

B Design



The design for this application has been developed in collaboration with LB Camden planning authorities through pre-application process under reference 2014/3485/PRE.

The site has been granted planning approval in August 2010 (renewal, reference 2010/3213/P) for the construction of two additional floors with mansard roof including a 3-storey side extension and conversion of existing first floor flat to create 7 residential units over the restaurant (ground floor). The elevation drawing to the left (by Betham Associates Architects) shows the approved design seen from Bayham Street.

REV1 Limited believe a more contemporary approach would generate more interest to this scheme while contributing to the quality of the accommodation created as well as providing a better addition to the streetscape.

We initially looked at remodelling the whole of 81a/b with 83 Bayham Street. Graphics to the bottom left show a 5 storey mass blending No 83 and protruding area of No 81. Rooftop amenity space was also envisaged. The main driver here was to keep the main areas of the existing elevations prominent but bring the core of the scheme to a mass similar to the larger buildings along the street with a signal element at high level . The design team met with Alex McDougall , planning officer, and Hannah Walker, design officer, of LB Camden on 10 June 2014. While a more contemporary approach was welcome, the baseline proposals raised some concerns as follow (extracted form email by Alex McDougall dated 11 June 2014):

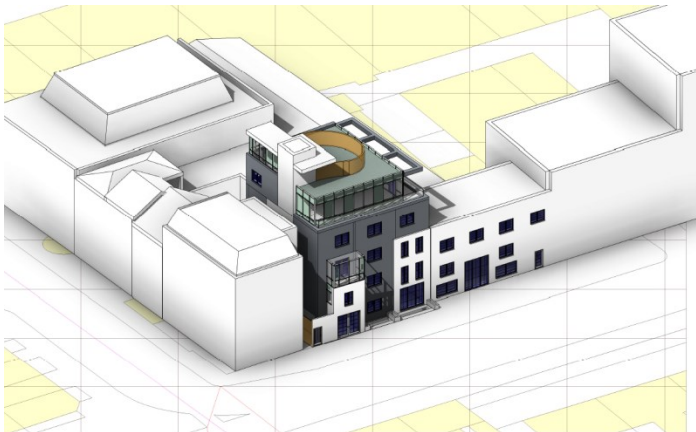
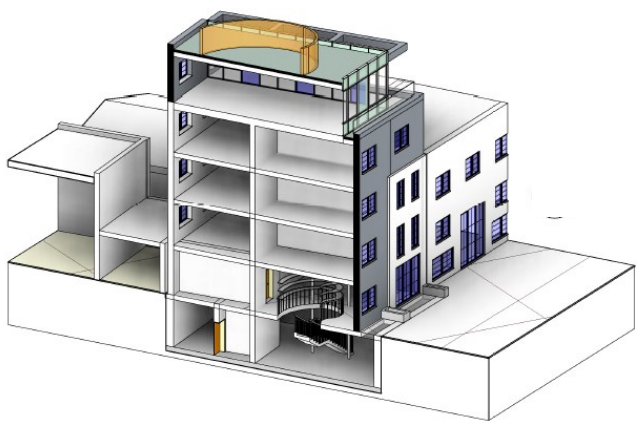
- “The current proposal would have an unacceptable impact on the character of the area due to excessive size and bulk;
- It is not appropriate to build over No. 83 Bayham Street as it is a positive contributor to the conservation area;
- It is not appropriate to extend significantly to the rear of No. 83 Bayham Street as evidenced by the recent application 2012/5288/P;
- The corner property at No. 17-19 Pratt Street must maintain its prominence as a corner building. As such it is not appropriate for the height of the proposal to extend above this building;
- There is scope for a contemporary infill element at No. 81 Bayham Street but it would have to be of the highest quality;
- There *may* be the possibility of some additional height over what has previously been approved at No. 81 (see 2007/2944/P) but only if the design provides a clear contrast with the retained building at no.83. At the meeting the possibility of stepping the building back both from the frontage and down from the adjoining building to the south were discussed as a potential method to ensure that the setting of No. 83 was not compromised. Please note that the building massing approved as part of the existing permission is considered to be about what we would normally consider acceptable;
- The proposal should not come any closer to the kitchen windows of the adjoining building to the south than that which has already been approved at No. 81.”

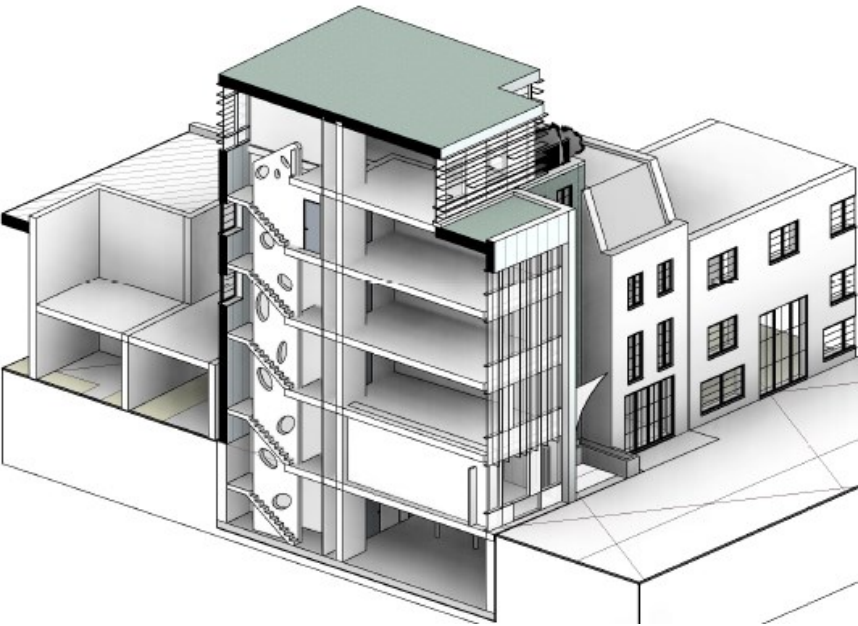


2010/3213/P approved street elevation



Original draft design covering both 81 and 83 Bayham Street

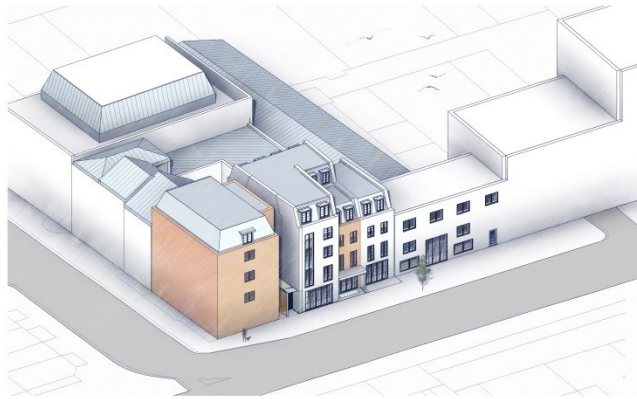




Graphics extracted from revised design

Further to the first pre-application discussion, the design team submitted a revised scheme for discussion providing an answer to the initial comments as follow:

- **Comment 1:** “The current proposal would have an unacceptable impact on the character of the area due to excessive size and bulk”. **Revised proposals:** size and bulk has been significantly reduced by keeping No. 83 to the North as existing, creating a modern vertical element to the South which matches the streetscape of the adjacent building while providing a clear recessed cut between No. 83 and the southern element. Height has been reduced generally by omitting any roof access and lift overrun;
- **Comment 2:** “It is not appropriate to build over No. 83 Bayham Street as it is a positive contributor to the conservation area”. **Revised proposals:** No. 83 is to remain as existing;
- **Comment 3:** “It is not appropriate to extend significantly to the rear of No. 83 Bayham Street as evidenced by the recent application 2012/5288/P”. **Revised proposals:** No. 83 is to remain as existing;
- **Comment 4:** “The corner property at No. 17-19 Pratt Street must maintain its prominence as a corner building. As such it is not appropriate for the height of the proposal to extend above this building”. **Revised proposals:** the southern element is a modern re-interpretation of 17-19 Pratt Street streetscape with a carefully designed light curtain wall which matches the parapet height wrapped in a standing seam zinc envelope as per the adjacent mansard roof;
- **Comment 5:** “There is scope for a contemporary infill element at No. 81 Bayham Street but it would have to be of the highest quality”. **Revised proposals:** the attached design aims at revisiting the infill site with a finely detailed modernist approach including for a mixture of high quality materials which will provide contrasting masses and therefore a dematerialisation of the overall scale through a game a opacity, transparency and reflectivity. The principles are:
 - to emphasize the prominence of the southern element and 83 Bayham Street (opacity and “bill board” treatment for strong street presence),
 - while the recessed cut, which will be in the shade most of the time, can have a planted elevational treatment (soft vegetal treatment detracting from the materiality of surroundings),
 - with a recessed penthouse to provide transparencies and sky reflections in order to create a lightweight, background treatment effect.
- **Comment 6:** “There may be the possibility of some additional height over what has previously been approved at No. 81 (see 2007/2944/P) but only if the design provides a clear contrast with the retained building at no.83. At the meeting the possibility of stepping the building back both from the frontage and down from the adjoining building to the south were discussed as a potential method to ensure that the setting of No. 83 was not compromised. Please note that the building massing approved as part of the extant permission is considered to be about what we would normally consider acceptable”. **Revised proposals:** please refer to all above points.
- **Comment 7:** “The proposal should not come any closer to the kitchen windows of the adjoining building to the south than that which has already been approved at No. 81”. **Revised proposals:** building has been set further away than the already approved scheme to minimise impact on 17-19 Pratt Street and facilitate construction.



Alternative 1

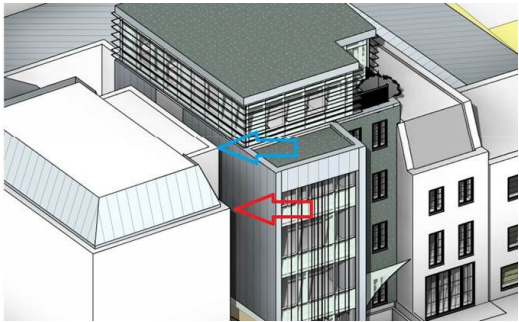


Alternative 2



The revised scheme was well received from LB Camden but further options were still to be instigated to answer the following concerns (extracted from Alex MCGougall email dated 10 July 2014) :

- “The retention of the positive contributor is of course welcomed;
- The height and bulk is still really problematic, rising above the mansard of the corner building and significantly stepping up from the scale of the adjacent buildings to the north is not considered to be acceptable. Please reconsider the proposal with regard to the relationship of the building with the eaves of the corner building (see red arrow in diagram below). If you still seek to consider a setback roof level, please consider with regard to the secondary eaves of the adjoining building (see blue arrow in diagram below). Please note however that we are not implying that such a setback roof level would definitely be considered acceptable at this time.
- The design of the new build is a rather odd composition, with a more traditional section juxtaposed with a very contemporary element, all topped with the very bulky modern penthouse. A contemporary approach would be acceptable given the context but it would need to be more coherent – the same architectural approach across the site would probably work better.
- The materials and fenestration pattern needs to respond better to the surrounding context – the proposed curtain walling effect does not seem appropriate in Camden Town where the buildings are generally solid masonry with punched openings.”



A member of the design team (Stefan Bobolecki) also had an informal meeting with Alex McGougall in which the possibility of reducing the floor to ceiling heights from London Plan standards (2.5m) in some locations to match the adjacent property at No 83 was discussed. It was noted that this may be considered acceptable, but it would preferably be in secondary rooms and would not be significantly below the standards (2.3m would be considered an absolute minimum). It was recommended that it may be possible to design maisonette units with primary living spaces on one level at a compliant floor to ceiling height and secondary bedroom and bathrooms on the other level at slightly lower floor to ceiling heights. It will still be necessary to ensure that the horizontal lines of the building relate to those of the adjoining and nearby properties.

The design team therefore reviewed the potential options and issued to LB Camden the two alternative approaches shown to the left. Alternative 1 was issued on 16 September 2014 and considered as too much of a step back towards the currently approved scheme without resolving the bulk issue. Alternative 2, was discussed at an intermediate pre-application meeting with Hannah Walker on 10 October 2014. Minutes of this meeting are provided on the next page.

The meeting with Hannah Walker on 10 October 2014 referred to the overall approach from the beginning of the process and, in light of the latest alternative produced, the following points were considered to develop a final pre-application design submitted to LB Camden on 3 November 2014:

• Front building Line

Hannah Walker (HW) requested that the staggered appearance needs adjusting. The new proposals should have a level building line. There is a need to prepare drawings showing a 'forward' building line which would be prominent of No83 Bayham Street. HW requested that the design team also examine a building line slightly 'set back' from No83 Bayham Street for the purposes of comparison. However, the consensus was that the building line should be level with the corner building, Brehon House, on the junction between Bayham Street and Pratt Street.

• Appearance of Facade

As a result of this re-alignment HW called for a homogeneity of design for the facade. This varied from Camden's original views on a graduated approach between Brehon House and No 83 Bayham St. It was agreed to revise the design to a 'metric' brick- finished, frontage with recessed window openings to align, where possible, with No 83. The return flank would be eliminated in this design.

• Location/Appearance of Entrance

Because of the envisaged changes it was agreed that we should redesign the entrance, widening it and locating it adjacent to No 83. The entrance should have a light feel and match, in style, the pavilion.

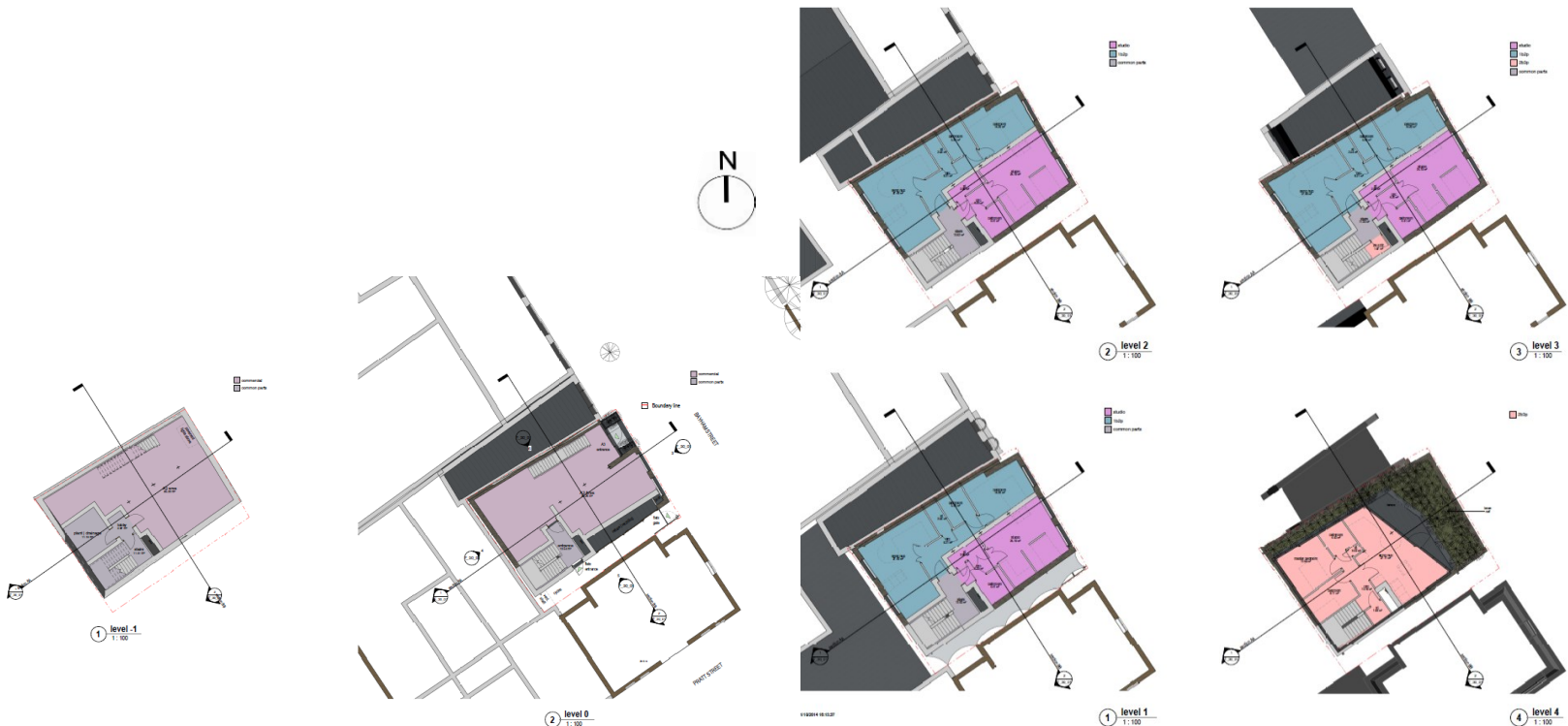
• Re-positioning of the top floor Pavilion

HW appreciated the new design to the pavilion, particularly the removal of a 'mansard' at the front. However, she was concerned about the front elevation of the pavilion and its positioning. HW requested a redesign to improve the relationship between the new main facade and the 'glazed' appearance of the pavilion. She accepted the 'waisted' footprint of but suggested that we might look at widening this slightly to accentuate the step between Brehon House and No83 Bayham Street. However, she also felt that we had exaggerated the 'set back' from the main building line. She emphasised that the overall height must remain consistent with Brehon House in designing the changes.

• Conclusion

The massing and proportions of the proposals, including the basic floor plans and unit sizes were not at issue. The front building line needs regularising. The overall height needs adjusting through a redesign of the pavilion to match the front entrance and the new facade.

The final pre-application design is illustrated beside and below.



The final advice letter from LB Camden dated 11 November 2014 stated (extracts):

“Principle of Proposal

Demolition

The proposal includes demolition of No. 81 Bayham Street, a building not listed or a positive contributor to the conservation area. Policy DP25 of the LDF states that the Council will only permit development within conservation areas that preserves and enhances the character and appearance of the area. As such the proposed demolition is considered to be acceptable in principle subject to justification, included within a heritage statement, that the proposed replacement will preserve or enhance the character of the area.

Please note that as the proposal includes substantial demolition in a conservation area any application must be considered by the Development Control Committee.

Density

Table 3.2 of the London Plan sets recommended residential densities based on the size of dwellings, character of the area and accessibility of the site. The site has a Public Transport Accessibility Level (PTAL) of 6b (excellent) and is considered to be most appropriately described as an urban area. As such the London Plan recommends a density of 45 - 260 units per hectare.

The proposal for seven dwellings would result in a residential density of 429 units per hectare, significantly above the range required by the London Plan, not taking into account the proposed restaurant unit. I note that London Plan Policy 3.4 and Council Policies CS6 and DP2 seek to maximise the number of dwellings, subject to protecting the amenity of occupiers and neighbours. Given the size of the site the London Plan would suggest 4-5 dwellings on the site would be more appropriate.

Dwelling mix

Camden Policy DP5 requires that all residential development provide an appropriate mix of dwelling sizes. The

Dwelling Size Priorities Table				
1 – bedroom or studio	2-bedrooms	3-bedrooms	4-bedrooms or more	Aim
lower	Very high	medium	medium	40% 2-bed

The proposal includes 6 x 1-bedroom (or studio) units and a 2-bedroom unit which is not in keeping with the dwelling size priorities as outlined in DP5. The supporting text for DP5 also states that, “the Council will resist development proposals for self-contained general needs housing that contain only one bedroom and studio flats”, as with the current proposal. As such the dwelling mix proposed is considered to be unacceptable.

Given the density and mix constraints outlined above it is considered that a 1 x 1 bed, 2 x 2 bed and 2 x 3 bed arrangement, or similar, is more appropriate. It is recommended that the proposal is revised accordingly, prior to any formal application being submitted.

Restaurant use

The original pre-application documentation proposed B1(a) office space at ground and basement level. The revised plans now show a large restaurant in this location. As the site currently has a ground floor restaurant there is no objection in principle to a restaurant in this location. It is noted that there was concern from a Councillor regarding the loss of the current restaurant operator although this is not a planning consideration.

Design

The proposal is for the development of a contemporary mixed use four storey building, plus basement and recessive fifth floor ‘roof extension’ element.

Height & Bulk

The proposal is faced with the challenge of maintaining the prominence of No. 17-19 Pratt Street to the south, and not dominating the positive contributor, No. 83 Bayham Street, to the north. The following are the key points with regard to height and bulk:

- It is considered that the height of the principal facade should be no higher than the parapet of the adjoining building, No. 17-19 Pratt Street. The current drawings reflect this.

- Any roof level should be mostly invisible when viewed from street level in the vicinity of the site. The current proposal, which steps back from the adjoining building to the south, appears to achieve this aim.

- The impact on No. 83 Bayham Street is likely to be the most contentious element of the proposal. It will be necessary to adequately respect the scale of this building to ensure the proposal preserves the character of the area. The current proposal extends forward and above the adjoining building resulting in a stark contrast between the two as viewed from the north. I note that several attempts have been made to create a transition between the bulk of the proposed building and No. 83, none of which have been particularly successful. This is indicative of overdevelopment of the site and incongruity with the street scene. It is recommended that this interaction is further considered.

- The rear of the site is not readily visible from the public realm and as such is not considered to be of as much concern from a design standpoint. However, it is visible from some private vantage points so will need to be of a reasonable quality.

Façade design

The current proposed front façade lacks interest. Please consider the following points to work towards a high quality design:

- The different between the northern windows and southern windows is stark. The window heights would match at each level.

- In order to add depth and interest to an otherwise unarticulated façade it will be necessary to implement a substantial reveal and/or secondary inset brick layer to the windows.

- Consider brick detailing at cornice level and between levels to add visual interest.

- The under-croft does not pick up on the lines of the adjoining building at No. 83. It is considered that it could be slightly higher in line with the fascia level of the adjoining property.

- To create a sense of hierarchy the ground floor windows could be increased in height to align with the entrance opening. To help improve the façade’s proportions the windows could have subtly diminishing heights moving up the building.

Other

- The canopy to the side alley is not considered to be appropriate as it is unlikely to weather well. Please consider weather proofing this space with a more robust and resilient enclosure.

- The proposal includes indicative 'andy's' signage on the front side wall. This is unlikely to be considered acceptable. Notwithstanding, it is recommended that any signage be left out of the primary application and considered later.

Going forward it is recommended that your design approach focus on a contemporary interpretation of the significant elements of the buildings in the conservation area. The Camden Town Conservation Area Appraisal and Management Strategy details the significant characteristics of the area. Ultimately, the Council will demand a well considered and high quality approach, which does not harm the character or appearance of the wider Conservation Area. Please note that our Development Control Committee have recently been interested in details of materials, particularly in conservation areas. I note that the current drawings include good detail of materials; please also include in any application.

Amenity of Neighbouring Properties

The buildings that would be most affected by the proposal are 17-19 Pratt Street and 83 Bayham Street. To a lesser extent the other buildings to the rear, 11-13 and 15 Pratt Street, will also be affected by the proposal.

17-19 Pratt Street

It is noted that there are several side windows in the north elevation of the adjoining building to the south that would be significantly affected by the proposal. These windows have been built on the boundary, which is unusual given the terraced nature of the street.

It is noted that previous proposals to redevelop No. 81 Bayham Street allowed these windows to be significantly blocked. In the context of the street the proposed building has been quite substantially setback from the adjoining building and as such will maintain some daylight to the subject windows. As such the proposal is likely to be considered acceptable in this regard.

83 Bayham Street

The proposal steps forward of the front windows of the adjoining property. From the plans provided it appears the primary facade front windows of No. 83 would maintain adequate outlook and sunlight but some concern is raised to the impact on the mansard windows of the adjoining property. Similar to the bulk issue raised above, it appears that it will be necessary to find a design solution to set the proposal back. The proposal will significantly overshadow and enclose the rear terrace of No. 83 Bayham Street. It is considered that the rear of the proposed roof level should be splayed to reduce this impact. The result would be a more sculptural roof level, which could add to the overall design of the building. During the course of assessment it may be found that a splay is also necessary at the rear of the fourth floor level.

11-13 and 15 Pratt Street

Given the orientation of the site the proposal has the potential to significantly overshadow the rear windows of these properties. It is considered that you should provide a daylight and sunlight report which demonstrates that the proposal will not unreasonably overshadow the above mentioned adjoining properties and that the rooms continue to receive an adequate amount of sunlight in line with guidelines.

Standard of Accommodation

Size & Layout

The proposed units are considered to generally provide a satisfactory standard of accommodation. The proposal provides dwellings that more than satisfy London Plan requirements for dwelling sizes and room sizes and appear to satisfy many of the London Housing SPG recommendations. However, a lift will be required as the building is 4+ stories in height. Any lift overrun will need to be adequately screened; preferably the lift equipment would be in the basement. As much as is practicable, bedrooms should be to the rear of the building and living spaces to the front to reduce sleep disruption.

Amenity Space

Other than the upper floor unit the proposal does not provide private amenity space. Ideally, each unit would have access to a balcony. Given design and air quality constraints it is considered that any balconies or inset terraces should be to the rear. Raised amenity space should be carefully designed so as not to overlook adjoining properties.

Air Quality and Noise

The site is located on Bayham Street, a polluted and noisy street. The proposal includes living spaces and bedrooms with windows that face on to Bayham Street. As such the proposal will be required to provide an Air Quality assessment and a noise assessment to demonstrate that residents will not be exposed to unacceptable levels of pollution or noise.

Information on the preparation of air quality and noise assessments can be found on the Council website. Please note it may be that a combination of sealed windows and mechanical ventilation is required to ensure that occupants are not exposed to unacceptable air and noise pollution. If mechanical ventilation is proposed, it should be positioned carefully so that the plant does not harm the integrity of the design.

Highways and Car Parking

While the subject site has no existing car parking and none is proposed, there is an extended crossover to the front of the site extending from south of No. 81 Bayham Street to north of No. 83 Bayham Street. This appears to be an informal servicing and parking area, which is an unusual arrangement.

Car Parking

Core Strategy Policy CS7 (Promoting sustainable and efficient travel and policies), Development Policies DP18 (Parking standards and limiting the availability of parking) and DP19 (Managing the impact of parking of the Camden Development Policies) and Camden Planning Guidance (CPG)7 – Transport, are relevant in the consideration of car parking.

DP18 states that, “the Council will expect development to be car free in the Central London Area, the town centres of Camden Town, Finchley Road / Swiss Cottage, Kentish Town, Kilburn High Road and West Hampstead, and other areas within Controlled Parking Zones that are easily accessible by public transport” (emphasis added). CPG7 states that ‘highly accessible area’ are those that exceed a PTAL of 4.

The site has a Public Transport Accessibility Level (PTAL) of 6b (excellent). The site is within 5 minute walk of underground stations and numerous bus routes on Bayham Street. The site is also within the Camden Town North Controlled Parking Zone, a CPZ in which the number of on-street parking permits currently issued already exceeds the number of spaces. As such the proposal will be expected to be a car-free development. Specifically residents will not be allowed access to the on-street car parking scheme. Furthermore, these restrictions will need to be formally secured through a s106 legal agreement to render the proposal acceptable.

Subject to final residential mix it may be considered appropriate to create a public disabled parking bay to the front of the site. The cost of the conversion would be covered by the Applicant and secured via s106.

Cycle Parking

Secure, covered and convenient cycle parking will be required at the rate of 1 space per 1-2 bed dwellings and 2 spaces per 3+ bed dwellings. It is noted that the drawings show this will be provided in the side setback area. This is considered to be an appropriately convenient and secure location. Details of the Council’s preferred cycle parking can be found in CPG7.

Highways

The works may result in damage to the footways surrounding the site. As such, it is recommended that a financial contribution towards the repaving of the footway adjoining the site on Bayham Street, following the completion of construction works, is secured via a S106 agreement. Without this the proposed works are likely to damage the footway adjacent to the site which would have an adverse impact on the highway network to the detriment of pedestrians and contrary to the NPPF.

Servicing

The existing restaurant is presumably serviced from the existing crossover. Given the scale of the development, and the needs of the restaurant and residential occupants, it may be considered appropriate to convert an area to the front of the site to an on-street pay and display parking bay or a loading bay. The cost of the conversion would be covered by the Applicant and secured via s106. Given the location of the site a servicing management plan for the restaurant is considered necessary to avoid impacts to the highways network.

Construction

Given the location of the site on a busy section of Bayham Street and the scale of the works the proposal is likely to result in detrimental impacts on the highway network during construction. As such a Construction Management Plan is considered to be necessary and will be secured via s106 legal agreement.

Waste

The proposal includes a waste storage area in the side setback area. The space allocated appears to be adequate for the density proposed and in a convenient location both for residents and collection. Section 10 (Waste) of Camden Planning Guidance 1 (Design) provides more information on the size and location requirements for waste storage areas.

Sustainability

LDF Policy DP22 requires new build housing to meet Code for Sustainable Homes Level 4. As part of your application you should submit a pre-assessment to demonstrate the development has the potential to meet this requirement. Post completion testing will be secured via s106 legal agreement in order to ensure that the appropriate level of sustainability is achieved.

In line with CS13 and Camden Planning Guidance 3 (Sustainability) developments involving 5 or more dwellings are required to submit an energy statement which demonstrates how carbon dioxide emissions will be reduced in line with the energy hierarchy. See Chapters 2-6 of CPG 3 for further details and GLA guidance on planning energy assessments.

It is noted that the proposal includes a green roof, which is considered to be a positive element. Further guidance on green and brown roofs can be found in CPG 3.

Other Matters

Restaurant use

It is noted that the proposal intends to re-provide the ground floor restaurant. The drawings provide no details of ventilation equipment. These elements should be included in the design stage so they are properly integrated into the proposal. Further information in relation to plant and machinery please refer to DP28 – Noise and Vibration.

Basement

A Basement Impact Assessment (BIA) will be required for the proposed excavation. The details for what should be included in a BIA are included in Camden Planning Guidance 4 – Basement and Lightwells. A BIA is required to ensure that all relevant site constraints are considered prior to excavation. Due to the proximity of the site to an underground rail line it is important that the BIA considers the potential impacts on the rail line. The application will be referred to Transport for London for consultation. Please note that we may require a third party independent verification of the BIA at your expense.

Contamination

Please note that the site is located in an area identified as being subject to contaminated land. As such it may be considered necessary to require testing and/or remediation prior to construction.

Planning Obligations

A S106 legal agreement will be required for the proposed development. The terms will likely include, but are not limited to the following: car-free development; contributions to open space, educational facilities, and/or highways improvements; sustainability measures; and construction management plan.

CIL

Please note that the net additional floor space proposed would be liable to the Mayor’s Community Infrastructure Levy (CIL). The contribution for developments within Camden is set at £50 per square metre.

Conclusion

The principle of redevelopment of the site is likely to be considered acceptable. However, significant concern is raised with the mix of units proposed and the impact of the proposal on the setting of the attached building to the north.”

The final letter was carefully reviewed and further amendments have been made to the scheme submitted through this application as follow and as illustrated in the next sections of this document and submitted drawings/reports:

1. Omitted 1No unit to provide more (33%) 2 bedroom units (was 3x 1B1P (studio), 3x 1B2P and 1x 2B3P / proposal is now 2x 1B1P(studio), 2x 1B2P, 1x 2B3P and 1x 2B4P) – this is in response to planning comments on “dwelling mix”;
2. The above moves density down to 368 U/Ha which is below the maximum 405 U/Ha according to LHDG matrix for PTAL 6 sites where units have less than an average 3 habitable rooms (2 for this scheme) – this is in response to planning comments on “density”;
3. Reduced 1B2P areas marginally to provide private amenity space; total provided: 28.15sqm – this is in response to planning comments on “amenity space”;
4. The above allows for creation of a lighter transition treatment between 81 and 83 – this is in response to planning comments on “design - height&bulk and façade design”;
5. Windows and elevations details have been progressed further to provide more rhythm between floors and tie up with 83 – this is in response to planning comments on “design “design - façade design”;
6. Units layouts have been revised to have more living spaces towards the street and more bedrooms towards the back– this is in response to planning comments on “design - site & layout”;
7. “Andy’s” signage has been omitted;
8. London Housing Design Guide (LHDG) allows for units entered at 3rd floor and below not to have a lift. Accordingly, on the basis that the upper floor duplex units are entered at 3rd floor, the proposals does not need to allow for a lift but potential for future installation if needs be only.

Conclusion:

The scheme submitted in this application responds proactively and positively to all points exposed by the constraints and opportunities of the site. The design previously approved through application 2010/3213/P was generating a subdued traditional solution with a like-for-like commercial space and 7 No small residential units with no amenity space. The proposals developed with LB Camden planning department now offers what the client and design team aimed for in the first place: an exciting modern solution nearly doubling the area of commercial space and providing high quality residential units including for a generous mix of accommodation and amenity space.