

Mount Pleasant

Tall Buildings Justification Statement

Royal Mail Group Ltd

April 2013

MOUNT PLEASANT – ERRATA NOTE

This note has been prepared by DP9 on behalf of the Royal Mail Group Ltd. The note should be read in conjunction with all documents and plans submitted in support of the following planning applications:

- The Calthorpe Street planning and associated conservation area consent applications to the London Borough of Islington; and
- The Phoenix Place planning application to the London Borough of Camden.

The above applications were submitted simultaneously to the relevant Local Planning Authority on 1 May 2013. Following the submission of the applications the London Borough of Camden requested that the redline application boundary for the Phoenix Place application was re-drawn to mirror the administrative boundary down the centre of Phoenix Place.

As a consequence, the redline boundary for both applications has been withdrawn and amended plans submitted to the relevant Local Planning Authority, alongside this Errata Note. The redline boundary change affects the site areas as follows:

- Calthorpe Street Site – From 2.22 ha to 2.36 ha
- Phoenix Place Site – From 1.31 ha to 1.17 ha

For the avoidance of doubt, the application proposals for the Mount Pleasant Site as a whole are unaffected and the documents submitted in support of each application remain valid and robust.

The table below lists the application documents submitted for each planning application and whether, other than plans showing the respective redline boundary and resultant site areas, this change affects the documents or conclusions.

APPLICATION DOCUMENT	EFFECT OF THE REDLINE BOUNDARY CHANGE
<i>Documents submitted in support of the Calthorpe Street Site application only</i>	
Planning Application Form, Land Ownership Certificate A and Agricultural Holdings Certificates;	Unaffected
The Covering Letter	Unaffected

Design and Access Statement: Volume 2: Calthorpe Street Development	Density calculations on page 45 amended to 1,036 habitable rooms within a site area of 2.36ha to provide a density calculation of 438 habitable rooms/hectare.
Calthorpe Street Waste Management Plan	Unaffected
Calthorpe Street Framework Travel Plan	Unaffected
Calthorpe Street Operational Waste Plan	Unaffected
Calthorpe Street Sustainability Statement including Code for Sustainable Homes Pre-Assessment and BREEAM Pre-Assessment	Unaffected
Calthorpe Street Energy Strategy including Overheating Report	Unaffected
<i>Documents submitted in support of the Phoenix Place Site application only</i>	
Planning Application Form, Land Ownership Certificate B and Agricultural Holdings Certificates	Unaffected
The Covering Letter	Unaffected
Design and Access Statement: Volume 3: Phoenix Place Development	Density calculations on page 31 amended to 1,077 habitable rooms within a site area of 1.17 to provide a density calculation of 921 habitable rooms/hectare.
Phoenix Place Waste Management Plan	Unaffected
Phoenix Place Framework Travel Plan	Unaffected
Phoenix Place Operational Waste Plan	Unaffected
Phoenix Place Sustainability Statement including Code for Sustainable Homes Pre-Assessment and BREEAM Pre-Assessment	Unaffected

Phoenix Place Energy Strategy including Overheating Report	Unaffected
<i>The application documents which assess the Development across the Site are set out below</i>	
Planning Statement which includes the Economic and Regeneration Statement and draft Section 106 Heads of Terms	Density calculations for Calthorpe Street (page 37) amended to 1,036 habitable rooms within a site area of 2.36ha to provide a density calculation of 438 habitable rooms/hectare. Density calculations for Phoenix Place (page 38) amended to 1,077 habitable rooms within a site area of 1.17 to provide a density calculation of 921 habitable rooms/hectare.
Design and Access Statement: Volume 1: Mount Pleasant	Unaffected
Environmental Statement: Volume 1: Main Text	Unaffected
Environmental Statement: Volume 2: Figures	Unaffected
Environmental Statement: Volume 3: Townscape, Visual and Built Heritage Assessment	Unaffected
Environmental Statement Volumes 4A to 4F (Appendices)	Unaffected
Environmental Statement Non-Technical Summary	Unaffected
Public Realm and Playspace Strategy	Unaffected
Housing Statement	Unaffected
Internal Daylight and Sunlight Assessment	Unaffected
Residential Travel Plan	Unaffected
Delivery and Servicing Plan	Unaffected

Framework Construction Logistics Plan	Unaffected
Parking Management Plan	Unaffected
Health Impact Assessment	Unaffected
Community Involvement Report	Unaffected

DP9

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Mount Pleasant Tall Buildings Justification Statement

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1. INTRODUCTION

1.1 This Tall Buildings Justification Statement (the “Statement”) has been prepared and submitted by DP9, on behalf of Royal Mail Group Ltd (the “Applicant”) to support the detailed planning applications and associated conservation area consent application for the redevelopment of the Royal Mail Mount Pleasant Site (the “Site”).

1.2 The Statement should be read in conjunction with the other supporting planning application documents, with particular reference to the following:

- The Planning Statement;
- The Design and Access Statement – Volumes I, II and III;
- Environmental Statement: Volume 3: Townscape, Visual and Built Heritage Assessment; and
- The Application Plans.

The Site

1.3 The Site straddles the borough boundary of the London Borough of Islington (“LBI”) and the London Borough of Camden (“LBC”). The Site is bound by Farringdon Road to the east, Mount Pleasant and the existing Mount Pleasant Sorting Office to the south, Gough Street to the west and Calthorpe Street to the north. Phoenix Place, which runs north-west through the Site, is the borough boundary.

1.4 The Site is split into two smaller sites by the borough boundary. The eastern portion of the Site sits within the administrative area of LB Islington (LBI) and is referred to in this Statement as the Calthorpe Street Site. The western portion of the Site sits within the administrative area of LB Camden (LBC) and is referred to in this Statement as the Phoenix Place Site.

The Applications

1.5 By virtue of the cross-borough relationship, separate planning applications are submitted for the Calthorpe Street Site and the Phoenix Place Site. This is described in more detail in the Planning Statement, the respective development descriptions are set out below.

Calthorpe Street – LB Islington

- 1.6 Full planning permission and conservation area consent is sought for the following:

“Comprehensive redevelopment of the site following the demolition of existing buildings and structures to construct six new buildings ranging from 3 to 12 storeys in height to provide 38,015 sqm (GIA) of residential floorspace (Class C3), 4,260 sqm (GIA) of office floorspace (Class B1), 1,428 sqm (GIA) of flexible retail and community floorspace, (Classes A1, A2, A3, D1 and D2), with associated energy centre, waste and storage areas, vehicle and cycle parking, hard and soft landscaping to provide public and private areas of open space, alterations to the public highway and construction of a new dedicated vehicle ramp to basement level to service Royal Mail operations, construction of an acoustic roof deck over the existing servicing yard and all other necessary excavation and enabling works.”

Phoenix Place Site – LB Camden

- 1.7 Full planning permission is sought for the following:

“Comprehensive redevelopment of the site following the demolition of existing buildings to construct four new buildings ranging from 4 to 15 storeys in height to provide 38,723 sqm (GIA) of residential floorspace (Class C3), 822 sqm (GIA) of flexible retail and community floorspace (Use Classes A1, A2, A3, D1 and D2), with associated energy centre, waste and storage areas, vehicle and cycle parking (including the re-provision of Royal Mail staff parking), hard and soft landscaping to provide public and private areas of open space, alterations to the public highway and all other necessary excavation and enabling works.”

Purpose of this Statement

- 1.8 This Statement provides an evaluation and justification for the design and siting of the tallest elements of the Development within the Phoenix Place Site and Calthorpe Street Site. The Statement will identify the rationale for the proposed design of each of the taller buildings and will assess the proposal in the context of national, regional and local planning policy, including the jointly adopted Mount Pleasant Supplementary Planning Document (February 2012) (the “MP SPD”).
- 1.9 The Statement should be read in conjunction with the application documents set out at paragraph 1.2.

The Taller Buildings

- 1.10 The principles for massing across the Site are set out in the MP SPD and described in more detail in Section 3 of this Statement. Figure 19 of the MP SPD sets out typical building heights for low rise (up to four storeys); medium rise (typically four to eight storeys); and higher rise (typically eight to ten storeys) buildings. It is not the intention of this Statement to provide a justification and evaluation of all buildings that form the Development, as this is included within the other supporting application documents. This Statement relates to those buildings which rise above the guidelines and indicative building heights set out in the MP SPD.

Calthorpe Street Site – Taller Buildings

- 1.11 The proposed Calthorpe Street Site taller buildings (as set out on Pages 56 and 57 of the Design and Access Statement – Volume I) are contained within Blocks E and F, which rise to nine and twelve storeys in height respectively.

Phoenix Place Site – Taller Buildings

- 1.12 The proposed Phoenix Place Site taller buildings (as set out on Pages 56 and 57 of the Design and Access Statement – Volume I) are contained within Blocks A and B. Block A ranges in height from five to fifteen storeys at its highest point, whilst Block B is ten storeys in height.

2. PLANNING POLICY

- 2.1 The purpose of this Section is to identify the key national, regional and local planning policy and guidance relevant to this Statement. A full description of all planning policy relevant to the determination of the planning applications is set out in the Planning Statement.
- 2.2 The adopted Development Plan for the Calthorpe Street application comprises the London Plan (2011), the Islington Core Strategy (2011) and saved Policies from the UDP (2002).
- 2.3 The adopted Development Plan for the Phoenix Place application comprises the London Plan (2011), the Camden Core Strategy and Development Policies Document (DPD), both adopted in 2010.

Regional Planning Policy and Guidance

- 2.4 London Plan Policy 7.6 requires architecture to make a positive contribution to a coherent public realm, streetscape and wider cityscape. Buildings should be of the highest architectural quality, be of a proportion, composition, scale and orientation that enhances, activates and appropriately defines the public realm and, in particular where tall buildings are proposed, development must not cause unacceptable harm to the amenity of surrounding land and buildings, in relation to privacy, overshadowing, wind and microclimate.
- 2.5 London Plan Policy 7.7 states that tall and large buildings should be part of a plan-led approach to changing or developing an area by the identification of appropriate, sensitive and inappropriate locations. The policy states that tall buildings should:
- Generally be limited to sites in the Central Activity Zone, opportunity areas, areas of intensification or town centres that have good access to public transport.
 - Only be considered in areas whose character would not be affected adversely by the scale, mass or bulk of a tall or large building c relate well to the form, proportion, composition, scale and character of surrounding buildings, urban grain and public realm (including landscape features), particularly at street level.
 - Individually or as a group, improve the legibility of an area, by emphasising a point of civic or visual significance where appropriate, and enhance the skyline and image of London.
 - Incorporate the highest standards of architecture and materials, including sustainable design and construction practices.

- Have ground floor activities that provide a positive relationship to the surrounding streets.
- Contribute to improving the permeability of the site and wider area, where possible.
- Incorporate publicly accessible areas on the upper floors, where appropriate.
- Make a significant contribution to local regeneration.

2.6 Part D of the policy states that tall buildings should not affect their surroundings adversely in terms of microclimate, wind turbulence, overshadowing, noise, reflected glare, aviation, navigation and telecommunication interference; that they should not impact on local or strategic views adversely; and that they should have particular regard to sensitive areas within the local context.

2.7 Parts of the Site sit within the protected vista of the designated panorama from Parliament Hill to St Paul's Cathedral (LVMF 2A.1) and from Kenwood House to St Paul's Cathedral (LVMF 3A.1). As such, London Plan Policy 7.11 is relevant and seeks to protect vistas towards strategically important landmarks by designating landmark viewing corridors and wider setting consultation areas.

Local Planning Policy relevant to the Calthorpe Street Site (LB Islington)

2.8 The most relevant planning policy within the Development Plan for the Calthorpe Street Site is Core Strategy Policy CS9 which seeks to protect and enhance Islington's built and historic environment. The policy states that the Borough's unique character will be protected by preserving the historic fabric and promoting a perimeter block approach and other traditional street patterns in new developments with the aim of new buildings to be sympathetic in scale and appearance and to be complementary to the local identify.

2.9 Core Strategy Policy CS9 (Part E) is particularly relevant. It states that "new buildings and developments need to be based on a human scale and efficiently use the site area, which could mean some high density developments. High densities can be achieved through high quality design without the need for tall buildings. Tall buildings (above 30m high) are generally inappropriate to Islington's predominantly medium to low level character, therefore proposals for new tall buildings will not be supported."

Local Planning Policy relevant to the Phoenix Place Site (LB Camden)

- 2.10 Camden Core Strategy Policy CS14: Promoting high quality places and conserving our heritage, seeks to ensure that Camden's places and buildings are attractive, safe and easy to use by:
- Requiring development of the highest standard of design that respects local context and character;
 - Preserving and enhancing Camden's rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens;
 - Promoting high quality landscaping and works to streets and public spaces;
 - Seeking the highest standards of access in all buildings and places and requiring schemes to be designed to be inclusive and accessible;
 - Protecting important views of St Paul's Cathedral and the Palace of Westminster from sites inside and outside the borough and protecting important local views.
- 2.11 The supporting text at paragraph 14.8 states that tall buildings offer the opportunity for intensive use, although their siting and design should be carefully considered in order to not detract from the nature of surrounding places and the quality of life for those living and working around them. Applications for tall buildings will be assessed against Core Strategy Policy CS14 and Development Management Policies DP24: Securing high quality design and DP25: Conserving Camden's Heritage.
- 2.12 Development Management Policy DP24 requires all developments to be of the highest standard of design and to consider the character, setting, context and form and scale of neighbouring buildings; the quality of materials to be used; and the existing natural features, such as topography and trees, amongst other detailed matters.
- 2.13 Development Management Policy DP25 seeks to maintain the character of Camden's conservation areas and listed buildings by only permitting development within conservation areas which preserves and enhances the character and appearance of the area.
- 2.14 In addition, Camden has adopted the Camden Planning Guidance 1: Design SPG which provides detailed guidelines for development within the Borough. Paragraphs 2.13 to 2.15 are most relevant and relate to tall buildings. The text states that tall building in Camden (i.e. those which

are substantially taller than their neighbours and/or which significantly change the skyline) will be assessed against a range of design issues, including:

- How the building relates to its surroundings, both in terms of how the base of the building fits in with the streetscape, and how the top of a tall building affects the skyline;
- The contribution a building makes to pedestrian permeability and improved public accessibility;
- The relationship between the building and hills and views;
- The degree to which the building overshadows public spaces, especially open spaces and watercourses; and the historic context of the building's surroundings.

2.15 Paragraph 2.15 states that *“Where a proposal includes a development that creates a landmark or visual statement, particular care must be taken to ensure that the location is appropriate (such as a particular destination within a townscape, or a particular functional node) and that the development is sensitive to its wider context.”*

The Mount Pleasant Supplementary Planning Document (MP SPD)

2.16 The Mount Pleasant SPD (the “MP SPD”) was jointly adopted by LBI and LBC in February 2012 and defines a set of development parameters to guide the future redevelopment of the Mount Pleasant Site. It is a key document and significant material consideration when determining planning applications for the Site.

2.17 The guidance within the MP SPD on height and massing is broadly consistent with local planning guidance, although it benefits from a more detailed study of the immediate and wider context of the Site.

2.18 The MP SPD states that the Councils will seek to ensure that all new development will make a positive contribution to the public realm and that heights of buildings should be appropriate to the local context and that whilst high density development offers opportunities to provide more homes and jobs, careful design is required for it to work well, and avoid negative impacts on local amenity.

2.19 Paragraph 4.2.11 of the MP SPD states that whilst taller buildings offer the opportunity for efficient use of the site, their siting and design should be carefully considered with regard to the nature of the surrounding places and the quality of life for those living and working around them.

2.20 The MP SPD (paragraph 4.2.12) states that the appropriate heights will be assessed against a range of design issues, including:

- How the building addresses the character of the surroundings and changes in levels;
- The potential for unacceptable overshadowing, loss of privacy to habitable rooms and loss of direct sunlight and daylight;
- Avoidance of adverse environmental effects at ground level;
- The extent to which the façade is articulated to create human scale;
- Not appearing overly dominant, creating an undue sense of enclosure and poor outlook;
- Not creating a detrimental impact on views, and giving appropriate consideration to the Mayor's London View Management Framework Protected Vistas;
- How the building frames any open spaces or streets; and
- How the buildings address historic context in the area, including impact on the Rosebery Conservation Area.

2.21 Figure 19 of the MP SPD sets out indicative building heights which are seen as being a useful starting point for discussion around building heights rather than being prescriptive.

3. EVALUATION OF THE DEVELOPMENT

3.1 The massing, height and scale of the proposed buildings throughout the Site have been developed as a result of extensive pre-application discussions with LBI, LBC, the GLA and the public. The proposals are underpinned by a number of masterplanning principles to ensure a successful place that respects the local and wider context. The principles for the Site as a whole and for the Phoenix Place Site and Calthorpe Street Site individually are set out below:

- Using higher buildings to mark and define key public spaces.
- Using a higher block to respond to the denser grain of Gray's Inn Road and to act as a 'marker' to terminate the vista along Mount Pleasant.
- Wrapping lower buildings around the northern corner of Gough Street.
- Using stepped roofscapes to provide easily accessible communal or roof gardens.
- Lowering the massing at the junction of Phoenix Place and Mount Pleasant to respond to adjacent corner buildings.
- Articulating the southern edge of 'The Gardens' with a rhythm of taller buildings.
- Reducing scale at the southern edge of Block H to allow sunlight into the courtyard and to the courtyard elevations.
- Along Calthorpe Street, transitioning the scale to the MP SPD recommended building height on Farringdon Road to the lower height houses in the Bloomsbury Conservation Area.
- Continuing the datum line of the Mount Pleasant Sorting Office building on Farringdon Road.
- Varying in height along the southern edge of 'The Gardens' to break up the massing of this long elevation.
- Keeping the height of the pavilion building low to allow sunlight into 'The Gardens'.
- Providing a marker building at the centre of the Site.

3.2 It is evident from these masterplanning principles that great care has been taken to ensure that the Development, both individually and collectively respects the local character, the existing context and the neighbouring buildings. This is discussed in more detail in the individual building assessments below.

3.3 In addition to massing principles, a number of principles in respect of the appearance of the buildings were developed in order to provide a careful balance of variety and commonality between each block. The following aims were defined at the outset to encourage a holistic approach to designing the visual appearance of the buildings across the Site:

- Draw on specific historic and urban context.
- Respond individually to the character of each building typology.
- High quality and detailed design.
- Design to common façade principles.
- Use of traditional, high quality materials which are similar to those in the local context surrounding the Site.

3.4 These principles of massing and appearance have been the subject of extensive pre-application discussions with both LBI and LBC and the GLA, Design Council CABE and the public.

The Calthorpe Street Site – Taller Buildings

3.5 The proposed Calthorpe Street Site taller buildings (as set out on Pages 56 and 57 of the Design and Access Statement – Volume I) are contained within Blocks E and F, which rise to nine and twelve storeys in height respectively.

3.6 Blocks E and F define the northeast boundary of the full width of the Royal Mail Service Yard, the position and overall dimensions of the ground and first floors are defined by the enabling works that open the Site for redevelopment.

3.7 The principal façade defines the southern edge of Calthorpe Street Gardens. The building line (Block F in particular) steps in and out creating small bays that will be occupied and animated by spill out from the ground floor and flexible uses. The bay created by the transition between Blocks E and F defines the large outdoor space. The southeast of the building (Block E) is twisted away from the perpendicular to hold the street edge of Phoenix Place.

3.8 The fact that Blocks E and F are splayed relative to each other means that the communal space running between and between the blocks receives excellent daylight throughout.

Block E

- 3.9 Block E is established as an apparently stand-alone building to create a direct relationship with the new public square and allows the building to emerge as a local landmark building. There will be other significant buildings in the immediate vicinity of Block E (existing and proposed) and the location is geographically central in the wider development of the Site.
- 3.10 The main form of Block E is 10 storeys in height, stepping up to 11 and then 12 storeys in progressively smaller part floors. This tapers the form and helps create an elegant and recognisable profile against the sky.
- 3.11 The articulation of Block E as a distinct vertical element is reinforced through the material and its application on its facades. Vertical portions of each façade are expressed through the use of different materials which respond to the local context.

Block F

- 3.12 Block F varies in height with a gradual crescendo towards Block E using a stepping range of between 7 and 9 storeys in height. This is intended to subtly emphasise the significance of Block E in the composition whilst simultaneously breaking down the mass of the long façade and allowing food, varied daylight over the top of the development and into the new public square.
- 3.13 The core buildings reinforce this distribution of mass and are intended to read as vertical elements that form a sequence that terminates at Block E and clearly demarcates the entrances to the residential blocks.
- 3.14 Block F (in contrast to Block E) was felt to have a very definite ‘front’ and ‘back’, the formal Calthorpe Street Gardens elevation and the more informal rear elevation facing the Community Garden and RMG roofscape. The principal difference between the front and back is the use of recessed balconies and cantilevered balconies.

The Phoenix Place Site – Taller Buildings

- 3.15 The proposed Phoenix Place Site taller buildings (as set out on Pages 56 and 57 of the Design and Access Statement – Volume I) are contained within Blocks A and B. Block A ranges in height from five to fifteen storeys at its highest point, whilst Block B is ten storeys in height.

3.16 There are several principles that have governed the approach to the layout of the Phoenix Place Site and how the buildings themselves are arranged. These include:

- Topography – The Phoenix Place Site slopes steeply (approximately 6.5m or two storeys) from the north-west to the south-east corners. A key aim has been to maximise the benefits of this change in level.
- Connections – The need to create a new link to Granys Inn Road has been an important consideration throughout the design process.
- Public Space Provision – The new public square is intended to provide a focal point for the neighbourhood and an important junction for pedestrian movement across the Phoenix Place Site.
- Amenity Space Provision, Active Frontages and Vehicular Access.

3.17 The Phoenix Place Site is split into two plots (P1 to the south and P2 to the north). Block A is located in and forms P1 whilst Block B is located in and alongside Blocks C and D forms P2.

3.18 The massing of the Phoenix Place Site has been designed with particular consideration for the townscape views and daylight and sunlight. The buildings range between 5 and 15 storeys but have distinctive forms.

Block A

3.19 Plot P1 (Block A) to the south is a continuous horseshoe shaped block which steps gradually from a low point at the junction of Phoenix Place and Mount Pleasant, both westwards, to a high point at the junction of Gough street and Mount Pleasant; and northwards up to a high point which helps define the new square. The undulating roofscape and portioning of the horseshoe shaped building allows it to respond to specific townscape considerations whilst maintain the overall form and architectural intent. In particular, the massing has been interrogated in the south west and south east corners to ensure there are no significant impacts on the amenity and microclimate of adjacent residential properties. This is discussed in more detail in the Environmental Statement Volume I.

3.20 The massing in the south-east corner has undergone significant changes throughout the design and consultation process. The MP SPD suggested that a taller building would be appropriate in this corner. However, through a series of explorations and consultation, it was decided that lower massing in this corner would have significant benefits, including:

- Responding well to the existing clearly defined arrangement of lower buildings at this junction with adjacent elevated higher-rise flank walls;
 - Creating a lower datum that responds to the parapet line of the listed buildings opposite;
 - Softening the approach along Mount Pleasant towards a cluster of higher buildings at the junction with Elm Street.
- 3.21 The proposed massing creates an articulated corner with elevations that address the key views; an improved and enticing communal roof terrace with aspect onto the courtyard and street; improved views from within the central courtyard with visual connection between amenity spaces; and a good relationship with the adjacent properties to the south.
- 3.22 The south-west corner of the Phoenix Place Site was identified as an opportunity for a taller building. The building acts as a continuous marker from the east along Mount Pleasant, to the south the cranked and narrow alignment of streets make it visible only momentarily.
- 3.23 Block A will be constructed in brick, providing a robust and durable finish suitable for the busy urban setting. The same brick will be used for all external facades, whilst a lighter brick is proposed for the internal courtyard and the balconies that address the street to create a double height expression.
- Block B***
- 3.24 Plot P2 to the north consists of two mansion blocks (Blocks B and C) and a lower terrace along Gough Street (Block D). The two mansion blocks have individually and cumulatively been scaled to address and define the two adjacent open spaces and the high-rise office developments to the west of Gough Street.
- 3.25 The siting and massing principles applied to Plot P2 seek to create a series of linked spaces through the Phoenix Place Site from Farringdon Road in the east to Gray's Inn Road in the west. In addition the public square private residents' garden provide an improved setting for the proposed buildings and offer longer views than would be possible with a perimeter development, particularly given the constrained width of the site between Phoenix Place and Gough Street.
- 3.26 The three buildings range in height from four storeys at the north, matching the context of the existing houses along Calthorpe Street, to ten storeys at the junction of Gough Street and Coley

Street, relating to the context of the nine and ten storey office buildings on Gray's Inn Road and generally larger scale buildings to the south.

- 3.27 The two larger buildings (Blocks B and C) to the centre and south of the Phoenix Place Site have a more industrial scale and architecture, drawing inspiration from Calthorpe House and more generally from brick warehouse buildings and the historic industrial use of the site.
- 3.28 The scale of these two larger buildings increases to relate to the scale of the two existing large floorplate office buildings which face onto Gough Street, and to the proposed development on Plot P1 to the south of Coley Street / 'The Walk'.

The Townscape and Visual Impact Assessment

- 3.29 In addition to the above evaluation, a full Townscape and Visual Impact Assessment (TVIA) has been undertaken by the Robert Tavenor Consultancy Ltd, with views prepared by Cityscape. This forms Volume II of the Environmental Statement for the Development. The TVIA provides a summary of the relevant planning policy and methods used in the assessment of three development scenarios (described in Chapter One of the Environmental Statement (Volume I) on the surrounding townscape character, above ground built heritage and strategic and local views during the demolition, construction and operation of the Development. Mitigation measures are identified where appropriate to avoid, reduce and offset any adverse effects.
- 3.30 The suitability of the Development design in its spatial location has been assessed using 33 different viewing positions, some of which are shown in winter and summer views and during night-time hours. In addition the TVIA assesses the likely impacts of the Development on the settings of listed structures and identified heritage assets in the local area.
- 3.31 The TVIA acknowledges that the Development has been through a process of pre-application consultation to respond positively in scale and mass to the existing townscape, including local conservation areas, registered landscapes, listed buildings and undesignated heritage assets close to the Site and that likely adverse effects have been considered throughout the design process, such that all have been mitigated by design through and iterative design evolution process.
- 3.32 The TVIA concludes that the Development would enhance and promote sustainable development and has been conceived to be an integral part of the townscape of the locality with a distinctive character and sense of place, drawn from the analysis of the specific location of the Site. In addition, the legibility of the Development, the high quality of the architectural and urban design

and the creation of well defined, active street frontages and high quality new public spaces would significantly enhance the local townscape.

- 3.33 The TVIA concludes that the Development will not harm the strategic or local views or the settings of townscape or heritage assets in the local area.

4. SUMMARY AND CONCLUSIONS

- 4.1 This Statement has been prepared to provide a detailed justification for the taller elements of the Development. The Statements assesses both the Calthorpe Street Site and Phoenix Place Site application proposals against relevant planning policy and guidance.
- 4.2 The proposals on both sites when considered individually and cumulatively are considered to be fully in accordance with planning policy and the adopted Mount Pleasant Supplementary Planning Document.
- 4.3 By virtue of their siting and layout, the proposed massing is considered entirely appropriate for the local and wider setting. The buildings make a positive contribution in terms of scale and mass to the existing townscape, including local conservation areas, registered landscapes, listed buildings and undesignated heritage assets close to the Site.
- 4.4 The architecture and design of the proposed buildings have considered their local context and reference the materiality of adjacent buildings. The proposed buildings have fully considered the amenity value of existing and future residents and any impacts have been highlighted during design development and addressed in the final schemes submitted to LBI and LBC.
- 4.5 For the reasons set out above, the Development is considered to be fully in accordance with relevant national, regional and local planning policy guidance.
- 4.6 The taller buildings proposed for the Calthorpe Street Site accord with London Plan Policies 7.6 and 7.7 and Islington Core Strategy Policy CS9 and accord with the building heights and massing principles set out the in the MP SPD.
- 4.7 The taller buildings proposed for the Phoenix Place Site accord with London Plan Policies 7.6 and 7.7 and Camden Core Strategy Policies CS14 and Development Management Policies DP24 and DP25 and accord with the building heights and massing principles set out the in the MP SPD.

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29 April 2013