to the railway; the location of private amenity space away from the railway; screening of communal and private amenity space; appropriate door treatment; careful consideration of the location of bedrooms and enhanced sound insulation.
- 6.38. The proposed development will benefit the existing and new properties on Iverson Road by screening properties from the railway. This will help in reducing noise and exposure to the railways. It therefore accords with policy in this respect.

#### Relationship to existing residential properties

- 6.39. The site is located close to residential properties so consideration has been given to the potential impact on these properties. The scheme is located 25 metres from the existing residential properties opposite at its nearest point. This distance is considered appropriate and complies with Council standards, which require an 18 metre separation distance. As a result of this, the scheme will not have a negative impact in terms of overlooking or potential

loss of privacy.

- 6.40. It is recognised that the outlook from the existing residential properties will change as a result of the proposed development. However, as the distances meet the Council's standards, it is considered that the new outlook is acceptable in planning terms.

#### Relationship to 163 Iverson Road

- 6.41. The residential scheme at 163 Iverson Road, approved in December 2012 is currently under construction. It will deliver a high quality, contemporary housing scheme and is located directly to the east of the site.
- 6.42. This proposal seeks to complement the neighbouring site. The building to the front of the site is located approximately 6m from 163 Iverson Road, however, as there is no fenestration proposed in the elevation adjoining the site and there are no windows in the elevation of 163 Iverson Road there will be no issue of overlooking or any impact on the daylight/sunlight of habitable rooms.
- 6.43. The proposed building to the rear of the site at its closest point will be approximately 9m from the 'treehouse'. The distance between the building proposed to the rear of the site at 159-161 Iverson Road and the building which will front 163 Iverson Road is approximately 9m. The alignment of the buildings is such that they are angled to create oblique views between proposed and existing habitable rooms.
- 6.44. The location of fenestration will not lead to significant overlooking of the adjoining residential units; in the front building it is located predominantly on the south and west elevation and in the rear building it is located on the north, south and west elevations. This has been designed to reduce overlooking on the adjoining scheme. As a result of this the impact on the amenity of future residents will not be harmed.
- 6.45. The scheme has been carefully designed to minimise overlooking between units within the site. Where distances are lower than the recommended 18m there may be small instances of overlooking, however this would be mainly be through oblique views and therefore not cause a detrimental impact on the amenity of future residents. Overall, the development would provide an acceptable level of amenity for the future occupiers of 163 Iverson Road.

### **Residential Standards**

- 6.46. The key issues in terms of residential standards are detailed and discussed below:
- Affordable housing;
  - Mix of units;
  - Size of the units;
  - Provision of outdoor amenity space;
  - Lifetime homes standards; and
  - Provision of refuse/storage.

#### Affordable housing

- 6.47. Policy DP3 of Camden's development policies DPD requires developments with a capacity for 10 or more units to make a contribution towards the supply of affordable housing. This seeks the maximum reasonable amount of affordable housing under the specific circumstances of the site, including the financial viability of the development, on the basis of an affordable housing target of 50%. The policy applies this target on a sliding scale from 10% for developments with capacity for 10 units to 50% for developments with capacity for 50 units. In the context of a scheme for 19 units, this would suggest a requirement for 19% affordable units.
- 6.48. The supporting text states that the 50% target will operate on a sliding scale for housing

developments with less than 1,000 sqm of non-residential floorspace, subject to the financial viability of the development, with a norm of 10% for 1,000 sqm (gross) of additional housing and 50% for 5,000 sqm (gross) of additional housing (considered to be sites with capacity of 10 dwellings and 50 dwellings respectively). The total internal area for the flats in the proposed scheme is 1480.5 sqm (page 35 Design and Access Statement) and CPG para 2.26 provides a conversion factor of 1.25 to assess the affordable housing requirement. This calculates the gross external area of the scheme is approximately 1851 sqm, therefore the policy justification suggests affordable housing would be required closer to 18.51%.

- 6.49. The application scheme proposes 4 affordable units and 15 market units; the level of affordable housing equates to 21% and therefore is in accordance with core strategy policy CS6, development policy DP3 and London Plan policy 3.11.

#### Mix of units

- 6.50. The market housing element of the scheme proposes 15 units, comprising a mix of 10x 2-bed and 5x 3-bedroom self-contained flats. The proposed mix is appropriate and provides a clear mix of small and large units which are likely to attract a variety of households. In line with the dwelling size priority table outlined in DP5, 67% of the proposed units are 2 bed flats, aligning with the highest priority for market housing. In addition, there will be 33% of units with 3 bedrooms which are 'medium' priority. This indicates that the scheme will contribute to a mixed and inclusive community. With regard to the onsite affordable housing, the 2-bed and 3-bedroom units correspond with the high priorities identified in policy DP5 and are therefore again an appropriate mix and accord with policy.

#### Size of the units

- 6.51. The 15 market units provide a suitable standard of accommodation for future occupiers; each unit is self-contained and the overall floor area for all of the units (in terms of overall flat size) meets the London Plan standards. Whilst the 2-bed, 4 person units are nominally smaller than the Camden Planning Guidance (CPG) standards, they do meet the standard required by the London Plan. All other units meet the standards in CPG2 and the small deficiency is not significant to warrant refusal. Each market unit is regular in shape and good use has been made of vertical stacking for the first, second, third and part of the fourth floors.

#### Amenity space

- 6.52. Camden does not have an adopted standard for private amenity space; however the scheme provides private outdoor amenity space through the provision of balconies, terraces or patio areas for all units.
- 6.53. There is also communal amenity space at ground floor level and a raised amenity deck at first floor level which amounts to 328 sqm. The ground floor amenity space has been carefully designed so it links in with the communal space provided at 163 Iverson Road and overall produces a high quality communal amenity space.
- 6.54. The communal area will be accessed from a large opening on Iverson Road which is at the south of the site and will stretch to the boundary with the railway at the north of the site. The raised deck area also provides further amenity space and has a clear opening to the west of the site. This communal space will be complemented by the green walls on both the east elevations of the buildings.

#### Sunlight/Daylight

- 6.55. A Sunlight/daylight assessment has been submitted in support of this application. The report concludes that the overall levels of BRE compliance are very good with the vast majority of neighbouring residential windows, fully complying with the Vertical Sky Component (VSC) assessment of diffuse daylight. Sunlight Amenity / Overshadowing has also been considered

and found that 163 Iverson Road complies with the BRE targets and that there is little permanent shading under the proposal.

#### Lifetime homes

- 6.56. The units are designed to 'Lifetime Homes' standards which is further detailed in the design and access statement. 10% (2 ground floor units) are capable of being converted to wheelchair units, in accordance with policy requirements and the requirements of CPG6.

#### Refuse and Cycle Storage

- 6.57. Refuse and recycling facilities are conveniently located adjacent to the site entrance. Safe secure storage for bicycles is at ground floor level, close to the entrance and these facilities are easily accessible for all residents.

### **Transport**

- 6.58. The site has a PTAL score of 5 (very good) which shows that there is a high level of accessibility by public transport. The nearest station is West Hampstead Thameslink rail station (national rail), located to the northeast of the site. West Hampstead rail station (overground) and West Hampstead underground are located directly to the southeast of the site. The site is also located in Kilburn controlled parking zone (CPZ)
- 6.59. The scheme proposes a car free development and secure cycle parking will be provided in a communal storage facility. The cycle storage area is next to the entrance to the residential units, all of which is in accordance with policy DP26 (h-k).
- 6.60. The proposed employment floorspace equates to 164sqm, this is substantially less than the 2,500sqm at which point a servicing bay is required (stated in Appendix 2, Camden development policies document). It is therefore appropriate for servicing to be undertaken from Iverson Road. Pre application advice from the transport officer confirmed that this servicing provision is acceptable.
- 6.61. Despite policy stating that a transport assessment is not required, officers have suggested we provide a report. In summary, this concludes;
- The site is situated within a highly accessible location and has a PTAL of 5. There are a number of bus, overground, underground and rail routes which combine to provide a variety of high frequency service to a number of destinations;
  - The existing vehicular access to the site will be closed and the footway reinstated;
  - Pedestrian provision surrounding the site is good, providing a good level of accessibility to these public transport interchanges and a range of local facilities;
  - In accordance with Camden policies, it is proposed that the development will be car-free in that no on-site car parking will be provided for either the residential or employment land use at the site and that no on-street parking permits will be permitted for new residents;
  - Two disabled parking spaces will be provided on-street adjacent to the development site and servicing will also be carried out on-street;
  - 27 cycle parking spaces will be provided within a secure cycle store at ground floor level, in accordance with Camden and TfL standards; and
  - The proposed development will not have a detrimental impact on the surrounding highway and public transport network.

### **Sustainability**

- 6.62. Sustainability is integral to the design development and the proposals include a number of key sustainability objectives.
- 6.63. The London Plan requires new developments to provide 40% reduction in regulated CO2 emissions through application of the energy hierarchy. The accompanying Energy Statement

considers the most suitable technologies and outlines a strategy to achieve this target. This report concludes that a 40% reduction is achievable in the proposed development by employing a combination of 'Be Lean and Be Green' measures which includes the installation of solar PV panels.

- 6.64. In addition, the Camden Development Policy DP22 requires new residential development should meet Code for Sustainable Homes standards (Code Level 4 by 2013). The accompanying energy statement concludes that the Code for Sustainable Homes Level 4 energy requirements will be achieved.
- 6.65. In terms of sustainable measures, the proposed development will achieve the following:
- All homes will achieve a Code for Sustainable Homes rating of Level 4;
  - The proposed development will benefit from excellent levels of energy efficiency, with 'Be Lean' measures improving over Part L 2010 baseline by 15% for the residential dwellings;
  - Photovoltaic panels are proposed to further reduce carbon emissions over the *Be Green* baseline by an additional 30%;
  - The site-wide reduction in regulated CO<sub>2</sub> emissions over the Building Regulations (2010) baseline will be 40%;
  - 100% of the proposed development is on previously developed land;
  - Water efficiency measures and devices will be installed in the homes to achieve a maximum daily water usage of 105 litres/person/day;
  - Surface water run-off will be reduced from existing levels in accordance the Code for Sustainable Homes mandatory requirements;
  - The proposed development includes the provision of dedicated cycle storage areas to promote sustainable travel, as well as Home Office facilities to reduce the need to travel;
  - Advice from an ecologist will be sought during detailed design to ensure ecology/ biodiversity is protected and enhanced as part of the Code for Sustainable Homes assessment;
  - Where practical, building materials will be sourced locally to reduce transportation pollution and support the local economy. All timber will be purchased from responsible forest sources. Materials will be selected based on their environmental impact, with preference given to high rated materials from the BRE Green Guide to Specification where possible; and
  - Recycling facilities will be provided for domestic, commercial and construction related waste.
- 6.66. Further details are set out in the accompanying Sustainability Statement and the Energy Statement.

## Ecology

- 6.67. The site is currently in use as a tyre fitting centre and is covered with hard standing and therefore has very limited ecological value. An ecological survey has been submitted in support of this application which concludes that the site has low potential to support breeding birds and the buildings and trees having negligible potential to support roosting bats. The site is considered to have negligible potential to support other protected or notable species and through appropriate management and enhancement there is potential to increase the ecological value of the site post development.

## Summary

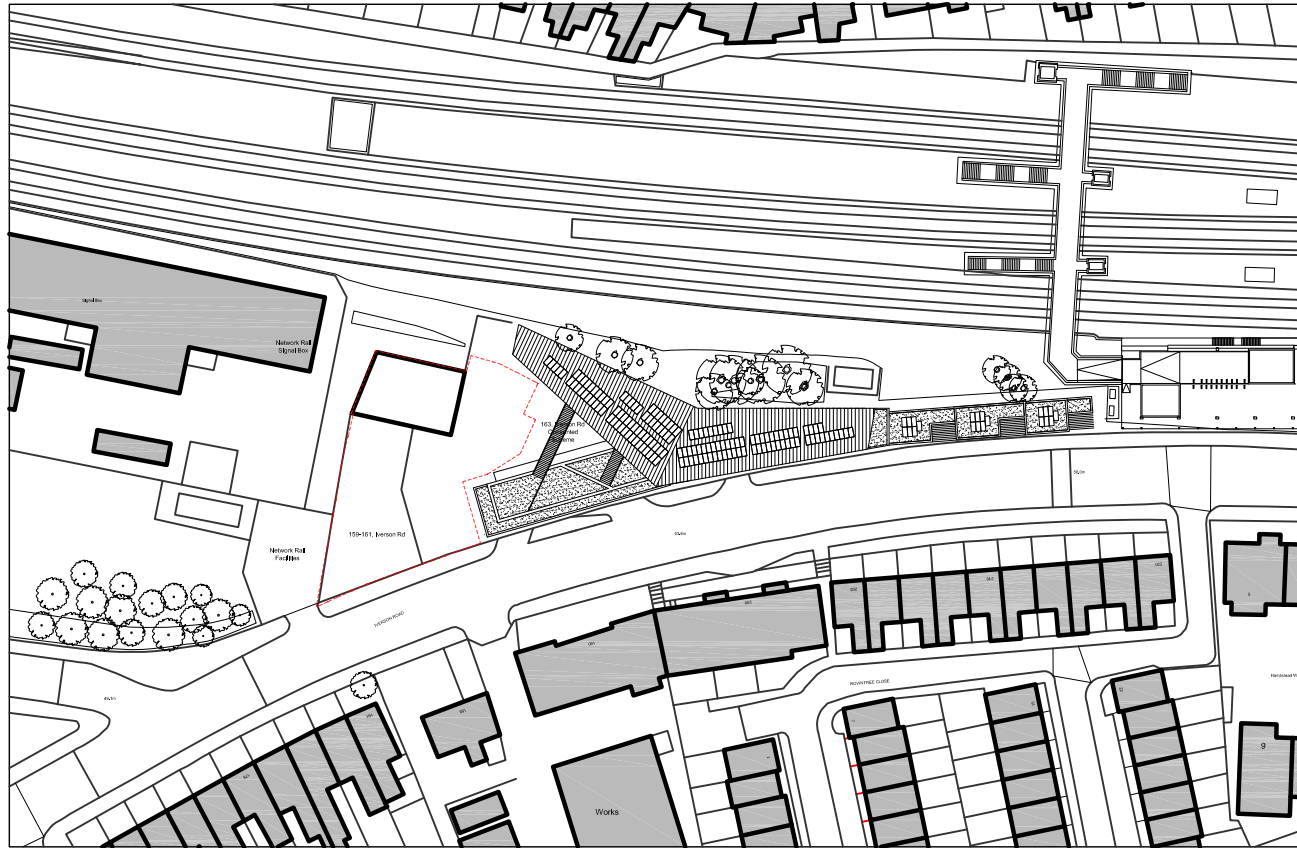
- 6.68. The proposed development is in accordance with both the London Plan policies and the policies of the London Borough of Camden.

## 7. Conclusion

- 7.1. The proposal seeks planning permission for the redevelopment of Iverson Tyre Centre to provide residential accommodation and employment floorspace (use class B1c). The development will provide 19 residential units (15 private units and 4 affordable units) and 164sqm of flexible employment space (use class B1c).
- 7.2. The application is supported by a comprehensive package of technical documents, including this planning statement, which demonstrates the acceptability of the proposals and allows the Council to make a considered and informed decision.
- 7.3. In conclusion, the proposed development is considered acceptable for the following reasons:
- The replacement employment floorspace will be equivalent or better than the existing employment floorspace and will accommodate light industrial businesses. It will be a dedicated flexible B1c employment space that will meet the needs of creative industries, new start-ups and medium sized businesses. The space will be flexible and can be used as a single unit for a medium sized business or allow subdivision for multiple occupants for start-up units;
  - The proposal complies with development management policy DP13, in particular criteria c – g of this policy, as it re-provides light industrial floorspace (including many of the features under paragraph 13.4), includes other priority land uses such as housing and affordable housing, is designed so that the premises are suitable for new, small or medium enterprises and does not prejudice continued industrial uses in the surrounding area.
  - The development proposal will provide much needed affordable housing, the amount equates to 21% of affordable housing and therefore is in accordance with core strategy policy CS6, development policy DP3 and London Plan policy 3.11 and will provide much needed affordable housing;
  - The application site has very good accessibility to public transport (PTAL 5), and in accordance with Council policies will be a 'car free' development;
  - The design has been developed taking into consideration the views of the local residents and the comments of the LB Camden officers;
  - The proposed scheme relates well to the street scene in its scale, form and height and with a suitable range and mix of materials in keeping with the character of the area, the appearance of the building would be suitable in this setting;
  - The proposed development will achieve Code for Sustainable Homes Level 4 and it complies with minimum unit size standards as laid out in the London Plan;
  - The proposed density of 211 units/ha accords with the London Plan's density range, which, seeks higher density development in areas with good public transport accessibility; and
  - There will be no adverse impacts on the neighbouring residential development in terms of potential overlooking, outlook, noise and daylight/sunlight impacts.
- 7.4. In conclusion, the proposed development accords with the aims and objectives of national, regional and local planning policies, the application site is a suitable location for the proposed scheme and permission should be granted.







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**Key** — Site boundary

**Project** 159-161 Iverson Road

**Title** Site location plan

**Client** McGregor Homes Ltd

**LPA** London Borough of Camden

**Date:** 21.11.13  
**Scale:** 1:1250@A4  
**Project No:** 19390001  
**Drawing No:** 19390001/P01  
**Drawn By:** TH



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View looking east



Existing gap


<b>Project</b> 159-161 Iverson Road	<b>LPA</b> London Borough of Camden	<b>Indigo Planning Limited</b> Swan Court Worple Road London SW19 4JS	
<b>Title</b> Site photos	<b>Date:</b> 21.11.13 <b>Project No:</b> 19390001 <b>Drawing:</b> 19390001/P01 <b>Drawn By:</b> TH	T 020 8605 9400 F 020 8605 9401 info@indigoplanning.com	
<b>Client</b> McGregor Homes Ltd			



View looking west



Internal arrangement

<b>Project</b> 159-161 Iverson Road	<b>LPA</b> London Borough of Camden	<b>Indigo Planning Limited</b> Swan Court Worple Road London SW19 4JS	
<b>Title</b> Site photos	<b>Date:</b> 21.11.13 <b>Project No:</b> 19390001 <b>Drawing:</b> 19390001/P02 <b>Drawn By:</b> TH	T 020 8605 9400 F 020 8605 9401 info@indigoplanning.com	
<b>Client</b> McGregor Homes Ltd			



# **IVERSON TYRES LTD**

159-161 Iverson Road, West Hampstead, London NW6 2RB  
Telephone: 020-7625 9225 Facsimile: 020-7625 9445  
E-mail: admin@iversontyres.com

Dear Sirs,

**RE: 159-161 IVERSON ROAD, NW6.**

Iverson Tyres Ltd are a privately owned group of tyre and exhaust centres with outlets in Chiswick, Hanwell, Northolt, Farnham Common and West Hampstead. 159-161 Iverson Road was our first outlet and we have operated here for over 20 years. This is the company head office and two operatives are employed on site in the tyre centre and a further five staff in group management and administrative roles.

The site is mainly laid to tarmac and broken concrete hard standing. The single storey building extends to approx. 154sqm and is constructed of solid brickwork under a pitched and slated roof and we believe dates from around 1910. This is in poor condition and requires significant investment or rebuilding. In addition there are several temporary portacabins which provide overflow office space.

The recent consent granted on 163 Iverson Road to build 36 new dwellings immediately adjacent and partially enveloping and overlooking the eastern part of our site makes us reluctant to invest in this building as a tyre fitting operation. We are of the opinion that the location is now heavily compromised for the continuation of tyre fitting due to anticipated complaints from the new neighbours regarding noise and vehicle movements and of harm to their visual amenity caused by the large number of parked vehicles and waste tyres that are a necessary product of our business.

The nature of our business has also changed over recent years with an increasing amount of trade being conducted by telephone and internet and the fitting work being carried out from mobile vans at the customer's home or place of work and we believe this trend will continue for the foreseeable future.

As a consequence, our space requirements have moved away from smaller, edge of town centre, retail based outlets such as the Iverson Road site towards fewer, larger depots on main arterial routes which act as a base for our mobile fitters. We also require modern office space for our expanding Head office function which is currently located in unsatisfactory accommodation on the Iverson Road site.

The pressing need for significant investment in the buildings at Iverson Road has prompted us to carry out a strategic review of the future use of this site and how it fits into our overall business. The site is not located on a main arterial route which is an essential feature of an increasingly van based business. Customers also demand that the work takes place at times to suit them (evenings and weekends) and the restricted hours of use (8.00-6.00 Mon-Fri & 9.00-5.00 Saturdays with no operation on Sundays or Bank Holidays) limits the suitability of the Iverson Road depot. We also believe that the continuation of a tyre fitting business from this site will become problematic once the adjoining development becomes occupied. Iverson Road is however the ideal location for our head office due to its excellent public transport links and suitability for existing staff. Iverson Tyres Ltd would like to maintain its head office on Iverson Road for both historic reasons (the company was founded here) and for the convenience and retention of the existing staff.

For these reasons we are in the process of relocating the operational side of our business to our other more suitable tyre fitting sites however our preference would be to maintain our head office on Iverson Road through the provision of suitable office space on site.

Yours Sincerely

A handwritten signature in black ink, appearing to read 'David Gardner', with a large, stylized flourish extending upwards and to the right.

David Gardner

(Managing Director)

indigo