

100 Avenue Road Design and Access Statement

February 2025

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– Revision P1



REGAL

CARTWRIGHT
PICKARD

Document history

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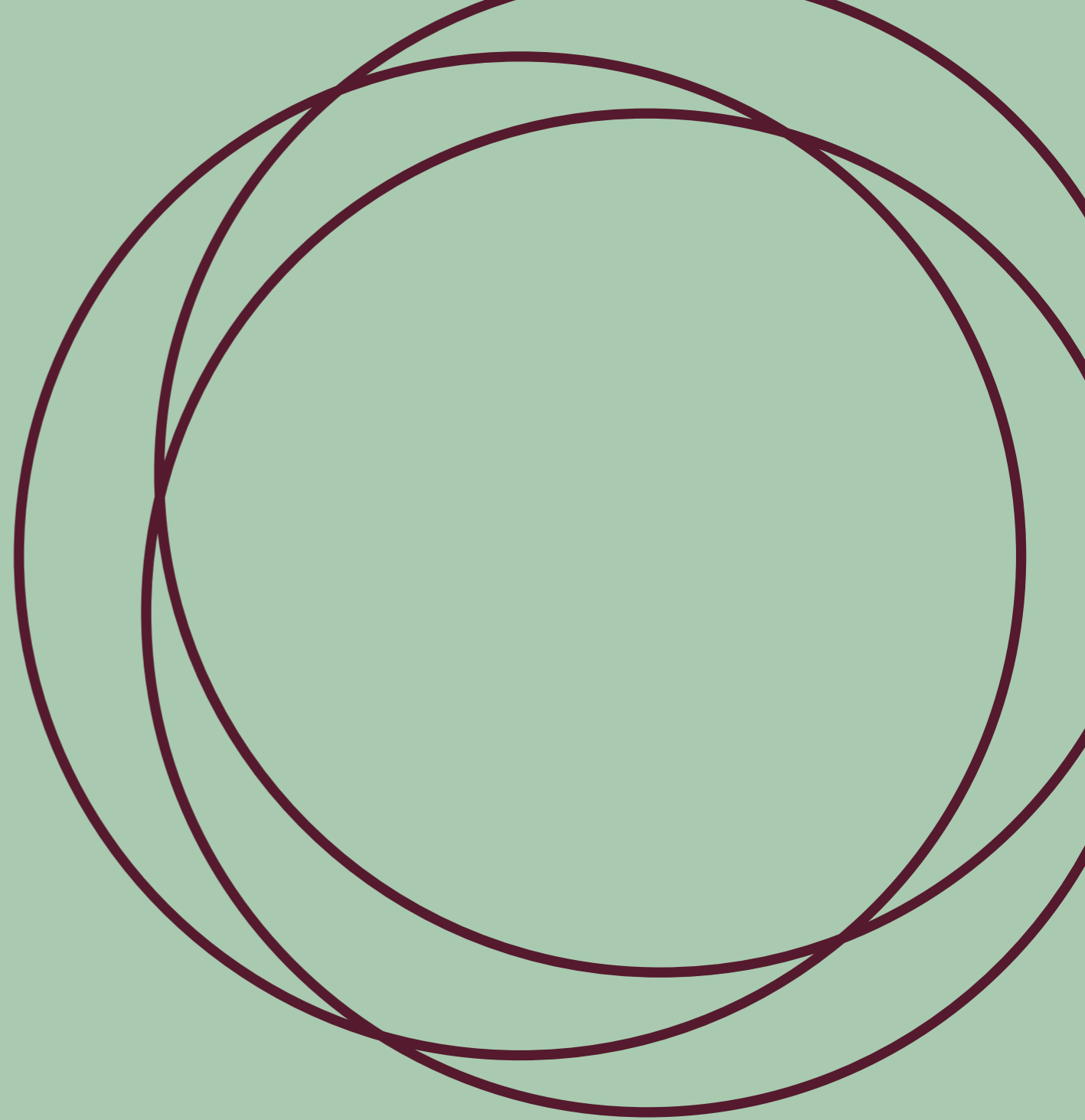
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Executive Summary



1.1 Executive Summary

Planning & Site History Overview

Planning permission ref. 2014/1617/PA was granted at appeal for the redevelopment of 100 Avenue Road in 2016.

It comprised the demolition of the existing building and redevelopment to provide for the construction of a 24 storey building and a part 7 and part 5 storey building, comprising 184 homes (Class C3) and up to 1,041sqm of flexible retail/financial or professional or café/restaurant floorspace (Classes A1/A2/A3) inclusive of part Sui Generis floorspace for potential new London Underground Station Access and up to 1,350sqm for the community (Class D1), with works including enlarging the existing basement, landscaping and access improvements.

Planning permission ref. 2014/1617/PA has been subject to further scheme amendments facilitated under Section 96a of the Town & Country Planning Act (1990) (As Amended) and has been lawfully implemented, and this was confirmed by the London Borough of Camden through Certificate of Lawfulness ref. 2017/6884/P.

Whilst demolition works and basement construction works have been undertaken by the previous owner, above ground construction works in respect of planning permission ref. 2014/1617/PA have since stalled.

The Applicant, Regal acquired the Site in 2024 and intend to bring forward the redevelopment as soon as practicable, subject to securing a Section 73 Amendment Application (this Application), to ensure deliverability and compliance with the latest technical standards, as well as optimising and improving the on-site market and affordable housing both in terms of its quality, tenure/ product and quantum of units.

These amendments can be achieved without increasing the approved footprint or massing of the buildings, and has presented an opportunity to further assess planning permission ref. 2014/1617/PA, propose a series of enhancements to internal layouts and the building façades to assist in overall buildability and delivery terms, and ensure no reduction in the quality and range of benefits already secured.

It is Regal's intention to deliver an exemplar scheme which reflects the character of the area, whilst remaining within the agreed parameters established by planning permission ref. 2014/1617/PA. Through considered design development, constructive pre-application engagement, and public and stakeholder consultation the following amendments are proposed:

- Introduction of a second staircase and floor plans which meet the latest Building Regulations;
- Residential units provided for sale, rather than as a build to rent product;
- An increased number of homes, of both 'Market for Sale' and 'Affordable' tenures, broadly within the approved massing envelope;
- Provision of 35% affordable homes, on a floorspace (GIA) and habitable room basis, to meet Camden's needs;
- High quality residential accommodation delivered to meet the latest standards, including 90% M4(2) and 10% M4(3) units, across a mix of tenures and unit sizes;
- Provision of Community Space, to meet the needs of a variety of potential operators;
- Improved building frontages with a dedicated community entrance and contextual public realm to address areas adjacent to the Site;
- Rationalisation and retention of Commercial, Business and Services (Class E) floorspace, with active frontages where possible;
- An MEP strategy which meets adopted London Plan policy requirements;
- An updated facade design to reduce the extent of glazing and reduce significantly the number of homes suffering from overheating;
- A more contextual façade strategy which illustrates high quality and buildability; and
- Improved public realm proposals and maximising greening opportunities.

This Design & Access Statement provides an overview of the revised scheme, the design process and explains the rationale for the amendments, including comparison to planning permission ref. 2014/1617/PA. It also covers key feedback from pre-application meetings undertaken, the extensive stakeholder engagement and public consultation, and discussions with the Design Review Panel.



View looking South Avenue Road - Extant Permission

1.2 Client: Regal Avenue Road Ltd.

Vision and Aspirations

This document sets out Regal Avenue Road Limited's (the "Applicant") aspirations for the redevelopment of the site into an exemplar mixed use scheme to be designed and constructed to market leading standards.

Regal acquired the site in its current state, following the demolition of the pre-existing building under the Extant Permission. Together with the design team, Regal has conducted a thorough review of the extant scheme, identifying key opportunities to:

- **Enhance the Design:** Optimising the site to deliver much-needed additional housing, including a significant focus on providing genuinely affordable homes to address local priorities.
- **Meet Modern Standards:** Updating the buildings to comply with current design and safety standards, reflecting advancements made since the original consent.

These enhancements ensure the development responds to local needs while aligning with contemporary regulatory and design expectations.

Regal is one of the capital's leading privately owned mixed-use developers with a focus on unlocking value from complex urban settings. With a legacy of over 25 years of success, Regal continues to shape vibrant places that reflect the diversity of our capital city. Regal builds long-term partnerships with like-minded parties, including landowners, councils and financial partners, to maximise their collective ambitions.

Regal's brand portfolio includes five sub-brands: 'Regal London', comprising the residential assets; 'Regal Students', the business's Purpose-Built Student Accommodation portfolio; and 'Regal Workspace' its office portfolio. The developer's in-house construction arm is 'Regal Construction', and 'Regal Academies' includes on-site construction skills academies.

Unlike many other developers, Regal is a fully integrated business operating across the entire life cycle of the asset, which means that it puts the customer at the centre of everything it does.

Regal strives for progress towards net zero and invests in innovative technologies to reduce its carbon footprint. Regal works with partners and collaborators to create positive social value, and in keeping with its own entrepreneurial spirit, particularly works with groups providing support for young people and those wanting to further their own careers.

The proposed scheme aims to complete the existing redevelopment of 100 Avenue Road, following the installation of the basement by the previous contractor.

The Extant Permission is capable of being implemented as approved.

However, various regulations and planning policies have been updated since the original scheme was consented, and therefore Regal have sought to review the proposed design to bring the scheme up to the latest standards.

The proposed scheme has been developed broadly within the consented massing of the existing permission but optimised to increase the number of residential homes to 237, an increase of 53 homes, including 16 additional affordable homes, amending the community centre layout and improving the ground floor retail space.

The proposed changes include the delivery of homes for sale, rather than build for rent. The affordable housing provision is increased to 35% on a GIA and habitable room basis. To optimise the scheme in terms of the above metrics, extra floors have been added to both buildings, within the same massing.

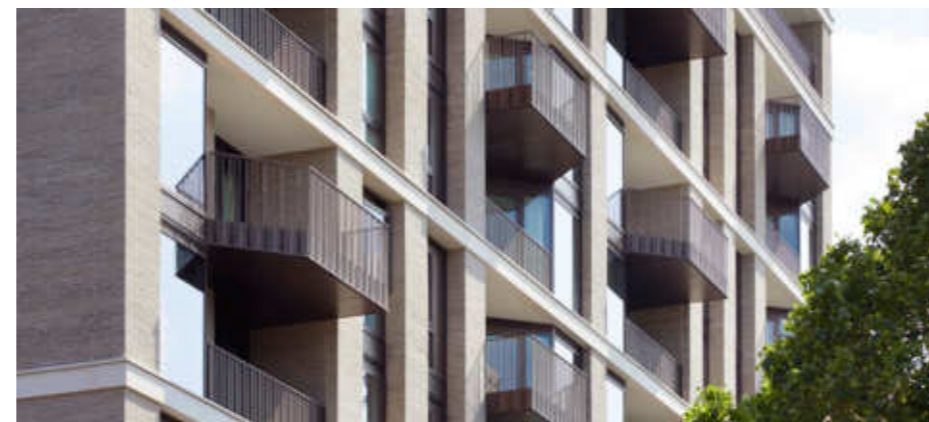
The consented façade of both buildings have been redesigned, with changes to materials, build technology and to better reflect the surrounding context.



The Haydon, Tower Hamlets



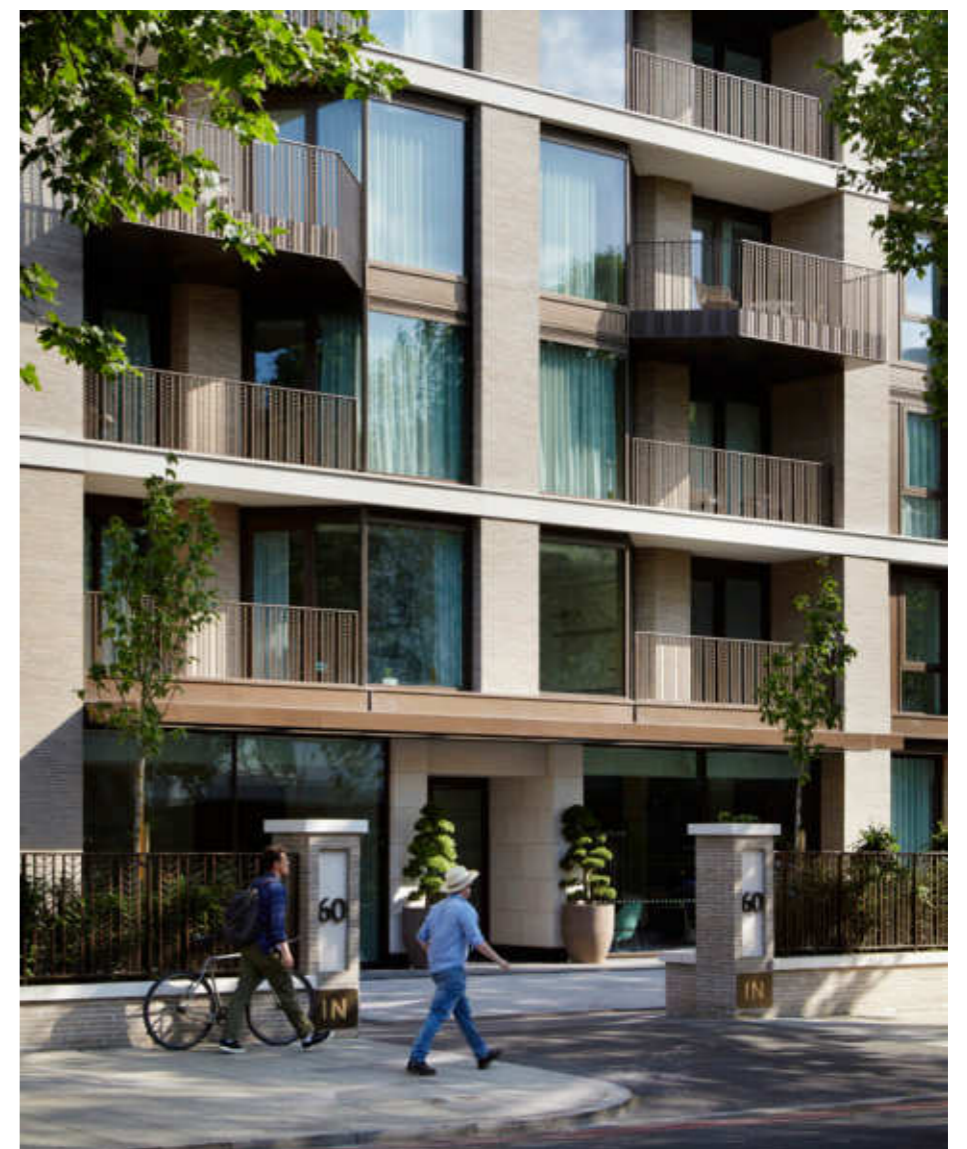
The Haydon - Roof terrace and Amenity



One St John Wood, Westminster

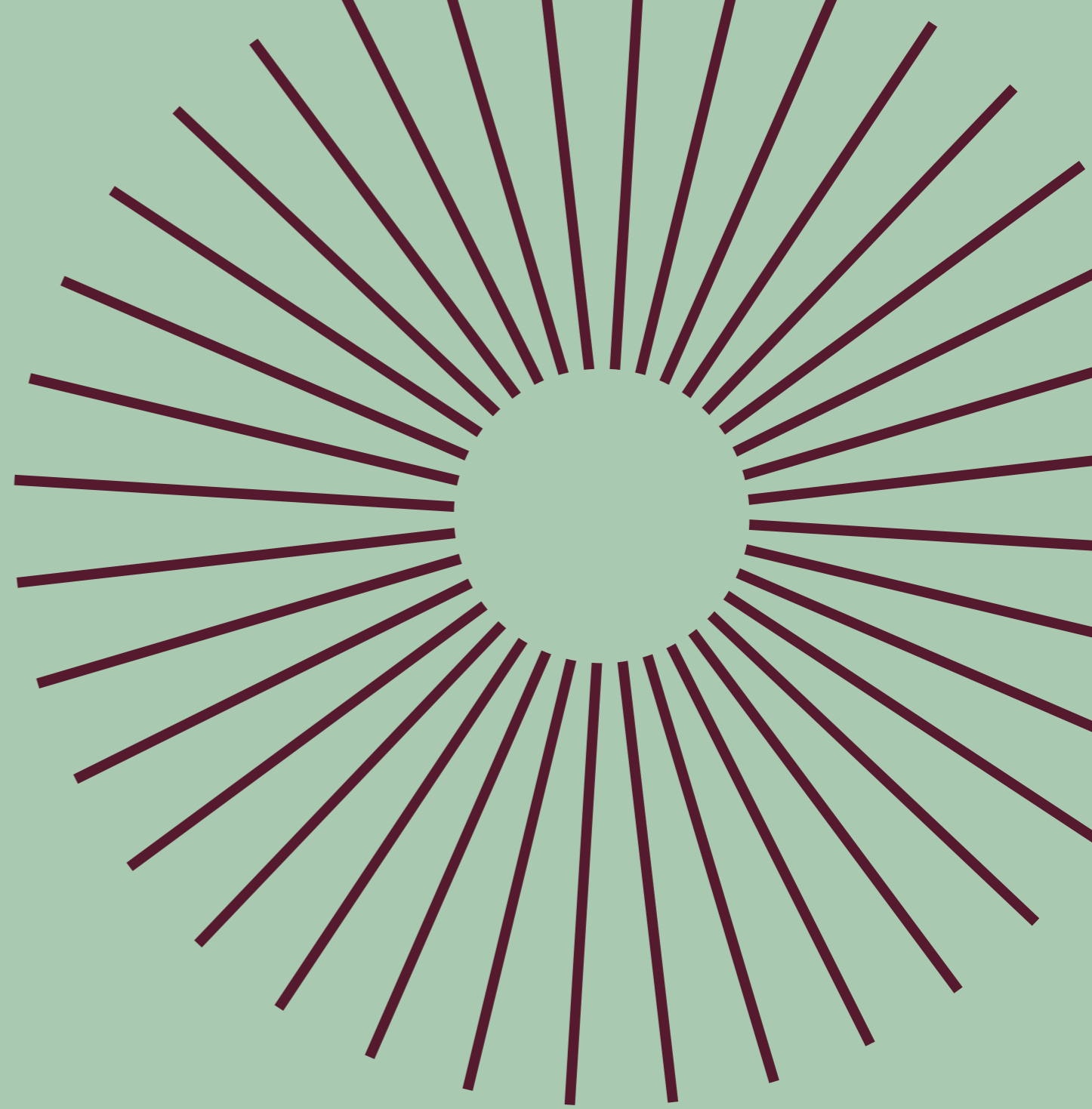


One St John Wood - Typical Living Space



One St John Wood, Westminster

2.0



Introduction & Pre-App Engagement

2.1 Planning History

Introduction

The site at 100 Avenue Road benefits from an extant planning permission, which has been implemented. The basement has been constructed and capped off. The approved above ground works are capable of being lawfully built out.

The proposals seek to amend the extant planning permission at 100 Avenue Road to: enhance and optimise the approved design; to deliver an uplift in homes (and affordable housing); and to meet current design standards and building safety requirements.

Planning History

Planning permission was granted at appeal for the redevelopment of 100 Avenue Road in 2016, for the following description of development:

(ref.2014/1617/PA)

“Demolition of existing building and redevelopment for a 24 storey building and a part 7 part 5 storey building comprising a total of 184 residential units (Class C3) and up to 1,041sqm of flexible retail/ financial or professional or café/restaurant floorspace (Classes A1/ A2/A3) inclusive of part sui generis floorspace for potential new London Underground station access fronting Avenue Road and up to 1,350sqm for community use (class D1) with associated works including enlargement of existing basement level to contain disabled car parking spaces and cycle parking, landscaping and access improvements.”

Planning permission was implemented in 2017. A Certificate of Lawful Development (existing) was granted in February 2018 confirming that the works were lawfully implemented.

The permission was subsequently amended by the following s.96a non-material amendments:

- 2016/2048/P - Amendments to wording of Condition 27 – approved May 2016
- 2018/4239/P – Amendments to internal layouts and elevations – approved Aug 2020
- 2019/1405/P – Amendment to wording of Condition 18 – approved May 2019
- 2022/1609/P – Amendments to internal layouts and elevations – approved Dec 2022. The amended drawings approved under this s.96a amendment are the latest approved plans, sections and elevations.
- 2024/5432/P - Amendments to description of development - approved 17 January 2025

A full schedule of the planning history of the site is provided within the Planning Statement prepared by Montagu Evans.



View looking North from Open Space - Extant Permission



View looking North along Avenue Road - Extant Permission



View looking West along Eton Avenue - Extant Permission

2.2 Policy & Regulatory Changes Since Extant Permission Granted

Updates to Planning Policy and Guidance

The Extant Permission was determined in 2016 against the development plan adopted at that time. This included: London Plan (2011), the Revised Early Minor Alterations to the London Plan (2013), Further Alterations to the London Plan (2015), Camden Core Strategy (2010), Camden Development Management Policies (2010) and Camden Site Allocations Development Plan Document (2013).

The current development plan documents include:

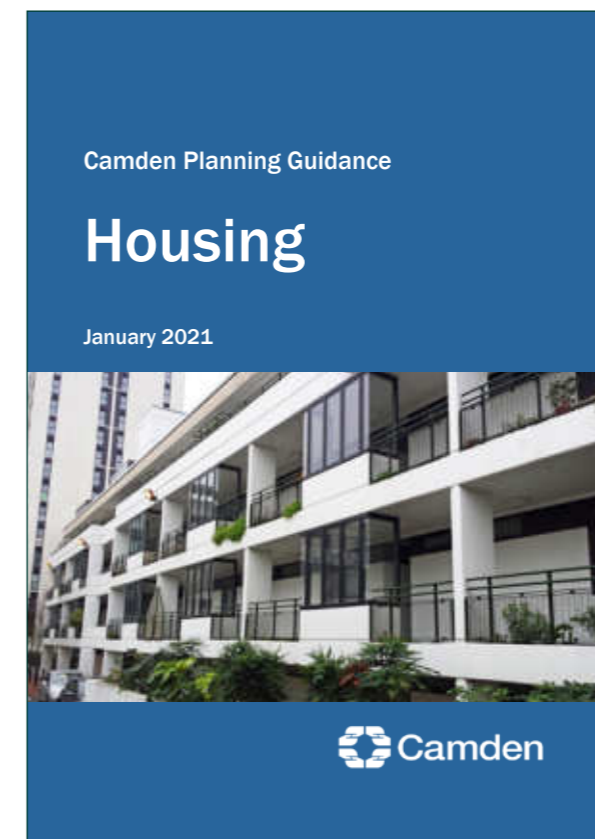
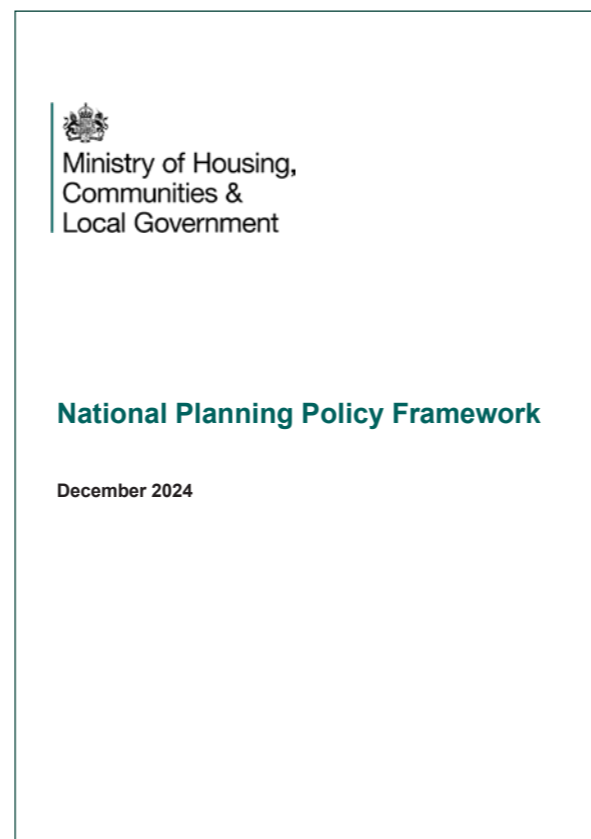
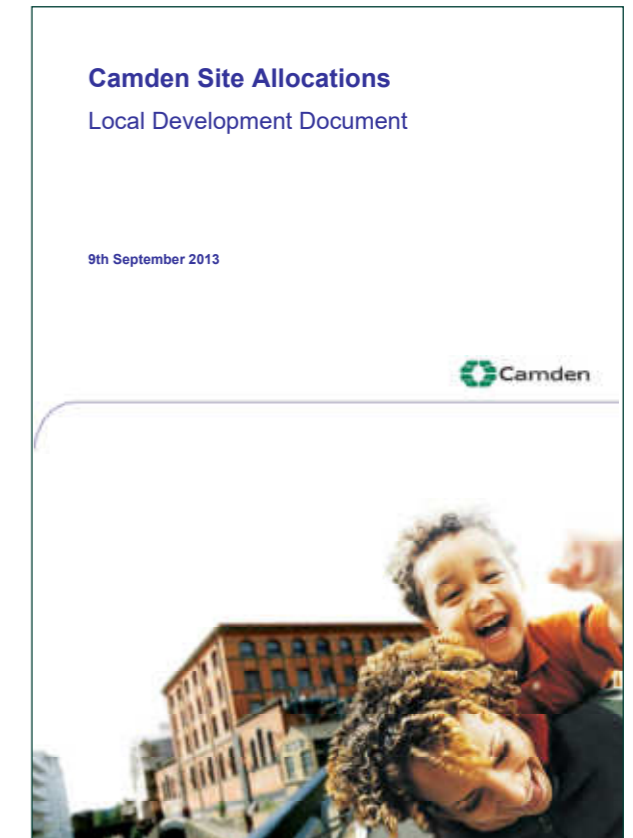
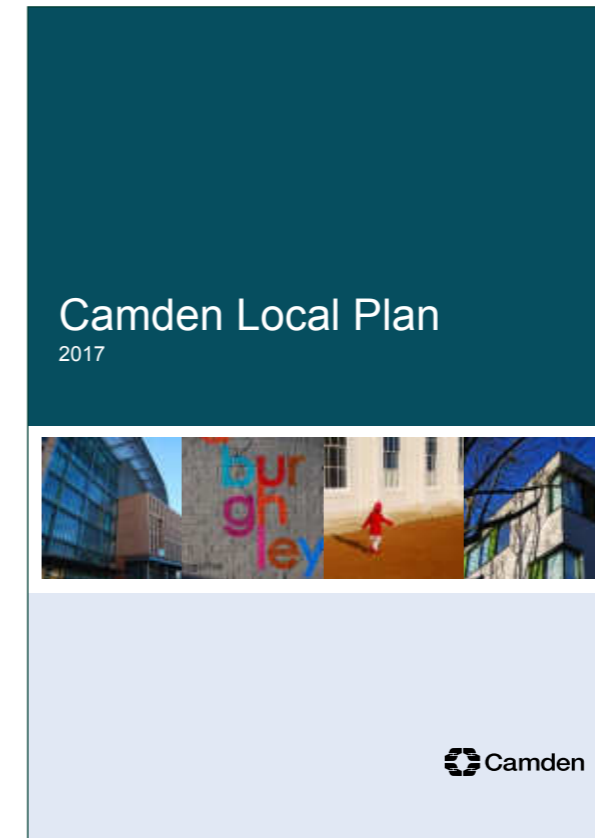
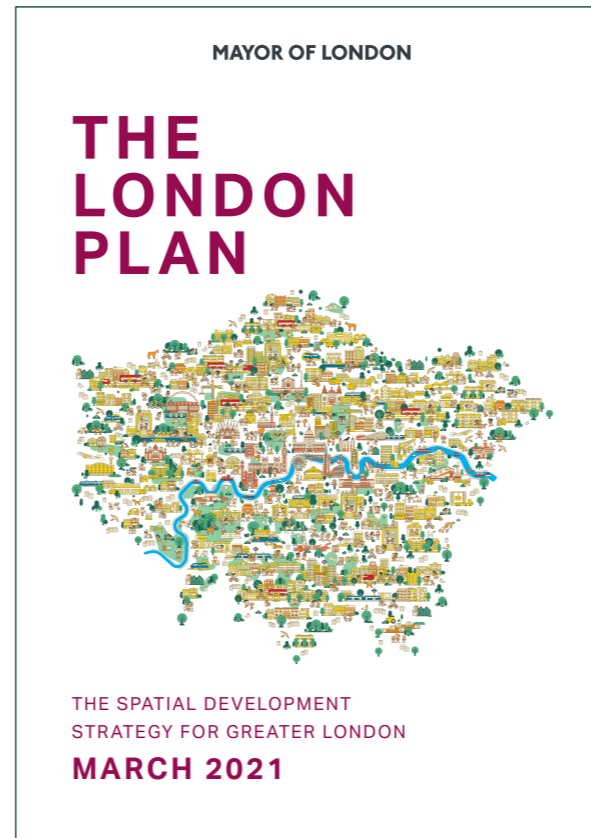
- London Plan (2021)
- Camden Local Plan (2017)
- Camden Site Allocations Development Plan Document (2013)

Relevant material considerations in respect of the Proposed Development include:

- National Planning Policy Framework (NPPF) (December 2024)
- National Planning Practice Guidance (PPG)
- London Planning Guidance
- Camden Planning Guidance (Supplementary Planning Guidance)
- Draft New Camden Local Plan (Regulation 18), published in January 2024

Of particular relevance to the S.73 proposals are the following guidance documents, which have informed the design amendments:

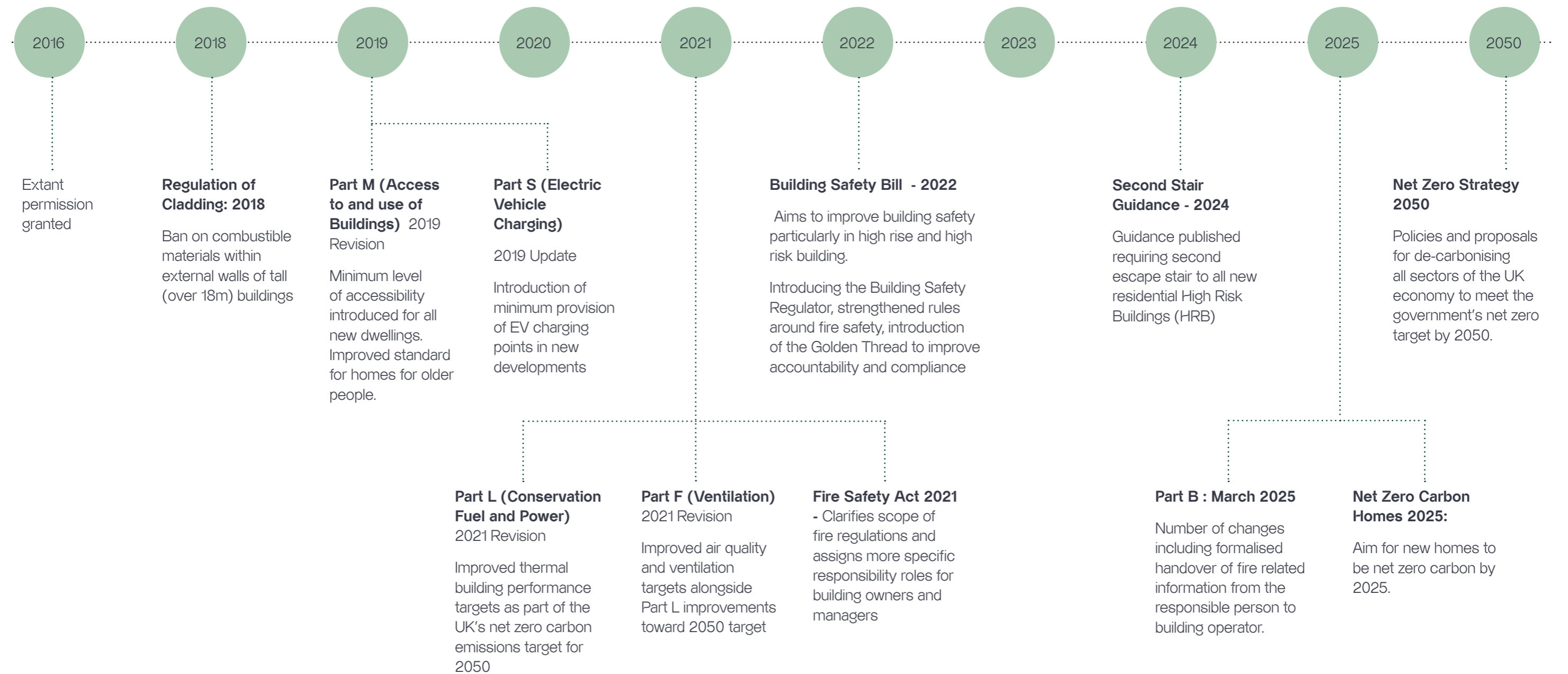
- Housing Design Standards LPG (2023)
- Play and Informal Recreations SPG (2012)
- Accessible London SPG (2014)
- Urban Greening Factor LPG (2023)
- Access for All CPG (2019)
- Amenity CPG (2021)
- Public Open Space CPG (2021)



2.2 Policy & Regulatory Changes Since Extant Permission Granted

Updates in Fire Safety, Energy Standards and Other Key Regulations

In addition to changes in adopted planning policy, there have been significant updates to building regulations and national guidance over recent years. These updates, covering aspects such as fire safety, energy efficiency, accessibility, and sustainability, aim to address emerging challenges and improve building performance. Key milestones include regulations on cladding, enhanced accessibility standards, provisions for electric vehicle charging, and the introduction of the Building Safety Act. These changes ensure developments meet higher standards of safety, functionality, and environmental responsibility.



2.2 Planning Policy Designations

Existing and Emerging

Adopted Local Plan

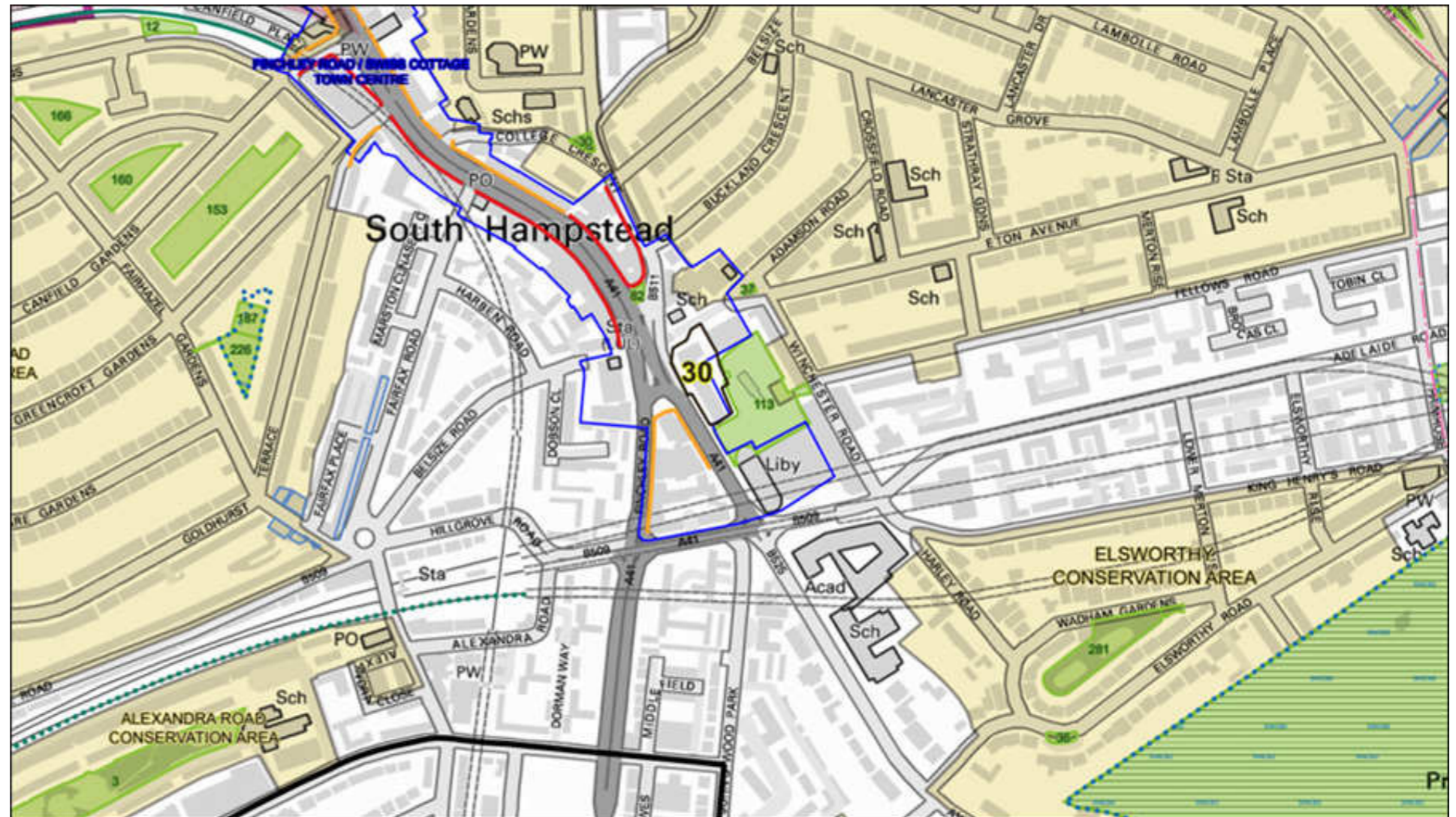
The Site is within the designated Finchley Road / Swiss Cottage Town Centre.

The adopted Local Plan designates the site as Site Allocations 30 for "mixed use redevelopment including permanent (Class C3) residential, and other appropriate town centre uses such as retail and employment". The allocation notes that development will be expected to:

- Optimise the potential of the site to provide new housing (including affordable housing) while minimising potential conflicts between residential and other uses
- Include retail use or food and drink use or other appropriate town centre uses (particularly to create active frontages at ground level)
- Respect the setting of Swiss Cottage public open space
- Provide or contribute to public realm improvements with particular regard to pedestrian safety and junction improvements
- Contribute towards local town centre improvements
- Provide infrastructure for supporting local energy generation on site and/or connections to existing or future networks where feasible

Draft Local Plan

Under the draft Local Plan, the site continues to be located within Finchley Road / Swiss Cottage Town Centre. The site is allocated for development under Site Allocation W11.



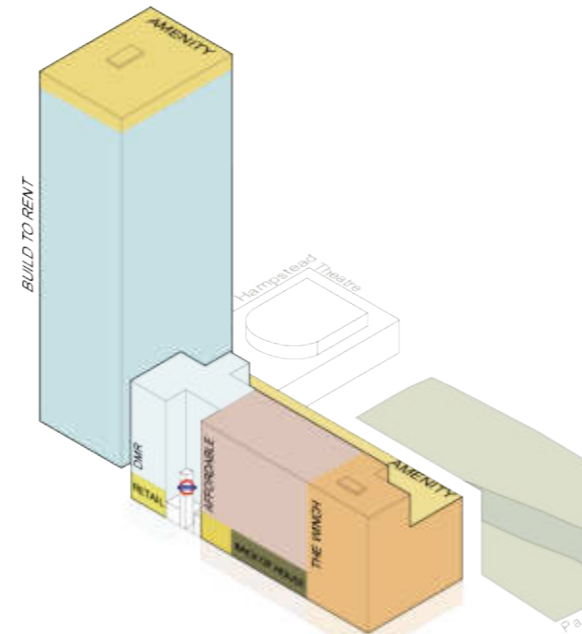
Extracted from Adopted Proposals Map

2.3 Summary of S.73 Amendments

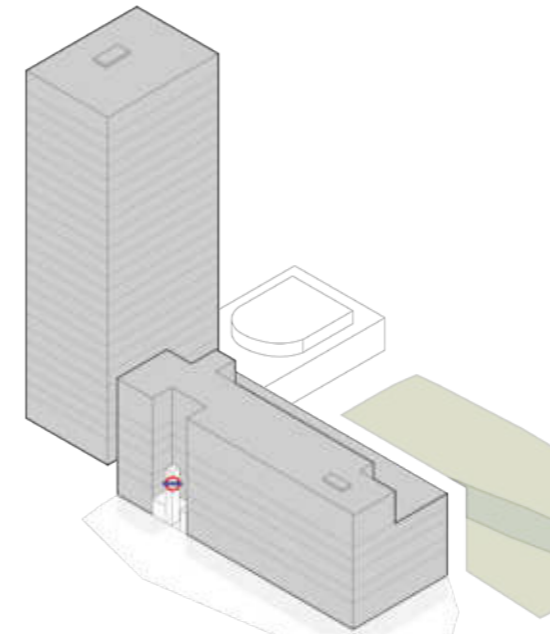
The S.73 Amendments build on the key principles established within the extant permission.

The updated proposals will achieve the following:

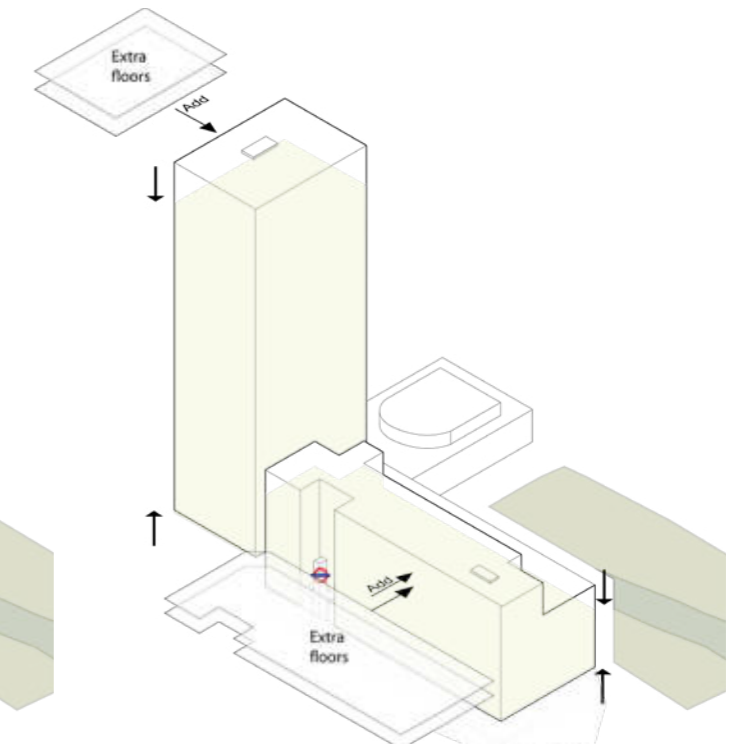
- Introduction of a second staircase and floor plans which meet the latest Building Regulations;
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- Rationalisation and retention of Commercial, Business and Services (Class E) floorspace, with active frontages where possible;
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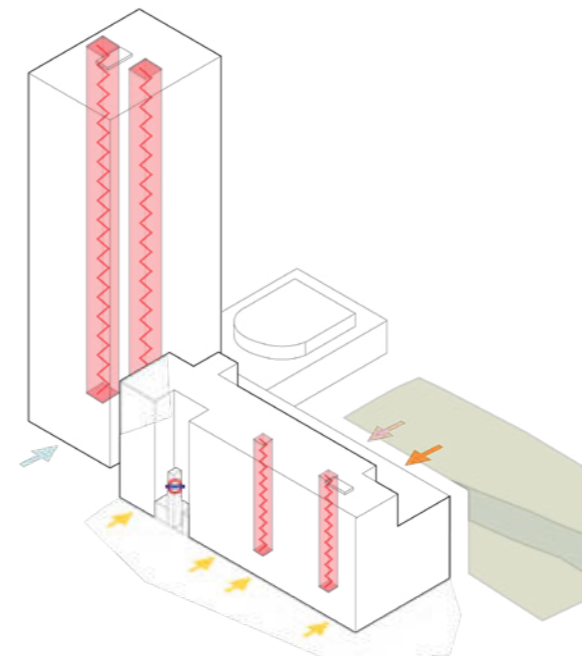
1. Approved Scheme



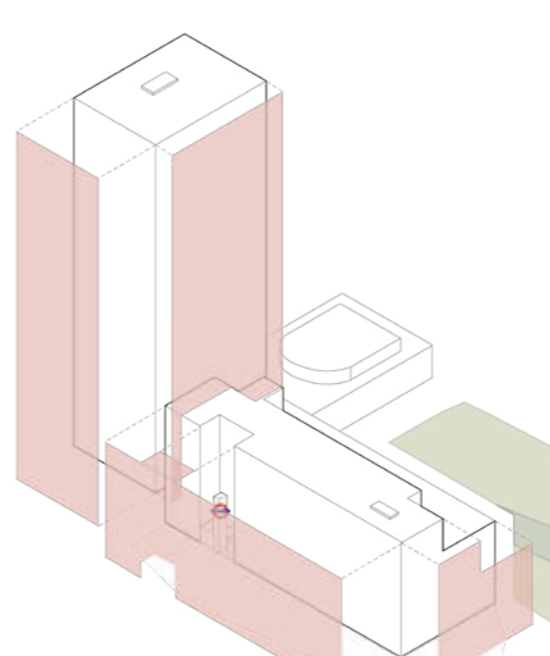
2. Approved Massing Envelope



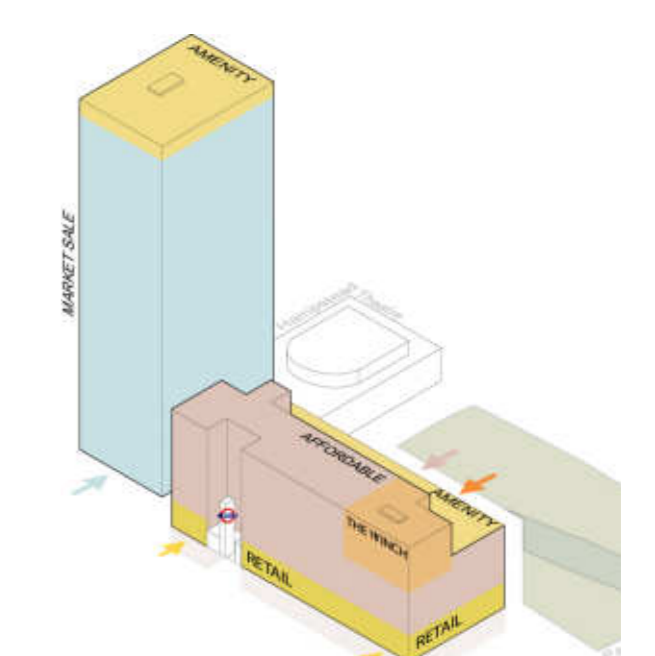
3. Improved Floor to Floor Efficiencies



4. Layout Rationalisation & Second Cores



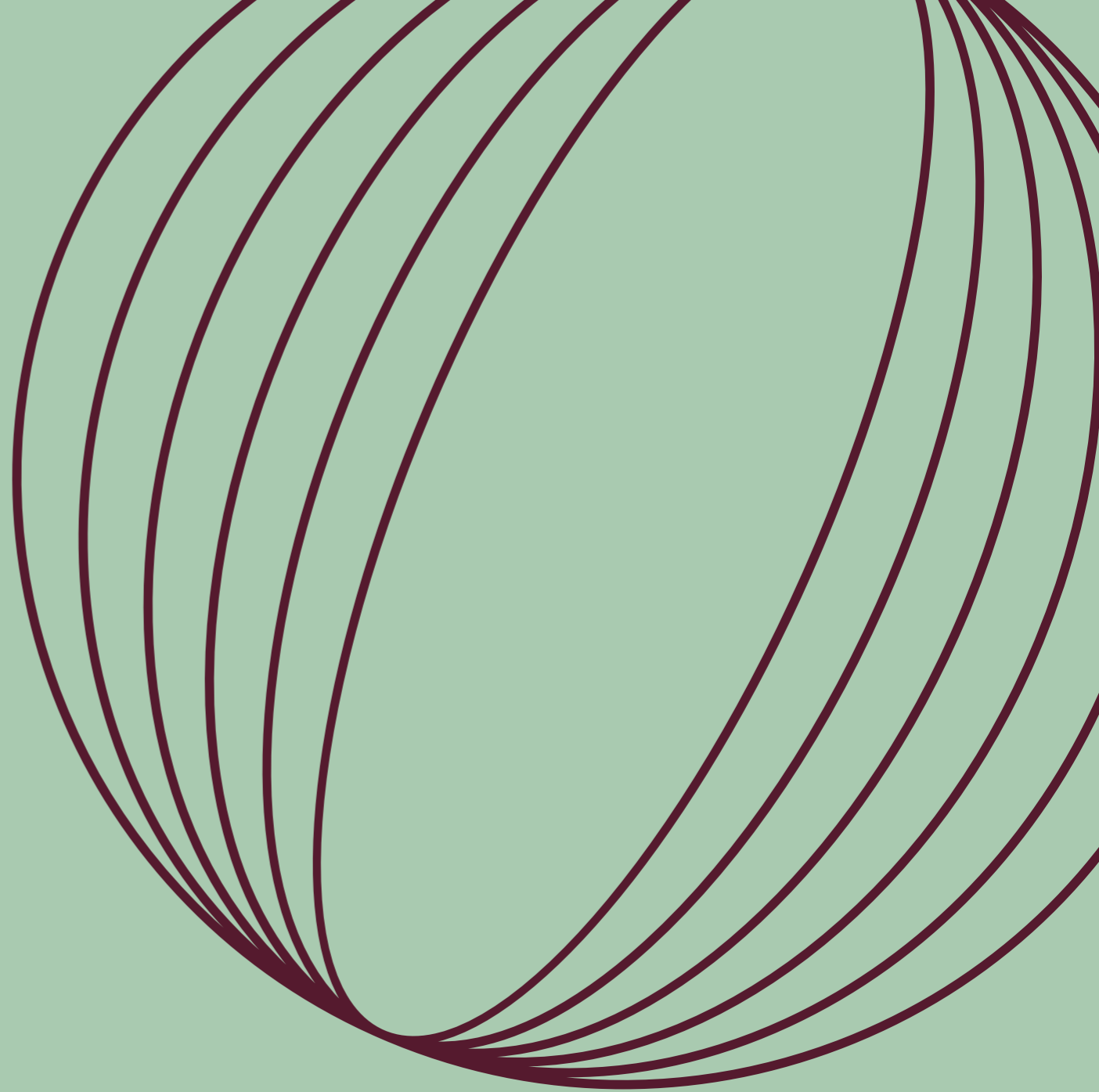
5. Façade Design



6. Proposed Design Concept

3.0

The Site & Context



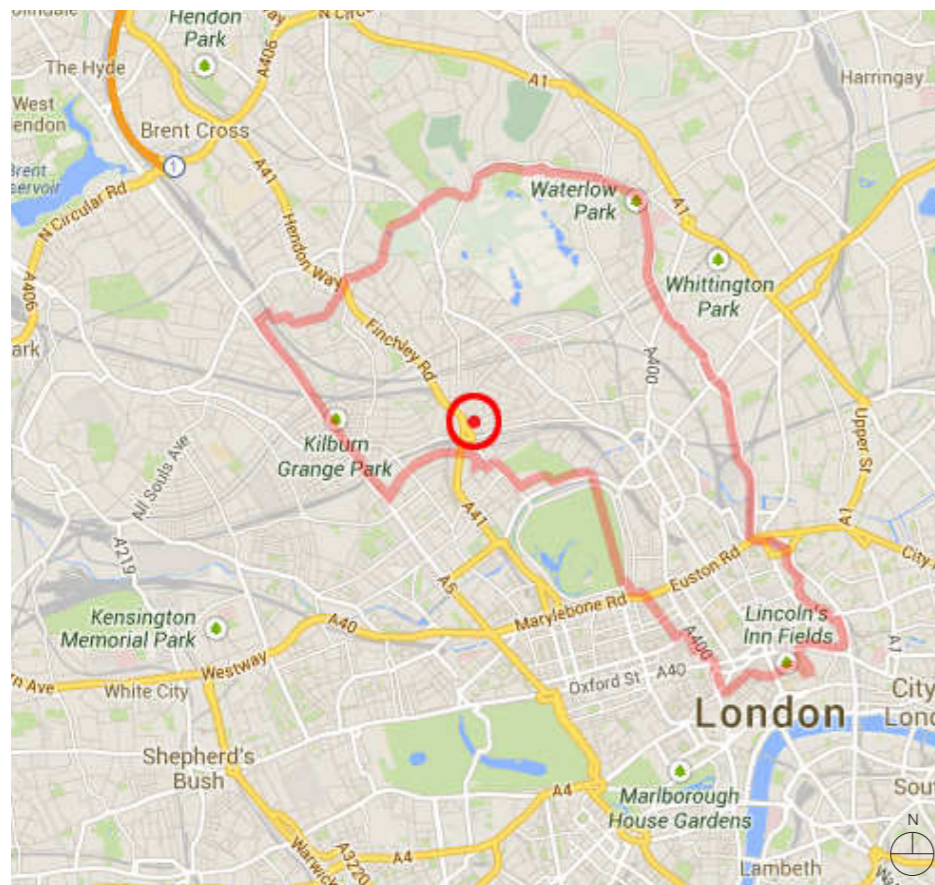
3.1 The Site

Site Location

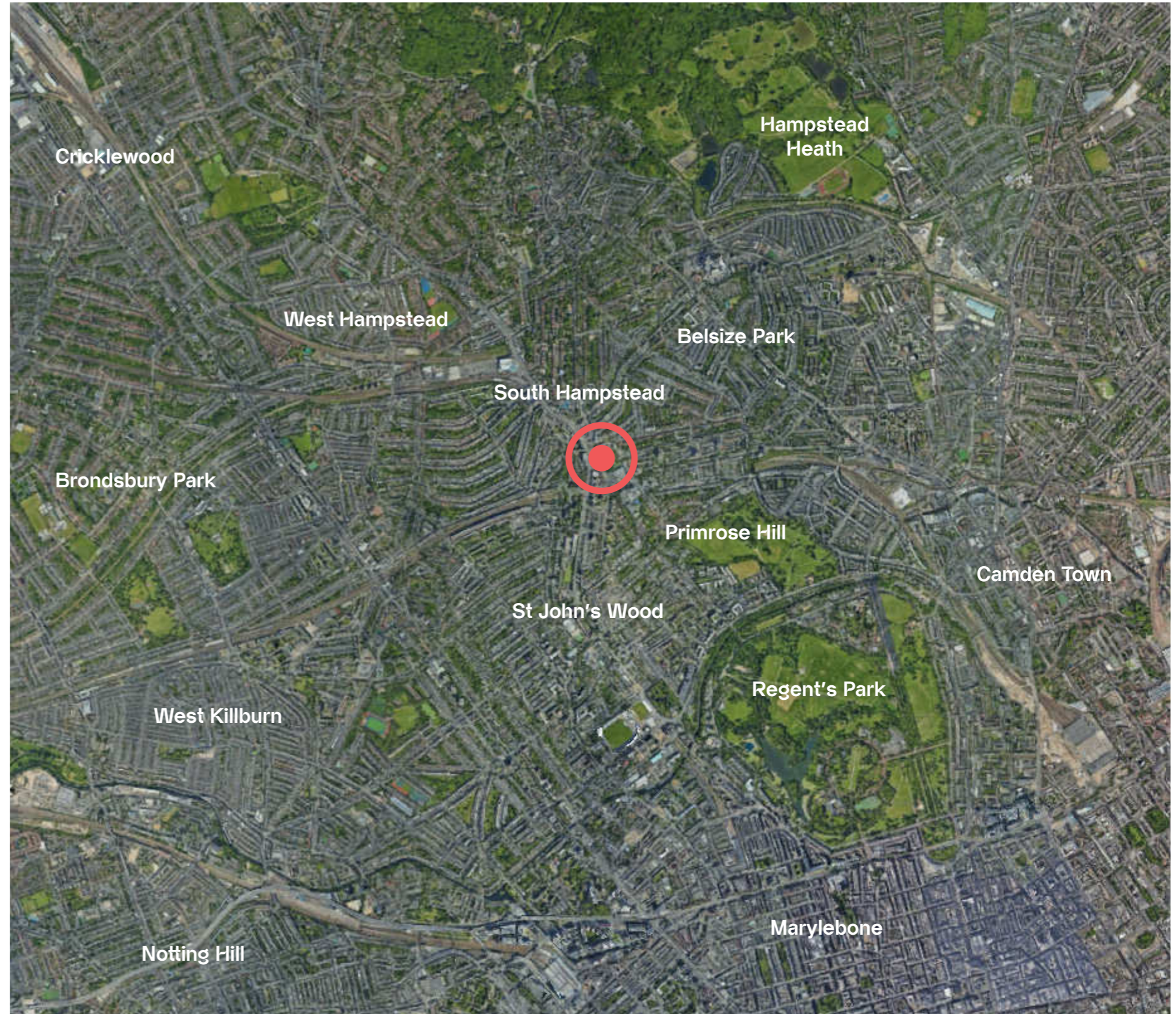
Site Location

The site occupies a prominent position in Swiss Cottage, at the southern end of the town centre in the London Borough of Camden. It faces Finchley Road, a significant and historic transport artery connecting London to the North. To the north of Swiss Cottage are the elevated areas of Hampstead and Golders Green, with convenient access to the M1. The transport links provide excellent connectivity to the Northeast and Northwest, making the site strategically located for North London boroughs.

To the south of the site is the Swiss Cottage Library, with Avenue Road to the west. A short distance further south are the iconic London open spaces of Primrose Hill and Regent's Park, as well as Marylebone Road, which provides access to several major national rail stations. To the north lies Eton Avenue, while Swiss Cottage Open Space is located to the east. The total site area is 0.4 hectares.



London Borough of Camden Site Location



Aerial View Site Location

3.1 The Site

Site Context

The site benefits from excellent transport connections, including multiple bus routes and its location partially above Swiss Cottage Underground Station on the Jubilee Line. It is also well-served by local amenities and facilities, such as Swiss Cottage Open Space, the Hampstead Theatre, Swiss Cottage Leisure Centre and Swiss Cottage Library.

Within a short walking distance are several educational institutions, including The Holy Trinity Primary School, South Hampstead High School, and the College of Osteopathic Medicine.

Finchley Road/ Swiss Cottage Town Centre offers a wide range of shops, hotels, utilities, and leisure facilities.

The junction of Avenue Road and Finchley Road provides excellent North-South connectivity, offering direct access to Regent's Park and Hampstead Heath.



Swiss Cottage Central Library



Ye Olde Swiss Cottage



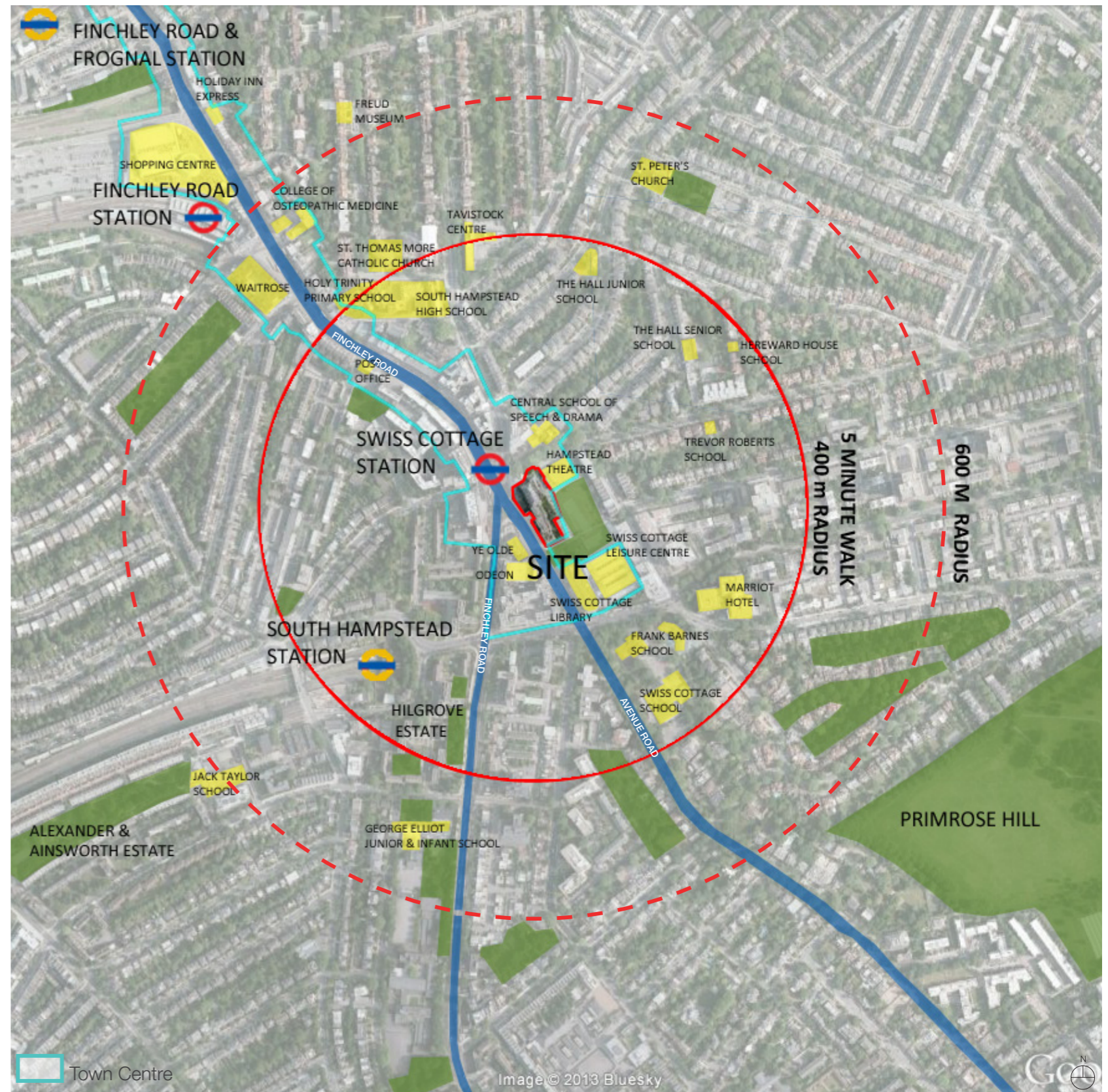
Hampstead Theatre



Central School Of Speech & Drama



Swiss Cottage Underground entrance



Public buildings, local facilities and green spaces

3.1 The Site

Building History

Previous Building (Pre-Demolition)

100 Avenue Road was an office headquarters building developed in 1985, occupying a highly prominent position adjacent to Swiss Cottage underground station.

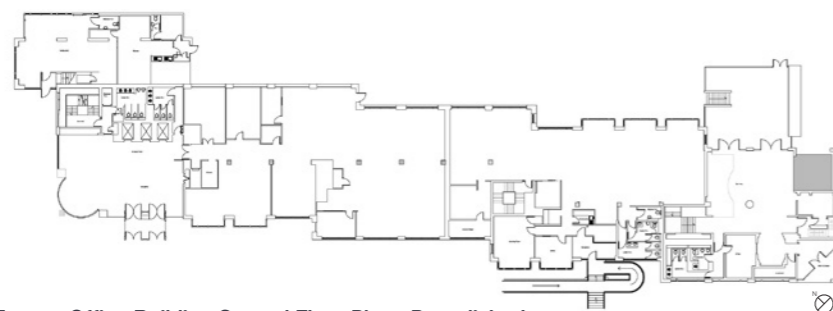
The site was occupied by a single building comprising a total of 8,825 sqm gross internal area, equating to a net internal area of 6,160 sqm, arranged on basement, ground and five upper floors. The building stepped down in height from north to south.

The property was identified as suitable for redevelopment in the London Borough of Camden Site Allocations Plan (2013) which designated the site for 'a mixed use redevelopment including permanent (Class C3) residential, and other appropriate town centre uses such as retail and employment'.

The office was entered at the north end, adjacent to Swiss Cottage underground station, via a generous reception. Two restaurants at ground/ lower ground floor and 49 underground parking spaces at basement level were provided. The basement entered via the ramp to the east of (and then under) the Hampstead Theatre.

" The existing building appears as an incongruous feature, a large mass with poor quality detailing that fails to reflect the character of the surrounding area."

(Approved Planning Heritage Statement. April 2013 p.9)



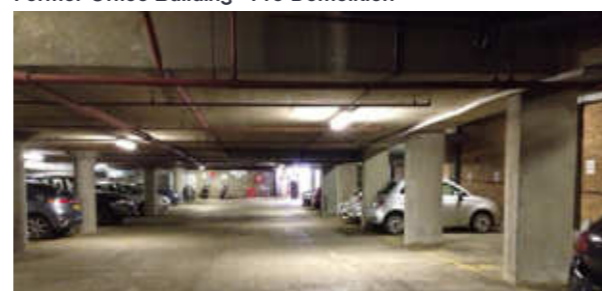
Former Office Building Ground Floor Plan - Demolished



Former Office Building Basement Floor Plan - Demolished



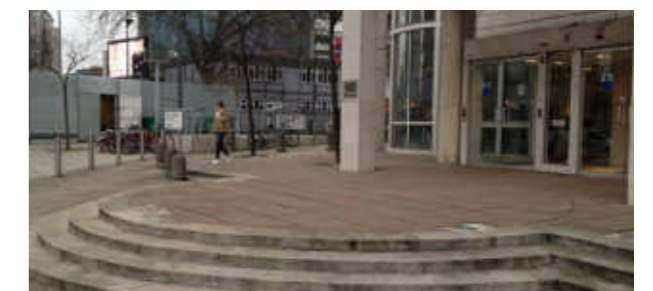
Former Office Building - Pre-Demolition



Former Office Building Basement - Pre-Demolition



Former Office Building Entrance - Pre-Demolition



Former Office Building Entrance - Pre-Demolition

3.1 The Site

Construction of Extant Permission

Construction of the extant scheme at 100 Avenue Road reached its current state following the demolition of the pre-existing office headquarters building and the subsequent enabling and basement construction. These works, completed around late 2021 to early 2022, included the formation of the basement structure and a ground floor podium designed to support the future superstructure. Since then, the site has remained dormant, with these completed elements serving as the foundation for the proposed redevelopment.

The basement includes retaining walls, starter bars, and a ground floor podium, providing a solid framework for the development. While some sections of the ground floor slab and foundations, particularly at the southern and eastern ends, are yet to be completed, these works can be efficiently addressed to align with the design intent. The basement construction incorporates a dual waterproofing system to ensure structural integrity and environmental protection.

The proposed redevelopment seeks to work with the existing structure already delivered on-site, utilising its embodied carbon efficiency and enabling faster delivery of the project. However, this approach introduces inevitable site constraints for the buildings above, which must be carefully designed to operate within the parameters of the existing structure. This balance reflects a commitment to sustainability while responding to the practicalities of the inherited structural conditions.



Consented Basement - Site Condition



Consented Ground Slab - Site Condition