

DESIGN ENDEAVOURS LTD



DESIGN & ACCESS STATEMENT

IN SUPPORT OF

FULL PLANNING APPLICATION

FOR

**PROPOSED ADDITIONAL 4th FLOOR TO CREATE
NEW 2 SELF-CONTAINED RESIDENTIAL UNITS AT**

755 LONDON ROAD, THORNTON HEATH, CR7 6AW

PREPARED BY

DESIGN ENDEAVOURS LTD

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CONTENTS

- 1. Introduction**
 - 1.1 Scope of Application**
 - 1.2 Relevant Planning History**
 - 1.3 Planning Context**

- 2. Context**
 - 2.1 Site Context & Location**
 - 2.2 The Existing Building**

- 3. Proposal**
 - 3.1 Amount of Development**
 - 3.2 Density**
 - 3.3 Layout**
 - 3.4 Area Schedule**
 - 3.5 Appearance**
 - 3.6 Scale & Design**
 - 3.7 Amenity**

- 4. Parking & Refuse**

- 5. Access**

- 6. Conclusion**

1. INTRODUCTION

1.1 SCOPE OF APPLICATION

This Design and Access Statement is submitted in support of a Full Planning Application for the proposed construction of additional fourth floor to create new 2 self-contained residential units at 755 London road, Thornton heath, CR7 6AW.

The site is currently under construction for the approved new mixed-use development comprising 7 flats and commercial unit at the ground level with cycle parking and bin stores.

In submitting this statement, the aim is to briefly explain the planning and design principles which have been used to formulate the planning application. These accords with good practice objectives and the advice contained within National Planning Policy Framework and London Plan.



1.2 RELEVANT PLANNING HISTORY

| App Number | Proposal | Status | Decision |
|------------------|--|---------|------------|
| 17/05266/FUL | Demolition of the existing building; erection of a four storey building providing commercial on the ground floor and seven self contained flats above | GRANTED | 25.04.2018 |
| 64/2102 | Use as car showroom | GRANTED | |
| 65/2108/20/9 20 | Re-building motor showroom with 2 bed flat on first floor | GRANTED | |
| 67/2008/20/1 202 | Retention of temporary motor showroom | GRANTED | |
| 68/20/1496 | Chanton of temporary motor showroom | GRANTED | |
| 94/01462/P | Erection of two storey building with accommodation in roofspace for use for Class A1 (retail), A2 (financial and professional services) or A3 purposes (food and drink) on the ground floor and Class B1 purposes (business) on the upper floors | GRANTED | |

1.3 PLANNING CONTEXT

In designing this proposal, specific consideration was given to the impact of the development on the appearance and character of the area and the neighbouring amenities. The proposal is designed to comply with the relevant policies and proposals in the Adopted London Plan, the Adopted Ealing Development Management DPD and supplementary documents: NPPF –

National Planning Policy Framework (2019)

London Plan (2016)

- Policy 2.6 Outer London: Vision and Strategy
- Policy 3.1 Ensuring Equal Life Chances for All
- Policy 3.3 Increasing Housing Supply
- Policy 3.4 Optimising Housing Potential
- Policy 3.5 Quality and Design of Housing Developments
- Policy 3.8 Housing Choice
- Policy 5.13 Sustainable Drainage Policy
- 5.17 Waste Capacity Policy
- 6.1 Strategic Approach
- Policy 6.3 Assessing Effects of Development on Transport Capacity
- Policy 6.9 Cycling
- Policy 6.13 Parking
- Policy 7.2 An Inclusive Environment
- Policy 7.3 Designing Out Crime Policy
- Policy 7.4 Local character
- Policy 7.5 Public Realm
- Policy 7.6 Architecture

- Adopted Ealing Development Management DPD (2013)
- Policy 3.4 Optimising housing potential
- Policy 3.5 Quality and design of housing developments
- Policy 7.4 Local character
- Policy 7A Amenity
- Policy 7B Design amenity
- Policy 7D Open Space

- Other Relevant Planning Documents
- London Plan Housing SPG (2016)
- Technical Housing Standards - Nationally Described Space Standard
- Housing SPG 2016
- Sustainable Transport for New Developments SPG 2013

2. CONTEXT

2.1 SITE CONTEXT & LOCATION

The application is located on the southern side of London Road, Thornton Heath roundabout.

The development site is lied along the roundabout culminating London Road, Thornton Road & Willett Road.

The application site, is under construction for the approved mixed-use development consisting of commercial unit at the the ground floor and 7 flats above, with the entrance to the flats from London Road.

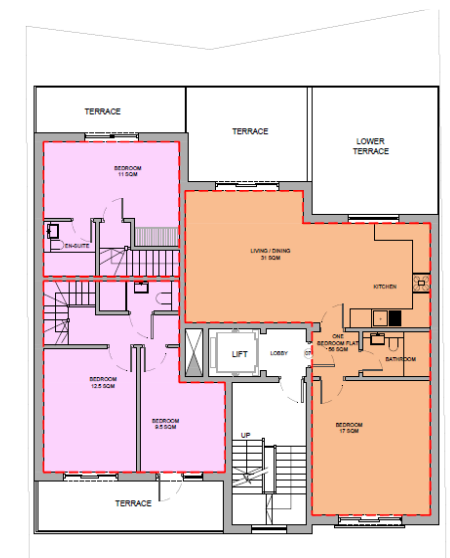
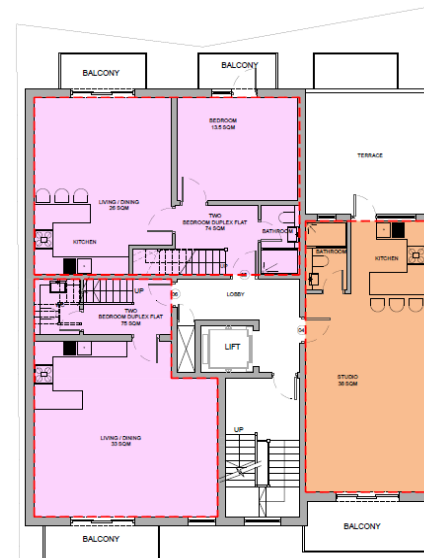
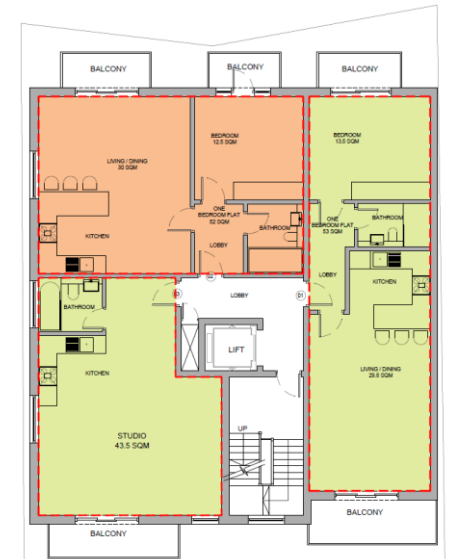
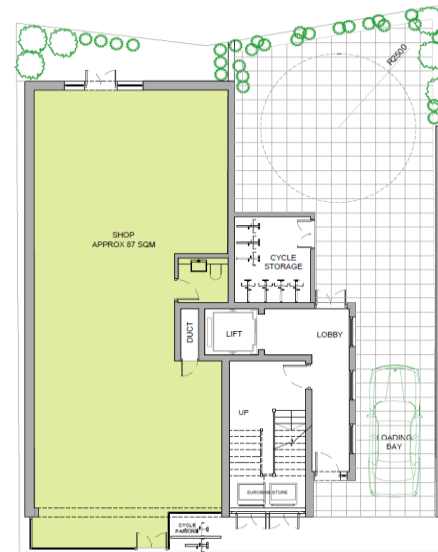
The ground floor comprises of 1 retail unit refuse and cycle storage including one loading and unloading bay.

The street scene is characterised by ground-floor retail units and residential units above. The property is not a listed building nor located within a conservation area.

The total site area for the development as marked Red is 242m².



APPROVED SCHEME: 3D IMAGE



APPROVED SCHEME: FLOOR PLANS

2.2 APPROVED BUILDING PHOTOS SHOWING BUILDING IN RELATION TO ITS SURROUNDINGS



3. PROPOSAL

3.1 AMOUNT OF DEVELOPMENT

The existing site was part of the Granit store unit which got approval for a mixed use development with commercial unit at the ground floor and mixed studio, one bedroom and two bedroom units at upper floor totalling 4 storeys. The locality is mix of residential and commercial units site was surrounded by two pubs at either corner which was granted approval for new multi-storey mixed use development at Wheat Sheaf which is under construction & Horse shoe pub which has been developed to flats with commercial units at the ground floor.

The proposed density of development would continue to respect the prevailing densities of the wider area whilst making more efficient use of the existing site.

The proposed development will add additional 2 units to the already approved (under construction **Ref: 17/05266/FUL**) 7nos flat across the three storeys above the ground floor . This development will be in keeping with the residential vernacular of the area and the recent approvals given.

The proposal has been designed keeping in mind the strategic objective for the London Borough of Croydon which lays emphasis on increasing the current housing stock and the London Plan SPG guidelines.

3.2 DENSITY

A careful balance needs to be met to ensure the maximum density is achieved and most efficient use of land is delivered. Density is the starting point for design and forms part of the initial character-based assessment with respect to the urban grain/location/sustainability etc. The development proposals takes into account local context, design and transport capacity as well as social infrastructure to optimise housing output within the relevant density range having regard to the Density Matrix table 3.2 of the London Plan.

The site is considered to be "central" and has a PTAL rating of 3 which is moderate and is well located for shops and amenities along London Road and has good bus links to Thornton Heath, Norbury and Croydon Town Centre. The area of the site is 0.0242 hectares. Given the accommodation proposed and having regard to the guidance in Table 3.2 of the London Plan, this would allow for a density range of 650-1100hr/ha and 215-405 units per hectare. The number of units is slightly above the guidance and the habitable room is within the guidance range, however, following the under-construction of the current proposed development, it is still considered that a greater unit density could reasonably be justified and expected, having regard to the site context which exhibits an overall high density in and around the vicinity. Therefore it is contended that the new units are consistent with policy 3.4 of The London Plan (2016) and commensurate in size and bulk to adjacent development. It would be a more appropriate use of the site and result in a acceptable built form and density without giving rise to the overdevelopment of the site and would contribute towards both Borough’s specific and London-wide strategic housing target.



01-APPROVED FRONT ELEVATION



02 - PROPOSED FRONT ELEVATION

3.3 LAYOUT:

London Plan policy 3.5 'Quality and Design of Housing Developments' 3.5 require that housing developments should be of the highest quality internally and externally.

The proposed units have been designed to meet the minimum space standards and as such would provide adequate living conditions for future occupiers. The development is in accordance with policy 3.5, Table 3.2 of the London Plan (2016), Housing SPG 2016, Technical housing standards - nationally described space standard March 2015, Ealing's development (Core) Strategy 2026 and Ealing local variation to London Plan policy 3.5 of the Ealing's Development Management Development Plan Document (2016).

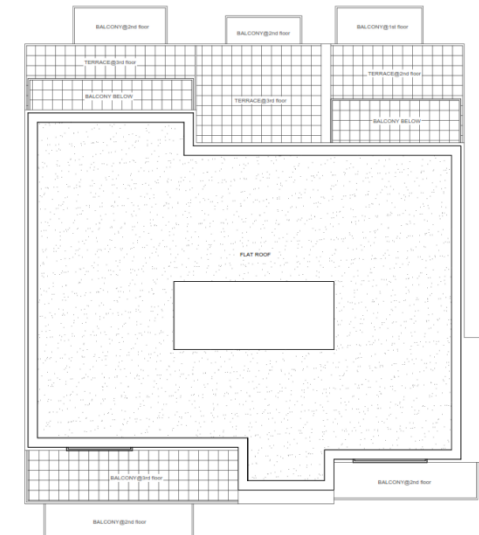
The proposal comprises of 2 new One-bedroom flats. The units are designed to comply with the space standards as set out in the London Plan in relation to the room sizes, ceiling height and internal floor space. Each unit will provide separate kitchen and living/dining space. The layout benefits from adequately sized rooms and convenient and efficient room layouts to meet the changing needs of its occupants through an effective design process.

Entrance to the flats will remain unchanged from London Road via lift and staircase. The refuse and cycle storage will be accommodated on the ground floor using part of the retail unit and can be accessed from the main staircase and lift to the site.

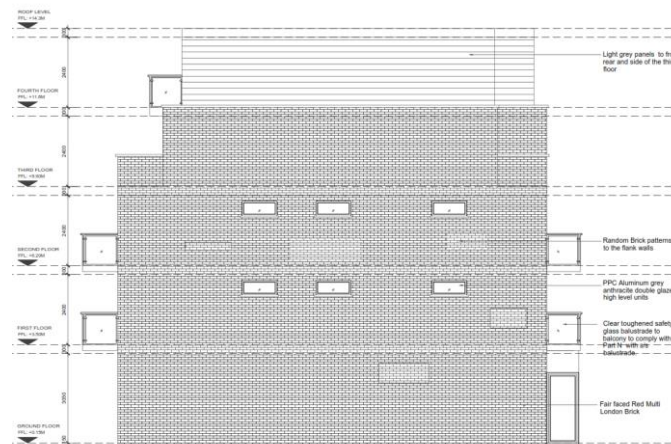
The proposals have been designed with community safety in mind offering a well supervised and secure environment. It facilitates larger families within a mixed use development which offers the flexible work/living options close to the strategic local centre. The site is well connected and has easy access to public amenities, shops and transport within well connected routes.



PROPOSED 4th FLOOR



PROPOSED ROOF



PROPOSED SIDE ELEVATION



PROPOSED REAR ELEVATION

3.4 AREA SCHEDULE:

The proposed development will provide 2 new one-bedroom 2 person units.

The proposal incorporates requirements for accessibility and adaptability and minimum space standards including those set out in Table 3.3 London Plan 2016. The design of the proposed new one bedroom flats will allow the younger families to live and work close to the strategic local centres. The proposal also takes account of factors relating to ‘arrival’ at the building and the ‘home as a place of retreat’ whilst providing adequately sized rooms and convenient and efficient room layouts which are functional and fit for purpose.

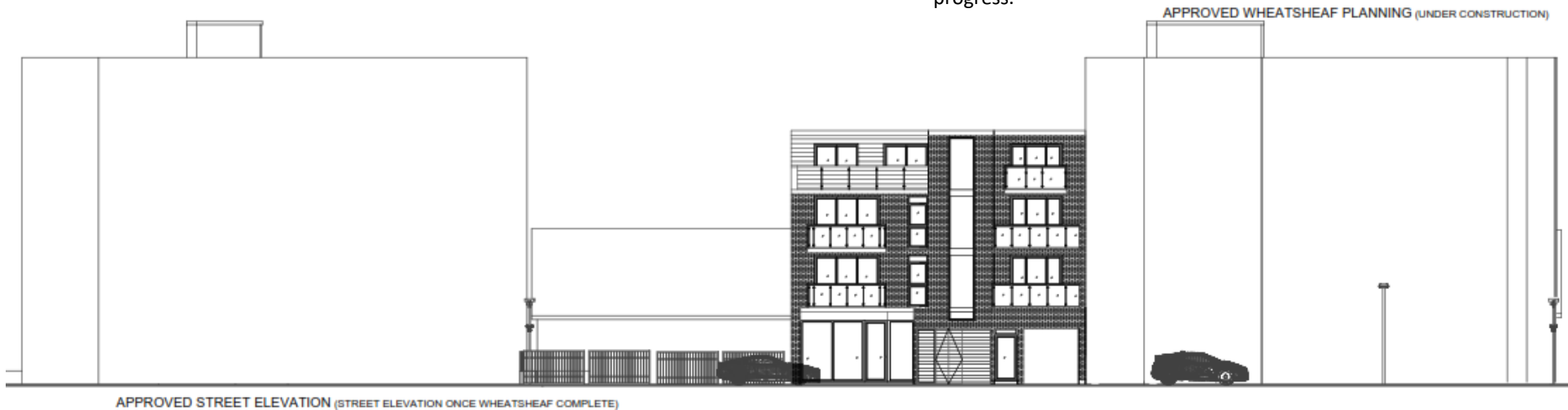
3.5 APPEARANCE

In relation to general planning considerations, it is considered that the proposed building is well designed and of appropriate materials such that it would not have any serious detrimental effects upon the appearance of the locality. The proposed extension is in line with the approved scheme which is under construction. The proposed developments shall be built to a high quality internally, externally and in relation to their context to complement their street sequence, building pattern, scale, materials and the wider environment

The use of a similar sympathetic materials will enhance the build and ensure that it is architecturally pleasing and add depth and dimension to the build, whilst seamlessly blending within the context.

Facing brickwork and PPC aluminium cladding to top floor will be used to resonate the local character and complement the local palette of materials and approved previous scheme.

Metal balconies to use as private amenity spaces with obscure glazed balustrades will provide privacy and effective amenity space. The projected balconies at the front and rear are in keeping of the current development in progress.



3.6 SCALE AND DESIGN

The overall massing, **form and bulk of the proposal has been designed taking into account physical context, local character, density, tenure and land use mix** to ensure it fits within the urban context of London Road and in particular to this strategic Thornton Heath roundabout and its immediate vicinity. **The proposal does not alter the footprint of the already approved scheme.**

The predominant scale of the building in the immediate vicinity comprises three to five storey buildings with commercial/ retail on the ground floor and residential on upper floors. There are, a number of buildings (both commercial and residential) along the London Road which are three/ five storey in height, particularly along the roundabout. The proposed additional floor will sit in line with the adjoining building, **Wheatsheaf Development (under construction) and Horseshoe pub development and will remain analogous to the other neighbouring buildings in terms of scale, height and use.** The proposal does not draw undue attention and detract from the street scene and creates a harmonious extension of the building along the street. The materials applied to the elevation will be of high quality designed to enhance street scene and to match the already approved scheme.

The proposal is more in keeping with the prevalent use class along the street and in size and bulk compared to other developments. At the same time, it tends to enhance the character of the existing building. The development does not propose any lateral extensions as part of the proposal, with additional cycle parking and refuse bins being contained to the already defined areas at the ground floor. Considerable care has been taken to ensure that there is no overlooking between habitable rooms between the proposed units and to the neighbouring properties.

Balconies are added in line with the already approved scheme to the rear and front of the building to provide amenity space for each flat. Balcony will be placed on metal frames with obscure glazed glass balustrade to provide privacy and avoid overlooking.



3.7 AMENITY SPACE

The Council's planning guidance relating to the provision of amenity space is set out in policy of Croydon Development Management Development Plan and the London Housing Supplementary Planning Guidance Standard 4.10.1 which provide that a minimum of 5sqm of private outdoor space should be provided for 1-2 person dwellings and an extra 1sqm should be provided for each additional occupant.

Private Balconies, terraces are provided to both the flats as a private amenity spaces to the future occupants.

4. PARKING & REFUSE STORAGE

Policy 6.3 of the London Plan 2016 states that development proposals should ensure that development should not adversely affect safety on the transport network. Policy 6.13 provides that an appropriate balance should be struck between promoting new development and preventing excessive car parking and that in locations with high public transport accessibility, car-free developments should be promoted.

The site is within a moderate PTAL value - PTAL 3. The proposal does not include any off-street parking.

In addition, 4no. cycle lockers are proposed on the ground floor for additional flats. Existing Refuse storage is big enough to accommodate additional 2 flats and satisfy local requirements for waste collection as per Council's Guidance.

5. ACCESS

Access to the site will remain unchanged. The building will comply with Part M of the building regulations and it is intended to provide access to all the flats at the property. The site gradients are not severe and the development will be well suited for universal access. The existing lift facility will extended to new levels.

The development offers a convenient location with many local facilities within comfortable walking distance and with public transport links by bus and train close by, all accessed by utilising safe well-lit and well-used streets and footpaths.

6. CONCLUSION

The proposed additional floors is one that will sit comfortably and very discretely on its plot with minimal impact upon any neighbouring property. It will reflect the existing pattern and density of development and respect the form and design of nearby buildings.

It would preserve the character and appearance of the neighbourhood and would not result in a significant impact upon levels of amenity enjoyed within neighbouring residential properties.

The scale and design of the proposed development is sympathetic to the building and the surroundings.

The proposal will efficiently develop the site for a thoroughly in demand usage utilising a form, design and massing entirely appropriate to the context in which it will be located development and will be add to the much-needed accommodation requirement of the Borough providing its residents effective and comfortable living close the local amenities.

When one of the principal objectives of the NPPF is factored in – that is to increase the supply of homes – coupled with the scheme proposing to utilise a windfall site in an accessible location, the proposal is considered a beneficial and appropriate use of the site whilst also in this instance respecting local development density.

Local Planning Authorities should approve all individual proposals wherever possible unless the adverse impacts of the proposals would significantly and demonstrably outweigh the benefits when assessed against the NPPF. The proposal is deemed in line with National and Development Plan policy. It is contended that the scheme is of a form able to receive a positive response which it is hoped the Council will recognise and respond proactively and positively too.

It is contended that the proposal would not result in demonstrable conflict with applicable Development Plan considerations and accordingly is in a form capable of support and approval.