

100 PARK VILLAGE EAST, NW1

NOTTING HILL DEVELOPMENTS LTD

February 2007



GVA Grimley LLP

10 Stratton Street London W1J 8JR

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February 2007

1. INTRODUCTION

- 1.1 The purpose of this Planning Statement is to provide appropriate information in support of the detailed planning application ('the application') for the redevelopment of 100 Park Village East for residential development. Notting Hill Developments Ltd ('NHD') own the entire site and have instructed a team of consultants to prepare this application for submission to your authority.
- 1.2 On behalf of NHD, Yurky Cross Chartered Architects submitted a planning application to redevelop this site for a ten storey building accommodating 41 self contained flats in December 2005 (reference 2005/5000/P). In March 2006, planning permission was refused for six reasons. The decision letter is contained in Appendix 1.
- 1.3 Following discussion with Council officers, Yurky Cross submitted a new planning application on behalf of NHD to the Council in June 2006 for a similar development albeit with a new design and one storey lower (reference 2006/2878/P). In September 2006, planning permission was refused for nine reasons. A copy of the decision letter is contained in Appendix 2.
- 1.4 Following the second refusal, GVA Grimley was instructed by NHD to review the previous schemes and set out a strategy for preparing and submitting a new application. A meeting took place with Council officers early in October 2006 following which NHD instructed a new architect, Chassay & Last.
- 1.5 The proposed scheme has evolved as a result of an extensive design development process in conjunction with the Council officers. In summary, the factors which have informed the evolution of the scheme include:
 - Assessment of local, regional and national planning policy.
 - The Council's reasons for refusal in relation to planning applications 2005/5000/P and 2006/2878/P.
 - Consultation letters commenting on the previous applications submitted by NHD.
 - Discussions with Camden officers in Development Control, Design and Conservation,
 Highways and Policy Departments.
 - Consultation with the Regents Park Conservation Area Advisory Committee and the St Marylebone Society.

- 1.6 The resultant scheme seeks planning permission for the demolition of the existing offices and redevelopment with a part 3, part 4 and part 10 storey building comprising 41 self-contained flats (affordable and private) ("the proposed development"). In addition to this planning statement, the application is supported by the following reports:
 - Design and Access Statement (including sustainability assessment).
 - Sunlight and Daylight assessment.
 - Ecohome pre-assessment.
 - Renewable energy assessment.
 - Noise assessment.
 - Air Quality assessment.
 - Strategic View assessment
 - Transport Assessment.
 - Ecological Assessment.
- 1.7 The remainder of this document is structured as follows:-
 - Site context and planning history (Section 2).
 - Relevant planning policy (Section 3).
 - Description of the proposed scheme (Section 4).
 - Pre-submission consultation (Section 5).
 - Benefits of the scheme (Section 6).
 - Conclusions (Section 7).

2. SITE CONTEXT AND PLANNING HISTORY

The Site

2.1 100 Park Village East comprises a five storey office building which covers the entire site.

The site is triangular in shape and lies immediately to the south of Park Village East on the junction with Stanhope Street and Granby Terrace.

Surrounding Area

- 2.2 Although the site is not within a conservation area there are two in close proximity. The Regents Park Conservation Area is located approximately 170 metres to the north west of the site and the Camden Town Conservation Area is 120 metres to the northeast on the opposite side of the railway line.
- 2.3 The site lies within the Regents Park Estate which dominates the surrounding area. The Estate is largely made up of local authority housing dating from the 1950s.
- 2.4 The site is bounded to the north and east by Park Village East beyond which is a single storey railway carriage shed, railway lines and three 21 storey towers comprising Ampthill Square Estate. To the south east is Eskdale House which is an 8 storey modern residential block. Immediately abutting the site to the south is a playground containing a ball court beyond which is Augustus House. Augustus House is a 9 storey residential block. Immediately adjoining the site to the west is Tintern House which is a brick built 4 storey residential building.

Planning History

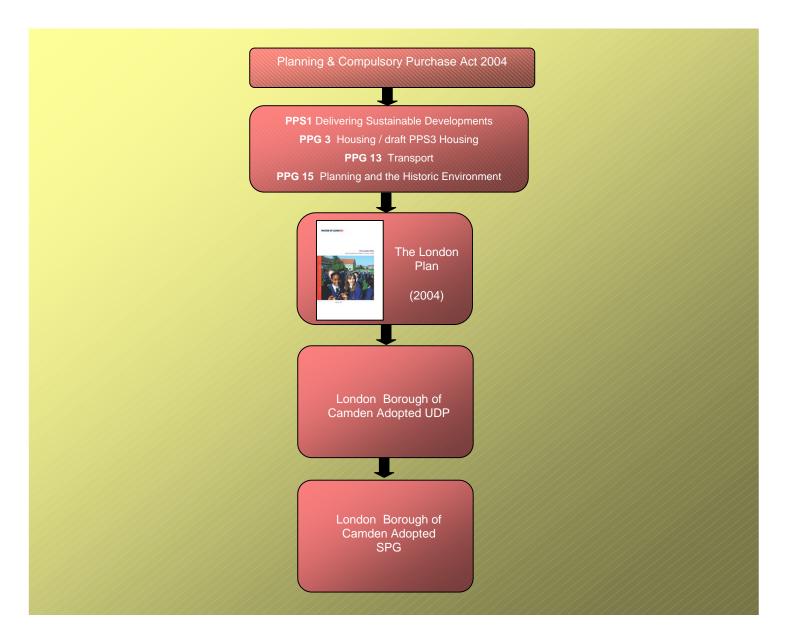
- 2.5 On the 20 March 2006, the Council refused planning permission for the demolition of the existing offices and the construction of a 5 to 10 storey building accommodating 41 self contained flats (reference 2005/5000/P). The reasons for refusal are contained in Appendix 1 and summarised below:
 - i) By reason of height and bulk would be overly dominant to the detriment of the street scene, character and appearance of the Regents Park Conservation Area and strategic views from Parliament Hill to the Palace of Westminster and from Primrose Hill to St Paul's Cathedral.

- ii) By reason of its external appearance, detailed design and materials would be detrimental to the street scene.
- iii) Absence of a legal agreement securing car capped housing and travel plan, highway improvements, education contribution and affordable housing.
- 2.6 Following a review of the reasons for refusal, NHD submitted a new application in June 2006 to demolish the existing offices and redevelop the site with a 5 to 9 storey building accommodating 41 self contained flats (reference 2006/2878/P). Permission was refused on the 20 September 2006 for nine reasons. The decision letter is contained in Appendix 2. In summary, the reasons indicate that the scheme was unacceptable:
 - By reason of bulk and massing would be overly dominant to the detriment of the appearance of the streetscene.
 - ii) Its external appearance, detailed design and materials would be detrimental to the appearance of the streetscene.
 - iii) Failure to provide residential units in accordance with Lifetime Homes or wheelchair accessible standards.
 - iv) Absence of a legal agreement securing car capped housing and travel plan, highway improvements, educational and open space contributions, affordable housing, renewable energy, Ecohomes and biodiversity measures and a code of construction practice.
- 2.7 Following this decision, NHD instructed GVA Grimley to prepare a strategy to deliver a planning consent as well as appointing a new architect (Chassay & Last) to consider a new design concept.

3. RELEVANT POLICY CONTEXT

3.1 There are a number of policies at the national, regional and local level which have influenced the redevelopment proposals for this site. The hierarchy of the relevant planning policy documents is set out below.

Figure 3.1 Planning Policy Hierarchy



PPS1 Creating Sustainable Communities (2004)

- 3.2 This PPS promotes sustainable development, making more efficient use of previously developed land through higher density development and increasing the use of public transport. It encourages pre-application consultation with the local planning authority and recognises the importance of community involvement in the planning system. NHD have sought to engage the Council in relation to the proposed scheme and has also met the Regents Park Conservation Area Advisory Committee and St Marylebone Society.
- 3.3 The scheme has been designed to incorporate sustainable measures including a bio-mass boiler and high levels of insulation with the glazing shaded by orientation and overhanging balconies to prevent overheating.

PPS3 Housing (2006)

- 3.4 This PPS outlines the Government's key objectives in relation to planning for housing. At the heart of this document is guaranteeing everyone has the opportunity to live in a decent home, which they can afford, in a community in which they want to live. The creation of sustainable, inclusive and mixed communities remains a priority, along with development on brownfield land. However, the major change of PPS3 is the emphasis on the influence of the market which must be considered along with planning policy.
- 3.5 This application seeks to maximise the use of a brownfield site in a sustainable way providing a mix of private and affordable housing.

PPG13 Transport (2001)

- 3.6 This PPG emphasises the importance of focusing additional housing within existing towns and cities, avoiding the inefficient use of land and seeking greater intensity of development around locations with good public transport accessibility.
- 3.7 The application site is located within an area benefiting from a PTAL rating of 5 reflecting a highly accessible location particularly given its close proximity to Mornington Crescent tube station and Euston station along with many bus routes. In addition, the London Cycle Network is within 200 metres of the site.
- 3.8 The proposed residential development on 100 Park Village East will assist in achieving the objective of maximising the use of previously developed land in locations with good accessibility to public transport.

PPG15 Planning and the Historic Environment (1994)

3.9 This PPG contains guidance for the identification and protection of historic buildings, conservation areas and other elements of the historic environment. Although the site is not within a conservation area, it is in close proximity to Regents Park Conservation Area and Camden Town Conservation Area. The scheme has been designed to ensure it does not have a detrimental impact on the Conservation Areas; in effect it will preserve the character or appearance of the areas.

The London Plan (2004)

3.10 The Spatial Development Strategy for Greater London ("The London Plan") adopted in February 2004 provides strategic guidance for the London. This guidance has been taken into account throughout the evolution of the redevelopment proposals and a summary of the scheme's compliance with relevant policies is set out below:

Table 3.1 Compliance with the London Plan

The London Plan	Compliance
Policy 3A.1 Increasing London's supply of housing	The Plan is seeking to maximise provision of additional housing in London – the proposal provides 41 additional units, contributing to the overall London requirement.
Policy 3A.2 Borough housing targets	The LBC has been set a target of 16,940 dwelling units between 1997-2016 with an annual target of 850 dwellings per year. The scheme provides an additional 41 units contributing to LBC achieving this target.
Policy 3A.4 Housing choice	The Plan requires that new developments offer a range of housing choices (sizes and types). The scheme complies with these requirements.
Policy 3A.6 Definitions of Affordable Housing	The proposal provides affordable housing, which accords with the definition adopted in the Plan.
Policy 3A.7 Affordable housing targets	The proposal assists in meeting the strategic target of providing 50% affordable housing across London by complying with the LBC requirement of providing 50%.
Policy 3A.8 Negotiating affordable housing in private residential and mixed use schemes	The Plan advises that Boroughs should seek a reasonable amount of affordable housing on individual private residential schemes. The proposal complies with this and accords with the LBC policy of providing 50% affordable housing.
Policy 3C.22 Parking strategy	The Plan seeks to ensure that on-site car parking provided as part of new developments is the minimum necessary. The application is a car-free development which accords with local and national policy, which encourages transport other than the car.
Policy 4B.1 Design Principles for Compact City	This policy establishes a set of principles which should be used in assessing planning applications. These have been taken into account during the formulation of the proposals.
Policy 4B.3 Maximising the potential of sites	The Mayor and Boroughs should ensure that development proposals achieve the highest possible intensity of use, compatible with local context, the design principles in policy 4B.1, and public transport capacity. The proposal seeks to achieve this balance recognising that the site is previously developed, located within a highly accessible location. All these factors have been considered when determining the suitable density for the proposal.
Policy 4B.6 Sustainable design and construction	NHD will seek to ensure that the highest standards of sustainable design and construction are achieved.

The London Plan	Compliance	
Policy 4B.11 Heritage Conservation Policy 4B.10 London's built heritage	These policies state that Boroughs should ensure that the protection and enhancement of historic assets in London. The application site is situated close to two conservation areas and the development proposals have been designed so as to ensure that the development would preserve the setting and views of the conservation areas.	
Policy 4B.15 London View Protection Framework Policy 4B.17 Assessing development impact on designated views	proposals which falls within a landmark viewing corridor above	
Policy 6A.5 Planning Obligations	The NHD has entered into negotiations with LBC to identify S106 contributions which are fairly and reasonably related to the proposed development in accordance with Circular 05/05.	

3.11 As demonstrated in Table 3.1 above, the proposed development would contribute to achieving a number of objectives in the London Plan including the provision of much needed residential development on a previously developed site accommodating a vacant building. The proposal includes the provision of affordable housing and sustainable development in accordance with the requirements of the London Plan.

The London Plan – Housing Provision Targets, Waste and Minerals Alterations (2006)

3.12 Early alterations to the London Plan were adopted in December 2006 and includes provision to increase the minimum target for housing provision from 23,000 additional homes per year to 30,500. The application will contribute to meeting this increased target.

London Borough of Camden Unitary Development Plan (2006)

- 3.13 For the purposes of Section 38 (6) of the Planning and Compulsory Purchase Act 2004, the development plan for the application site comprises not only the London Plan but also the London Borough of Camden's Unitary Development Plan (UDP) which was adopted in 2006.
- 3.14 In the UDP, the site is not identified for any particularly use, nor is it subject to any site specific designations. The building is within two strategic viewing corridors: Primrose Hill to St Paul's Cathedral and Parliament Hill to the Palace of Westminster.
- 3.15 In assessing the development proposals we are mindful of the approach adopted by Sullivan J in R v Rochdale MBC ex parte Milne [2001] JPL 470, in which he stated at Paragraph 50:

For the purposes of Section 54A it is enough that the proposal accords with the development plan considered as a whole. It does not have to accord with each and every policy therein.

3.16 We have assessed the development proposals against the relevant adopted UDP Policies as listed in Table 3.2 below and the detailed results of this assessment are contained in Appendix 3. As Appendix 3 demonstrates, the proposals comply with the thrust of adopted UDP policies.

Table 3.2 Adopted London Borough of Camden UDP, 2006 – Key Relevant Policies

Adopted London Borough of Camden UDP, 2006		
Sustainable Development		
Policy SD1 Quality of Life		
Policy SD2 Planning Obligations		
Policy SD3 Mixed Use Development		
Policy SD4 Density of Development		
Policy SD5 Location of development with significant travel demand		
Policy SD6 Amenity for Occupiers and Neighbours		
Policy SD7 Light, Noise and Vibration Pollution		
Policy SD8 Disturbance from Plant and Machinery		
Policy SD9 Resources and Energy		
Policy SD10 Hazards		
Policy SD12 Development and Construction Waste		
Housing		
Policy H1 New Housing		
Policy H2 Affordable Housing		
Policy H7 Lifetime homes and wheelchair housing		
Policy H8 Mix of units		
Built Environment		
Policy B1 General Design Principles		
Policy B7 Conservation Areas		
Policy B9 Views		
Natural Environment		
Policy N4 Providing Open Space		
Policy N5 Biodiversity		
Policy N8 Trees		
Transport		
Policy T1 Sustainable Transport		
Policy T2 Capacity of transport provision		
Policy T3 Pedestrians and Cycling		
Policy T4 Public Transport		
Policy T7 Off street Parking, City Car Clubs/Bike Schemes		
Policy T8 Car free and Car Capped Housing		

Adopted London Borough of Camden UDP, 2006	
Policy T9 Impact of Parking	
Policy T12 Works Affecting Highways	
Economic Activities	
Policy E2 Car free and Car Capped Housing	

Supplementary Planning Guidance

3.17 The London Borough of Camden adopted Supplementary Planning Guidance in December 2006. Those aspects of the guidance which are of relevance to proposed development have been reviewed in Appendix 4. In summary, the design has evolved taking into account the guidance contained in this document.

Conclusion

3.18 In conclusion, we consider that the application takes into account planning guidance at local, regional and national level.

4. DESCRIPTION OF THE PROPOSED SCHEME

- 4.1 This section provides a detailed description of NHD's redevelopment proposals for 100 Park Village East.
- 4.2 The scheme is based upon the provision of residential development in a manner which optimises the reuse of this vacant, previously developed site whilst being sensitive to the potential to improve the environment and amenity of existing and future residents.
- 4.3 The resultant proposal is for 41 residential units, 22 of which will be for private sale and 19 will be affordable. This breaks down to 51% of the net floorspace for the affordable units and 49% of the net floorspace for private sale. The housing will comprise the following:

No. of bedrooms	Private	Affordable	
		Shared ownership	Rented
1 bed	12	4	4
2 bed	10	2	3
3 bed			4
4 bed			2
TOTAL	22	6	13

The Proposal

- 4.4 The proposal comprises a building which has been divided into a series of elements with a three storey "domestic" scale adjacent to Tintern House, ascending to a four and six storey block fronting Park Village East. Set off this block is a cylindrical drum which rises to ten storeys. The drum has been designed with an angled roof with the 9th and 10th floors comprising grass roofs which are accessible from the three flats at these levels.
- 4.5 No off street parking is proposed and as such a car free agreement will be secured in the S106 agreement. 46 bicycle parking spaces in the form of steel lockers and stands located at ground floor level, to the rear of the site and garden sheds for the two flats with direct access off the street. Further details are incorporated with the Transport Assessment submitted with the planning application.
- 4.6 A number of the flats on the ground floor, on levels 3, 4, 6, 8 and 9 have the benefit of amenity space in the form of garden space and green roofs. Other flats will be afforded balconies and therefore a significant number of units will benefit and enjoy outdoor amenity space.

- 4.7 The scheme has been designed to incorporate sustainable principles with the use of a biomass boiler and high level insulation. The Environmental performance of the proposed building as set out in the Ecological Assessment is an overall rating of Very Good. The provision of green roofs, 3no. bat boxes, 4no. bird boxes and 2no. bird tables and the provision of water for birds are to be incorporated into the proposal. Further details are provided within the Ecological Assessment submitted with this planning application.
- 4.8 Further details on the scheme in terms of its design and use of materials is included within the Design and Access Statement.
- 4.9 The building falls below the viewing corridor for St Paul's Cathedral from Primrose Hill which is 61.7 AOD. The scheme will be visible but lost in the background of buildings well below the visible parts of the Cathedral and partially obscuring Eskdale House which is clearly visible now that it is painted pink in colour. The proposal cannot be seen from Parliament Hill because of existing buildings in between. The viewing corridor height to the Palace of Westminster is 53.6 AOD. Full independent Accredited CGI analysis is provided in the Strategic Views report submitted with the planning application.

5. PRE-SUBMISSION CONSULTATION

- 5.1 Prior to the submission of this planning application, a number of meetings have been held with the Council's planning department to ensure that the final scheme is fully compliant with the Council's policies and acceptable in terms of its design. The initial meeting was held on 5th October 2006 with the Council's planning and conservation and design officers. Following this meeting, the architects, Chassay + Last, sent the Council's Conservation and Design Officer initial sketches to receive feedback prior to designing the scheme in more detail.
- In December 2007, Chassay + Last submitted a model and full set of plans to the Council prior to two pre-application meetings which were held with the Council's planning, conservation and design and policy officers on 12th January 2007 and 6th February 2007. Following a final 'tweak' of the design a meeting was undertaken on 15th February 2007 with the Council prior to this submission. Minutes from these latter meetings are attached as Appendix 5.
- 5.3 The previous planning application received objection from the Regent's Park Conservation Area Advisory Committee and the St Marylebone Society. There were also 14 letters of objection received from local residents.
- On 23rd January 2007, a meeting was held with the Regent's Park Conservation Area Advisory Committee, attended by GVA Grimley and Chassay + Last. Chassay + Last presented work in progress using a model and plans. The overall feedback from this meeting was positive. The stepping down of the building and domestic scale of the building adjacent to Tintern House was welcomed although concern was expressed that the proposal should not impact unduly on the views from Regents Park.
- On 12th February 2007, a meeting was held with the St Marylebone Society, attended by GVA Grimley and Chassay + Last. The feedback from this meeting was equally as positive with support given for the car free development, the use of sustainable and renewable energy proposals and the amended design. The main concern raised was in relation to potential views of the building from Regents Park.
- 5.6 The previous objections raised by local residents were taken into consideration during the development of the scheme.

6. BENEFITS OF THE SCHEME

- 6.1 There are clearly a number of significant benefits that will result from the redevelopment of the application site. These are summarised below:
 - Redevelopment of a vacant office building.
 - Provision of residential units including much needed family sized units.
 - Provision of market and affordable dwellings.
 - A high quality standard of design providing a landmark building.
 - All flats will be built to full Lifetime Homes standards with four flats designed to full SDS Wheelchair standards.
 - The provision of a sustainable building including high levels of insulation and a renewable heat source.
 - The enhancement of biodiversity by creating wildlife habitats by providing built in concrete nest boxes and planting of trees plus the use of green roofs.
 - The provision of a car free development in close proximity to good public transport links thereby encouraging alternative modes of transport other than the car.
 - Provision of secure cycle parking storage for each flat and space for visitor's bicycles.
 - Commitment to building the scheme to the code of construction which will prevent noise, pollution, traffic or inconsiderate construction practices to local residents.

7. CONCLUSIONS

7.1 The proposed block of flats maximises the use of existing urban land and therefore fully accords with central, regional and local objectives. The proposal provides for 41 residential units which will help towards the Council's targets of providing new housing within the borough. The building has been designed to provide a distinct and exciting landmark feature on this triangular plot of land on the corner of Park Village East, Stanhope Street and Granby Terrace. The design incorporates three primary elements being the base, a street front and cylindrical drum which respects the heights of the adjoining buildings and provides a domestic scale at the lower level rising up to the drum feature. This new building will sit comfortably with the streetscene and improve the appearance of this part of Park Village East.

7.2 The proposed building falls below the viewing corridor for St Paul's Cathedral from Primrose Hill and cannot be seen from Parliament Hill because of existing buildings in between. The proposal will preserve the views into and out of the adjoining Conservation Areas and will not adversely affect the views from Regents Park.

7.3 The building has been designed to sustainable practices with the use of high levels of insulation and a renewable heat. The environmental performance of the proposed building as set out in the Ecological Assessment is an overall rating of Very Good and therefore recycled and sustainable materials and practices will be used to accord with the EcoHomes assessment.

7.4 The proposal will provide for 41 residential units of which 19 will be affordable and 22 available on the private market. 51% of the floorspace will be for affordable housing units and 49% of the floorspace for private units. The standard of design is at a high standard and will provide residential units in a location with very good transport links and we therefore commend the submitted proposals to the London Borough of Camden.

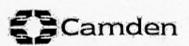
7.5 Should any further information be required, please contact:

Mark Pender

Partner GVA Grimley 10 Stratton Street London, W1J 8JR

Tel: 020 7911 2677

Email: mark.pender@gvagrimley.co.uk



Development Control Planning Services London Borough of Camden Town Hall Argyle Street London WC1H 8ND

Tel 020 7278 4444 Fax 020 7974 1975 Textlink 020 7974 6866

env.devcon@camden.gov.uk www.camden.gov.uk/planning

Application Ref: 2005/5000/P Please ask for: Thomas Smith Telephone: 020 7974 5114

20 March 2006

Dear Sir/Madam

167A York Way

London

N7 9LN

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

Yurky Cross Chartered Architects

Address: 100 Park Village East London NW1 3SR

Proposal:

Demolition of the existing offices (Class B1) and the construction of a five-storey to tenstorey building comprising 41 self-contained flats (Class C3).

Drawing Nos: Site Location Plan; 05915/P/001; 010 RevA; 011; 012; 013; 014; 015; 016; 017; 018; 019; 020; 021; 022

0591/P/023; 025 RevA; 026; 027; 030; GS250520/100; Strategic view assessment; and Design Statement.

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



Reason(s) for Refusal

- The proposed development by reason of its height, bulk and massing would be an overly dominant feature to the detriment of the streetscene, the character and appearance of the Regent's Park Conservation Area and strategic views from Parliament Hill to the Palace of Westminster and from Primrose Hill to St Paul's Cathedral contrary to policies EN1 (General environmental improvement and protection), EN13 (Design of new development), EN14 (Setting of new development), EN37 (Proposals outside conservation areas), EN43 (Strategic Views) and EN44 (Viewing corridor) of the London Borough of Camden Unitary Development Plan 2000, and policies B1 (General design principles), B7 (Conservation areas) and B9 (Views) of the Revised Deposit Draft as amended by the Proposed Modifications agreed by the Council's Executive on 11th January 2006.
- The proposed development, by reason of its external appearance, detailed design and materials would be detrimental to the street scene contrary to policies EN1 (General environmental improvement and protection), EN13 (Design of new development), EN14 (Setting of new development) and EN37 (Proposals outside conservation areas) of the London Borough of Camden Unitary Development Plan 2000 and policies B1 (General design principles) and B7 (Conservation areas) of the Revised Deposit Draft as amended by the Proposed Modifications agreed by the Council's Executive on 11th January 2006.
- The proposed development, in the absence of a legal agreement for car-capped housing and a Residential Travel Plan, would be likely to contribute to parking stress and congestion in the surrounding area to the detriment of highway and pedestrian safety contrary to policies TR4 (Cumulative impact of proposals), TR17 (Residential parking standards) and RE6 (Planning obligations) of the London Borough of Camden Unitary Development Plan 2000 and policies SD2 (Planning obligations), T1 (Sustainable transport), T3 (Pedestrians and cycling), T7 (Off-street parking, city car clubs and city bike schemes), T8 (Car free housing and car capped housing), T9 (Impact of parking) of the Revised Deposit Draft as amended by the Proposed Modifications agreed by the Council's Executive on 11th January 2006.
- The proposed development, in the absence of a legal agreement securing highway improvements, would be detrimental to highway and pedestrian safety, contrary to policies RE6 (Planning obligations), TR19 (Road safety), TR20 (Traffic management) and TR21 (Pedestrians) of the London Borough of Camden Unitary Development Plan 2000, Section 3.10 (Works to public highway) of the London Borough of Camden Supplementary Planning Guidance 2002 and policies SD2 (Planning obligations), T3 (Pedestrians and cycling) and T12 (Works affecting highways) of the Revised Deposit Draft as amended by the Proposed Modifications agreed by the Council's Executive on 11th January 2006.

- The proposed development, in the absence of a legal agreement for securing educational contributions, would be likely to result in an unacceptable increase in pressure and demand on the Borough's education provision contrary to policy RE6 (Planning obligations) of the London Borough of Camden Unitary Development Plan 2000, Section 3.13 (Educational contributions from residential developments) of the London Borough of Camden Supplementary Planning Guidance 2002 and policy SD2 (Planning obligations) of the Revised Deposit Draft as amended by the Proposed Modifications agreed by the Council's Executive on 11th January 2006.
- The proposed development, in the absence of a legal agreement for securing affordable housing, would fail to secure an adequate provision of affordable housing contrary to policy RE6 (Planning obligations) of the London Borough of Camden Unitary Development Plan 2000, policy H11 (Affordable housing) of the London Borough of Camden Unitary Development Plan Alteration No.2-2004, Section 3.3 (Affordable housing) of the London Borough of Camden Supplementary Planning Guidance 2002 and policies SD2 (Planning obligations) and H2 (Affordable housing) of the Revised Deposit Draft as amended by the Proposed Modifications agreed by the Council's Executive on 11th January 2006.

Informative(s):

You are advised that policies SD9 (Resources and energy) and N4 (Providing public open space) of the Revised Deposit Draft as amended by the Proposed Modifications agreed by the Council's Executive on 11th January 2006 now hold more weight than when the application was submitted and any resubmitted application will need to address the requirements of these policies.

Your attention is drawn to the notes attached to this notice which tell you about your Rights of Appeal and other information.

Yours/faithfully

Culture and Environment Directorate

(Duly authorised by the Council to sign this document)



Development Control Planning Services London Borough of Camden Town Hall Argyle Street London WC1H 8ND

Tel 020 7278 4444 Fax 020 7974 1975 Textlink 020 7974 6866

env.devcon@camden.gov.uk www.camden.gov.uk/planning

Application Ref: 2006/2878/P Please ask for: Adrian Malcolm Telephone: 020 7974 2566

20 September 2009

Dear Sir/Madam

167A York Way

London N7 9LN

DECISION

-5 OCT 2008

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

Yurky Cross Chartered Architects

Address:

100 Park Village East London NW1 3SR

Proposal:

Demolition of the existing offices (Class B1) and redevelopment with a five-storey to ninestorey building comprising 41 self-contained flats (Class C3).

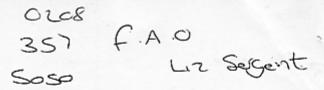
Drawing Nos: Site Location Plan 05915/P/001; 05915/P/010; 05915/P/011; 05915/P/012; 05915/P/013; 05915/P/014; 05915/P/015; 05915/P/016; 05915/P/017; 05915/P/018; 05915/P/019; 05915/P/020; 05915/P/021; 05915/P/022; 05915/P/023; 05915/P/024; 05915/P/025; 05915/P/026; Strategic View Assessment; Design Statement

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

Reason(s) for Refusal

The proposed development by reason of its bulk and massing would be an overly dominant feature to the detriment of the appearance of the immediate streetscene. It would thereby be contrary to policy B1 of the Replacement Camden UDP 2006.





- 2 The proposed development by reason of its external appearance, detailed design and materials would be detrimental to the appearance of the immediate streetscene. It would thereby be contrary to policy B1 of the Replacement Camden UDP 2006.
- The proposal would fail to provide residential units in accordance with Lifetime Homes standards or wheelchair accessible standards and would therefore fail to provide an adequate provision of sustainable homes that meet the needs of their occupiers regardless of their physical abilities or changing needs over time. The proposal would thereby be contrary to policy H7 of the Replacement Camden UDP 2006.
- The proposed development, in the absence of a legal agreement for car-capped housing and a residential travel plan, would be likely to contribute to parking stress and congestion in the surrounding area to the detriment of highway and pedestrian safety, contrary to policies SD2, T1, T7, T8 and T9 of the Replacement Camden UDP 2006.
- The proposed development, in the absence of a legal agreement securing highway improvements, would be detrimental to highway and pedestrian safety, contrary to section 3.10 (works to public highways) of the Camden Supplementary Planning Guidance 2002 and policies SD2, T3 and T12 of the Replacement Camden UDP 2006.
- The proposed development, in the absence of a legal agreement for securing educational and open space contributions, would be likely to make an unacceptable increase in pressure and demand on the Borough's education provision and for open space, contrary to section 3.13 (educational contributions from residential developments) of the Camden Supplementary Planning Guidance 2002 and policies SD2 and N4 of the Replacement Camden UDP 2006
- 7 The proposed development, in the absence of a legal agreement securing affordable housing, would fail to secure an adequate provision of affordable housing, contrary to section 3.3 (affordable housing) of the Camden Supplementary Planning Guidance 2002 and policies SD2 and H2 of the Replacement Camden UDP 2006.
- The proposed development, in the absence of a legal agreement securing renewable energy, EcoHomes and biodiversity measures, would fail to provide a sustainable development that produces an adequate contribution to meeting its energy needs from the site and employment of sustainable construction and operation methods to reduce the demand for energy, plus make an adequate contribution to protecting/enhancing local ecology. The proposal is thereby contrary to policies SD1, SD9, B1 and N5 of the Replacement Camden UDP 2006.
- The proposed development, in the absence of a legal agreement securing a code of construction practice agreement would fail to ensure that the process of construction would prevent causing nuisance to local residents and the area by reason of noise, pollution, traffic or inconsiderate construction practices. The proposal is thereby contrary to policies SD2 and SD6 of the Replacement Camden UDP 2006.

Your attention is drawn to the notes attached to this notice which tell you about your Rights of Appeal and other information.

Yours faithfully

Culture and Environment Directorate

(Duly authorised by the Council to sign this document)

Policy review

LONDON BOROUGH OF CAMDEN REPLACEMENT UNITARY DEVELOPMENT PLAN (ADOPTED JUNE 2006)

SD5	Location of development with significant travel demand	Development which significantly increases travel demand will be permitted where close to a choice of	Complies – the site is situated close to tube, train and bus routes
SD6	Amenity for Occupiers and Neighbours	means of transport Development should not cause harm to the amenity of occupiers & neighbours	Complies - sunlight and daylight tests pass, distance to habitable rooms acceptable.
SD7	Light, Noise and Vibration Pollution	Development should not create light or noise pollution	Complies – conditions to be added to permission to control this
SD8	Disturbance from Plant and Machinery	Plant should not harm residential amenity	Complies - conditions to be added to permission to control this
SD9	Resources and Energy	Seeks development which will conserve energy and resources through energy efficient designs	Complies – development will be built to very good Ecohomes standard. Renewable Energy Strategy provided with application.
SD10	Hazards	Where land is likely to be contaminated, developer is required to investigate and remedy any such contamination	Complies – not considered to be a site which is contaminated
SD12	Development and Construction Waste	Requires development to make provision for storage of waste materials -	Conditions will be attached to secure local waste management solutions
H1	New Housing	Seeks to meet and exceed housing target for Borough.	Complies – proposal provides 41 residential units
H2	Affordable Housing	For developments comprising 15 or more units, 50% should be affordable	Complies – 50% of floorspace will be affordable
H7	Lifetime homes and wheelchair housing	10% to be wheelchair accessible, or easily adapted. Should be built to lifetime homes standards	Complies - 4 flats are wheelchair accessible or capable of such adaptation.
H8	Mix of units	Large and small units should be provided	Compliant – 1, 2, 3 and 4 beds provided.
B1	General Design Principles	Design should be of a high standard	Height, massing and scale

		development should respect its site and setting, respect the height, bulk and scale of neighbouring buildings	acceptable and design of a high standard with use of quality materials
B7	Conservation Areas	Development outside of CA should not cause harm to the character, appearance or setting.	Complies – building does not adversely affect setting of Regent's Park or Camden Town CAs
B9	Views	Planning permission not granted for development situated within viewing corridor for Primrose Hill to St Paul's and Parliament Hill to Palace of Westminster	Compliant for Primrose Hill to St Paul's corridor. Proposal is within corridor for Parliament Hill to Palace of Westminster. However, is obscured by existing taller building and therefore acceptable.
N4	Providing Open Space	Where development is likely to lead to an increased use in public open space, a contribution is required to supply of open space	Applicant has confirmed that a contribution will be made via S106 agreement.
N5	Biodiversity	Development should consider conserving or enhancing biodiversity and create wildlife habitats.	Complies - The provision of green roofs planted with native plants, use of bird boxes, bat roosts, wall-mounted tanks for rain water.
N8	Trees	Seeks to protect trees which make a significant contribution to biodiversity or appearance of site	Complies - Trees on site are not worthy of retention. Further trees to be planted.
T1	Sustainable Transport	Encourages travel by walking, cycling and public transport	Complies – Transport assessment submitted: car free development, cycle parking provided, close to public transport. Travel folder to be given to all residents – subject to S106 agreement.
T2	Capacity of transport provision	The existing transport provision should be able to accommodate new development	Development close to an established public transport network
Т3	Pedestrians and Cycling	Development will only be granted which makes provision for pedestrians and cyclists	Complies – provision of bike shed shown on plans
T4	Public transport	Assess effect of development on local public transport capacity	Complies – transport capacity available to cater for public transport demand created by

			scheme
Т7	Off street Parking, City Car Clubs/Bike Schemes	Development should comply with parking standards. City car clubs are encouraged as alternative to off- street parking	Complies – car free development with access to car club
T8	Car free and Car Capped Housing	In CPZ areas car free and car capped housing encouraged	Complies – as above
Т9	Impact of Parking	Permission will not be granted for schemes which would harm on-street parking conditions	Complies – no parking spaces to be provided
T12	Works Affecting Highways	Will permit works which affect highway land where they provide for people with mobility difficulties, cyclists, pedestrians	Complies – disabled bays to be provided, X-over to be altered and car club to be encouraged through S106 agreement.
E2	Retention of Existing Business Uses	Seeks retention of business uses but loss of such uses will be permissible to affordable housing	Complies – principle of loss of B1 use already agreed with last application. Affordable housing being provided.

CAMDEN PLANNING GUIDANCE (ADOPTED DECEMBER 2006)

Subject	Aims	Compliant?
Affordable Housing & housing in mixed use development	Where capable of providing 15 or more units, seeks to provide a high proportion of family dwellings (3 or more beds) for Social Rent. Should include 50% dwellings with 3 or more bedrooms and 30% 2 beds.	Yes - 50% of floorspace will be affordable
Biodiversity	Opportunities should be sought for creating new habitats in any development proposal. E.g. providing green and brown roofs and terraces – gives description or green walls – climbing plants	Yes – green roofs, bird boxes, bat roosts, wall- mounted tanks for rain water provided
Built form	Gives detailed guidance on design, form, siting and orientation of buildings	Height, massing and scale acceptable and design of a high standard with use of quality materials
Car free housing and car capped housing	Parking space expected for each wheelchair dwelling. A legal agreement will ensure that residents are not entitled to on-street car parking permits	S106 agreement to be signed.
Construction and demolition	All demolition should be undertaken in a way that minimises the impact on the local environment and amenities. Developers should comply with the Considerate Constructors Scheme. A management plan for demolition prior to commencement will be required.	Yes, will be required by condition.
Contaminated land	Guidance applicable for land which is or is possibly contaminated and for residential developments.	Contamination not likely to be an issue. However, a condition attached to the consent can ensure that this issue is addressed.
Cycle parking and storage	Gives design guidelines for the provision of cycle parking	Yes – cycle parking provided
Daylight and sunlight	A report identifying impact of development on neighbours should be submitted with application	Yes – daylight and sunlight assessment provided with application
Designing safer environments	Provides advice on designing safer environments. Applicants should demonstrate that the impact of a	Crime prevention officer has confirmed that it is

	proposal on crime and community safety has been considered and addressed.	acceptable
Design	Similar to the Built Form guidance referred to above. Development should obtain at least 60% credits available in EcoHomes assessment	Complies with Ecohomes criteria
Landscaping and trees	Applies to all proposals including landscaping works and gives guidance on all aspects of landscaping.	Trees on site not worthy of retention; landscaping an integral part of proposal
Lifetime homes and wheelchair housing	Supplements policy H7 by providing further advice on lifetime homes – these incorporate 16 design features for accessible living	All flats to be built to
Light	Provides guidance for developments which incorporate outdoor lighting	Yes
Materials and resources	Development should be sustainable by making efficient use of resources by using recycled and renewable building materials	A detail which is agreed at a later stage
Overlooking and privacy	New buildings should be designed to avoid overlooking. A minimum distance of 18m between windows of habitable rooms that face each other	Yes
Planning obligations	Sets out strategic aims and policies which may be met through legal agreements such as affordable housing, car free housing and environmental impacts	Commitment given to signing S106 agreements
Planning obligations – community facilities, local infrastructure and open space	As new developments can lead to an increased pressure on existing community facilities, the Council will require contributions towards new facilities such as for education, healthcare, libraries, community halls and public open space	As above
Planning obligations – Environmental impacts	Seeks legal agreements to mitigate amenity issues such as construction waste, BREEAM Assessment and use of sustainable materials	As above
Planning obligations – public realm, highway works and public art	An agreement will be sought to secure funding for all highway related improvements to ensure implementation to a specified standard.	As above
Plant, machinery and ducting – design and siting	Guidance to ensure that necessary plant, machinery and ducting is incorporated into design of development so as to have minimal impact on environment and amenities.	Yes
Public open space	Developments providing 1000sqm or more of	As above

	floorspace requires the provision of 9sqm of POS per person via a legal agreement	
Public transport contributions	Council will seek contributions to existing provisions so they can serve the development better e.g. providing bus shelters.	As above
Renewable energy onsite facilities – design and siting	Major developments should demonstrate the energy demand of the proposal. Gives guidance on the provision of renewable energy facilities	Yes – renewable energy strategy supplied with application
Residential development standards	Gives guidance on all aspects for the provision of housing	Yes
Roofs and terraces	The guidance applies to all balconies and terraces	Yes
Sustainable buildings	States that the Council expects all development to incorporate sustainability principles	Complies as scheme is on a BREEAM scale of very good plus provision of a bio-mass boiler
Transport assessment	Requires a transport assessment for developments which alter the way a site is accessed from the highway	Provided with application
Travel plans	TPs are required for applications that involve a significant impact on travel or transport system	Travel plan submitted with application
Waste and recyclables – onsite storage	Adequate waste and recycling storage should be provided in all development. Provides dimensions of bins and amount of space required	Area for 2 recycling bins and 6 other waste bins provided
Water	Gives general guidance on water supply and waste treatment	Yes – rain water to be channelled via wall-mounted tanks for use on gardens.

GVA GRIMLEY MEETING NOTE

Project:

100 Park Village East, Camden

Date:

12th January 2007

File Ref:

02A637015

Time:

10.30am

Venue:

Camden Town Hall, Euston Road

Subject:

Pre-application meeting with LB Camden

Attendees:

Mark Pender (MP) - GVA Grimley - Planning consultant Fiona Cameron (PB) – GVA Grimley - Planning consultant
Tom Everest-Dine (TED) – Chassay + Last Architects
Alice Spanton (AS) - Nottinghill Housing Trust

Liz Sargent (LS) – Nottinghill Housing Trust Leo Hammond (LH) – Conservation officer – Camden Council

Rob Farnworth (RF) - Policy officer - Camden Council

Apologies

Tom Smith - Planning officer - Camden Council

	ACTIONS AGREED	Action
1.	MP went through the Heads for the S106 agreement as set out in the reason for refusal. We agreed to signing an agreement, subject to figures, for car capped housing and a residential travel plan, highway improvements, education and open space contributions, the provision of affordable housing, renewable energy, Ecohomes and biodiversity measures and a code of construction practice agreement. LH said that Tom Smith could give the name of the Council's solicitor who would draft the legal agreement.	All to note/GVA
1.	MP asked that the figures for the S106 be forwarded to the applicant ASAP for review. RF explained that the Council now use standard clauses which has helped to speed up the process of drafting the legal agreement. GVA to ask Tom Smith for figures.	GVA
2.	AS asked for clarification on the income levels used for shared ownership. RH confirmed that the Council's SPD was adopted in November and gives the figure of £49,000 in line with the London Plan. Following the meeting FC has spoken to RH and the SPD was adopted on 14 th December 2006.	All to note
3.	RH confirmed that the Members place considerable weight to renewable energy/sustainability and the focus should be on this rather than affordable housing. An Ecohome assessment will be required. He stated that developments will be expected to achieve 60% of the available credits in Energy and Water sections and 40% in the Materials section.	All to note
4.	RH explained that it will be necessary to justify why more than 10% renewable energy can't be applied. The Mayor is now looking for 20%, albeit this is a draft aspiration.	TED
5.	Wheelchair housing doesn't need to be on ground floor — in fact it is preferable to be on upper storeys.	TED
5.	AS should speak to Janet Sullivan to find out if there was anyone on the housing list for whom the flats could be specifically designed for.	AS

6.	LH stated that the bulk and massing were a big improvement. He suggested the site could accommodate a contemporary building with visual interest and one which could be a landmark feature.	TED
	 He suggested we consider the following: a step back of the cylinder by 1m from the PVE elevation. a photo montage showing views from Stanhope Street. need to show impact of building for both strategic views. Concern raised at the relationship of the 3 storey element with the remainder of the scheme. The windows are too narrow and do not relate well to the other windows on the building. A window could be added to the upper section of the cylindrical element plus angled top sections added to the top windows to accord with the angle of the main drum. a sample of the materials should be submitted at the time of the application so they can be taken to Committee. LH will also be able to comment on materials prior to determination. Need for more excitement to the ground floor treatment. He is likely to condition details of ground floor at 1:20 scale. The Park Village East elevation could also have more interest – use of lettering or lighting suggested. The Design and Access Statement should include the context for the study, a justification of the design approach against the policies, in particular policies B1, B7, B9a and B9b. There is a need to address why the scheme will not harm the views to Regent Park Conservation Area and Camden Town Conservation Area. Annotate drawings to show materials to be used. 	
7.	LH indicated that there should only be the need for one more meeting with him before submission.	All to note
8.	TED stated that it would take approximately one month to make amendments to the scheme. TBC.	TED
	Other actions for team:	
	Set up meeting with local amenity groups and residents; Clarification regarding the Mayor's powers to comment on the application.	GVA
	Post meeting note	
	Other matters: There may be the need to undertake a viability study once the figures for the S106 agreement are known. GVA to chase Tom Smith for figures.	GVA
	The HUDU may be considered by the Council as another financial contribution. GVA will argue that this is unreasonable at this late stage of the planning process regarding this site as well as assessing viability with the applicant if necessary.	All to note
	Due to difficulties setting up a meeting with local residents, LS and GVA have agreed that this is not necessary.	All to note
	Meeting concluded at 12.00pm	

Contact:

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GVA GRIMLEY MEETING NOTE

Project:

Park Village East

Date:

6th February 2007, 10am

Venue:

Camden Town Hall, Euston Road

Subject:

Pre-submission

meeting with officers

File Ref:

02A637015

Attendees:

Leo Hammond (LH) - conservation officer - LBC

Tom Smith (TS) - planning officer - LBC Liz Sargent (LS) - Notting Hill Housing Group Tom Everest-Dine (TE-D) - Chassay & Last Tchaik Chassay (TC) - Chassay & Last Mark Pender (MP) - GVA Grimley

		Action
1.0	UPDATE	
1.1	MP advised that the team had met with Regents Park CAAC - the scheme was well received with the CAAC acknowledging that it was an improvement on the refused scheme. CAAC sought clarification on a number of points.	
1.2	The team are meeting St Marylebone Society on Monday 12th February	MP / TE-D
2.0	APPLICATION DETAILS	
2.1	The following will be submitted in support of the application as free-standing reports:	
	 Design & Access statement (including sustainability assessment) - Chassay & Last Acoustic report - WSP Daylight & Sunlight assessment - Brooke Vincent & Partners Renewable Energy assessment - Peter Brett Associates Air Quality assessment - Peter Brett Associates EcoHomes Transport report - Mayer Brown Planning report - GVA Grimley Strategic Views Assessment - RHP and Chassay & Last Ecological report - TBC 	

2.2	MP confirmed that RHP had been instructed to prepare accredited CGIs for the Views assessment and 3 additional CGIs (not accredited) for inclusion in the design and access statement. LH/TS welcomed this approach.	
2.3	TS confirmed that the previous air quality assessment should be updated to reflect new guidance.	
2.4	TS also confirmed that it was not necessary to update the acoustic report and agreed that a cover letter from WSP explaining this would be acceptable.	
2.5	TS agreed that a flood risk assessment was not required but would check with colleagues.	тѕ
2.6	It was agreed by all that the application should be submitted on-line with 4 good quality colour hard copies of everything.	MP
3.0	TIMETABLE	
3.1	The following was agreed by all:	
	 Submission - Monday 26th February on-line and hard copies (to be couriered) Registration - Before TS goes on holiday - 28th February Determination period ends - 30th May (subject to registration) Target committee - 3rd May 	
3.2	TS agreed that it would be possible to report the application to committee on 3 rd May.	
3.3	TS confirmed that the application would be referred to the Mayor on the basis of height (in excess of 30m). The previous 2 applications were referred and nothing had been received. TS considered the Mayor's main issues would be affordable housing, renewable energy and sustainability and these are adequately addressed.	
3.4	MP confirmed that assuming the committee resolve to approve, the application would then be referred to the Mayor who will then have 2 weeks to decide whether or not to direct refusal.	
4.0	S106	
4.1	MP advised that there were 3 Heads that required a financial contribution: - Highway improvements - remove crossover and create disabled	
	bays on-street (S278) - Education - Open Space	
4.2	TS agreed, advising that the education figure is £52,000. He will liaise with his colleagues regarding highway and open space and advise MP thereafter.	TS
4.3	TS suggested that the open space contribution could go toward the adjoining playground and will investigate this with his colleagues. MP/LS agreed that this would be appropriate.	

TS	TS agreed that given the circumstances, a contribution to health (HUDU) was unlikely to be pursued. TS to confirm.	4.4
ALL	MP confirmed that solicitor details had been exchanged and all agreed that preparation of the S106 should commence ASAP.	4.5
	DESIGN	5.0
TS	LH/TS welcomed the changes. LH/TS confirmed that the bulk and massing was acceptable and welcomed the overall approach. TS would show the scheme to his line manager.	5.1
	LH commented that the perspective showing the angled cylinder from Park Village East was particularly good given this is a sensitive view.	5.2
	- the model updated to show the new windows on the Park Village East elevation (cylinder) - the model updated to show the new angle on the top of the cylinder would like to see ground floor detail on the Park Village East elevation, eg lighting, planting and lettering - would like to see samples of materials	5.3
TE-D / LH / TS	It was agreed that TE-D would meet with LH & TS on Thursday 15th February to review.	5.4
	In response to a question from LS, LH/TS confirmed that subject to the 4 issues above they would support the scheme.	5.5
	Meeting concluded at 11.40	

Contact:

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