

Drivers Jonas Deloitte.

Baird House, 15-17 St Cross Street, EC1

To: Jonathan Markwell - London Borough of Camden

Cc: Andrew Kennard - Middlesex Securities Limited
Peter Warren - Robson Warren Architects

From: Michael Meadows - Drivers Jonas Deloitte

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Planning Application (Ref. 2010/1253/P)

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Introduction

This note has been prepared by Drivers Jonas Deloitte, to support a planning application for an additional storey of B1 office accommodation at Baird House, 15-17 St Cross Street, EC1.

This note sets out the justification for the provision of 84.5 sq m of jewellery workshop space in lieu of any requirement to provide permanent housing as part of a mix of uses, in accordance with Policy SD3.

Mixed use development in the Hatton Garden area

Policy SD3 of the Camden UDP (2006) states that, in the Central London Area, *“the Council will expect a contribution to the supply of housing, and where appropriate will seek to negotiate up to 50% of additional gross floorspace as housing, except in the Hatton Garden area, where a smaller proportion may be accepted.”*

The supporting text to Policy SD3 goes on to state that *“the need for secondary uses and the precise mix and proportion appropriate will vary in different locations and will be a matter for negotiation”* (Para 1.27).

Paragraph 1.28 expands on the Hatton Garden exception and the need to support the area's internationally significant jewellery sector. It states that *“mixed-use schemes where additional floorspace contributes to the supply of housing can still be beneficial in the area, but **the Council will prefer schemes that provide workshops suitable for the jewellery industry in this location**”* (our emphasis).

The proposal will add 368.9 sq m (GEA) of B1 office floorspace. As set out in your email to Peter Warren, dated 7 June 2010, this triggers a requirement for 84.5 sq m of floorspace (50% of the additional floorspace provided above the 200 sq m threshold) to be provided in secondary uses, in this case in jewellery workshop use (Use Class B1c).

The proposal to provide at least 84.5 sq m of jewellery workshop floorspace in perpetuity, is in line with the Hatton Garden exception, set out in Policy SD3 and supporting text, and will contribute to the stock of premises available for small jewellery workshops in the Hatton Garden area.

Justification for not providing additional residential floorspace

Policy SD3 identifies that the particular characteristics of a proposal, site or area can make the development of housing inappropriate. Para 1.29 identifies circumstances where secondary uses may not be appropriate, as set out below (in *italics*):

- (i) *where a floorspace increase is required to accommodate an existing user on a single site, for example to provide for the expansion of a business:*

The proposal to extend the existing building is to meet demand from existing occupiers within the building.

An existing occupier has recently been lost, due to insufficient space being available within the building for expansion. Stroz Friedberg used a break clause within its lease in October 2009, to move to premises within the City of London, to meet a requirement for an additional 280 sq m of office space. The space vacated by Stroz Friedberg allowed two other existing tenants, Indixis Limited and Eyeblaster Limited to expand. However, the potential for expansion is now limited and these and/or other tenants could be lost unless additional office accommodation is provided within the building.

- (ii) *where a secondary use cannot be satisfactorily accommodated by the site or buildings owing to their scale, limited access to street frontage, or heritage considerations.*

Paragraph 1.26 of the Camden UDP states that "*residential accommodation provided in mixed use schemes should be independent of other uses and separately accessed at street level.*"

Baird House is located in the middle of St Cross Street, with adjoining development on both sides. The existing office accommodation is accessed from the main entrance on St Cross Street. No other entrances are provided or could be provided, due to the constrained nature of the site.

It is proposed that the mixed use requirement, triggered by the proposed extension, will be provided as jewellery workshop space within the existing building, with the additional storey being provided as new office accommodation. This would not require the provision of a separate entrance. This approach has been discussed and agreed with planning officers (yourself and Neil Cleary), as set out in your email dated 07 July 2010.

The need for flexible provision of the jewellery workshop use

Middlesex Securities Limited will enter into a Section 106 legal agreement, to secure the required jewellery workshop floorspace in perpetuity.

It is important that this floorspace can be provided on a flexible basis, i.e. within any part of the building, to ensure that the current flexibility within the building is retained. The existing accommodation is compartmentalised, with each floor being divided into four compartments. This means that each floor can be provided as four separate units or as one large unit (or any combination in between). This flexibility offers a significant commercial advantage, which has been essential to successfully marketing the property in the past and allowing existing users to expand and remain within the building.

Providing the jewellery workshop space on a flexible basis, will allow my client to retain this flexibility. However, we recognise that the Council must ensure that the B1c space provided would always be of good quality and would be particularly suited to the proposed workshop use.

It was agreed at the site visit on 14 July 2010 that the space will be provided at ground floor level or above, in an area which receives sufficient levels of access to natural light. All of the

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units at ground to fourth floor level are suitable for jewellery workshop uses and benefit from excellent natural light.

Drawings 121A-125A show areas within the building that are suitable for jewellery workshop space. Some of these areas (on ground and fourth floors) are smaller than 84.5 sq m, but could be suitable for the provision of the required floorspace, in combination with other units on those floors, due to the flexible nature of the accommodation.

A selection of photographs showing areas within the building where jewellery workshop uses could be accommodated (on ground to fourth floors) have also been submitted in support of the application.

A plan attached to the Section 106 agreement will identify an initial area to be provided for jewellery workshop use upon implementation of the planning permission. It is proposed that this will be Unit 2 NE, as shown on Plan V1/123A, which will be capable of future substitution with an alternative area on ground to 4th floors within the building, subject to providing the Council will prior written notice of the proposed substitution.

A schedule of existing occupiers has been provided in support of the planning application. This schedule identifies the lease expiry dates for all ground to fourth floor units. The current lease on Unit 2 NE is due to expire on 1 August 2010. **This list is provided on a private and confidential basis.**

Conclusions

The proposal to add 368.9 sq m (GEA) of B1 office floorspace, to the property at 15-17 St Cross Street, includes the provision of 84.5 sq m of jewellery workshop floorspace within the existing building, in accordance with Policy SD3 of the Camden UDP (2006) and the Hatton Garden exception, set out in policy and supporting text.

The provision of the proposed additional floorspace will help to meet the needs of existing businesses, by providing space for expansion. The proposed jewellery workshop space will be provided alongside existing office accommodation and accessed by the main entrance to the building on St Cross Street. No other entrances are provided or could be provided.

Therefore, taking into account Policy SD3, it is considered appropriate that residential accommodation is not provided in this case. Instead, we feel that it is wholly appropriate that jewellery workshop uses are provided on site, in line with policy objectives for the Hatton Garden area, to support the internationally significant jewellery sector.

For all of these reasons, we believe that planning permission should be granted.