

**FULL PLANNING AND LISTED BUILDING APPLICATION FOR THE
REPLACEMENT OF 58 EXISTING WALL-MOUNTED AIR CONDITIONING
UNITS WITH 5 AIR CONDENSING UNITS AND ASSOCIATED WORKS AT
THE ACADAEMY HOTEL, 17 – 25 GOWER STREET, LONDON**
PLANNING DESIGN AND ACCESS STATEMENT

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Planning design and access statement

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1. Introduction

- 1.1 This planning design and access statement has been prepared on behalf of RW Gower Street Ltd, the leaseholder of the Academy Hotel, 17-25 Gower Street, London, to support a full planning and listed building application for the installment of 5 air condensing units and associated works to replace 58 existing wall-mounted air conditioning units and associated ducting at the Academy Hotel.
- 1.2 The Academy Hotel is a four-star boutique hotel providing high quality accommodation in a central London location, catering for both business and leisure guests. The hotel comprises nos.17-25 Gower Street and is located close to the junction of Gower Street and Store Street in the London Borough of Camden. The hotel forms part of a grade II listing that consists of a Georgian terrace of 18 houses on the west side of Gower Street, first listed in 1969. The listed properties also lie within the Bloomsbury conservation area.
- 1.3 The proposal is part of a strategy to improve the existing hotel's services and replace older and less efficient wall-mounted air conditioning units with higher quality modern air condensing units and is based on the company policy of continual reinvestment and improvement to provide the very highest standard of facilities, accommodation and service.
- 1.4 The Academy Hotel is a centrally located and popular business and leisure destination within the heart of the Bloomsbury area of London. The hotel is in need of enhancement to ensure it's continued success as a significant employer and positive contributor to the local economy.

Pre-application discussions

- 1.5 The application has been submitted following a number of positive pre application discussions held with officers at the Council, including a most recent meeting on 12/09/2013 to discuss the preparation of the proposed scheme for the provision of essential air conditioning services at the Academy Hotel. The meeting focussed on the removal of the existing wall-mounted air conditioning units and the proposed location of the replacement air condensing units and associated works.
- 1.6 These discussions have informed the proposals and have aimed to secure a positive solution that ensures the Academy Hotel can continue to function with minimal disruption and that any proposals do not adversely affect the grade II listed buildings integrity, design or form, or the character of the Bloomsbury conservation area.

2. The application

- 2.1 Full planning and listed building consent is sought for the replacement of 58 existing wall-mounted air conditioning units with 5 air condensing units and associated works. This planning design and access statement sets out the appropriateness of the proposals to install the air condensing units and associated works in planning policy terms and demonstrates that the proposed units will improve the existing facilities on site whilst having minimal impact on the appearance and character of the grade II listed property and surrounding area.

- 2.2 This application outlines the details and location of the air condensing units and the associated works and the minimal impact caused in the context of the historic character of the listed building and wider conservation area.
- 2.3 In addition to this planning design and access statement, the following documents and plans are submitted as part of this planning application:
- Completed application forms and certificates of ownership (Terence O'Rourke)
 - Site location plan (ref. 236601-02) (November 2013, Terence O'Rourke)
 - Site plan (ref. 236601-01) (November 2013, Terence O'Rourke)
 - Scale drawings and plans:
 - Existing External Ground Floor Plan (ref. 2745-M201) (August 2013, KSL Ltd.)
 - Existing Rear Elevation (ref. 2745-M202) (August 2013, KSL Ltd.)
 - Proposed External Ground Floor Plan including manufacturer specifications for air condensing units (ref. 2745-M203) (August 2013, KSL Ltd.)
 - Proposed Rear Elevation (ref. 2745-M204) (August 2013, KSL Ltd.)
 - Proposed Basement Floor Plan – Refrigeration Pipework Routes including illustrative photographs (ref. 2745-M205) (November 2013, KSL Ltd.)
 - Proposed Ground Floor Plan – Refrigeration Pipework Routes including illustrative photographs (ref. 2745-M206) (November 2013, KSL Ltd.)
 - Proposed First Floor Plan – Refrigeration Pipework Routes (ref. 2745-M207) (November 2013, KSL Ltd.)
 - Proposed Second Floor Plan – Refrigeration Pipework Routes (ref. 2745-M208) (November 2013, KSL Ltd.)
 - Proposed Third Floor Plan – Refrigeration Pipework Routes (ref. 2745-M209) (November 2013, KSL Ltd.)
 - Environmental Noise Surveys and Condenser Plant Noise Assessments (ref. EPL/3144/ENA/01) (August 2013, Equus Partnership Ltd.)
 - Manufacturers details for proposed controller boxes and condenser units.
 - Requisite application fee (£385 full planning application for erection of replacement plant and machinery; no fee for listed building consent).

3. The site and its context

- 3.1 The Academy Hotel comprises nos. 17-25 Gower Street and is located close to the junction of Gower Street and Store Street in the London Borough of Camden. The hotel forms part of a grade II listing that consists of a Georgian terrace of 18 houses on the west side of Gower Street, first listed in 1969. Grade II listed buildings are of special interest warranting the requirement for listed building consent should any work be carried out that would affect their special character and/or appearance.
- 3.2 English Heritage's list entry description details that nos. 15A – 39 Gower Street were built in 1783 and that the architectural features of the buildings include the use of darkened yellow stock brick, an exterior stucco first floor band that runs horizontally along the front of the buildings and slated mansard roofs with dormer windows. Nos. 17-23 Gower Street consist of three storeys, with attics and basements and no. 25 Gower Street consists of four storeys with a

basement. The entrances to the individual properties include round-arched doorways with cornice heads, fanlights and paneled doors. The entrance to no. 21 Gower Street (main entrance to the Academy Hotel) also includes Doric columns carrying an entablature.

- 3.3 The list entry provides no description of the interior of the buildings and states that the interior was 'not inspected'. It also makes no reference to the rear of the properties or their associated curtilage other than including the attached railings to the front of the properties as part of the list description.
- 3.4 The listed property also lies within the Bloomsbury conservation area and the Council's Bloomsbury Conservation Area Appraisal document (2011) details the historic significance of Gower Street as part of the conservation area. The Bloomsbury area is considered to be an internationally significant example of late 18th century town planning that has created an attractive residential environment with a notable consistency in street patterns and contrasting formal squares. The area represents a period of London's early expansion northwards from the River Thames that continued through the Georgian and Regency periods to around 1840.
- 3.5 Gower Street is described as one of the main north-south routes in the conservation area that was widened around the turn of the 20th century. The former terraced housing on the eastern side of Gower Street has largely been replaced by institutional buildings associated with the expansion of the University of London and the London School of Hygiene and Tropical Medicine that lies opposite the Academy Hotel. The terraced townhouses along the western side of Gower Street, including the Academy Hotel, remain and have a strong uniformity of elevation fronting Gower Street since they are of similar scale and proportion and share architectural elements. They include a number of characteristic details in their design such as the repeated pattern of windows, reducing in height from the first floor upwards signifying their reducing significance. There is also a notable character created by the consistent use of cast iron railings along frontages to separate the pavement from the basement lightwells.
- 3.6 In contrast to the uniformity of the properties fronting Gower Street, the rear elevations have been subject to a number of alterations and differ in scale and proportion and share fewer architectural elements.
- 3.7 Ridgmount Street, which runs parallel to Gower Street, and to the rear of the Academy Hotel, includes a number of late 20th century developments that obscure the majority of views of the rear of the Academy Hotel. This is in contrast to Ridgmount Gardens which lies to the north of Ridgmount Street and benefits from green open space that runs along the rear of the section of the Gower Street terrace north of the Academy Hotel. At the south-east corner of the junction of Ridgmount Street and Store Street there has been a recent re-development of a former 1930s petrol station which has been incorporated into a themed café (see photograph 1).



Photograph 1 – View of rear of Academy Hotel from Store Street looking north. The recent development along Ridgmount Street and Store Street is clearly visible and obscures views of the rear of the properties along Gower Street from public view.

4. Planning history

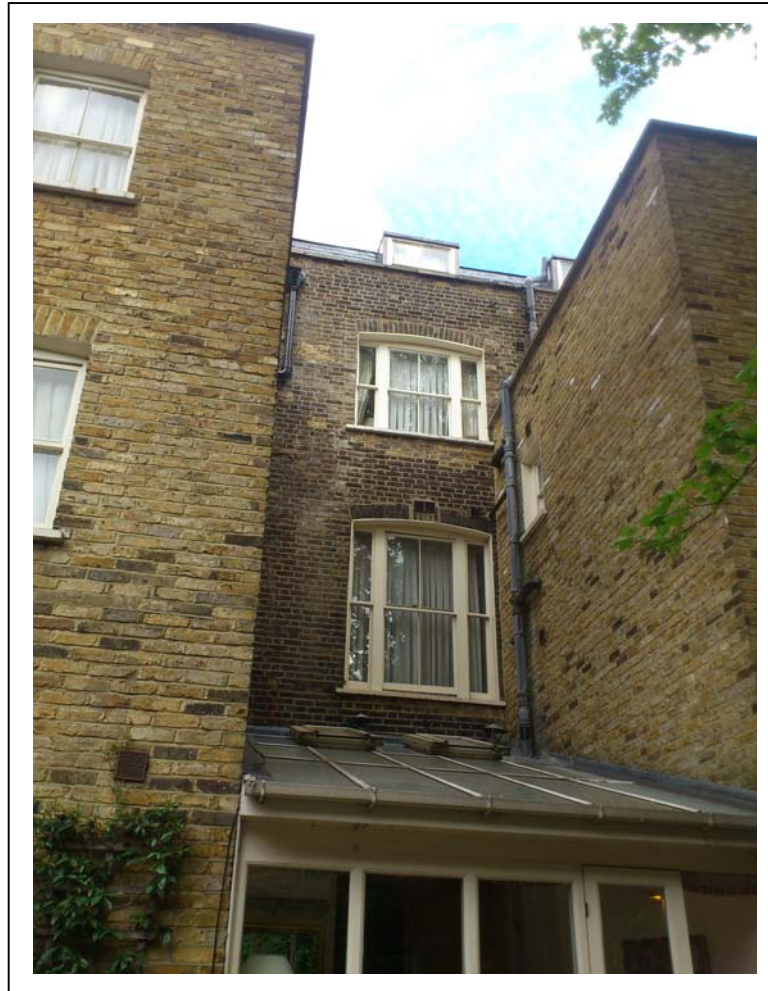
- 4.1 A review of the planning history of the property has been undertaken and identified a series of significant applications since 1962 (see appendix 1). The review was based on publicly available information from Camden Council and a review of the planning case file for the property as was kindly made available by the Council's archive department.
- 4.2 The planning history shows that whilst the use of the entirety of nos. 17-25 Gower Street as a hotel was not certified as lawful until the early 1990s a number of applications in relation to a hotel use were made prior to this and sections of the terrace have been in use as a hotel since at least the 1970s. For example, in 1972 listed building consent (ref. N13/16/A/HB448) was granted for the removal of existing partitions and the erection of new partitions to form a hotel reception office on part of the ground floor of the 'Academy Hotel' which then consisted of 19-21 Gower Street.
- 4.3 The former townhouses of nos. 17-25 Gower Street have been refurbished over time to form the Academy Hotel. During this process a number of internal alterations have occurred to the property as documented since 1962. The planning history schedule (see appendix 1) shows that these alterations include:

- Erection of a new partition on basement and ground floor of no. 23 Gower Street (ref. HB502 permitted in March 1973)
- The construction of a second floor mezzanine bathroom at the rear of no. 19 and the internal reconstruction of bathrooms at the 1st floor mezzanine level of no. 17 and no. 21 Gower Street (ref. N13/16/A/HB906 permitted in September 1974)
- Alterations to comply with Fire Precautions Act 1971 at nos. 17-21 Gower Street (ref. N/13/16/A/HB1180 permitted November 1975)
- Internal alteration to provide additional sanitary accommodation, removal of a basement partition and formation of a bar area in the ground floor reception area at nos. 19-21 Gower Street (ref. HB/8670057 permitted March 1986)
- Internal alterations at first, second and third floor at no. 19 Gower Street (ref. HB/9470141 permitted September 1994)
- Alterations to internal walls and minor external alterations to the rear of the property at nos. 23-25 Gower Street (ref. HB/9170176 permitted November 1994)
- Internal alteration at basement level at nos. 17-21 Gower Street (ref. HB/9570121 permitted June 1995)

4.4 Further to internal alterations, nos. 17-25 Gower Street have also been subject to a number of external alterations including various extensions to the rear of the properties. These include:

- Erection of a single storey ground floor rear extension for hotel use at no. 19 Gower Street (ref. PL/8702035 permitted December 1987)
- Erection of a single storey ground floor extension at the rear of the property for hotel use at no. 17 Gower Street (ref. PL/8702014/R1 permitted March 1988).
- Redevelopment of existing two-storey rear additions to nos. 23 – 25 Gower Street by the erection of two basement plus three-storey rear extensions to provide additional hotel accommodation (ref. 9500084 permitted in March 1995)
- Erection of a conservatory to the rear of no. 23 Gower Street (ref. 9501630 permitted in February 1996)

4.5 The external extensions and internal alterations to the hotel buildings, by virtue of the addition and moderation to the original built fabric, have undoubtedly reduced the special architectural and historic interest of this original part of the terrace. The rear of the property, particularly nos. 23 and 25 Gower Street (see photograph 2), have undergone considerable redevelopment and by virtue of these changes the original fabric of the rear of the hotel is of a reduced significance than those features that are visible from the public realm and are of original design, namely the front elevation of the hotel along Gower Street.



Photograph 2 – View of rear of Academy Hotel, Nos. 23 and 25 Gower Street, facing east from rear garden/patio area. The rear extensions approved in 1995 and the conservatory approved in 1996 are clearly visible and represent modern additions to the rear of the property.

- 4.6 In response to changing requirements of clients using the hotel the operator at the time embarked on a gradual introduction of air conditioning units, which lead to the accretion of units across the building. Most recently, retrospective planning and listed building consent were sought for the installation of 11 wall-mounted air conditioning units at rear ground floor level all surrounding the rear lightwell of no. 25 Gower Street in connection with the existing hotel use (ref. 2013/0151/P). The applications were refused and the Council subsequently took enforcement action in March 2013. RW Gower Street Ltd have since appealed the decision on technical grounds.
- 4.7 RW Gower Street Ltd, having fairly recently acquired the hotel are keen to ensure that the property is fit for purpose both in terms, of meeting and enhancing the requirements of the business, and protecting a heritage asset that forms an integral feature of the hotel. They recognise that the existing air

conditioning units should be removed and replaced with a more acceptable form of necessary air conditioning equipment. Consequently this application for planning and listed building consent is a culmination of consultations with the planning authority and with air conditioning specialists to rationalise and improve the provision of air conditioning at the hotel.

5. Summary of proposed development

- 5.1 The full planning and listed building application seeks permission for the installation of 5 air condensing units and associated works to replace 58 existing wall-mounted air conditioning units.
- 5.2 The 58 existing wall-mounted air condensing units are located externally in various locations around the property, predominantly to the rear and at ground level (see appendix 2). All of the wall-mounted air conditioning units and their associated cabling and ducting will be removed and the built fabric restored to its original condition.
- 5.3 The replacement air condensing units will be located in two positions to the rear of the property at ground level, 2 units will be located to the rear of no. 23 Gower Street and 3 units will be located in the rear garden of no. 17 Gower Street (see plan ref. 2745-M203). The condensing units will be grouped together and enclosed within grey acoustic paneling to mitigate any noise impacts of the units. The acoustic paneling will be covered by latticework to allow for the provision of planting to effectively screen the units.
- 5.4 The condensing units are a demonstrable improvement to the existing wall-mounted units and will enable the adequate provision of air conditioning facilities at the hotel. They are sensitively designed and will be effectively screened so as not to be discernable to hotel users or neighbouring residents and are appropriately located at ground floor level to the rear of the property so as not to be readily visible from any public vantage point.
- 5.5 In association with the air condensing units, pipework and 5 controller boxes will be required to ensure the rooms of the hotel are adequately serviced and the equipment can be maintained. The pipework has been designed to have a limited visual impact on the building. The external pipework linking the condenser units to the hotel will be run at a low level and screened (see plan ref. 2745-M203).
- 5.6 The internal pipework will then link to controller boxes and run up the staircases of the property (see plan ref. 2745-M205) to provide air conditioning services to the hotel rooms (see plan refs. 2754-M206, 2745-M207, 2745-M208, 2745-M209). This follows an air conditioning specialists review of the pipe routes that determined this to be the optimum route to enable access to each floor with minimal impact on the building. Once on each floor, the pipework will then be fed into the ceiling voids to branch off to each room. Visible pipework will be boxed to match the existing internal walls/skirting boards and kept to a minimum and located to have minimal impact on the appearance of the building.

- 5.7 The controller boxes (see plan ref 2745-M205) will all be located in the basement in storage/office space locations within the hotel and are required in order to maintain and adjust the air conditioning services when necessary. The units proposed are Mitsubishi Electric BC (branch controller) boxes that allow for simultaneous heating & cooling to be performed. The physical box sizes are typically 1110mm (width) x 520mm (depth) x 289mm (height) (see manufacturer specifications).
- 5.8 The proposals provide the opportunity to enhance the existing air conditioning services at the Academy Hotel and improve the existing appearance of the building by removing the 58 existing wall-mounted air conditioning units and their associated ducting and cabling, this will ensure the character and appearance of the listed property is preserved and that the essential hotel air conditioning services do not detract from its overall architectural and historic interest.

6. Design and access

- 6.1 This section sets out the evolution of the design and the evaluation processes that were followed in relation to the proposed location of the air condensing units and associated works, in accordance with Article 4 of The Town and Country Planning (Development Management Procedure) (England) (Amendment) Order 2013 which sets out the legal requirements for a design and access statement.

Use

- 6.2 The current use of nos. 17-25 Gower Street is as a hotel (C1). The proposal does not represent a change of use and involves the replacement of the 58 existing wall-mounted air conditioning units and associated works used to service the property, with 5 air condensing units and associated works.
- 6.3 The proposal represents an essential provision for the successful continuation of the entirely appropriate operating hotel use.

Amount

- 6.4 The application will allow for the provision of 5 air condensing units and associated works.
- 6.5 The necessary pipework and controller boxes have been positioned to ensure they can be adequately accessed, can provide the necessary services to individual rooms and to ensure minimal impact on the setting and character of the grade II listed building.
- 6.6 The proposal will involve a reduction in the number of air condition units: the 58 existing wall-mounted air conditioning units and their associated cabling and ducting will be removed and replaced with the 5 new air condensing units.
- 6.7 The units are a necessary service requirement of the hotel that ensure adequate facilities can be provided for guests and staff. The number of units reflects those required to maintain the high standards of accommodation that have warranted the hotels four-star status.

Layout

- 6.8 The air condensing units and associated works are located and orientated in response to the grade II listed building and surrounding conservation area.
- 6.9 The layout has been informed by professional survey and air conditioning specialist expert opinion and consultation with the Council ensuring there are minimal impacts on the listed building and conservation area. The position of the air condensing units to the rear of the property has been determined by considering a number of options and will ensure the units will not be readily visible from any public vantage point.
- 6.10 Following a professional contractor review of the pipe routes it was determined that the optimum route to access each floor of the hotel is via simple boxing following the staircase up each house. Once on each floor, the pipework will then be fed into the ceiling voids to branch off to each house. Visible boxing will be kept to a minimum and located to have minimal impact on the appearance of the building.

Scale

- 6.11 The air condensing units will be 920mm (width) by 760mm (depth) by 1710mm (height) (see plan ref. 2745-M203) and enclosed by grey acoustic paneling of approximately 2m height to mitigate any noise impacts of the units. The acoustic paneling will be covered by latticework to allow for the provision of planting to effectively screen the units.
- 6.12 The controller boxes proposed are Mitsubishi Electric BC (branch controller) boxes that allow for simultaneous heating & cooling to be performed. The physical box sizes are typically 1110mm (width) x 520mm (depth) x 289mm (height) and will all be located in the basement in storage/office space locations within the hotel.

Landscaping

- 6.13 The careful consideration of the siting of the air condensing units and associated works and proposed planting to screen the units represent an improvement to the existing site. The areas surrounding the air condensing units will be treated to enhance and protect the character of the rear garden/patio areas.
- 6.14 The condensing units will be grouped together and enclosed within grey acoustic paneling to mitigate any noise impacts of the units. The acoustic paneling will be covered by latticework to allow for the provision of planting to effectively screen the units.
- 6.15 The external pipework linking the air condenser units to the hotel will be run at a low level and screened.

Appearance

- 6.16 The air condensing units are shown on the accompanying plans (ref. 2745-M203, 2745-M204, 2745-M205) which also provide information on the controller boxes and pipework boxing proposed. The location and appearance of the air condensing units and associated works is a suitable response to the

site and its setting, and ensure that the units can be adequately accessed for any required maintenance.

Access

- 6.17 The air condensing units ensure minimal obstruction to the rear garden areas and are located to enable maintenance work to be carried out when required. The controller units will all be located in storage/office space locations within the hotel to again be accessible for maintenance purposes and not visible in the main spaces used by hotel guests.
- 6.18 The pipework necessary to enable the air condensing units to service the individual rooms of the hotel is located to enable access for necessary maintenance, will be boxed to match the existing internal walls/skirting boards and kept to a minimum, and located to have minimal impact on the appearance of the building.

7. Key planning policy and issues

- 7.1 This section introduces the key planning policy and issues. The hotel is an established use that is supported by planning policy and the issues associated with this application are limited to the impact of the proposals on local amenity, the grade II listed building and terrace and the Bloomsbury conservation area.
- 7.2 The works are required for the essential provision of air conditioning to service the hotel and are supported in planning policy terms as they are an improvement to the existing air conditioning provisions at the site and have a minimal impact on the special architectural and historic interest of the listed building and the character and appearance of the wider conservation area.
- 7.3 In considering this application, the planning authority will have regard to its adopted policies and planning policy guidance and those applied nationally by the Government. These currently include:
- The National Planning Policy Framework (NPPF) (2012)
 - London Plan (2011)
 - Camden Core Strategy 2010 - 2025 (2010) including:
 - CS5: Managing the impact of growth and development
 - CS8: Promoting a successful and inclusive Camden economy
 - CS14: Promoting high quality places and conserving our heritage
 - Camden Development Policies 2010 – 2025 (2010) including:
 - DP14: Tourism development and visitor accommodation
 - DP25: Conserving Camden's heritage
 - DP26: Managing the impact of development on occupiers and neighbours
 - DP28: Noise and vibration
 - Camden Planning Guidance 1 – Design (2013)
 - Camden Planning Guidance 5 – Town Centres, Retail and Employment

(2013)

- 7.4 National guidance is contained within the NPPF (2012), which underlines how the planning system is to contribute to the achievement of sustainable development. In particular, paragraphs 186 and 187 require local planning authorities to approach decision taking in a positive way. The replacement of the older and less efficient existing wall-mounted air conditioning units with higher quality modern air condensing units represents a positive solution in line with the requirements of the NPPF.

Cultural heritage

- 7.5 With regard to the historic environment, paragraphs 131, 132 and 134 of the NPPF highlight the necessity to consider the significance of a heritage asset and the level of impact caused by any development. In determining planning applications, local planning authorities should take account of the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation. The proposals are an enhancement to the listed property and enable the continuation of a viable hotel use that is compatible with its conservation.
- 7.6 Camden Core Strategy 2010 – 2025 (2010) policy CS14 relates to appropriate design and preserving and enhancing the borough's heritage assets. The policy seeks to ensure proposals respect or complement the local context and character of the area.
- 7.7 The proposed improvements to the hotel's air conditioning services, required to maintain the hotel's high standards of accommodation, have been sited in a suitable location that has minimal impact on the character of the area or the historic interest of the listed building.
- 7.8 The replacement air condensing units will be located in two positions to the rear of the property at ground level. This is considered to be an appropriate and suitable location for the units. The units are located to enable adequate maintenance access, to ensure adequate comfort levels for the users of the hotel are maintained and that the units are not readily visible to users of the hotel's outdoor amenity space or from the public realm.
- 7.9 The rear garden itself is enclosed, with limited views from residential properties in close proximity, and there will be no direct views from nearby properties of the air condensing units. Development to the rear of the hotel along Ridgmount Street encroaches into the rear garden of the property and blocks the majority of views of the rear elevation of the hotel. The air condensing units will not be readily visible from any public vantage point, and as such will not impact on the appreciation of the buildings character.
- 7.10 The rear of the property, particularly nos. 23 and 25 Gower Street, has undergone considerable redevelopment. By virtue of these changes the original fabric at the rear of the hotel is of reduced significance when compared to features that are visible from the public realm and of original design, such as the front elevation of the hotel along Gower Street. The front elevations of the terraced townhouses along the western side of Gower Street have a strong uniformity since they are of similar scale and proportion and share architectural

elements. English Heritage's list entry provides no reference to the rear of the properties or their associated curtilage other than to identify the attached railings to the front of the properties, as part of the list description.

- 7.11 Policy DP25 of the Camden Development Policies document relates specifically to conservation areas and listed buildings. The policy seeks to prevent any development that would cause harm. As outlined above the air condensing units and associated works will not be visible from the public realm, they will be sensitively sited to avoid any adverse impact on the character of the Bloomsbury conservation area and will not harm the setting or special interest of the listed building.
- 7.12 The surrounding built development limits the extent to which the site is visible in the wider area and the visibility of the air condensing units will be generally limited to within the garden/patio areas to the rear of the property. The air condensing units will be enclosed within grey acoustic paneling and covered by latticework to allow for the provision of planting to effectively screen the units.
- 7.13 The proposals are therefore not in principle contrary to policy CS14 of the Camden Core Strategy or policy DP25 of the Camden Development Policies document and that full planning and listed building consent ought to be granted for the proposed works.

Noise and local amenity

- 7.14 Camden Planning Guidance 5 – Town Centres, Retail and Employment (2013) highlights that the installation of air conditioning units can potentially disturb the amenity of residents and workers alike through noise and that units should be positioned sensitively to ensure they do not have an unacceptable visual impact. As a functioning hotel and business conscious of its surrounding area and residents, the hotel are keen to ensure that any services required for the hotel do not disturb the amenity of the hotel users and employees or that of neighbouring properties.
- 7.15 The noise report accompanying (ref. EPL/3144/ENA/01) this application takes into account the existing background noise levels in this central London location and confirms that the air condensing units will be fitted with bespoke 'acoustic kits' and enclosed by acoustic screens to adequately mitigate the noise emissions of the units. In addition, in order to provide further control of night-time noise emissions, the condensers will be programmed to operate in 'low noise mode' between 23.00 and 07.00 hours as a further safeguard to protect the amenity of neighbouring dwellings.
- 7.16 The proposals comply with policy DP26 and policy DP28 of the Camden Development Policies as they will not have an adverse effect on local amenity and are within the required noise levels and thresholds.

Tourism and visitor accommodation

- 7.17 The London Plan (2011) recognises the importance of the hotel industry to the capital and seeks to ensure an adequate range of hotel provision is available in London to meet the demand from business and tourist visitors. Enhancing provision for business visitors is a Mayoral priority and requires improvements

not just to the quality of accommodation but also to the wider range of services required by this section of the market. Policy 4.5 London's visitor infrastructure seeks to promote and facilitate development of a range of visitor accommodation.

- 7.18 The Academy Hotel lies centrally within London's Central Activities Zone (as defined by the London Plan, 2011) and is in close proximity to major tourist locations such as the British Museum and West End. The hotel provides an important source of accommodation for business and leisure users demanding a high level of service, part of which expects the provision of air-conditioned rooms.
- 7.19 The recently published Mayor's 2020 Vision further supports the provision and improvement of hotel accommodation in London to ensure the City continues to be competitive in the international market.
- 7.20 The proposals represent a re-arrangement and upgrade of existing hotel air conditioning service provision, which is necessary to meet the demands of those seeking suitable accommodation in central London and will help to ensure the continued prosperity of the hotel and its positive impacts on the local economy.
- 7.21 The proposals accords with policy DP14 of the Camden Development Policies document that supports the provision of visitor and tourism development in the Borough and policy CS8 of the Camden Core Strategy that seeks to secure a strong economy for the Borough.

8. Conclusions

- 8.1 The installation of 5 air condensing units and associated works will improve the appearance and historic integrity of the listed property, and will not detract from the overall character and appearance of the Bloomsbury conservation area. The application provides the opportunity to enhance and improve essential services necessary to run the hotel and will improve the current energy efficiency and visual impact of the existing air conditioning services. The proposals will facilitate provision of improved high quality tourist and business accommodation and ensure that the hotel can meet the ever rising expectations of holiday makers and business users and continue to be an attractive and popular tourist and business destination in the Borough.
- 8.2 The proposals represent an overall enhancement to the site and will allow for the complete removal of 58 existing wall mounted air conditioning units and associated ducting. The proposal is in accordance with the development plan with regard to sustainable development criteria, particularly relating to the historic environment, as well as supporting the upgrading of existing local tourist and business accommodation that will allow the local economic benefits of the hotel to continue.
- 8.3 The Academy Hotel is an important business, leisure and tourist attraction within the London Borough of Camden and has an important role in the local economy. The necessary air conditioning service improvements proposed

represent a significant investment in the continued success of the hotel whilst maintaining the historical integrity of the listed property and Bloomsbury conservation area.

- 8.4 In summary the works represent a minor alteration to the listed building and will preserve and enhance its character and appearance, and do not adversely impact on its architectural or historic interest.

APPENDIX 1 – Planning history schedule for The Academy Hotel, 17-25 Gower Street, London

Planning history schedule – 17 – 25 Gower Street, Camden, London

Full Planning Application	Listed Building Application	Discharge of Conditions	Date	Decision	App ref
1962					
19 Gower Street, Camden, London					
The raising of a party wall and the covering over of an existing concrete yard at 19 Gower Street for use as a kitchen.			Decision: 12 March 1962	Application Permitted	RC/HPDEL193
1972					
19 – 21 Gower Street, Camden, London					
	Removal of existing partitions and erection of new partitions to form hotel reception on part of the ground floor.		Decision: 2 Aug 1972	Application Permitted	N13/16/A/HB448
1973					
23 Gower Street, Camden, London					
	Erection of a new partition on basement and ground floor of No. 23 Gower Street.		Decision: 23 March 1973	Application Permitted	HB502
1974					
17 – 21 Gower Street, Camden, London					
	The construction of a second floor mezzanine bathroom at the rear of no. 19 and the internal reconstruction of bathrooms at the 1 st floor mezzanine level of no. 17 and no. 21 Gower Street.		Decision: 13 Sept 1974	Application Permitted	N13/16/A/HB906
1975					
17 – 21 Gower Street, Camden, London					
The construction of a second floor mezzanine level, bathroom at the rear of 19 Gower Street.			Decision: 30 June 1975	Application Permitted	N13/16/A/19436
	Alterations to comply with fire precautions Act 1971.		Decision: 18 Nov 1975	Application Permitted	N13/16/A/HB 1180
	New bathroom, WC and shower in an existing		Decision: 20 Oct 1975	Application Permitted	HB1196

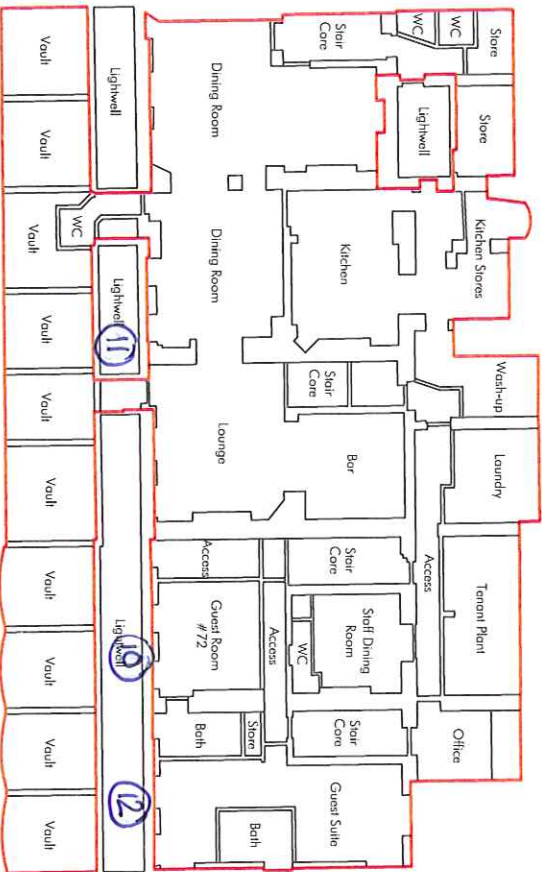
	storeroom at rear at first floor level.				
1986					
19 - 21 Gower Street, Camden, London					
	Internal alteration to provide additional sanitary accommodation, removal of a basement partition and formation of bar area in the ground floor reception area.		Decision: 21 March 1986	Application Permitted	HB/8670057
1987					
19 Gower Street, Camden, London (formerly known as the Carswell Hotel)					
Erection of a single storey ground floor rear extension for hotel use.			Decision: 3 Dec 1987	Application Permitted	PL/8702035
	The erection of a single storey ground floor rear extension for hotel use.		Decision: 3 Dec 1987	Application Permitted	HB/8770304
1988					
17 Gower Street, Camden, London					
Erection of a single storey ground floor extension at the rear of the property for hotel use.			Decision: 28 March 1988	Application Permitted	PL/8702014/R1
	Erection of a single storey ground floor extension at the rear of the property for hotel use.		Decision: 28 March 1988	Application Permitted	HB/8770291/R1
19 Gower Street, Camden, London (formerly known as the Carswell Hotel)					
Erection of a single storey rear extension at mezzanine level for hotel use.			Decision: 6 June 1988	Application Permitted	PL/8800041
	Erection of a single storey rear extension at mezzanine level for hotel use.		Decision: 6 June 1988	Application Permitted	HB/8870018
1991					
19 Gower Street, Camden, London (formerly known as the Carswell Hotel)					
The construction of an extension in the front basement area to accommodate WCs			Decision: 19 June 1991	Application Permitted	PL/8900639
	The construction of an		Decision: 19	Application	HB/8970207

	extension in the front basement area to accommodate WCs		June 1991	Permitted	
1993					
17 - 21 Gower Street, Camden, London					
Certificate of Lawfulness for 17 – 21 Gower Street as a hotel.			Decision: 20 Dec 1993	Application Permitted	PL/9300870
25 Gower Street, Camden, London					
Certificate of Lawfulness for 25 Gower Street as a hotel.			Decision: 20 Dec 1993	Application Permitted	PL/9300871
1994					
19 Gower Street, Camden, London					
	Internal alterations at first, second and third floor.		Decision: 30 Sept 1994	Application Permitted	HB/9470141
23 Gower Street, Camden, London					
Change of use from residential to hotel use.			Decision: 3 November 1994	Application Permitted	PL/9101056
23 - 25 Gower Street, Camden, London					
	Alteration to internal walls and minor external alterations at the rear of the property.		Decision: 3 Nov 1994	Application Permitted	HB/9170176
1995					
17 - 21 Gower Street, Camden, London					
	Internal alteration at basement level.		Decision: 16 June 1995	Application Permitted	HB/9570121
23 Gower Street, Camden, London					
	Conservatory to rear.		Decision: 20 Oct 1995	Application Permitted	HB/9570165
23 - 25 Gower Street, Camden, London					
Redevelopment of existing 2 storey rear addition by erection of 2 basement plus three storey rear extension to provide hotel accommodation (scheme 3).			Decision: 10 March 1995	Application Permitted	PL/9500084
	Redevelopment of existing 2 storey rear addition by erection of 2 basement plus three storey rear extension to provide hotel accommodation		Decision: 10 March 1995	Application Permitted	HB/9570015

	(scheme 3).				
1996					
23 Gower Street, Camden, London					
Conservatory at rear.			Decision: 9 Feb 1996	Application Permitted	9501630
	Conservatory at rear.		Decision: 9 Feb 1996	Application Permitted	9570285
		Approval of details of conservatory extension.	Decision: 29 Aug 1996	Application Permitted	
2013					
17 – 25 Gower Street, London					
Installation of 11 wall-mounted air conditioning units at rear ground floor level all in connection with existing hotel (Class C1) (retrospective)			Decision: 13 March 2013	Refused and warning of enforcement action to be taken issued.	2013/0151/P

APPENDIX 2 – Annotated floor plan of 58 existing wall-mounted air conditioning units and associated images.

10 - 1 unit
11 - 3 units
12 - 1 unit

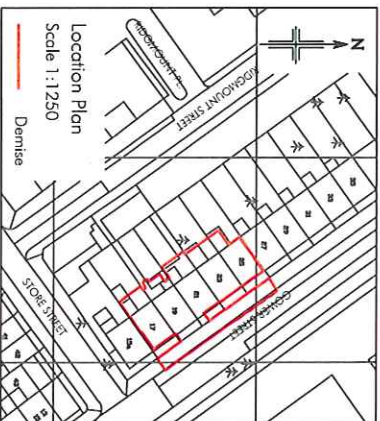


GOWER STREET



GROSS INTERNAL AREA

TOTAL GIA: 579.9 sq m 6242 sq ft



NOTES

This drawing complies with the 4th edition of the BS code and is produced to an accuracy commensurate with standard presentation scales. It is held in a scaled digital CAD format.

THE ACADEMY
21 Gower Street, LONDON, WC1

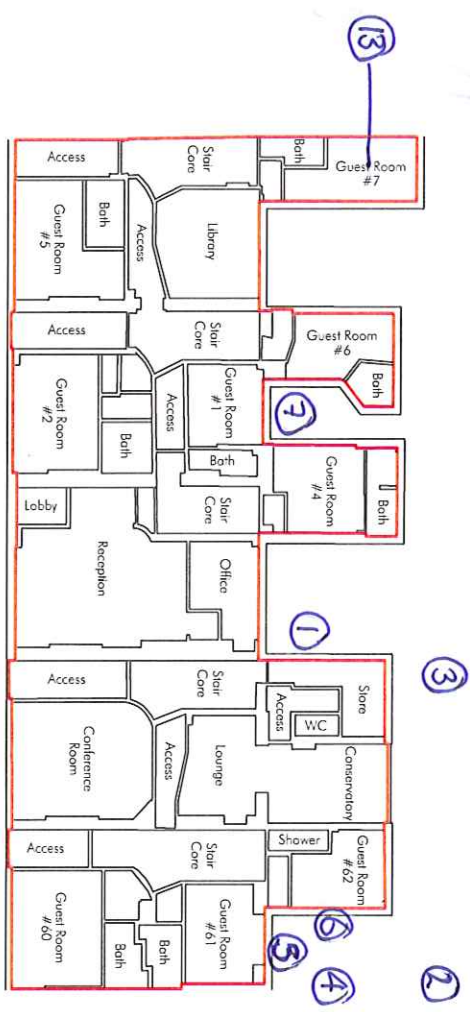
Basement
Internal Area Plan

CBRE
CB RICHARD ELLIS

CB Richard Ellis Limited, St Martins Court, 10 Paternoster Row,
London, EC4M 7HP
Switchboard: 0207 182 2000 Fax: 0207 182 3007
Web: www.cbre.com

Address:	THE ACADEMY 21 Gower Street LONDON
Drawing:	Basement Gross Internal Area
Date:	09/09/10
Scale:	1:200@A3
Drawn:	AG
Dwg. No.	307309/2-B
Rev	A

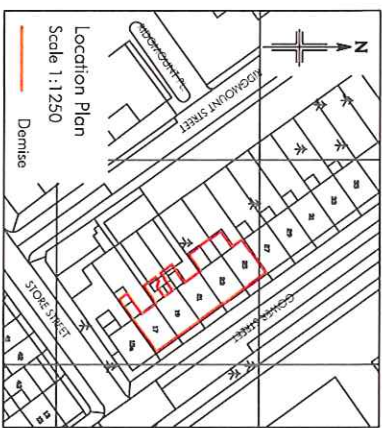
- 1 - 2 units
- 2 - 4 units
- 3 - 6 units
- 4 - 3 units
- 5 - 2 units
- 6 - 6 units
- 7 - 5 units
- 13 - 2 units



GOWER STREET

THE ACADEMY
21 Gower Street, LONDON, WC1

Ground Floor
Internal Area Plan



NOTES

This drawing complies with the 6th edition of the BCS code and is produced to an accuracy commensurate with standard presentation scales. It is held in a scaled digital CAD format.



CB Richard Ellis Limited, St Martins Court, 10 Paternoster Row,
London, EC4M 7HP
Switchboard: 0207 182 2000 Fax: 0207 182 3007
Web: www.cbre.com

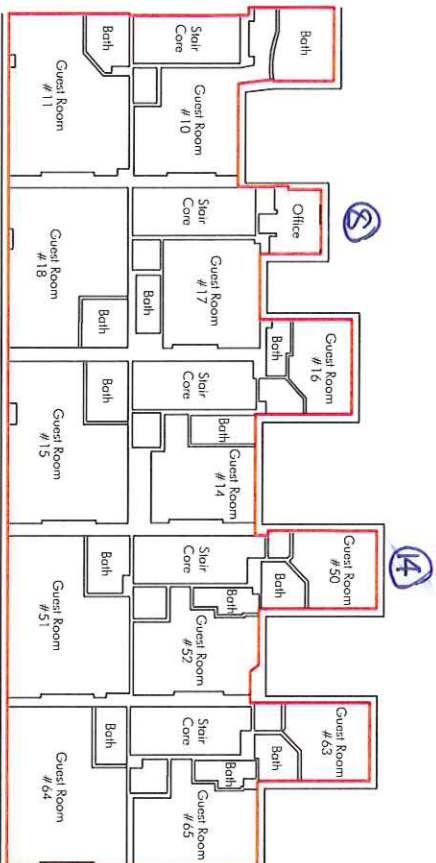
Address:		THE ACADEMY	
		21 Gower Street	
		LONDON	
		WC1	
Drawing:		Ground Floor Gross Internal Area	
Date:		09/09/10	
Scale:		1:2000/A3	
Drawn:		AG	
Dwg. No.		307309/2-G	
		Rev. A	



GROSS INTERNAL AREA

TOTAL GIA: 420.0 sq m 4521 sq ft

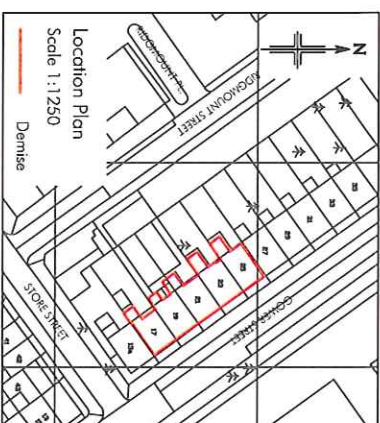
8 - 7 units
14 - 3 units



GOWER STREET

THE ACADEMY
21 Gower Street, LONDON, WCI

First Floor
Internal Area Plan



NOTES

This drawing complies with the 6th edition of the BCS code and is produced to an accuracy commensurate with standard presentation scales. It is held in a scaled digital CAD format.

CBRE
CB RICHARD ELLIS

CB Richard Ellis Limited, St Martins Court, 10 Paternoster Row,
London, EC4M 7HP
Switchboard: 0207 182 2000 Fax: 0207 182 3007
Web: www.cbre.com

Address:	THE ACADEMY
	21 Gower Street LONDON WCI
Drawing:	First Floor Gross Internal Area
Date:	09/09/10
Scale:	1:200@A3
Drawn:	AG
Dwg. No.	307309/2-1
Rev.	A

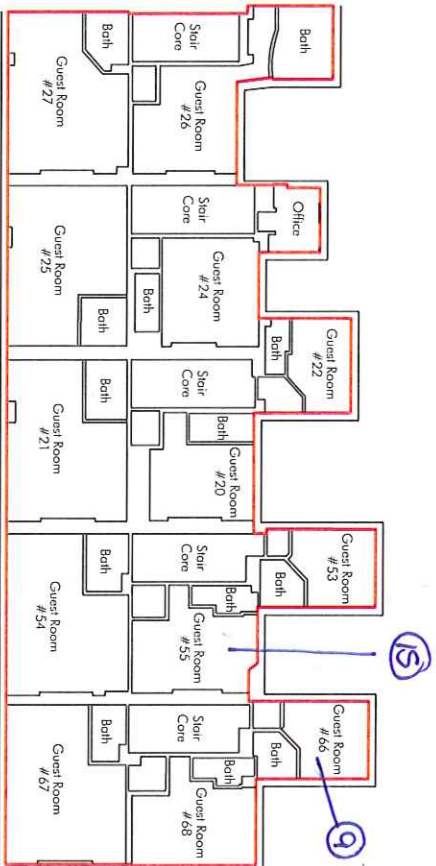


GROSS INTERNAL AREA

TOTAL GIA: 379.5 sq m

4085 sq ft

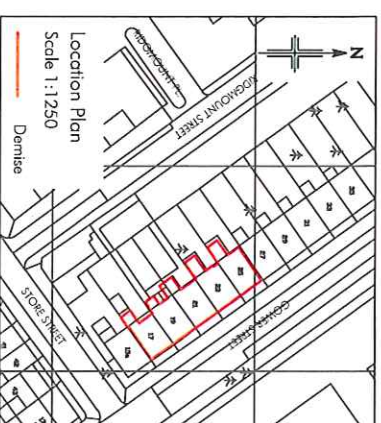
9 - 6 units
15 - 7 units



GOWER STREET

THE ACADEMY
21 Gower Street, LONDON, WC1

Second Floor
Internal Area Plan



NOTES

This drawing complies with the 6th edition of the BCS code and is produced to an accuracy commensurate with standard presentation scales. It is held in a scaled digital CAD format.

CBRE
CB RICHARD ELLIS

CB Richard Ellis Limited, St Martins Court, 10 Paternoster Row,
London, EC4M 7HP
Switchboard: 0207 182 2000 Fax: 0207 182 3007
Web: www.cbre.com

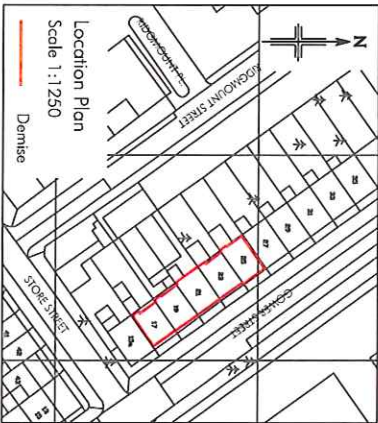
Address:	THE ACADEMY	
	21 Gower Street	
	LONDON	
	WC1	
Drawing:	Second Floor Gross Internal Area	
Date:	09/09/10	Project No. 307309
Scale:	1:200@A3	All Scale: 1:100@A1
Drawn:	AG	Checked: ICS
Dwg. No.	307309/2-2	Rev. A

☐ GROSS INTERNAL AREA

TOTAL GIA: 379.5 sq m 4085 sq ft

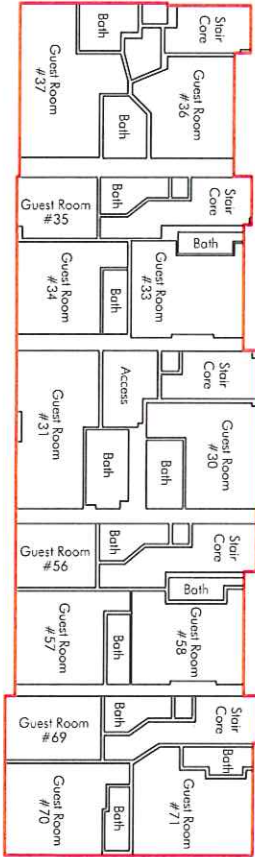
THE ACADEMY
21 Gower Street, LONDON, WC1

Third Floor
Internal Area Plan



NOTES

This drawing complies with the 6th edition of the BS1191 code and is produced to an accuracy commensurate with standard presentation scales. It is held in a scaled digital CAD format.



GOWER STREET

CBRE
CB RICHARD ELLIS

CB Richard Ellis limited, St Martins Court, 10 Paternoster Row,
London, EC4M 7HP
Switchboard: 0207 182 2000 Fax: 0207 182 3007
Web: www.cbre.com

Address:		THE ACADEMY
		21 Gower Street
		LONDON
		WC1
Drawing:		Third Floor Gross Internal Area
Date:	09/09/10	Project No. 307309
Scale:	1:200@A3	Alt. Scale: 1:100@A1
Drawn:	AG	Checked: ICS
Dwg. No.	307309/2-3	Rev. A

☐ GROSS INTERNAL AREA

TOTAL GIA: 307.2 sq m 3307 sq ft

Images

Basement

10 (1 Unit)



11 (3 Units)



12 (1 Unit)

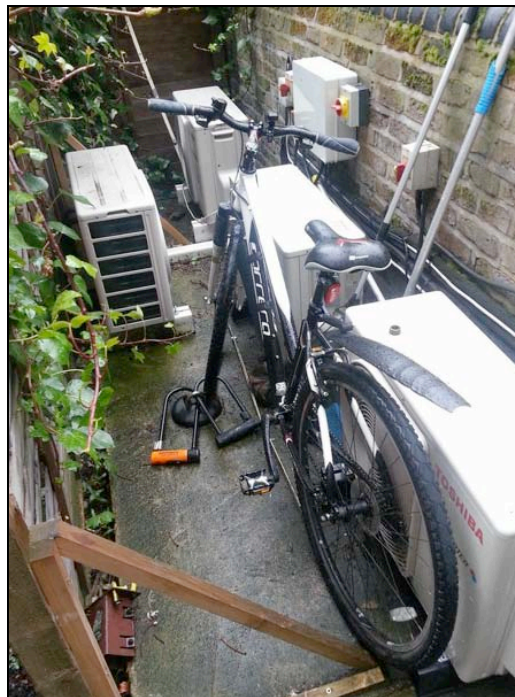


Ground Floor

1 (2 Units)



2 (4 Units)



3 (6 Units)



4 (3 Units)



5 (2 Units)



6 (6 Units)



7 (5 Units)



13 (2 Units)



First Floor

8 (7 Units)



14 (3 Units)



Second Floor

9 (6 Units)



15 (7 Units)



