

Our Ref: 24210/SH/je
Your Ref: PP-13267065
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08 August 2024

Camden Council
Planning – Development Control
Camden Council
Camden Town Hall, London
WC1H 8ND

Dear Sir/Madam,

**PLANNING APPLICATION FOR INSTALLATION OF AWNINGS TO 4TH AND 5TH FLOORS.
JAMESTOWN WHARF, 32 JAMESTOWN ROAD, LONDON, NW1 7BY.**

We have been instructed on behalf of our client, Starlizard Consulting Ltd, to submit the enclosed planning application online via the Planning Portal (ref. PP-13267065) for the installation of awnings to the fourth and fifth floors at the above address.

In accordance with national and local validation requirements, the following documents have been submitted in support of this application:

- Completed Full Planning Application Forms;
- Community Infrastructure Levy Form 1;
- Planning and Heritage Statement (included within this letter);
- Site Location Plan;
- Existing and Proposed Fourth Floor North Terrace Plans (ref. JWHARF-OKT-80-A04-DD-I-8008);
- Existing and Proposed Fifth Floor North Terrace Plans (ref. JWHARF-OKT-80-A05-DD-I-8009);
- Existing and Proposed North Elevation (ref. JWHARF-OKT-80-AZZ-DD-I-8010);
- Existing and Proposed Section (ref. JWHARF-OKT-80-AZZ-DD-I-8010); and
- Typical Awning Bracket Detail Drawing and Awning Material Details (ref. JWHARF-OKT-80-AZZ-DD-I-8010).

The requisite fee of £293 (plus £70 Planning Portal administration fee) has been paid online via the Planning Portal website. The remainder of this letter sets out the supporting statement regarding the application proposals.

Site and Surrounding Area

The application site relates to the fourth and fifth floors of the existing Jamestown Wharf building at 32 Jamestown Road, which comprises a five-storey office building overlooking Regents Canal. Jamestown Wharf sits between the Iceworks (nos. 34-36 Jamestown Road) and The Holiday Inn at no. 30 and extends to 63,600 sq. ft of office floorspace.

The entrance to the property is situated on the northern elevation of the building which fronts onto Jamestown Road and is understood to have been constructed in 1988. The building currently features two roof terraces to the fourth and fifth floors on the north elevation.

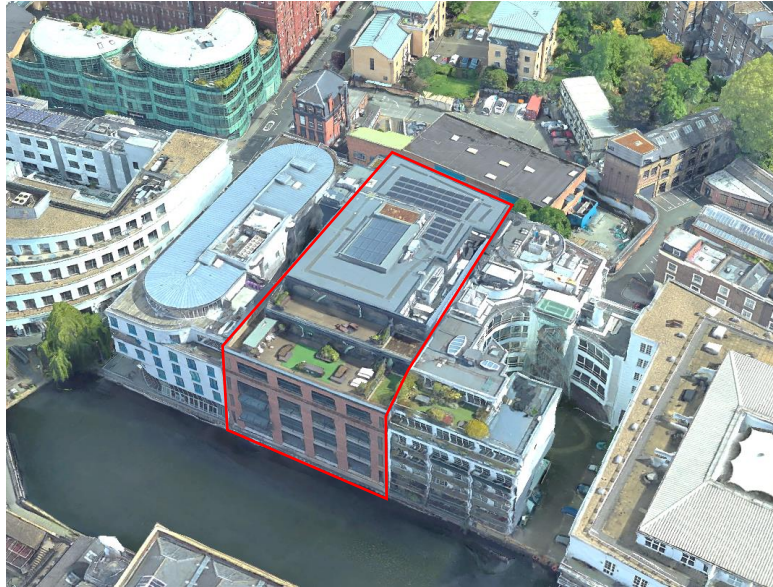


Figure 1. Satellite Image of Application Site

The application site is neither statutorily nor locally listed but does lie within the Regents Canal Conservation Area.

Planning History

- Planning permission was granted on 18 February 1988 (ref. 8700553) for: *'The redevelopment of 32 (and 32A) Jamestown Road by the erection of a ground and part-four, part-five storey building for light industrial studio workshop and other uses under B1 of the Use Classes Order 1987 as shown on drawing nos. 349 1001C, 1002C, 1003C, 1004C, 1005C, 1007C, 1008C and 1009C and as revised on 24 December 1987.'*
- Planning permission was granted on 20 February 2024 (ref. 2024/5454) for: *'Erection of pergolas to exterior terraces at fourth and fifth level.'*
- Planning permission was granted on 27 February 2024 (ref. 2024/5453/P) for: *'Alterations to windows and doors to north and south elevations at fourth and fifth level.'*
- Non-material amendment application (ref. 2024/2365/P) was approved on 10 July 2024 for: *'Non-material amendment to planning permission 2024/5454/P dated 20/02/24 for erection of pergolas to exterior terrace at fourth and fifth level, namely, to create a smaller pergola on the 5th floor terrace.'*
- Non-material amendment application (ref. 2024/2364/P) was approved on 11 July 2024 for: *'Non-material amendment to planning permission 2023/5453/P dated 27/02/24 for alterations to windows and doors to north and south elevations at 4th and 5th levels, namely, to relocate the sliding doors and install a new single door.'*
- Planning permission was sought on 7 June 2024 (ref. 2024/2363/P) for: *'Installation of a metal trellis to the 4th and 5th floor terraces.'* This application is yet to be determined.

Application Proposals

This application seeks planning permission for the installation of awnings to the existing fourth and fifth floor roof terraces. Specifically, permission is sought for a total of 7no. awnings, four of which will be installed at 5th floor level, and three to the three to the 4th floor level.

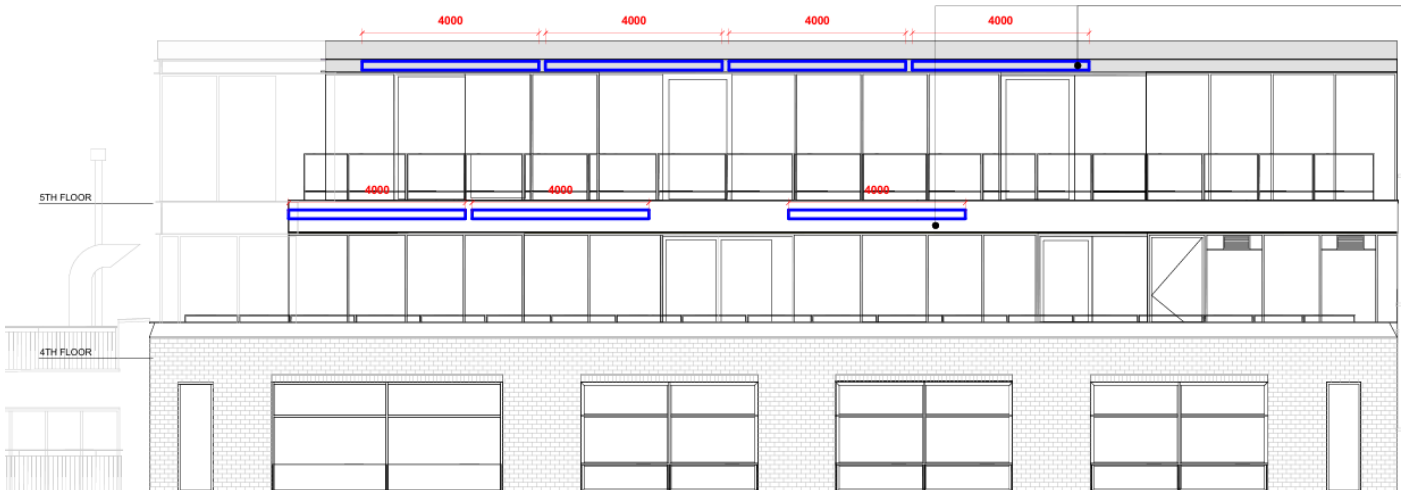


Figure 2. Extract of Proposed Elevation

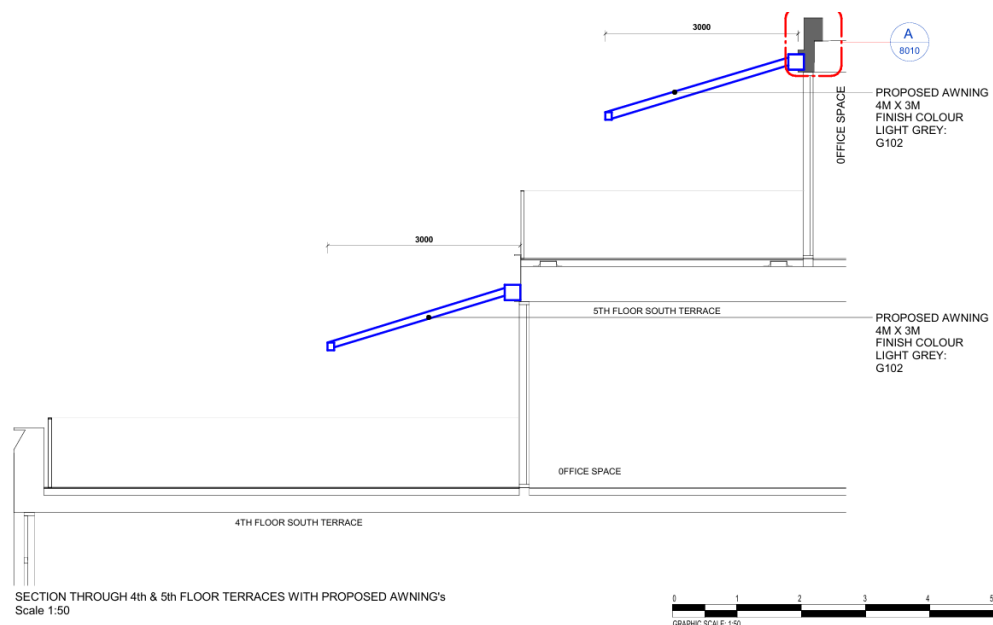


Figure 3. Proposed Sections

Full details of the proposals are included within the drawings prepared by Oktra Limited and submitted in support of this application.

Relevant Planning Policy

The statutory development framework relevant to this application includes the Camden Local Plan (2017) and the London Plan (2021). The National Planning Policy Framework (NPPF) (2023) and any other relevant, supplementary guidance is also a material consideration.

National Planning Policy Framework (NPPF) (2023)

The NPPF provides the overarching planning policy guidance for development across England. It states:

“The purpose of the planning system is to contribute to the achievement of sustainable development, including the provision of homes, commercial development, and supporting infrastructure in a sustainable manner. At a very high level, the objective of sustainable

development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

Paragraph 85 confirms that planning decisions should help to create the conditions in which businesses can invest, expand and adapt. As such, significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.

Paragraph 131 confirms that good design is one of the fundamental factors in ensuring sustainable development, whilst also contributing to creating better places in which to live and work and helps make development acceptable to communities.

Paragraph 135 confirms that planning decisions should ensure that developments will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development. Similarly, development should create places that maintain a high standard of amenity for existing and future users.

Paragraph 205 confirms that when considering the impact of a proposed development on the significance of designated heritage assets, great weight should be given to the asset’s conservation. The more important the asset, the greater the weight should be.

The London Plan

Policy D4 ‘Delivering Good Design’ emphasises the importance of high-quality design.

Policy HC1 ‘Heritage Conservation and Growth’ is clear that development proposals affecting heritage assets, and their setting, should conserve their significance by being sympathetic to the asset’s significance and appreciation with their surroundings.

Camden Local Plan (2017)

Policy A1 ‘Managing the Impact of Development’ confirms that the Council will seek to protect the quality of life of occupiers and neighbours.

Policy D1 ‘Design’ states that the Council will require that development a) respect local context and character, b) preserves or enhances the historic environment and heritage assets, c) is sustainable in design and construction, e) uses high quality materials, and l) incorporates outdoor amenity space.

Policy D2 ‘Heritage’ is clear that the Council will require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area.

Conservation Area Appraisal and Management Strategy (2008)

Jamestown Road has formed part of the Regents Canal Conservation Area designation since March 1984. The appraisal specifically notes that nos. 26-34 Jamestown Road are:

“...buildings which are considered to neither preserve nor enhance the character of the Conservation Area and therefore there may be scope for redevelopment, subject to acceptable replacement.”

Planning and Heritage Statement

The planning considerations relevant to the application proposals are the impacts on the character area arising from the design, and any potential impacts on the surrounding amenity. These are addressed in turn below:

This application seeks planning permission for the installation of awnings to the fourth and fifth floor terraces. The proposed awnings are considered to be of a high quality in material and design. The proposed awnings will be fully retractable when not in use. It is not considered that the awnings will have any detrimental visual impact on the wider building, given its relatively contemporary appearance, but instead will be well incorporated into the overall design of the roof terraces. Similarly, the awnings will not have any negative impact on existing amenities. Therefore, it is considered that the awnings are in line with Local Plan **Policy D1**.

Heritage Statement

The application site is located within the Regents Canal Conservation Area, within which it is an unlisted building. **Policy D2** of the Local Plan states that the Council will require that development within a conservation area preserves or, where possible, enhances the character or appearance of the area. As set out above, the proposed awnings are a particularly minor addition to the roof terraces and, as a result, it is considered that this will preserve the character and appearance of the area.

The proposed awnings will offer an element of shading for those using the roof terraces, as well a sheltered space during periods of inclement weather. The awnings will feature a retractable mechanism which will allow these to be used and neatly folded back towards the elevation to which they're fixed as and when necessary.

As highlighted within the preceding sections of this letter, the Council have also previously supported the construction and installation of pergola-style structures to the roof terraces, however the awnings are considered to be a more suitable alternative and should be subsequently supported given their minimal design and nature.

PROPOSED PANTHER AWNING
4M X 3M
100% SOLUTION DYED OUTDOOR
ACRYLIC
SOLID COLOUR FABRIC
LIGHT GREY: G102
CONSTRUCTED USING A COMBINATION OF DIE-
CAST ALUMINIUM AND DROP-FORGED ARM
JOINTS WITH DOUBLE AND TRIPLE SPRINGS
THIS AWNING TO WITHSTAND WINDSPEEDS.



INDICATIVE IMAGE ONLY

Figure 4. Indicative Image of Proposed Awning Design

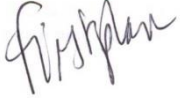
The Conservation Area Appraisal and Management Strategy (2008) identifies the application site as part of a collection of buildings which are *“considered to neither preserve nor enhance the character of the Conservation Area”*, and therefore it is considered that the application proposal will not impact the character of the conservation area.

Conclusions

Overall, it is considered that the proposals are entirely acceptable in the context of this commercial, office building and will significantly improve the use of the existing roof terraces at the fourth and fifth floor levels. It is therefore considered that the proposals successfully comply with the previously summarised and relevant planning policies at a national, London-wide and local level, and should be supported on this basis.

We therefore trust that you have sufficient information to enable a positive determination of the application and we look forward to receiving confirmation that the application has been validated. In the meantime, should you require any further information, please do not hesitate to contact me.

Yours faithfully,



SAM HARPER
Director

Enc.