

Planning, Design + Access Statement

141-143 Northfield Avenue, Ealing, London, W13 9QT

February 2022



1 Mills Court, Shoreditch, London, EC2A 3BF | www.redandwhite.co



Aerial view

Contents

1.0 Introduction

- 1.1 Brief
- 1.2 Site Description
- 1.3 Existing Accommodation

2.0 Existing Photographs

- 2.1 Building Study
- 2.2 Context Study

3.0 Context Analysis

- 3.1 Site Designation
- 3.2 Public Transport Accessibility Level
- 3.3 Car Parking and Vehicle Access
- 3.4 Orientation
- 3.5 Trees
- 3.6 Neighbouring Boundaries
- 3.7 Neighbouring Relationships

4.0 Planning History

- 4.1 Site Planning History
- 4.2 Local Planning History

5.0 Proposal

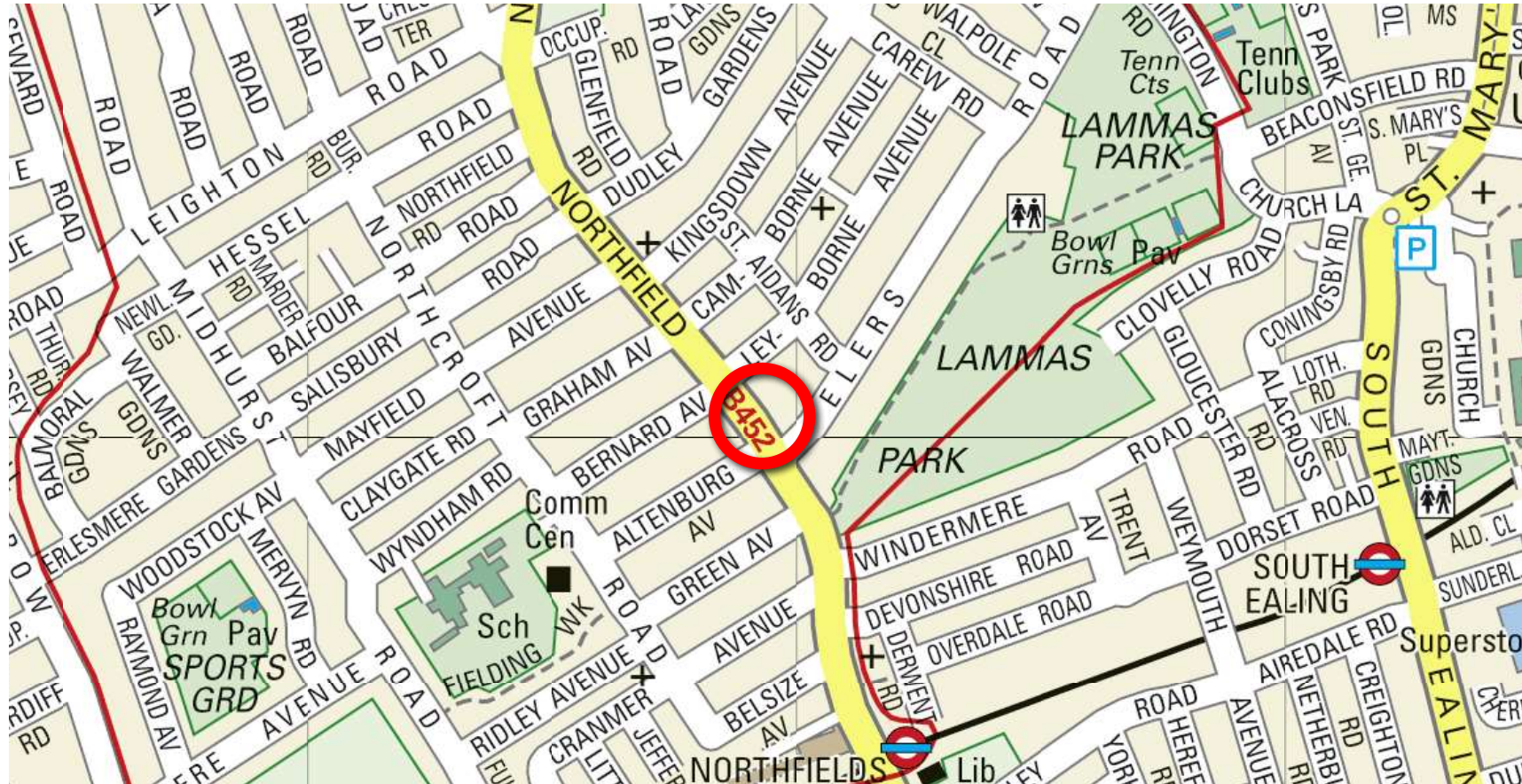
- 5.1 Description
- 5.2 Principle of Development
- 5.3 Design & Visual Appearance
- 5.4 Quality and Layout of the Living Accommodation
- 5.5 Impact upon Character and Appearance of the Area
- 5.6 Impact upon Neighbouring Amenity
- 5.7 Amenity Space
- 5.8 Highways, Transport, Parking and Cycling
- 5.9 Refuse & Recycling

1.0 Introduction

Brief

Site Description

Existing Accommodation



Location map



Aerial view - North

1.0 Introduction

1.1 Brief

The intention of this document sets out a proposal for redeveloping the site at; **‘141-143 Northfield Avenue, West Ealing, London W13 9QT’**.

The document introduces the proposal, which is summarised below;

Creation of second floor with pitched roof; rear roof extensions and 4no. rooflights to the front rooslope to accommodate 3x 1-bedroom flats.

The existing building provides an opportunity to make efficient use of a highly accessible location and would seek to increase the housing stock within the Borough.

The planning, design & access statement introduces the proposal and sets out the opportunity for the development, demonstrating how the architectural approach, and massing has been informed by the specific site context, neighbouring buildings and current national and local planning policy. The proposed massing and architectural design would be in-keeping with the 3-storey buildings South along Northfield Avenue.

The proposal has been developed in regard to the National Planning Policy Framework, the Ealing Development (Core) Strategy 2012, the London Plan 2021, the Ealing Development Management Plan 2013 and Supplementary Planning Guidance / Documents.

The proposal is based on a digitally measured land and buildings survey ensuring all existing and proposed drawings have been accurately recorded, which includes the measurement of existing properties, boundaries, trees, and windows.

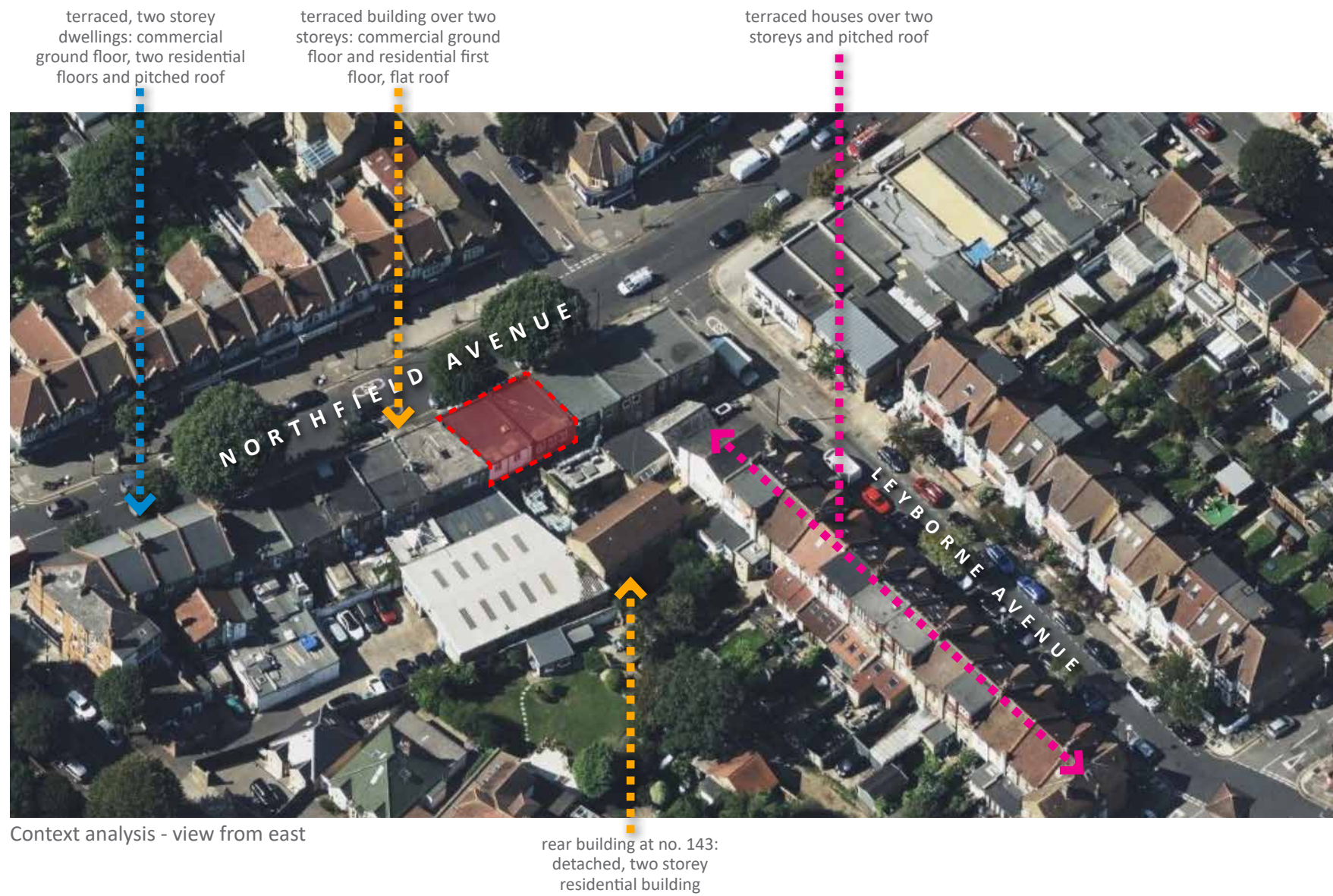
1.2 Site Description

The building is within the London Borough of Ealing and is situated in a ‘Neighbourhood Centre’ with commercial and retail uses at ground floor and residential units to the upper floors. The application site is located on the Eastern side of Northfield Avenue and consists of a mid-terraced, two-storey, flat roofed building.

The ground floor consists of a estate agency, designated within a ‘Primary Shopping Frontage’. At first floor there are 2x 1-bedroom flats with direct access from the street. Adjacent to no.143 is pedestrian access leading to the rear and two flats.

The buildings on the Eastern side of Northfield Avenue are generally 2-storey with flat roofs (no’s. 135-155) increasing to 3-storey with pitched roofs further South along Northfield Avenue (no’s. 155-161)

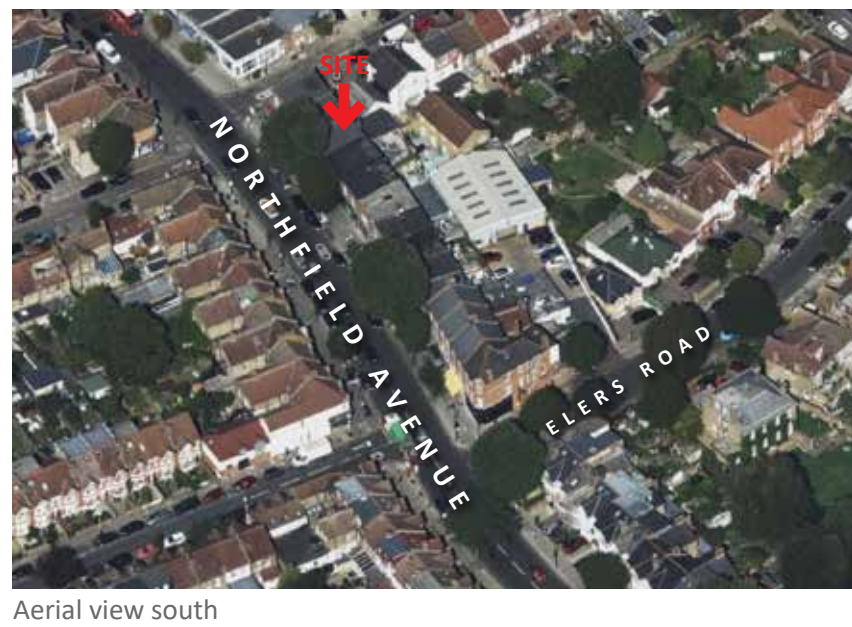
The buildings on the Western side of Northfield Avenue are terraced and generally 2-storey with pitched roofs. The Western side of the street is designated within a ‘Secondary Shopping Frontage’.



1.0 Introduction

1.3 Existing Accommodation

No.	Floor	Bedrooms	Hab. Rooms	G.I.F.A.
Flat 1 at no. 141	First	1-bed, 1 persons	2	44 sqm
Flat 1 at no. 143	First	1-bedroom & study	3	50 sqm



2.0 Site Photographs

Building Study
Context Study

2.0 Site Photographs

2.1 Building Study



Front elevation of nos.141-143 Northfield Avenue (west facing)



Neighbouring buildings nos.137-139 Northfield Avenue



Neighbouring buildings nos.145-147 Northfield Avenue



Rear elevation of no. 143 Northfield Avenue (east facing)



Rear elevation of nos. 141-143 Northfield Avenue (east facing)



Rear elevation of no. 143 Northfield Avenue (east facing)



Rear building at no.143 Northfield Avenue (west facing)



Rear building at no.143 Northfield Avenue & external space



View of the rear building from first floor of no.143

2.0 Site Photographs

2.2 Context Study



No's. 93-109 Northfield Avenue (3-storey with pitched roofs)



No's. 155-161 Northfield Avenue (3-storey with pitched roofs)



No's. 155-161 Northfield Avenue (3-storey with pitched roofs)



No's. 201-211 Northfield Avenue (3-storey with pitched roofs)



No's. 213-221 Northfield Avenue (3-storey with mansard roofs)

Examples of 3 & 4 storey buildings along the Eastern side of Northfield Avenue



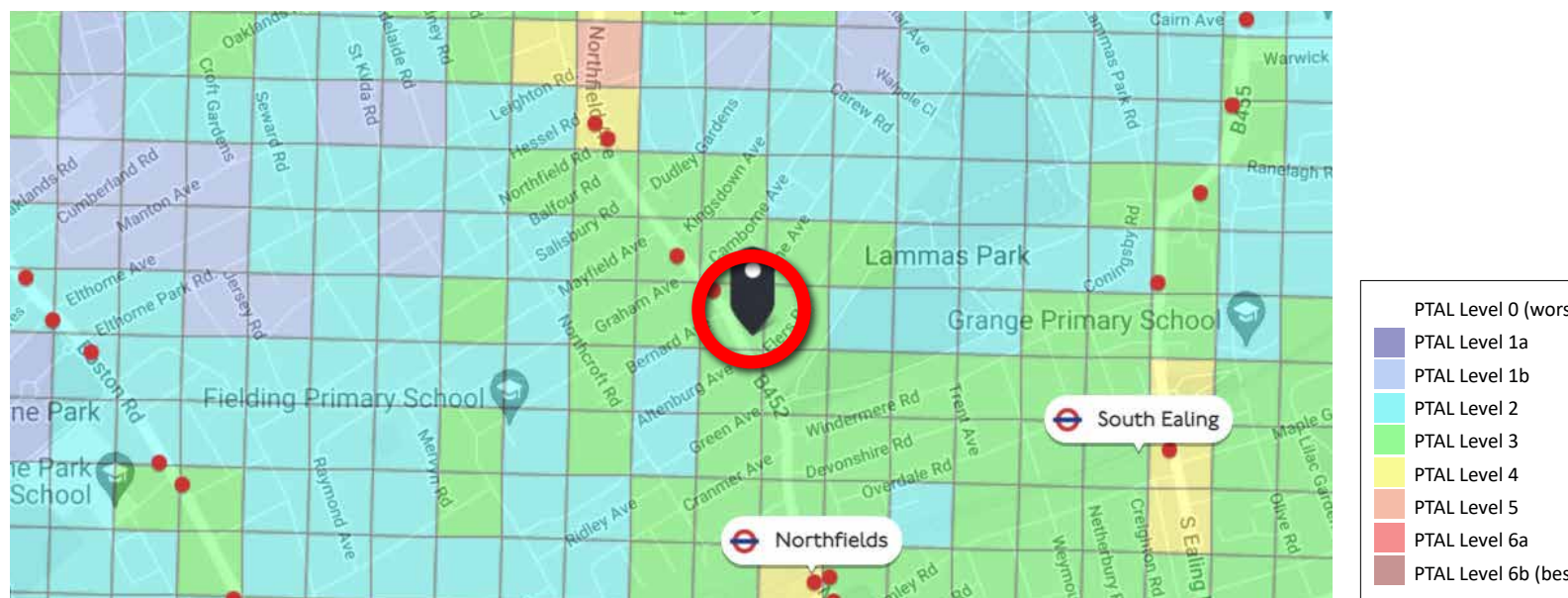
No's. 1-30 Derwent Yard (3-storey with flat roofs)

3.0 Context Analysis

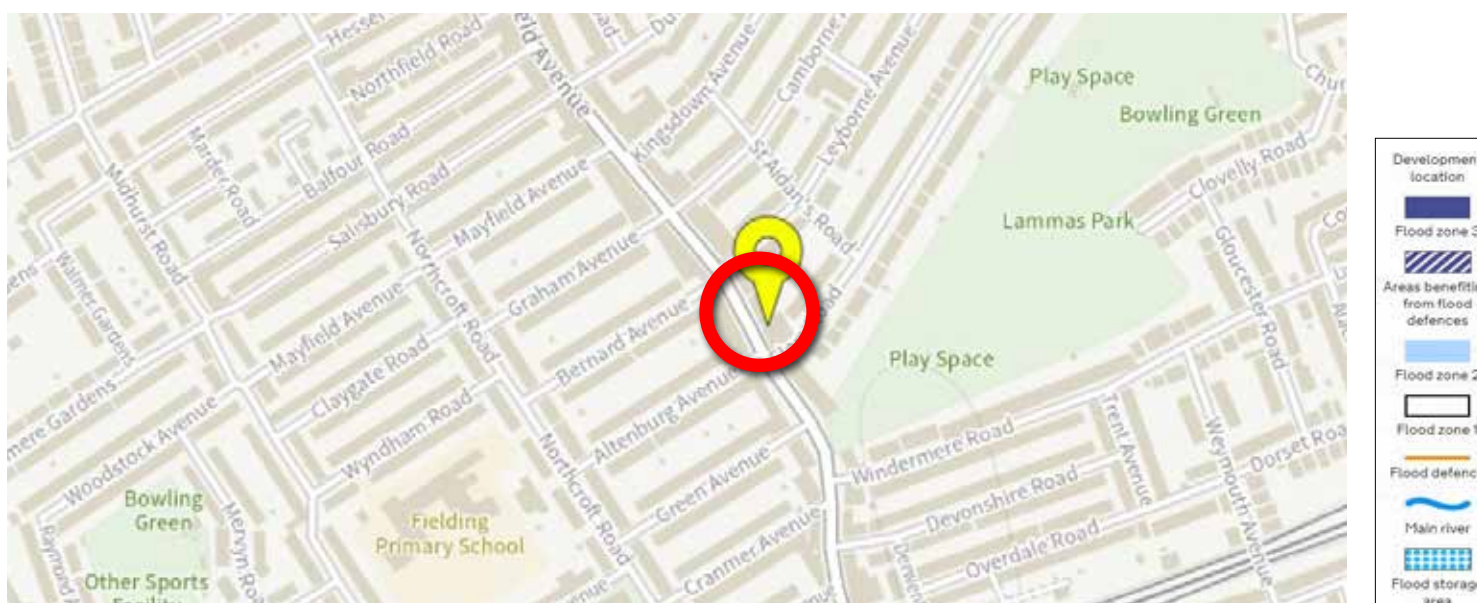
- Site Designation
- Public Transport Accessibility Level
- Car Parking and Vehicle Access
- Orientation
- Trees
- Neighbouring Boundaries
- Neighbouring Relationship



Ealing: Local Plan adopted policies map



Transport For London PTAL map



Environment Agency flood risk map

3.0 Context Analysis

3.1 Site Designation

- The existing building is designated within a 'Neighbourhood Centre' and 'Primary Shopping Frontage'.
- The site is **not** designated within a Conservation Area.
- The existing building is **not** Statutory Listed or considered a 'local heritage asset'.
- The site is **not** within an Area of Archaeological interest.
- The site is designated within Environment Agency Flood zone 1: Land and property in flood zone 1, having a low probability of flooding.

3.2 Public Transport Accessibility Level (PTAL)

The site is designated within Transport for London PTAL 3. This is considered 'good' for public transport accessibility although it is located within a 15-minute walk, approximately 0.8 miles from the PTAL designation change to PTAL 6a, considered 'very good' for public transport accessibility.

The site is also situated within a 5-minute walk of Northfields station, approximately 0.2 miles, which is served by the Piccadilly line. It provides a direct connection to King's Cross (East) and Heathrow terminals (West).

3.3 Car Parking and Vehicle Access

The site and surrounding roads are designated within a Controlled Parking Zone (CPZ) N: NORTHFIELDS (Mon-Sat, 9am-10am and 3pm-4pm).

3.4 Orientation

The front elevation faces East onto Northfield Avenue, the rear elevation faces West onto the amenity space associated with the rear building at no. 143 Northfield Avenue.

3.5 Trees

There are no existing trees within the application boundary or within the neighbouring vicinity. There is one street tree along Northfield Avenue.

3.0 Context Analysis

3.6 Neighbouring Boundaries

Front (West)

The building faces onto the back edge of the pavement along Northfield Avenue.

Rear (East)

The building faces onto the amenity space associated with the rear building at 143 Northfield Avenue.

Side (North & South)

The building shares a party wall with the buildings at no's. 139 & 145 Northfield Avenue.

3.7 Neighbouring Relationship

No.139 Northfield Avenue

Neighbouring the property (North) is a 2-storey, flat roofed building, similar in appearance. The building consists of a commercial unit at ground floor with a residential flat to the first floor.

No.145 Northfield Avenue

Neighbouring the property (South) is a 2-storey, flat roofed building, similar in appearance. The building consists of a commercial unit at ground floor with a residential flat to the first floor.



Existing site plan analysis



- site boundary (first floor)
- sunpath (east to west)
- pedestrian access
- street trees
- site buildings
- existing buildings

- entrance
- context distances
- local road
- neighbouring habitable windows (first floor)
- primary shop frontage
- secondary shop frontage

4.0 Planning History

Site Planning History

Local Planning History

4.0 Planning History

4.1 Site Planning History

There has been two planning applications related to the site, details of the applications are set out below;

Site: 143A Northfield Avenue West Ealing London W13 9QT

Ref: 160580FUL

Proposal: Change of use at first floor level from Education/Training (Use Class D1) to one self-contained residential unit (Use Class C3) and associated refuse storage

Decision: Grant with Conditions - 31/03/2016

Site: 141 Northfield Avenue West Ealing London W13 9QT London

Ref: P/2006/1572

Proposal: Alterations to shopfront to create door to first floor flat

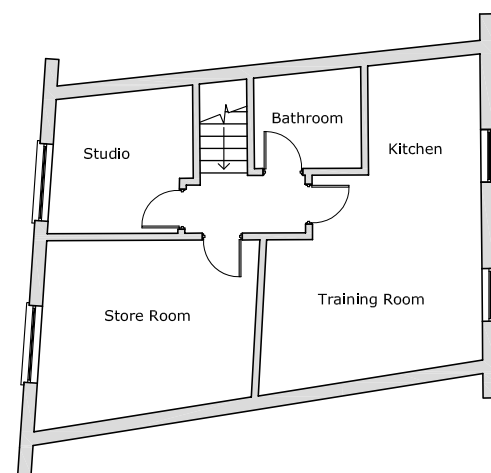
Decision: Grant with Conditions - 02/06/2006



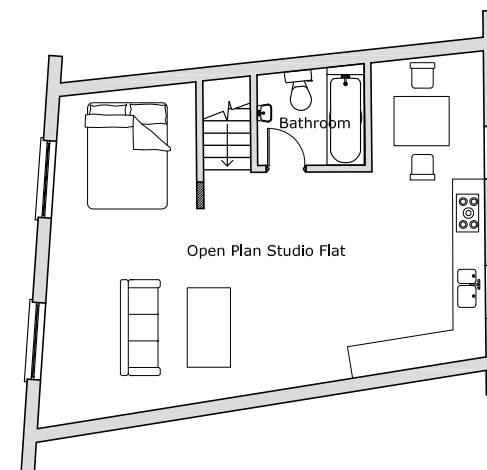
160580FUL - Change of use at first floor level - 31/03/2016

P/2006/1572 - Alterations to shopfront to create door to first floor flat

165573FUL - Change of use of building from office/light industrial to 2 self-contained residential units



Existing First Floor Layout



Proposed First Floor Layout

143A Northfield Avenue W13 - Change of use at first floor level from Education/Training (Use Class D1) to one self-contained residential unit (Use Class C3) and associated refuse storage - (160580FUL)

4.0 Planning History

4.2 Local Planning History

The adjacent drawings illustrate the approved applications within the immediate vicinity that are considered relevant precedents, details of the applications are set out below;

Site: Rear of 143 Northfield Avenue West Ealing London W13 9QT

Ref: 165573FUL

Proposal: Change of use of building from office/light industrial (Use class B1) to 2 self-contained residential units (1 x 2bed and 1 x 3bed); incorporating two storey extension with associated internal and external alterations, amenity space, bike storage and waste storage

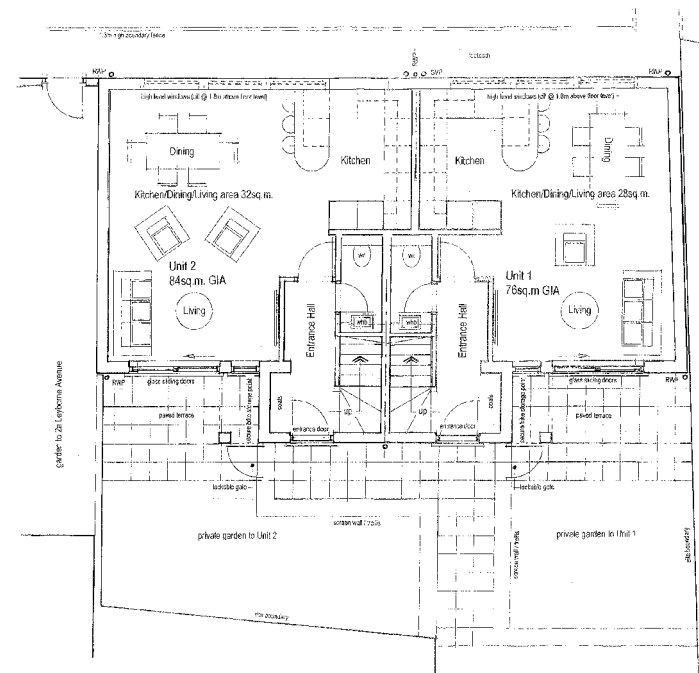
Decision: Grant with Conditions - 23/12/2016

Site: 225 Northfield Avenue West Ealing London W13 9QU

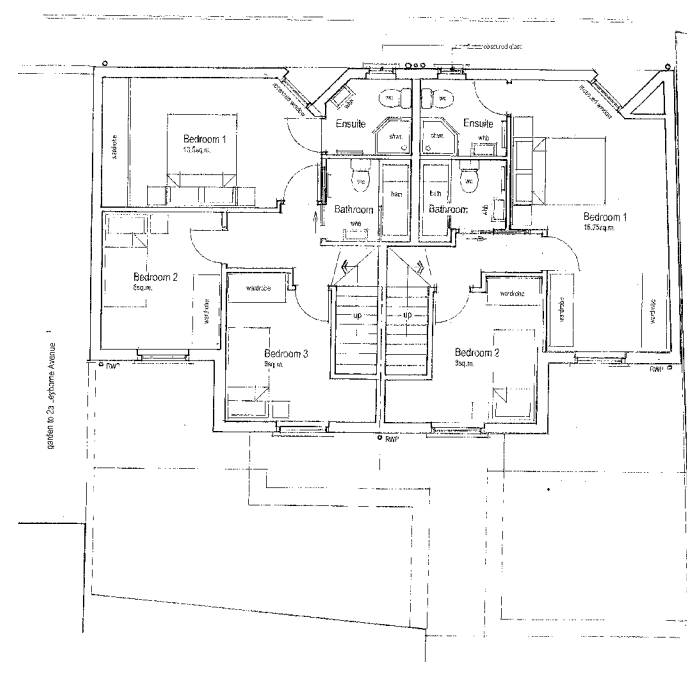
Ref. No: 165730FUL

Proposal: Change of use at basement and ground floor level from Beauty Salon (Use Class A1) to Financial and Professional Services (Use Class A2) to the front and residential (Use Class C3) to the rear accommodating 5 residential units (1x studio, 2x1 bedroom and 2x2 bedroom self-contained flats); roof extension to create a third & fourth floor storey for habitable use; incorporating three storey rear extension.

Decision: Grant with Conditions - 05/07/2017



Proposed Ground Floor Plan



Proposed First Floor Plan

Rear of 143 Northfield Avenue W13 - Change of use of building from office/light industrial (Use class B1) to 2 self-contained residential units (1 x 2bed and 1 x 3bed) - (165573FUL)



225 Northfield Avenue W13 - 5 residential units (1x studio, 2x1 bedroom and 2x2 bedroom self-contained flats) incorporating a roof extension to create a third and fourth floor storey for habitable use; with three storey rear extension - (165730FUL)

5.0 Proposal

- Description
- Principle of Development
- Design & Visual Appearance
- Quality and Layout of the Living Accommodation
- Impact upon Character and Appearance of the Area
- Impact upon Neighbouring Amenity
- Amenity Space
- Highways, Transport, Parking and Cycling
- Refuse and Recycling

5.0 Proposal

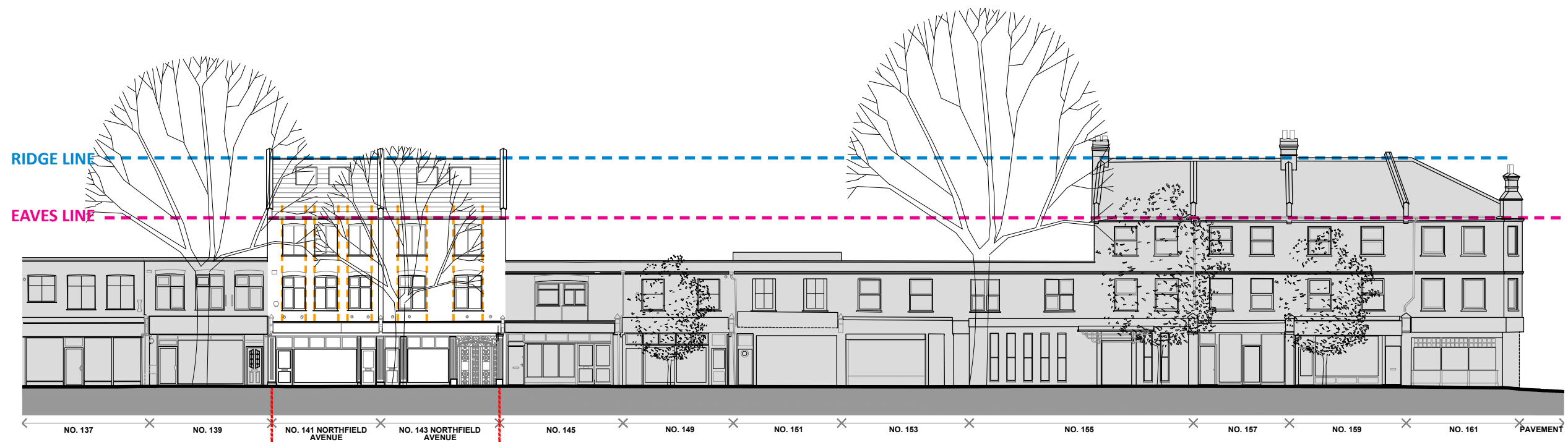
5.1 Description

The proposal provides an opportunity to extend the building and additional homes with the Neighbourhood Centre' and publicly accessible location. The proposal seeks the;

Creation of second floor with pitched roof; rear roof extensions and 4no. rooflights to the front rooslope to accommodate 3x 1-bedroom flats.

The first floor flat at no. 141 Northfield Avenue is retained as existing. The internal layout to first floor flat at no. 143 Northfield Avenue is revised to accommodate the continuation of the staircase to the proposed second floor.

At the second floor the proposal consists of 2x 1-bedroom flats. The communal staircase extends to the loft floor to accommodate a 1x 1-bedroom flat.



Proposed Street Elevation (Northfield Avenue)

5.0 Proposal

5.2 Principle of Development

Policy H9 of The London Plan (2021) refers to the need to increase housing supply to meet demand within London. This is supported by policies 1.1(a) and 4.1(a) of the Ealing Development (Core) Strategy (2012) which seeks the provision of 14,000 additional homes within the borough by 2026 – at least 3,000 of these to be specifically located within the A40 Corridor (25 percent of the borough’s net gain in housing). The application site is located within a primarily urban setting surrounded by established commercial and residential land uses.

Section 122 of the NPPF states that decisions should support development that makes efficient use of land taking into account the desirability of maintaining an areas prevailing character and setting (including residential gardens), or of promoting regeneration and change.

Section 6 of the National Planning Policy Framework (‘delivering a wide choice of high quality homes’) encourages the identification of suitable locations and developable sites or broad locations for growth, in terms of housing. It also states that the priority should be previously developed land and vacant buildings.

Northfield Avenue is designated within a ‘Primary & Secondary Shopping Frontage’ The existing commercial/retail uses at ground floor are retained. The upper floors typically along Northfield Avenue are residential. The proposal would be considered in keeping with surrounding uses and should therefore be acceptable in land use terms.

5.3 Design & Visual Appearance

The proposal seeks to replicate the massing and roof form of the buildings South along Northfield Avenue (nos. 155-161). The additional storey, roof form and windows would match the architectural approach. The context study illustrated a number of 3 & 4 storey buildings specifically along the eastern side of Northfield Avenue.

Access to the upper floors would be via the existing staircase and entrance from Northfield Avenue. The proposed windows at the second floor would match the openings and architectural style of the windows at first floor.

The pitched roof would match the eaves and ridge of the buildings South along Northfield Avenue (nos. 155-161). 4 no. rooflights to the front roofslope would be incorporated to maximise daylight with the roofspace accommodation.

At the rear the proposal would incorporate a roof extension with juliet balcony to each building and designed in accordance with SPG 4 and the emerging housing design guidance.

The development is sympathetic in its materials and architectural detailing.



Proposed First Floor Plan

5.0 Proposal

5.4 Quality and Layout of the Living Accommodation

All units comply with the London Plan 2021 standards (Technical Housing Standards - Nationally Described Space). All units would be dual aspect and provide an acceptable amount of space to future occupants with layouts that are practical, efficient and effective.

The future occupants of the proposed development would not suffer from a lack of privacy or outlook from bedrooms and living rooms.

Unit No.	Floor Level	GIFA (Sqm)	GIFA (Sq ft)	Beds	Persons
1	First	38	409	1	1
2	Second	42	452	1	1
3	Second	39	420	1	1
4	Loft	53	570	1	2

n/a
n/a
n/a
n/a

5.5 Impact upon Character and Appearance of the Area

Policies D3 of the London Plan (2021) states that development enhances the local context by delivering buildings and spaces that positively respond to local distinctiveness through their layout, orientation, scale, appearance and shape, with due regard to existing and emerging street hierarchy, building types, forms and proportions. The main thrust of policy D4 of the London Plan (2021) is to ensure that development is of the highest standard in terms of its layout, scale, massing, height, materials, architectural treatment and detailing.

These objectives are supported by policies 7.4 and 7B of the Ealing Development Management Development Plan 2013, which seek to ensure that new development is informed by and compliments its surroundings. In particular, they state that development should complement their street sequence, building pattern, scale, materials and detailing; and achieve a high standard of amenity for users and adjacent uses.

The existing two-storey building would be retained and the proposed extensions would be in-keeping with surrounding context and pattern of development. The upper floor extensions would be similar in massing and roof form with the neighbouring building at no.155-161 Northfield Avenue.

Given the pattern of development along Northfield Avenue and moving towards higher density developments within neighbourhood centres and brownfield sites, the proposed building would be in-keeping with the evolving character of the area. As such the proposal is considered to comply with policies D3 and D4 of the London Plan (2021), policies 7B and 7.4 of the Ealing Development Management DPD (2013), and SPD 4.



Proposed Second Floor Plan

5.0 Proposal

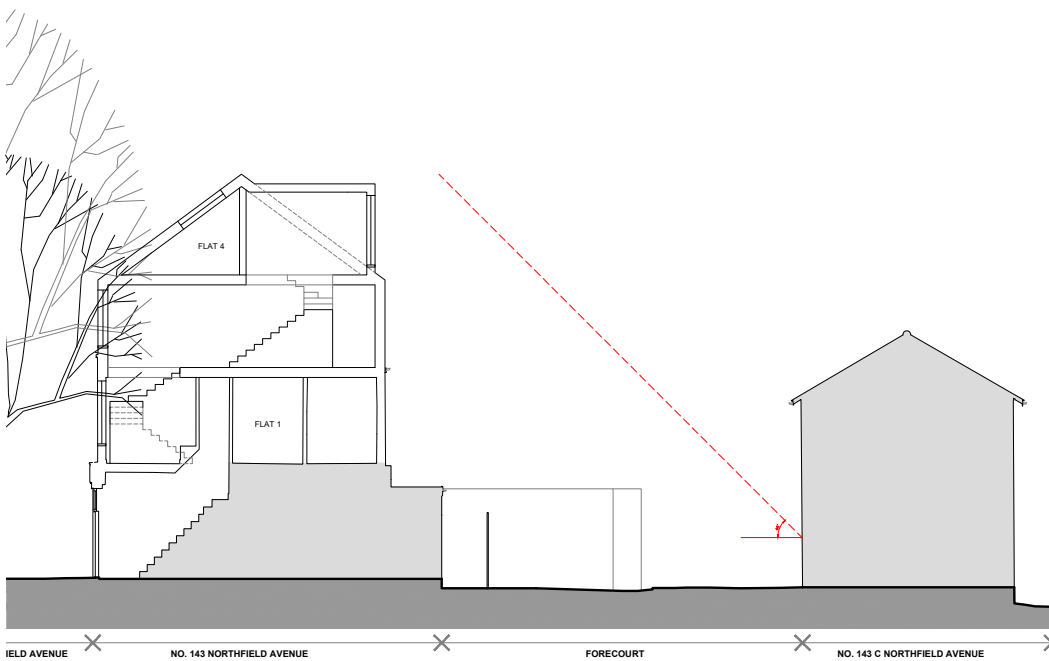
5.6 Impact upon Neighbouring Amenity

Policies D3 and D6 of the London Plan (2021) along with policies 7.4 and 7B of the Ealing Development Management DPD (2013) are relevant with regards to the impact of the proposal on neighbouring properties. The nearest relevant building to the site is the rear building at no.143 Northfield Avenue.

The building lies to the East of the site and in 2016 the office/light industrial building was converted into 2 self-contained residential units (1x 2-bed and 1x 3-bed); incorporating a two storey extension with associated internal and external alterations, amenity space, bike storage and waste storage (refer to the Local Planning History section).

The building is approximately 13.2m from the rear elevation of 143 Northfield Avenue and incorporates habitable ground floor windows at ground & first floors.

Given the distance between the buildings it is considered that the proposed additional storey & rear roof extension would not result in an adverse impact to the neighbouring amenity. The section below illustrates a notional 45 degree line from the ground floor windows that does not intersect the proposal.



Proposed Loft Plan

5.0 Proposal

5.7 Amenity Space

The existing building covers almost the entire site, therefore there is limited scope to incorporate private amenity space without major interventions to the existing facade.

However given these constraints the location does benefit from a highly accessible location to quality public open spaces within its locality. Lammas Park less than a 3 minute walk and Blondin Park less than a 8 minute walk.

5.8 Highways, Transport, Parking and Cycling

Policy T4 of the London Plan (2021) states that development proposals should ensure that development should not adversely affect the safety or capacity of the transport network. The proposed development does not seek any off-street vehicle parking spaces and would not impact upon highway or pedestrian safety.

The site is within a Controlled Parking Zone (CPZ). The additional units would not be eligible from obtaining parking permits (save blue badge holders) and the applicant is willing to enter into a S106 legal agreement.

As per Policy T5 of the London Plan (2021), the proposed units would require 3 additional cycle parking spaces to be provided.

The existing building covers almost the entire site, therefore there is limited scope to incorporate cycle parking without major interventions to the ground floor space & frontage onto Northfield Avenue, therefore it is proposed a cycle parking space would be designated within each unit.

5.9 Refuse and Recycling

The existing building covers almost the entire site, therefore there is limited scope to incorporate refuse storage without major interventions to the ground floor space & frontage onto Northfield Avenue,

Future occupiers to the units would place their refuse or recycling to the front edge of the pavement on the day of collection as per the existing condition for all upper floor residential units along Northfield Avenue.

Red+White | February 2022



Proposed Front Elevation (West facing)



Proposed Rear Elevation (East facing)