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Date: 8 June 2005  
Our ref: CL/10182/BH.sh  
Your ref: PEX0100337/R3

SUBMISSION  
OF DETAILS

2005/2343/P

Dear Sir / Madam

**TOWN AND COUNTRY PLANNING ACT 1990  
FORMER ABC CINEMA, POND STREET / FLEET ROAD, LONDON, NW3**

On behalf of our client, Europe (Essex) Ltd, we are submitting details of landscaping in accordance with the requirements of Condition 2 attached to the planning permission for redevelopment of the above site granted on 5 September 2003 (LBC Ref: PEX0100337/R3). This letter details and explains the material submitted in support of the Condition's requirements and provides additional supporting information.

**Background**

Conditional planning permission was granted by the Council on 5 September 2005 for "Demolition of the former cinema and single-storey retail unit to provide a three to eight storey building comprising a neighbourhood retail store and 51 residential units together with associated basement car parking and servicing areas." The scheme was dealt with by Mortimer McSweeney (and John Davies who has now left the Council). Five copies of the decision letter are enclosed for your convenience.

A number of conditions were attached to the decision, including Condition 2, which requires:

*"Full details of hard and soft landscaping, and means of enclosure of all unbuilt, open areas shall be submitted to and approved by the Council before the relevant part of the work is commenced."*

The reason for imposing the Condition was to enable the Council to ensure a reasonable standard of visual amenity in the scheme.

**Details Submitted**

This 'approval of details' application relates to the Pond Street frontage and to the Fleet Road service bay entrance only. In due course, details of the hard and soft landscaping and means of enclosure to the following areas will be submitted: ground floor area fronting the affordable housing element to Fleet Road, gardens to affordable units A1 and A2 and the flat roof garden adjacent to the Royal Free Hospital service yard at third floor level.



In order to discharge the requirements of Condition 2 in so far as they relate to the Pond Street and Fleet Road frontages, we enclose five copies of the following drawings and information:

- |     |                            |                  |
|-----|----------------------------|------------------|
| (a) | Proposed Ground Floor Plan | 3865/TA(20)P00/C |
| (b) | Proposed Ground Floor Plan | 3865/TA(20)E07   |
| (c) | Stone Samples Board        |                  |
| (d) | Materials Board            |                  |
| (e) | Scope of Works             |                  |

### **Description of Proposals**

As set out on the enclosed drawings, sample boards and 'scope of works', a palette of high quality and durable materials are proposed to the Pond Street frontage which will enhance both the entrance areas within the site boundary and the wider area of public highway in front of the building.

The entrance area to the new building and the public highway extending from the corner of Pond Street / Fleet Road to the Royal Free Hospital frontage will be repaved in Yorkstone to match the existing Yorkstone paving on Fleet Road. This represents a significant environmental improvement for the local area. In addition, a new area of tactile paving will be provided on the public highway leading to the 'zebra crossing' located on the corner of Pond Street and Fleet Road. This will assist the visually and ambulant disabled in identifying a safe crossing place.

The new paving is part of a programme of wider integrated environmental improvements to the area of South End Green that will be paid for by Europe Essex Ltd. These environmental improvements have been the subject of detailed discussions and agreement with the Council's Principal Highways Engineer, James Guckian. Please note that the wider environmental improvements are not within the scope of this application for 'approval of details', which relates to landscaping within the site boundary and adjacent to it only.

The steps and level entrance to the retail unit will also be paved in Yorkstone, except around the top of the stairs where tactile paving will be used to signal an approaching hazard to persons with visual / ambulant disabilities. Powder-coated handrails, leading down the steps, will be provided at intervals. This arrangement enables the provision of level access to both the retail unit and Pond Street apartments.

Six bicycle stands will be provided to the right hand side of the shopfront (within the boundary owned by Europe (Essex) Ltd and not on the public highway). In addition, new bollards will be introduced within the boundary owned by Europe (Essex) Ltd for security reasons. The bollards will match those located on the public highway outside the Royal Free Hospital electrical sub-station. The location of the proposed bollards will leave a substantial width of uninterrupted paving for pedestrian movement along Pond Street.

The entrance to the apartments will be marked by the use of contrasting but complimentary paving materials: Florac limestone set within a border of basalt. Low level lighting and lumieres set into the border will also mark the entrance at night.



On Fleet Road, the cross-over to the new service bay and underground car park will be paved in asphalt to match existing surfaces and tactile paving will be used to signal an approaching hazard to persons with visual / ambulant disabilities.

This is clearly a high quality landscaping proposal which will improve the appearance of Pond Street, Fleet Road and views from the adjoining conservation area. In addition, the landscaping proposals are integrated with the wider environmental improvements that will be carried out in the area by the applicant.

We trust that we have provided you with sufficient information to discharge the requirements of Condition 2 in so far as they relate to the Pond Street and Fleet Road frontages and we look forward to receiving your decision shortly. In the meantime, if there is anything else that you require, please do not hesitate to contact me by telephone.

Yours sincerely

**BRENDAN HODGES**  
**ASSOCIATE**

c.c.:	James Guckian	-	Principal Engineer, LB Camden
	Europe (Essex) Ltd		
	Tom Payne	-	Rolf Judd
	Alan Dawson / John McNaughton	-	Watts and Partners
	Steve Kitchen	-	ISG