

Delegated Report		Analysis sheet		Expiry Date:		28/02/2008	
		N/A / attached		Consultation Expiry Date:		25/02/2008	
Officer				Application Number(s)			
Joe Purcell				2008/0154/P			
Application Address				Drawing Numbers			
5 Triton Square London NW1				See Draft Decision Notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Erection of a temporary single storey building for use as a marketing suite for 4 years.							
Recommendation(s):		Grant Planning Permission					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	07	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		A site notice was displayed 04/02/2008 expiring 25/02/2008. No objections received.					
CAAC/Local groups* comments: *Please Specify		N/A					

Site Description

The site is located within the Regent's Park Estate, which is undergoing a regeneration programme. The Regent's Park Estate is located on the North of Euston Road, adjacent to Great Portland and Warren Street tube stations, and is bounded by Osnaburgh Street, Longford Street and Hampstead Road to the West, North and East respectively.

The marketing suite site is located to the East of the existing substation on the northern edge of an open public square which is being provided as part of the Osnaburgh Street regeneration proposals.

Relevant History

2007/0823/P Redevelopment involving demolition of all existing buildings and the erection of 26 storey block comprising 101 private residential units plus an 8 storey block comprising 70 affordable units (Class C3) -both blocks positioned on top of a one storey plus mezzanine level podium-; a part 16, part 11, part 9 storey block comprising 47,168sqm Class B1 office floor space, plus retail/financial & professional services/restaurant/pub or bar/community (Class A1 / A2 / A3 / A4 and D1) uses at ground floor, provision of basement and lower basement levels together with associated access, parking (comprising 182 parking spaces) , servicing, open areas and landscaping, alterations to and enlargement of Triton Square.

Decision yet to be made

2004/1700/P Demolition of existing buildings and erection of a part 8, part 9, part 20 storey residential building comprising 60 private residential units and 91 affordable units. And 9 and 10 storey buildings (plus roof-top plant) comprising 49,500 sqm of office (Class B1) floorspace with 982 sqm of retail/professional services/food & drink/community non-residential institution (Class A1/A2/A3/D1) uses at ground floor level all plus basement and sub-basement levels, ground floor theatre / community facility (Class D1), associated access points including in/out roadway, parking, servicing, open areas and landscaping.

Granted 08/06/2006

Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against, together with officers' view as to whether or not each policy listed has been complied with. However it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.

Replacement Unitary Development plan Adopted June 2006

S1 –S3 'Strategic policies'

SD6 'Amenity for occupiers and neighbours'

SD8 'Disturbance from plant and machinery'

B1 'General design principles'

B3 'Alterations and extensions'

Appendix 1 'Noise and vibration thresholds' (Table E)

Assessment

Proposal: The applicant seeks planning permission for the erection of a single storey building to sit above the ramp to the existing underground car park. The building is proposed to be used as a marketing suite for the residential units being built as part of the Osnaburgh Street Scheme (2004/1700/P) until the end of 2009. The building may be used to market the North East Quadrant Scheme (2007/0283/P), which is currently being considered by officers. The building is to be in place for four years.

The principle material considerations are the impact upon the surrounding pedestrian routes and residential buildings within the vicinity.

Evaluation: The proposed marketing suite would be a single storey unit with the surface area of 12.5m x 7.5m; the structure would be elevated 0.9m above existing ground floor above the vehicular access ramp to the existing underground car park. The building would have a metal clad façade and full height glazing windows whilst shrubs would be planted around the building. In design terms the Local Planning Authority consider the suite acceptable in principle and complies with Policy B1 and B3 of the UDP.

The Council's Transport planners are satisfied that the proposed location of the marketing suite would not have a detrimental impact on the surrounding pedestrian routes. Initially a car parking space was proposed with the application, however the transport planners objected to this as it was contrary to policy, the parking space was negotiated out of the scheme and new plans were submitted without a proposed parking space.

An Air handling unit is proposed on the rear elevation of the building, due to the area being significantly office based with no residential units within quite some distance of the proposed marketing suite the Council's Environmental Health department have no objections to the proposed marketing suite.

An access ramp is proposed to gain entrance to the marketing suite, the access ramp complies with the Camden Planning Guidance specifications and the access officer is satisfied with the proposal.

Conclusion: The proposed temporary marketing suite complies with all relevant policy and is recommended for approval subject to condition.

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