

Planning, Design and Access Statement

Bibendum Wine Ltd

113 Regent's Park Rd, London, NW1 8UR

December 2014



Contents

| Executive Summary | | 1 |
|------------------------------------|---------------------------------------|----|
| 1 | Introduction | 2 |
| 2 | The Site and Surrounding Area | 3 |
| 3 | Relevant Planning Policies | 6 |
| 4 | The Proposals | 10 |
| 5 | Justification for Planning Permission | 14 |
| 6 | Conclusions | 18 |
| Appendix 1 - Historic Photo (1971) | | 19 |
| Appendix 2 - Planning history | | 21 |

Executive Summary

This Planning, Design and Access Statement is submitted as part of a planning application for external and internal alterations, including plant relocation, at 113 Regent's Park Road. The proposals have been prepared on behalf of the freeholder and occupier, Bibendum Wine Ltd.

This application is submitted in conjunction with a prior approval notification for change of use of the building from office to residential. It proposes works that will facilitate and support the conversion, whilst ensuring that the amenity of nearby residential occupiers is protected.

It is important that the two applications are considered together, as they form part of a comprehensive proposal for change of use to residential at 113 Regent's Park Road.

The Statement describes the design proposals, addresses the planning considerations relating to the proposed works and sets out the planning justification for the detailed design proposals.

It concludes that the application preserves and protects the character and appearance of the conservation area and of the host building, and would not have a negative impact on neighbouring residential amenity. It is considered that the application complies with relevant local planning policies and should therefore be approved.

1 Introduction

- 1.1 This Planning, Design and Access Statement has been prepared by JLL on behalf of Bibendum Wine Ltd, who is the freehold owner and occupier of 113 Regent's Park Road, London, NW1 8UR.
- 1.2 No. 113 is a three storey building plus basement vaults, which has been used as offices (Class B1(a) use) since the 1980s.

Proposal

- 1.3 The scheme proposes external and internal alterations, including plant relocation, to facilitate the change of use of the building from Class B1 (a) offices to Class C3 residential. This change of use is subject of a separate application, a prior approval notification for change of use.
- 1.4 It is important that the two applications are considered together, as they form part of a comprehensive proposal for change of use to residential at 113 Regent's Park Road.

Contents

- 1.5 This Planning Statement is set out as follows:
 - Section 2 provides a description of the site and surrounding area;
 - Section 3 includes a summary of the relevant planning policies;
 - Section 4 explains the proposals;
 - Section 5 contains the justification for granting planning permission; and
 - Section 6 sets out the conclusions.

Consultant Reports

- 1.6 The following drawings and reports are submitted to form and support the planning application:
 - Planning, Design and Access Statement prepared by JLL;
 - Existing plans produced by Darling Associates, ref. nos. (01)P-OBO, (01)P-0G0, (01)P-001, (01)P-002, (01)P-003, (01)E-001, (01)E-002, (01)E-004 and (01)X-001;
 - Proposed drawings by Darling Associates, ref. nos. (03)P-01, (03)P-02, (03)P-03, (03)P-04, (03)P-06, (03)E-01, (03)E-02, (03)E-01, (03)E-03, (03)E-04 and (03)X-01;
 - Proposed coloured elevation, ref. 141204 (03)-E-01.
 - Environmental Noise Assessment prepared by The Kut Partnership.

2 The Site and Surrounding Area

The Site

- 2.1 113 Regent's Park Road is located within the administrative boundary of the London Borough of Camden (the Council), on the west side of Regent's Park Road.
- The site is a three storey building plus basement vaults to the rear. The building is in Class B1(a) office use and measures 972 sq.m. GIA.
- 2.3 No.113 sits back from the carriageway and presents a car parking area to the front, accommodating 8 car parking spaces. An access road past the south-east of the building leads to a further 6 car parking spaces to the rear (6 spaces).
- 2.4 The application site has been owned and occupied by Bibendum since the 1980s.

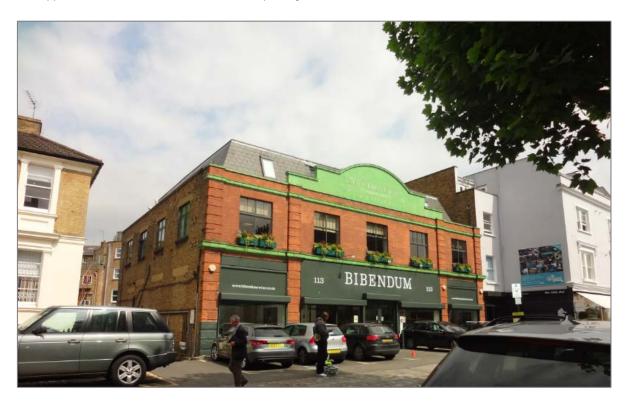


Image 1 – The application site.

- 2.5 113 Regent's Park Road used to accommodate the Chalk Farm Garage and was erected in the early 1930s, as indicated in the Primrose Hill Conservation Area Statement.
- 2.6 The building presents full-length windows on Regent's Park Road and has a distinctive design, characterised by brick work, a slate mansard roof and a brick parapet that bears the name of the historical use: Chalk Farm Garage.
- 2.7 No.113 is indicated as a 'building of merit' in the Primrose Hill Conservation Area Statement. In addition, its shopfront is considered a 'shopfront of merit'.

2.8 Nevertheless, it is clear from historic photos that the building has undergone significant transformation and the original design, especially at ground floor level, has been heavily altered.



Image 2 – The application site in 1971.

- 2.9 The existing large fascia and shopfront are not original, as shown in the photo above. Indeed there was no shopfront at all, the building having been used as a garage.
- 2.10 The central bay of the elevation used to be recessed from the building line, whilst the side entrances were located immediately behind the brick columns. Today, the window shops and entrance are positioned flush with the building line.
- 2.11 The above photo shows crittall-style windows to the south elevation, in line with the industrial character of the building. The ground floor windows no longer exist (although their profile is visible on the fabric of the elevation) whilst the first floor windows present a different, simpler frame.
- 2.12 Image 2 above is also provided as Appendix 1.

The Surrounding Area

- 2.13 The site is located in an area which is mixed in character. Regent's Park Road is characterised by retail frontages at ground floor (Class A1, A3 and A4 uses) and residential accommodation at the upper storeys, as well as buildings in full commercial or residential use.
- 2.14 The local townscape is varied. To the north of the building there is 115-119 Regent's Park Road which is 4 storeys in height, with the fourth floor set back from the roof edge. To the south are 111 Regent's Park Road, a 2 to 3 storey residential building, and 109 Regent's Park Road which is a 1 storey commercial building. Opposite the site, there is a terrace of residential buildings of 3 storeys plus mansard.
- 2.15 Moving south along Regent's Park Road, there are terraces of 3 to 4 storey buildings on either side of the road.
- 2.16 The site benefits from good accessibility with a Public Transport Accessibility Level (PTAL) of 4. The Overground railway track between Euston and Watford Junction via Queen's Park is located approximately 100 metres from the site to the north-east. The nearest London Underground station to the site is Chalk Farm (Northern Line) located circa 300 metres to the north-east past the Regent's Park Road railway bridge.
- 2.17 Overall, it is considered that the site has access to excellent walking and cycling links beyond its PTAL score.

Planning History

- 2.18 A planning history search was under at Camden Council offices on 20th June 2014.
- 2.19 The paragraphs below set out the decisions that are relevant to this application. Appendix 2 details a full record of the planning history of 113 Regent's Park Road, dating back to 1969.
- 2.20 The building was refurbished in the 1980s as part of a comprehensive development proposal for 113 to 119 Regent's Park Road approved in May 1981 (ref. 31938/R2).
- 2.21 The principle of an additional storey was first established in 1985 (ref. no. 8500986) and a number of applications were then submitted to renew this consent. The existing mansard was erected following a permission issued in 2001 and amended in 2005.
- 2.22 These two permissions are of particular importance to this application, as they clearly indicate obscured windows as the preferred design solution to preserve the amenity of neighbouring residential occupiers. Specifically, application PEX0100234 was approved in September 2001 with a condition requesting the lower panes of the dormer windows in the north-east and north-west roof slopes to be permanently fixed shut and glazed with obscured glazing to "safeguard the amenity of adjoining residential occupiers". A number of amendments to the 2001 design were approved in July 2005, through application 2005/1898/P. These included the replacement of the partially obscured windows with fully obscured ones.
- 2.23 It is noted that alterations to the fenestration pattern to the rear elevation were approved in 1995 (ref. 9500388) and 1996 (ref. P9601427), confirming that significant alterations were made to the original design of the building.

3 Relevant Planning Policies

- 3.1 This section provides a summary of the relevant planning policies. All development should be in accordance with the statutory development plan under Section 38 of the Planning and Compulsory Purchase Act 2004, unless material considerations indicate otherwise.
- 3.2 The statutory development plan relating to the site comprises:
 - The London Plan (2011, with Minor Alterations adopted in 2013);
 - Camden Core Strategy (CS, November 2010); and
 - Camden Development Policies (DP, November 2010).
- 3.3 Consideration has also been given to Camden Planning Guidance (CPG) documents, comprising:
 - CPG1 Design (September 2013);
 - CPG6 Amenity (April 2011); and
 - The Primrose Hill Conservation Area Statement (April 2011).
- The Proposals Map shows the site as falling within the Primrose Hill Conservation Area, the Regent's Park Road Neighbourhood Shopping Centre and Protected View 4.1A (Primrose Hill to St Paul's Cathedral).
- 3.5 113 Regent's Park Road is not a listed building but it is indicated as a building of merit in the Primrose Hill Conservation Area Statement.
- 3.6 The site does not lie within a Flood Zone.

Local Planning Policy

Camden Core Strategy (2010)

Design

3.7 Policy CS5 aims to provide sustainable buildings and spaces of the highest quality.

Amenity

- 3.8 Policy CS5 seeks to enhance and protect the amenity and quality of life of local communities. Indeed, the policy specifies that the Council will protect the amenity of local residents and those working in and visiting the borough by:
 - a) Making sure that the impact of developments on their occupiers and neighbours is fully considered;

- b) Seeking to ensure development contributes towards strong and successful communities by balancing the needs of development with the needs and characteristics of local areas and communities; and
- c) Requiring mitigation measures where necessary.

Camden Development Policies (2010)

Design

- 3.9 Policy DP24 requires all developments, including alterations and extensions to existing buildings, to be of the highest standard of design and will expect developments to consider:
 - a) Character, setting, context and the form and scale of neighbouring buildings;
 - b) The character and proportions of the existing building, where alterations and extensions are proposed;
 - c) The quality of materials to be used;
 - d) The provision of visually interesting frontages at street level;
 - e) The appropriate location for building services equipment;
 - f) Existing natural features, such as topography and trees;
 - g) The provision of appropriate hard and soft landscaping including boundary treatments;
 - h) The provision of appropriate amenity space; and
 - i) Accessibility.
- 3.10 Policy DP30 specifies that where an original shopfront of architectural or historic value survives, in whole or in substantial part, there will be a presumption in favour of its retention. Where a new shopfront forms part of a group where original shopfronts survive, its design should complement their quality and character.

Amenity

- 3.11 Policy DP26 seeks to protect high standards of amenity. Developments must adhere to the following criteria:
 - a) Visual privacy and overlooking;
 - b) Overshadowing and outlook;
 - c) Sunlight, daylight and artificial light levels;
 - d) Noise and vibration levels;
 - e) Odour, fumes and dust;
 - f) Microclimate: and

- g) The inclusion of appropriate attenuation measures.
- 3.12 Policy DP28 ensures noise and vibration is controlled and managed. Permission will not be granted for:
 - a) Development likely to generate noise pollution; or
 - b) Development sensitive to noise in locations with noise pollution, unless appropriate attenuation measures are provided.
- 3.13 Plant and machinery must be operated without causing harm to amenity and should not exceed the Council's noise thresholds. Table 1 below denotes the noise levels from plant and machinery at which planning permission will not be granted.

Table 1: Noise levels from plant and machinery at which planning permission will not be granted

| Noise description and location of measurement | Period | Time | Noise level |
|--|------------------------|-----------|-------------------------------|
| Noise at 1 metre external to a sensitive façade | Day, evening and night | 0000-2400 | 5dB(A) <la90< td=""></la90<> |
| Noise that has a distinguishable discrete continuous note (whine, hiss, screech, hum) at 1 metre external to a sensitive façade. | Day, evening and night | 0000-2400 | 10dB(A) <la90< td=""></la90<> |
| Noise that has distinct impulses (bangs, clicks, clatters, thumps) at 1 metre external to a sensitive façade. | Day, evening and night | 0000-2400 | 10dB(A) <la90< td=""></la90<> |
| Noise at 1 metre external to sensitive façade where LA90>60dB. | Day, evening and night | 0000-2400 | 55dBLAeq' |

CPG1 Design (2013)

Conservation areas

3.14 The Council permits development within conservation area that preserves and enhances the character and appearance of the area.

Windows

- 3.15 The guidance specifies that, where it is necessary to alter or replace windows that are original or in the style of the originals, they should be replaced like with like wherever possible in order to preserve the character of the building and the surrounding area. New windows should match the originals as closely as possible in terms of type, glazing patterns and proportions (including the shape, size and placement of glazing bars), opening method, materials and finishes, detailing and the overall size of the window opening.
- 3.16 Furthermore, where timber is the traditional window material, replacements should also be in timber frames. UPVC windows are not acceptable both aesthetically and for environmental reasons. Similarly, where steel is the traditional window material, steel replacements will be sought.

Materials

3.17 Wherever possible, development proposals should use materials that complement the colour and texture of the materials in the existing building. In historic areas traditional materials such as brick, stone, timber and render will usually be the most appropriate complement to the existing historic fabric; modern materials such as steel and glass may be appropriate but should be used sensitively and not dominate the existing property.

Access

3.18 The Council seeks to ensure the highest standards of access and inclusion: access should be at the forefront of any forthcoming development comprising of alterations.

Noise

- 3.19 This document specifically notes that noise and vibration will be controlled and managed to:
 - a) Limit the impact of existing noise and vibration sources on new development; and
 - b) Limit noise and vibration emissions from new development.
- 3.20 Paragraph 4.10 details that acoustic/ noise and vibration information will be required in respect of the installation of plant, ventilation or air conditioning equipment.

The Primrose Hill Conservation Area Statement (2011)

Design

- 3.21 Regent's Park Road is a principle road that curves along its entire length and supports a number of diagonal parking bays. The road is described as "commercial in character, falling within a designated Neighbourhood Shopping Centre, with a large number of small shops and cafes".
- 3.22 Development in the conservation area should enhance the surrounds through sensitive design which respects the existing features of the area. Existing architectural features and detailing, including that of windows which contribute visually to the wider area, should be retained (policy PH10).
- 3.23 It is further considered that original, traditional materials should be preserved where possible. Concrete roof tiles, artificial slate and PVC windows would normally not be acceptable.

Shopfront

- 3.24 The building is indicated in this document as a shopfront of merit which contributes towards the townscape of the area.
- 3.25 Policy PH44 denotes that proposals for new shopfronts will be expected to preserve or enhance the visual character and appearance of the street. Any shopfront of historic interest or architectural quality, especially shopfronts of merit, should be retained.
- 3.26 The policy adds that shopfronts that are considered to be out of character with the building or the area generally should be replaced with new shopfronts that are appropriate to the building and enhance the appearance of the conservation area.

4 The Proposals

- 4.1 This planning application comprises external and internal alterations, including plant relocation, to facilitate and support the change of use of 113 Regent's Park Road from office to residential. This has been submitted as a prior approval notification for change of use under Class J of the Town and Country Planning General Permitted Development Order 1995 (as amended).
- 4.2 It is important that the two applications are considered together as they form a comprehensive proposal for the conversion and refurbishment of the building.
- 4.3 The proposals include:
 - 1. External alterations to the Regent's Park Road (East) Elevation;
 - 2. External alterations to the Side (South) Elevation;
 - 3. External alterations to the Rear (West) Elevation;
 - 4. Alterations to car park area to the front of the site along Regent's Park Road;
 - 5. Relocation of existing roof plant to basement level; and
 - 6. Introduction of a lift.
- Where possible, cues were taken from the historic appearance of the building (prior to extensive alterations) based on period photos. Furthermore, the proposed alterations seek to contribute to the overall character of 113 Regent's Park Road by making reference to its historic use as Chalk Farm Garage.
- 4.5 Each element of the proposal is taken in turn below:

1. External alterations to the Regent's Park Road (East) Elevation

- 4.6 The front elevation of 113 Regent's Park Road will be fully restored, with the original brickwork cleaned and repaired.
- 4.7 The existing windows at first floor are in need of an uplift. Therefore, it is proposed to replace them with new, energy efficient metal frame windows to match the existing design and to echo the industrial character of the building.
- To serve the newly created residential lobby, it is proposed that a new, glazed entrance door is installed. This will have a contemporary and durable anodized aluminium frame in a dark grey colour, in line with the appearance of the existing first floor windows and in keeping with the industrial character of the building.
- 4.9 The existing heavy-looking dark green metal fascia and the windows located either sides of the entrance at ground floor are not original. Therefore, it is proposed to remove them and to install new, double glazed, sliding windows/doors to serve the residential units.

- 4.10 Perforated bi-folding metal screens will be installed in front of the ground floor windows, featuring a subtle and attractive decorative pattern. When closed, the metal screens will contribute to provide privacy to the residential units and will also provide a further contemporary reference to the original shutters of the Chalk Farm Garage, as can be seen on the 1971 photo in Appendix 1.
- 4.11 The residential entrance and sliding windows/doors are recessed from the building line in line with the original appearance of the building.
- 4.12 At second floor level, it is proposed to replace the existing windows with slightly wider ones to maximise the intake of sunlight and daylight. The door has been designed to be flush with pavement level and guarantee access to all members of the public.
- 4.13 A new door is proposed to provide access to the amenity space located behind the original brick parapet, mirroring the existing one immediately to the left. An opaque glass privacy screen will be installed to separate the amenity areas of the two units.
- 4.14 The original brick parapet will remain unaltered.
- 4.15 The image below illustrates the proposed amendments to the front elevation.



Image 3 – Proposed front elevation.

2. External alterations to the Side (South) Elevation

- 4.16 The historical photo of the building in Appendix 1 shows that windows were originally present on the side elevation. Evidence of this can also be seen on the fabric of the building, where the original lintels are still present.
- 4.17 It is proposed that the original openings be reinstated and new, crittall-style windows installed to match the original design.
- 4.18 The brickwork of the façade will be cleaned and repaired as needed and redundant pipework will be removed, giving the façade an overall uplift.
- 4.19 Moreover, the existing windows on the first floor will be replaced with new, energy efficient crittall-style windows in a dark grey metal frame.

3. External alterations to the Rear (West) Elevation

- 4.20 The planning history search shows that the rear elevation has been altered a number of times and indeed it presents windows of different dimensions and design.
- 4.21 It is proposed to replace the existing windows with new, energy efficient crittall-style windows in a dark grey metal frame, coherently with what is proposed for the side and front elevations.
- 4.22 Two windows that currently have an irregular size and position within the facade will be re-positioned and reproportioned so as to form a more considered, regular grid.
- 4.23 The brickwork of the façade will be cleaned and repaired as needed and all the redundant pipework will be removed.
- 4.24 At second floor the existing, opaque windows will be replaced with new windows with an opaque and fixed bottom pane and clear and openable top pane, in accordance with permission ref. PEX0100234 granted in September 2001.
- 4.25 At basement level, a new, dark-grey metal cladding will be installed, incorporating portions of acoustic louvres to serve the residential plant rooms. Access doors to the bikes and residential stores will also be provided.

4. Alterations to car park area to the front of the site along Regent's Park Road

- 4.26 The area located in front of the building along Regent's Park Road currently accommodates 8 car parking spaces, creating an unattractive setting to the Chalk Farm Garage building.
- 4.27 It is proposed that only two of the existing parking spaces are retained and that the whole area is re-paved and improved.
- 4.28 Indeed, as part of the proposed conversion to residential use 8 spaces will be allocated to the residential units: the 6 parking spaces at the rear of the property and 2 at the front.
- 4.29 A boxed hedge will be planted in a raised planter, in order to define the approach and entrance to the building and to create a privacy buffer in front of the ground floor residential units.

4.30 On either side of the retained parking spaces, a raised brick or stone planter will accommodate low level landscaping, in the form of low-maintenance planting.

5. Relocation of existing roof plant to basement level

- 4.31 The existing plant is located at second floor level, behind the green parapet, however new plant equipment is necessary to support the residential use
- 4.32 It is therefore proposed to remove the existing plant and locate three outdoor condensers in the basement vault, in the dedicated plant room which will be lowered 600mm. Ventilation to the area will be provided passively by an acoustically attenuated discharge duct and acoustically attenuated air intakes into the rear car park.
- 4.33 The intake and discharge points will be through acoustic louvres for further attenuation.
- 4.34 An Environmental Noise Assessment accompanies this application. The Assessment demonstrates that the total noise impact of the condensers unit when used in standard mode during the day and night is below the Council's noise requirements.

Introduction of a lift

4.35 A platform lift will be introduced in the building which does not require the installation of an overrun.

5 Justification for Planning Permission

- 5.1 Planning permission is sought for external and internal alterations at 113 Regent's Park Road. This section of the Statement seeks to address the planning issues raised by the application, and should be considered in conjunction with the prior approval notification for change use.
- 5.2 It is considered that the key issues when determining this scheme are as follows:
 - 1. Impact on the character and appearance of the building and Conservation Area; and
 - 2. Compliance with amenity policies.
 - 1) Impact on the character and appearance of the building and Conservation Area
- 5.3 113 Regent's Park Road is a building of merit, with a shopfront of merit, located within the Primrose Hill Conservation Area.
- 5.4 The application building was constructed in the 1930s as the Chalk Farm Garage. Since then it has undergone significant alterations as shown in the historic photos taken in 1971 when the building was still in its original use.
- 5.5 Therefore, this application seeks to facilitate the proposed conversion to residential use whilst:
 - 1) Retaining the architectural integrity and historical character of the building; and
 - 2) Making reference to its industrial heritage.
- 5.6 Where needed, the brickwork of the façades will be cleaned and repaired and redundant pipework will be removed, thus improving the overall appearance of the building.
- 5.7 The proposals have been designed to comply with policies CS5 and DP24 and the requirements of CPG1 and the Primrose Hill Conservation Area Statement, which require developments and alterations to be of the highest quality and to respect the character and the setting of the host building and the conservation area.

East elevation

- The existing heavy-looking metal fascia will be replaced with one that is slim and well-proportioned with the original ground floor columns. The new fascia echoes the original design that can be observed in Appendix 1 and contributes to reinstating the original appearance of the building. Two new central columns will replace those existing and maintain the balanced composition of the elevation.
- 5.9 It is noted that 113 Regent's Park Road has not had an actual shopfront since at least 1999, when the ground floor shop ceased to operate. Nevertheless, the proposed residential windows and entrance door maintain the appearance of a shopfront.
- 5.10 Indeed, the metal door and window frame celebrate the industrial character of the building and emphasise its unique role within the conservation area.

- 5.11 The perforated metal shutters have been designed not only to provide privacy to future residential occupiers, but also to retain the shopfront appearance of the ground floor. Image 3 clearly demonstrates that the shutters are of the highest design standard and that they will enhance the appearance of the building both when open and closed.
- 5.12 At first floor level, the existing windows will be replaced with new, energy performant ones with metal frames of the same design and colour. The proposed windows echo those shown on the 1971 photo and reflect the character of the ground floor proposals.
- 5.13 Minor alterations are proposed to the second floor windows which will preserve the architectural integrity of 113 Regent's Park Road. Indeed the new, slightly larger windows will not affect the appearance of the building and the new door will balance the presence of the existing door opening onto the terrace behind the parapet. The proposed windows and door will be installed with the same metal frames proposed for the floors below.
- Overall, it is considered that the proposed alterations to the front elevation will preserve and enhance the historic character of the building as required by local policies. The proposals make a contemporary reference to the original use of 113 Regent's Park Road, the Chalk Farm Garage, and emphasises its unique contribution to the appearance of the conservation area.
- 5.15 The proposed ground floor fenestration pattern and residential entrance mirror the existing windows and office entrance. The existing shopfront will be improved resulting in a design which is more in line with the industrial heritage of the building.
- 5.16 By complementing and enhancing the quality and character of the existing shopfront, the proposals meet the requirements of policy DP30 and CPG1.
- 5.17 Policy PH44 of the Primrose Hill Conservation Area Statement seeks to retain shopfronts of merit. The building does not support a retail or active use at ground floor, despite its appearance. Nonetheless, the proposals retain the character of the existing 'shopfront looking' ground floor by retaining its proportions and design approach.
- 5.18 The proposed alterations will enhance the existing shopfront giving it a much 'lighter' appearance compared to what is currently in place, and emphasising its industrial history. As a result, the proposals will contribute positively to the local streetscene and the character of the conservation area.

South elevation

- 5.19 On the south elevation, it is proposed to re-open the ground floor windows that can be seen in the fabric of the building and the historic photo at Appendix 1. The windows will complement the character of this elevation and have a limited visibility from Regent's Park Road.
- 5.20 In light of the above, it is considered that the proposed alterations accord with local design policies.

Rear elevation

5.21 As part of this application, it is proposed to rationalise the existing fenestration pattern of the rear elevation thus improving its appearance. The introduction of crittal frames complies with the overall window design strategy of this application and is considered to accord with local design policies.

- 5.22 The basement is characterised by a different design approach, in line with the existing situation: the current wooden doors to the basement vaults will be replaces by dark grey metal doors, a high quality durable material that complements the character of the elevation. The doors will incorporate louvres where serving plant.
- 5.23 The proposals will improve the overall image of the west elevation. Therefore, they are considered acceptable in design terms and will ensure that the rear of the building remains subservient in character and appearance to that of the front elevation.

Alterations to the front car park area

- The proposed alterations to the front car park represent a welcome improvement to the setting of the building, currently dominated by car parking spaces. The proposed planters are subtle but positive additions to the townscape and will help frame the entrance to the building. The low level landscaping will add interest to the appearance of 113 Regent's Park Road.
- 5.25 The proposed planters are considered appropriate within the local context and in compliance with local policies.

Proposed lift

- 5.26 It is proposed to introduce a lift as part of the internal alterations needed to facilitate the conversion of the building to residential use.
- 5.27 The proposed platform lift does not necessitate the installation of an overrun and will therefore preserve and maintain the appearance and character of the building and conservation area.

2) Compliance with amenity policies

Impact on neighbouring amenity

- 5.28 Policies CS5 and DP2 require proposals to consider the impact of developments on their occupiers and neighbours.
- 5.29 Whilst there will be no sunlight, daylight or overshadowing impact as a consequence of this development, it is acknowledged that the proposed change of use from offices to residential (to which this application is linked) has the potential to cause overlooking on neighbouring residential properties.
- 5.30 Therefore, this application includes the installation of partially obscured windows to protect the amenity of residential neighbours. The design of the windows reflects that approved in September 2001 as part of application PEX0100234: an opaque and fixed bottom pane and clear and openable top pane.
- 5.31 Compared to the existing totally obscured windows, the proposal has the advantage of guaranteeing natural light and air intake in the proposed residential units whilst ensuring that neighbouring amenity is maintained unaltered. Furthermore, the partially obscured windows will only serve bedrooms and will not affect the overall amenity of prospective occupiers.

Proposed lift

5.32 The introduction of the platform lift ensures that all residents will enjoy high amenity standards, by guaranteeing access to all units to disabled residents and visitors

Plant relocation

- 5.33 As part of the proposals to facilitate the conversion of the building, it is proposed to relocate the plant machinery from the second floor to the basement vault.
- 5.34 The Council's requirement is that mechanical plant should not exceed a level of 33dBA (5dB below the lowest measured background noise over the daytime operation of the plant) at 1m from the nearest noise sensitive façade.
- 5.35 The Environmental Noise Assessment demonstrates that the anticipated noise impact of the condenser units when used in standard mode during the day can be calculated at 32bBA and is therefore policy compliant.
- 5.36 The Council's requirement is that mechanical plant should not exceed a level of 30dBA (5dB below the lowest measured background noise over the night time operation of the plant) at 1m from the nearest noise sensitive façade.
- 5.37 The anticipated noise impact of the condensers unit when used in standard mode during the night can be calculated at 22bBA and is also policy compliant.
- 5.38 The above paragraphs demonstrate that the proposed plant relocation meets the criteria of policy DP28 and CPG1, and will have no adverse impact on the amenity of prospective and neighbouring residential occupiers.

6 Conclusions

- 6.1 113 Regent's Park Road is a three storey office building located within the Primrose Hill Conservation Area. This planning application seeks permission for external and internal alterations, including plant relocation, to facilitate the change of use of the building from Class B1 (a) offices Class C3 residential.
- 6.2 This change of use is subject of a separate application, a prior approval notification for change of use. It is important that the two applications are considered together, as they form part of a comprehensive proposal for change of use from offices to residential at 113 Regent's Park Road.
- 6.3 The proposed works have been designed to improve the overall appearance of the building and provide a contemporary reference to the industrial heritage of the building in terms of design and materials. As a result, they will also maintain and enhance the unique contribution of 113 Regent's Park Road to the appearance of the conservation area.
- 6.4 Careful attention has been given to the presence of residential units in proximity of the site: through the use of partially obscured windows, the proposal will have no impact on neighbouring amenity.
- 6.5 Overall, the proposal is considered acceptable as it complies with Core Strategy policy CS5, Development Policies DP24, DP26, DP28, DP30, the requirements of Camden Planning Guidance 1 and of the Primrose Hill Conservation Area Statement.

Appendix 1 - Historic Photo (1971)



Appendix 2 - Planning history

| Reference | Proposal | Decision |
|-------------|---|-----------------------|
| 2005/1898/P | Erection of a mansard roof extension with rooflights (this application is for revisions to previous planning permission dated 10/09/2001 (PEX0100234). | Granted 28/07/2005 |
| 2003/1593/P | Creation of recess in pitched roof behind front parapet for installation of air conditioning units; alterations including installation of roller shutters in front of new and replaced windows. | Granted 14/10/2003 |
| PEX0100234 | Renewal of planning permission for the erection of a mansard roof extension, as shown on drawings D509/1 and D509/02. | Granted 10/09/2001 |
| 9501854R1 | Renewal and amendment of planning permission for the erection of a mansard roof extension, as shown on drawing nos. D 509/1 and 02. | Granted 13/08/1996 |
| P9601427 | Alterations to the fenestration in the rear elevation, as shown on drawing nos. 953-EX-01, 953-GA-01B, 953-AT-01, 02, 953-EX-01 (April '96), 875-SK-10. | Granted 28/06/1996 |
| 9501854 | Erection of a mansard roof for storage and ancillary office use (renewal of planning permission (reference 9003447) granted on 28.02.91). | Withdrawn |
| 9500388 | Park Road NW1 The reinstatement of four windows at first floor level at the rear as shown on drawing numbers MC512/SK01 02C revised on 5 May 1995 and 12 May 1995. | Granted 22/06/1995 |
| 9400518 | Application for certificate of lawfulness for use as retail on ground floor and offices on first floor. (Plans submitted). | Granted 17/06/1994 |
| 9003447 | The erection of a mansard roof for storage and ancillary office use (renewal of permission granted on 15.10.85 Reg No. 8500986) as shown on drawing nos. D509/2C 03 04A. | Granted 21/02/1991 |
| 8500986 | The erection of a mansard roof extension for the storage of wine and for additional ancillary office space. As shown on drawing numbered D509/2. | Granted 02/10/1985 |
| AD2127 | The display of an externally illuminated shop fascia sign. | Granted 06/12/1982 |
| 31938/R2 | Refurbishment of the existing industrial accommodation, together with refurbishment, conversion and extension of other accommodation to provide showrooms (ground floor and basement of Nos 115 & 117 Regent's Park Road), Estate Agents office, ground floor and basement (119 Regent's Park Road) and 26 flats and the provision of a new means of access to King Henry's Road. | Granted 27/05/1981 |
| 1989 | Demolition of all the buildings on the site, which is within a Conservation Area. | Granted 02/02/1979 |
| 26894/R | Redevelopment of the whole site to provide basement car-parking with access retained to the adjoining industrial premises, ground floor bank and commercial/industrial floor apace, and two four-storey residential blocks over. | Refused 18/06/1979 |
| 21028 | Redevelopment by the erection of a basement and part 5 storey, part 6 storey building comprising car parking for 35 cars, petrol filling station, retail space, restaurant/ bar, bank, offices and 34 dwellings. | Refused 17/11/1975 |
| 8275 | Erection of 120 room hotel, supermarket, petrol filling station, offices, conference | Granted |

| | suits and basement car park. | 26/02/1970 |
|------|--|-----------------------|
| 7484 | Erection of 112, room hotel, supermarket, petrol filling station, offices and conference suite, together with basement car park, at 113/119, Regent's Park Road and 1B & 1C King Henry's Road, Camden. | Refused 06/11/1969 |



Federica Ambrosini Sarah Roe

Senior Planner Associate Director 30 Warwick Street 30 Warwick Street

 London
 London

 W1B 5NH
 W1B 5NH

 0207 399 5752
 0203 147 1019

federica.ambrosini@eu.jll.com sarah.roe @eu.jll.com

COPYRIGHT © JLL IP, INC. 2014.

This publication is the sole property of JLL IP, Inc. and must not be copied, reproduced or transmitted in any form or by any means, either in whole or in part, without the prior written consent of JLL IP, Inc.

The information contained in this publication has been obtained from sources generally regarded to be reliable. However, no representation is made, or warranty given, in respect of the accuracy of this information. We would like to be informed of any inaccuracies so that we may correct them.

JLL does not accept any liability in negligence or otherwise for any loss or damage suffered by any party resulting from reliance on this publication.