

Metropolis Planning and Design
30 Underwood Street
London
N1 7JQ

Application Ref: **2011/4347/P**
Please ask for: **Neil McDonald**
Telephone: 020 7974 **2061**

23 December 2011

Dear Sir/Madam

DECISION

Town and Country Planning Acts 1990 (as amended)
Town and Country Planning (General Development Procedure) Order 1995
Town and Country Planning (Applications) Regulations 1988

Full Planning Permission Refused

Address:
1-11 Euston Road
London
NW1 2SA

Proposal:

Erection of a 7-storey building with basement to provide a hotel with 167 bedrooms (Class C1) with reception off Crestfield Street and ancillary bar/restaurant in basement; commercial floorspace on ground floor for flexible retail (Class A1), financial/professional services (Class A2) and restaurant/cafe (Class A3) uses on Euston Road frontage; 7 residential units (6 x 2 bed, 1 x 3-bed Class C3) on Birkenhead Street; plus associated highway and hard landscaping works (following the demolition of existing buildings).

Drawing Nos: P100, P101, P102A, P103, P104A, P105A, P106A, P107A, P108A, P109A, P110A, P111A, P112A, P113A, P114, P115, P116, P117, P118, P119A, P120, P121 (existing floor plans), P121 (demolition), P123, P124, P125, P126, P127, P128, P129, P130, P131, P132, P133, P134, P135, P136, P137, P138, P139;

Transport Assessment by BWB Consulting dated June 2011; Planning Design & Access Statement by Metropolis PD dated August 2011; Sustainable Design & Construction Statement by Metropolis Green dated August 2011; Energy Strategy by Metropolis Green dated August 2011; Daylight and Sunlight Report by Waterslade dated 14/07/2011;



Archaeological Desk Based Assessment by MOLAS dated July 2006; Noise Assessment by Bickerdike Allen Partners dated 13/04/2011; Justification for Demolition and Replacement Parts 1-3 by Eleni Makri dated December 2008 (part 1 revised March 2011); Opinion by Mrs Harriet Townsend dated 25/07/2011; Addendum Note from Metropolis.

The Council has considered your application and decided to **refuse** planning permission for the following reason(s):

Reason(s) for Refusal

- 1 The proposed demolition would result in the loss of a terrace of buildings which is considered to make a positive contribution to the character and appearance of the Kings Cross Conservation Area and the setting of several listed buildings within the Conservation Area thereby detracting from the significance of these heritage assets contrary to policy CS14 (promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 (conserving Camden's heritage) of the London Borough of Camden Local Development Framework Development Policies.
- 2 The design of the proposed replacement building, by virtue of its height, bulk, mass, footprint, and detailed design would have an overly dominant and intrusive impact upon the setting of several listed buildings and disrupt the balanced harmony between these and other existing buildings and the urban spaces which define the character of this part of the Kings Cross Conservation Area. As such the design would be materially detrimental to the character and appearance of the area contrary to policies CS5 (managing the impact of growth and development) and CS14 (promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy and policies DP24 (securing high quality design) and DP25 (conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.
- 3 The proposed development in the Central London area would fail to provide a satisfactory contribution to the supply of housing (Class C3) in the borough as part of an overall mix of uses on the site, contrary to policy CS6 (providing quality homes) of the London Borough of Camden Local Development Framework Core Strategy and policy DP1 (mixed use development) of the London Borough of Camden Local Development Framework Development Policies.
- 4 The proposed development would result in an undesirable loss of employment floorspace capable of continued occupation in its existing business use and for small and medium sized enterprises contrary to policies CS5 (Managing impact of growth) and CS8 (promoting a successful and inclusive Camden economy) of the London Borough of Camden Local Development Framework Core Strategy and policy DP13 (employment premises and sites) of the London Borough of Camden Local Development Framework Development Policies.
- 5 The proposed residential units would provide substandard accommodation in terms of their limited external outlook and daylight arising from their single-aspect arrangement combined with the semi-transparent skin cladding to the building and would fail to adequately address lifetime homes standards contrary to policies DP26

(managing the impact of development on occupiers and neighbours) and DP6 (lifetime homes and wheelchair homes) of the London Borough of Camden Local Development Framework Development Policies.

- 6 The proposed development, in the absence of acceptable provision for cycle parking would fail to facilitate and encourage cycling as a sustainable transport alternative contrary to policy CS11 (sustainable travel) of the London Borough of Camden Local Development Framework Core Strategy and policy DP17 (walking, cycling and public transport) of the London Borough of Camden Local Development Framework Development Policies.
- 7 The proposed development, in the absence of satisfactory provision for servicing including a Service Management Plan, would be likely to give rise to conflicts with other road users, pedestrians and local residents contrary to policies DP16 (transport implications of development) and DP20 (movement of goods and materials) of the London Borough of Camden Local Development Framework Development Policies.
- 8 The proposed development, in the absence of satisfactory provision for managing the construction process, including a Construction Management Plan, would be likely to give rise to conflicts with other road users, and be detrimental to the amenities of the area generally, contrary to policies DP16 (transport implications of development), DP20 (movement of goods and materials) and DP26 (impact on occupiers and neighbours) of the London Borough of Camden Local Development Framework Development Policies.
- 9 The proposed combined heat and power system in the absence of an air quality assessment, would be likely to compromise the Borough's strategy to improve air quality in an area which is already known to suffer from particularly high levels of air pollution contrary to policy CS5 (managing impact of growth) of the London Borough of Camden Local Development Framework Core Strategy and policy (DP32 (air quality and Camden's clear zone) of the London Borough of Camden Local Development Framework Development Policies.
- 10 The proposed development, in the absence of an Employment Plan including apprenticeships for promoting job opportunities for Camden's residential communities, would fail to make a sufficient contribution towards meeting the needs of Camden's residents contrary to policy CS5 (managing the impact of growth and development) and CS8 (promoting a successful and inclusive Camden economy) of the London Borough of Camden Local Development Framework Core Strategy and policy DP13 (employment premises and sites) of the London Borough of Camden Local Development Framework Development Policies.
- 11 The proposed development, in the absence of a local procurement plan would fail to contribute towards the economic renewal of the area contrary to policies CS5 (managing impact of growth) and CS8 (promoting a successful and inclusive economy) of the London Borough of Camden Local Development Framework Core Strategy and policy DP13 (employment premises and sites) of the London Borough of Camden Local Development Framework Development Policies.

- 12 The proposed development, in the absence of a legal agreement securing necessary contribution towards pedestrian, cycling and environmental improvements in the area would fail to make sufficient provision in a sustainable manner for the increased trips generated by the development contrary to policy CS11 (sustainable travel) of the London Borough of Camden Local Development Framework Core Strategy and DP17 (walking, cycling and public transport) of the London Borough of Camden Local Development Framework Development Policies.
- 13 The proposed development, in the absence of a legal agreement for car-free housing, would be likely to contribute to the reduction in air quality and add unacceptably to parking stress and congestion in the surrounding area, contrary to policies CS11 (sustainable travel), DP18 (parking standards) and DP32 (Air quality and Camden's Clear Zone) of the London Borough of Camden Local Development Framework Core Strategy and Development Policies.
- 14 The proposed development, in the absence of a legal agreement securing necessary contributions towards highway works would fail to make provision to restore the pedestrian environment to an acceptable condition after the contrary to policy CS11 (sustainable travel) of the London Borough of Camden Local Development Framework Core Strategy and DP17 (walking, cycling and public transport) of the London Borough of Camden Local Development Framework Development Policies.
- 15 The proposed development, in the absence of a sustainable buildings plan, would fail to ensure a sustainable and resource efficient approach contrary to policy CS13 (tackling climate change) of the London Borough of Camden Local Development Framework Core Strategy and DP22 (sustainable design and construction) of the London Borough of Camden Local Development Framework Development Policies.
- 16 The proposed development, in the absence of a legal agreement securing a sustainable energy strategy, would fail to take sufficient measures to minimise the effects of, and adapt to, climate change contrary to policies CS13 (tackling climate change) and DP22 (sustainable design and construction) of the London Borough of Camden Local Development Framework Core Strategy and Development Policies.
- 17 The proposed development, in the absence of a legal agreement for securing contributions for public open space, would be likely to contribute to pressure and demand on the existing open space in this area, contrary to DP31 (open space and outdoor recreation) of the London Borough of Camden Local Development Framework Development Policies.
- 18 The proposed development, in the absence of a legal agreement securing educational contributions, would be likely to contribute to pressure and demand on the existing educational facilities, contrary to policy CS10 (community facilities and services) of the London Borough of Camden Local Development Framework Core Strategy.

Informative(s):

- 1 Without prejudice to any future application or appeal, the applicant is advised that reasons for refusal numbers 10 - 18 could be overcome by entering into a Section 106 Legal Agreement for a scheme that was in all other respects acceptable.

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