
PLANNING CONSULTATIONS

07.01 PLANNING CONTEXT

Planning policy operates at national, regional, and local levels. At a national level, Central Government updated the National Planning Policy Framework (NPPF) in July 2021. The statutory development plan for the Site comprises, at a regional level, the London Plan (March 2021) and at the local level the Camden Local Plan (July 2017).

The NPPF, published in March 2012 and revised most recently in July 2021, sets out the Government's economic, environmental and social planning policies for England. The policies articulate the Government's vision of sustainable development, which should be interpreted and applied locally to meet local aspirations.

The London Plan is the overall strategic plan for Greater London, setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years. The London Plan forms the London-wide policy context within which the boroughs set their local planning agendas and forms part of the Statutory Development Plan. The London Plan was adopted in April 2021.

At the local level, LB Camden's Local Plan (2017) was adopted by Camden Council on 3 July 2017, replacing the Core Strategy and LB Camden Development Policies documents. This, coupled with LB Camden's Site Allocations Plan (2013) forms the local tier of the Development Plan and is central to planning decisions and the control of future developments in the Borough.

Camden Council are in the process of preparing a new and updated Local Plan. In order to inform the development of this new Local Plan, the Council held a call for views from 4 November 2022 to 13 January 2023.

The Local Development Scheme published in October 2022 confirms that the adopted Local Plan continues to hold full weight in planning decisions.

Due to the Site's location within the Bloomsbury Conservation Area and the Brunswick Centre's Grade II listed status, statutory legislation regarding the historic environment is relevant to this application for Full Planning Permission and Listed Building Consent.

Sections 16 and 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 require that when considering whether to grant planning permission for development which affects a listed building or its setting, the decision maker shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

Section 72 of the Planning (Listed Building and Conservation Areas) Act 1990 sets out the statutory duty imposed on the decision maker in considering whether to grant planning permission for the development within a conservation area, which states that special attention shall be paid to the desirability or preserving or enhancing the character or appearance of a conservation area.

07.02 PRE-APPLICATION PROCESS

Working closely with the planning officers, several pre-app presentations and workshops were arranged so we were able to address concerns and work collaboratively from the early stages.

- Pre-app 1 3rd November 2022
- Pre-app 2 5th December 2022
- Pre-app 3 2nd February 2023
- Heritage Workshop 27th March 2023
- Pre-app 4 8th June 2023

In addition we presented the scheme to neighbours and stakeholders and organised a thorough in person and online public consultation.

07.03

PRE APPLICATION 01 (3RD NOVEMBER 2022)

The pre app meeting has been held at St James hub by Premier Inn to show the installed circadian lighting to the officers.

CONCEPT - Axiom provided an overview of the scheme and design pack, as well as the video showing a photorealistic walk through the entrance, F&B and central street area.

LIGHTING - Officers seemed impressed with the natural effect of the light and requested analysis on how the lighting compared with a traditional lightwell.

EXISTING SLAB - The officers queried whether the existing concrete floor could be kept rather than removing and putting in a new one. Conservation officer emphasised that Whole Life Carbon and Circular Economy are important considerations and they are keen to reduce demolition as far as possible. Queries were also raised around whether the removal of the existing slab would represent a significant loss of historic fabric.

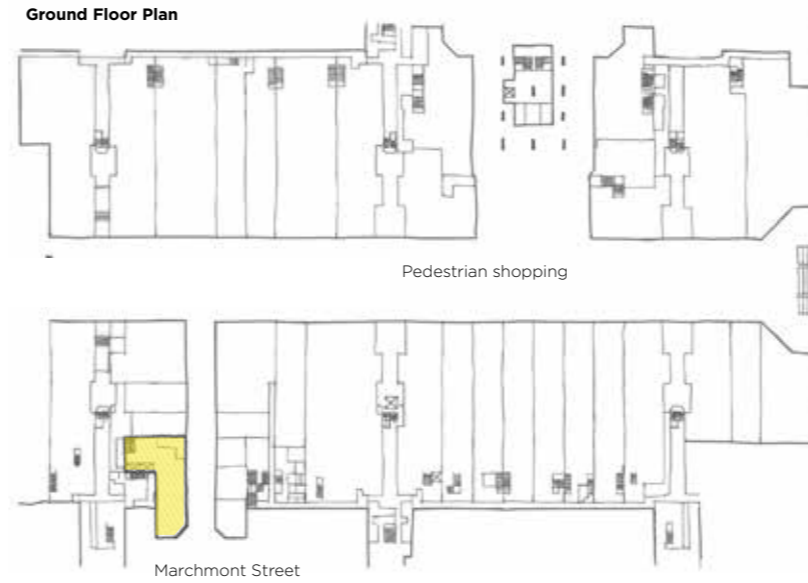
CAR PARK - Officers questioned what level of parking provision would be retained and the cycle parking strategy. Axiom noted that circa 100 spaces would be retained for Waitrose and that the cycle parking strategy for the development was still to be developed. Axiom noted that servicing was proposed to take place off street via the existing service route.

M&E STRATEGY - Officers were keen to understand the strategy for plant and services to ensure existing servicing routes are utilised to minimise penetration through existing fabric. Officers mentioned that ideally want extract at roof level.

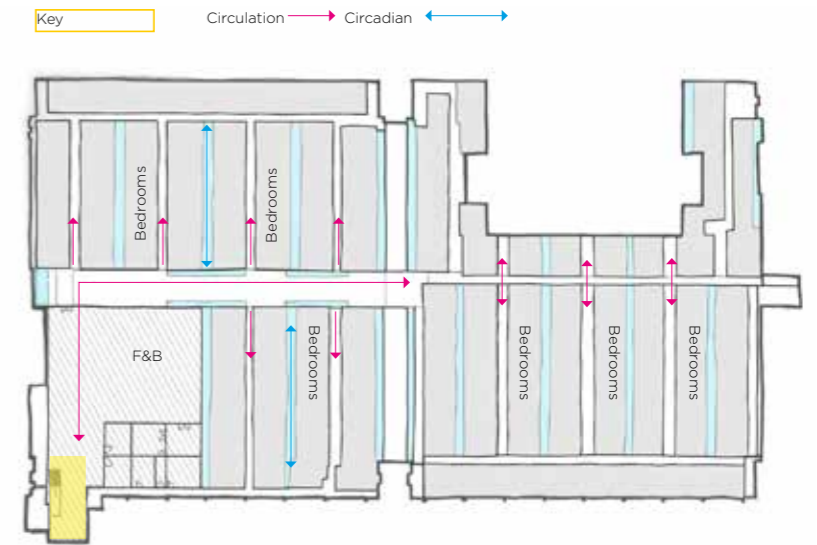
ENTRANCE - Officers raised concern about the removal of Boots as an anchor retail unit. They also queried whether a different unit could provide the hotel entrance that already has a basement.

F&B - Planning officers were keen to understand the F&B operations proposed including whether there would be a bar. They also queried whether they would be open to the public and if so the proposed hours.

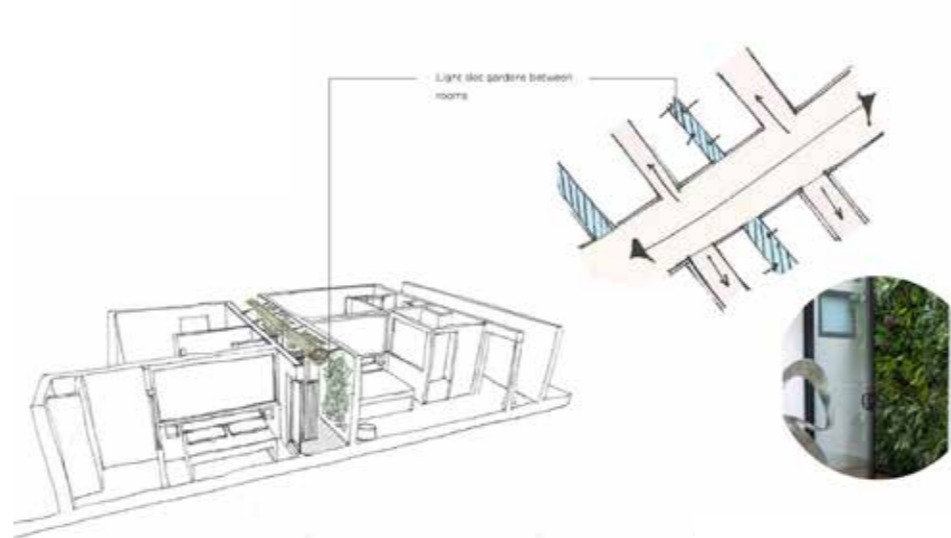
CONSULTATION STRATEGY - Oliver Lewis (Four Communications) provided an overview of the consultation strategy.



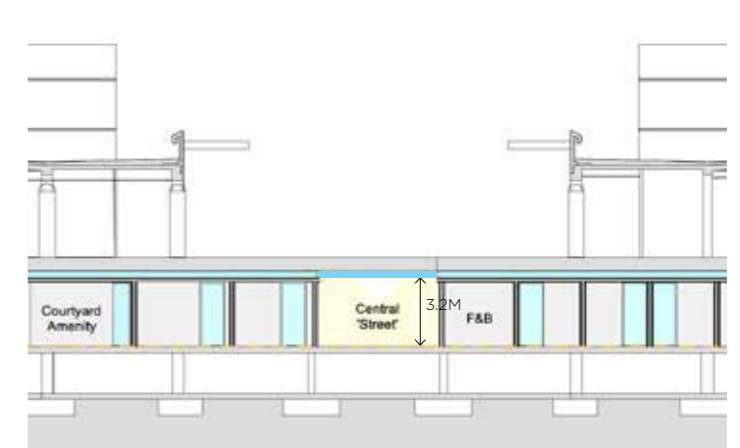
Plaza level - Entrance at Boots Unit



Hotel Level concept plan



Circadian Lightwell concept



Typical section

07.04

PRE APPLICATION 02 (5TH DECEMBER 2022)

During the second pre application meeting the team presented the overall concept of the scheme.
The project team provided an overview of the main principles including :

- DESIGN
- ENTRANCE AT BOOTS UNIT
- CIRCADIAN LIGHTING
- CIRCULATION
- F&B SPACE
- FIRE STRATEGY
- TREE PIT RETENTION
- STRUCTURAL STRATEGY
- HERITAGE APPROACH
- PUBLIC ENGAGEMENT

The officers accepted the general concept of reusing the under-utilised car park and raised several queries regarding management and technical aspects of the scheme to be developed for the next pre app meeting.

Main comments raised during the meeting :

Land use comments:

- Officers queried about the use of Boots unit and the need to provide an active ground floor with a manned reception
- Planning officers queried the F&B offer and operation to be clarified
- Officers queried about the hotel management plan

Design and heritage comments:

- Conservation officer queried for a long term strategy on repair and maintenance of the existing listed fabric and the need to be an ongoing plan/agreement.
- Conservation officer queried further details on the strengthening of the columns
- Conservation officer was keen to consider PVs on the roof if they were not visible in long views
- Conservation officer was keen to reuse the existing ducts/chimney's for ventilation purposes

Transport comments:

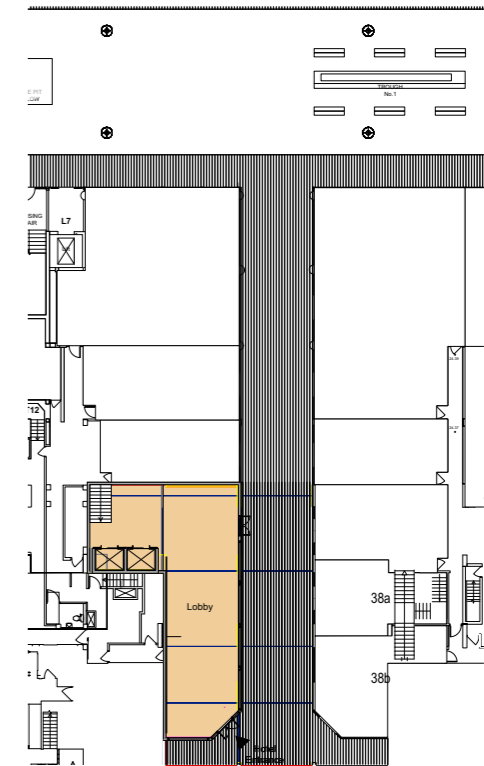
- Transport officer request for additional transport data
- Transport officer queried the number of car spaces to be retained
- Transport officer queried the location of the long stay cycle parking spaces
- Transport officer raised queries about the gradient of the existing ramps for cycle access to the lower levels and enquired about mixing servicing vehicles with cyclist. Transport officer confirmed that a cycle lift would be preferred



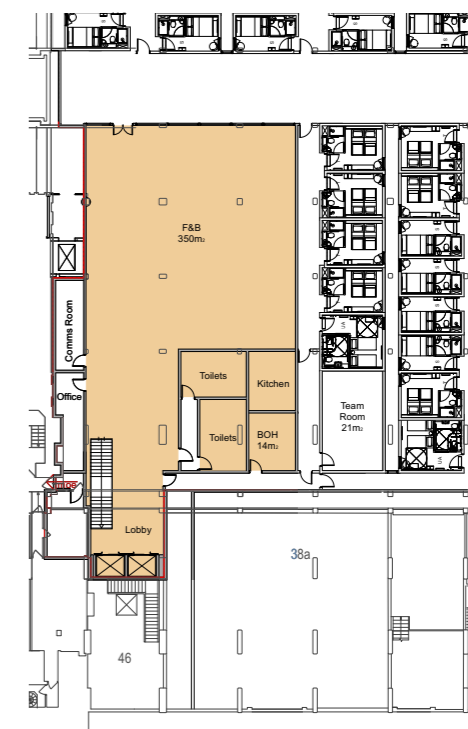
View looking at entrance from Marchmonth street



View looking in F&B area looking towards entrance



PLAZA LEVEL - Entrance at Boots Unit



HOTEL LEVEL - Proposed F&B Area

07.04 PRE APPLICATION 02 (5TH DECEMBER 2022)

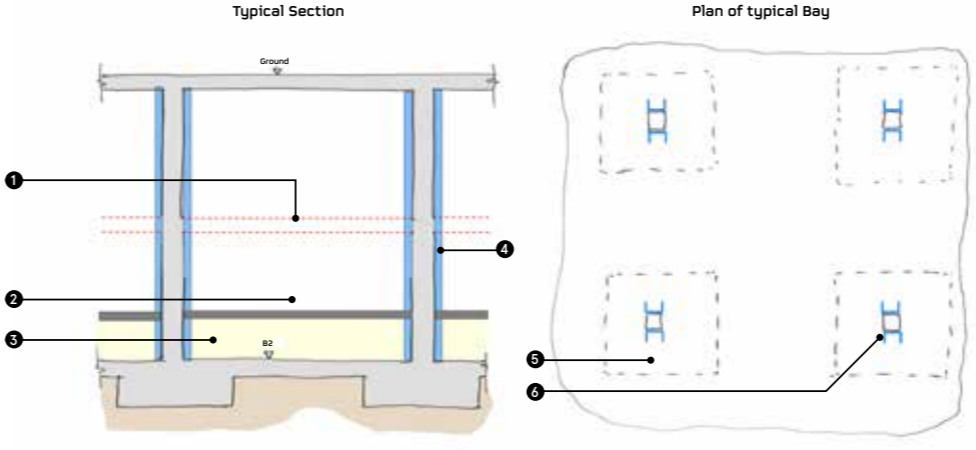
Information to be provided at the next steps:

- Planning officer queried details on ventilation strategy, structure strategy, air quality, circadian lighting, access / fire escapes, sustainability / BREEAM
- Planning officer was keen to see more information regarding the engagement programme

Officers agreed to arrange a third pre application meeting to answer the queries and provide more details to the various technical aspects that were under development.



Hotel Plan - Pre application 01



Structural strategy sketch proposing the demolition of the existing UB slab/creation of the new slab and strengthening of the existing columns.



CGI of the proposed F&B area