



17-29 HAWLEY CRESCENT, LONDON NW1 8TT

PLANNING STATEMENT

For

VIACOM CAMDEN LOCK LIMITED

March 2015

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1.0 INTRODUCTION

1.1 This Planning Statement has been prepared and submitted by DP9 Limited (DP9) on behalf of Viacom Camden Lock Ltd (the “applicant”), in support of a planning application for a proposed office extension at 17-29 Hawley Crescent (the “site”).

1.2 The planning application is for an additional 1,909 sqm (GIA), which seeks to infill the existing courtyard onto Hawley Crescent with 4 levels of office space and a reconfigured service space. This description of development is set out below:

“Infill of the existing courtyard to provide an additional 1,909 sqm of office floorspace and associated plant together with the provision of a reconfigured service space and new facade along Hawley Crescent.”

1.3 A full description of the Development is contained within Section 4 of this Statement.

1.4 This Statement assesses the planning considerations associated with the Development and considers the Development in the context of national, regional and local planning policy and guidance. Section 5 of this Statement provides an overview of the key policy and guidance relevant to the determination of the Development, whilst the text throughout the Statement refers to the relevant policy and guidance where necessary. This statement should be read in conjunction with the plans and drawings submitted as part of the application as well as the following documents, which are submitted in support of the application:

- Planning Application Form and completed CIL Additional Information Form (DP9);
- Planning Application Drawings (WATG);
- Design and Access Statement (WATG);

- Energy Statement (Frankham Consulting);
- Noise Assessment (Hann Tucker Associates);
- Daylight and Sunlight Report (Point2 Surveyors);
- Transport Statement (TTP Consulting);
- Archaeological Desk-Based Assessment (MOLA); and
- Statement of Community Involvement (Your Shout).

1.5 The submission of this application follows consultation with planning and design officers at the London of Borough of Camden (LBC). An initial conversation with senior planning officers regarding the proposals for the site was also held with LBC in December 2014. A pre-application meeting with the case officer was subsequently held on 12th February 2015. In addition, the applicant has undertaken public consultation to make local stakeholders aware of the proposed scheme. Further information is provided within the Statement of Community Involvement as part of this application.

1.6 This statement is arranged as follows:

- Section 1 provides an introduction to the application;
- Section 2 describes the site and surrounding area;
- Section 3 provides a relevant planning history for the site;
- Section 4 describes the proposed development;
- Section 5 provides an analysis of the proposals against relevant planning policy;
- Section 6 sets out the planning obligation heads of terms for the development;
- Section 7 sets out the conclusions.

2.0 DESCRIPTION OF SITE AND SURROUNDINGS

- 2.1 The site is approximately 0.05 (ha) in size and is located at 17-29 Hawley Crescent within the London Borough of Camden (LBC). The site comprises an existing three storey building incorporating office floorspace and associated plant space (9,413 sq m GIA). The south elevation of the building facing onto Hawley Crescent is clad in expanded metal cladding with a recessed courtyard providing pedestrian and service access to the site.
- 2.2 Regent's Canal is situated to the immediate north of the Site and an Open University building is situated to the south on the opposite side of Hawley Crescent. Hawley crescent is predominantly made up of office and commercial space. Three existing commercial buildings, including the Elephant House, are located to the east of the site, with a number of retail and restaurant uses located to the west, some of which include residential uses on the upper floors.
- 2.3 Hawley Crescent is a medium width street comprising buildings of predominately three to four storeys on the street frontage, with further storeys set back from the frontage.
- 2.4 The site falls within the Camden Town Centre and benefits from a Public Transport Accessibility Level (PTAL) of 6b, indicating that it has an excellent level of public transport accessibility. The nearest Underground stations are Camden Town (approximately 250m to the south), Chalk Farm (approximately 800m to the north) and Camden Road overground station (approximately 450m to the north). The site is also served by numerous local bus services along Kentish Town Road to the east of the site and Camden Road to the south. The public transport infrastructure in the immediate vicinity of the Site is explained in greater detail in the accompanying Transport Statement.

3.0 PLANNING HISTORY

- 3.1 The following provides a summary of the most recent and relevant planning history applicable to the site.
- 3.2 The building has been subject to a number of planning applications, including recent permissions for additional office floorspace. Planning permission was granted in January 2010 for internal alterations to provide additional office (B1) floorspace (523 sqm GIA) and external alterations to provide new plant at roof level and a new façade (LPA Ref. 2008/4458/P).
- 3.3 A further application was granted permission in May 2011 for internal alterations to provide 865 sqm of additional B1 office floorspace, as opposed to the 523 sqm secured in the consented scheme (LPA Ref. 2010/6203/P).

4.0 PROPOSED DEVELOPMENT

- 4.1 The proposed development seeks to consolidate Viacom's operations following the recent acquisition of Channel 5 to accommodate an extra 150 employees on site. The proposal is to infill the existing courtyard onto Hawley Crescent with 4 levels of office space and a reconfigured service space. The courtyard currently functions as service space and this would be recreated under the new office floors.
- 4.2 The existing green wall elements displaced by the courtyard infill will be relocated onto the West and South Elevations. In addition, the proposal involves increasing the coverage of the green wall and green roof by 106 sqm. The green walls will continue to be irrigated through the use of recycled rain water from rooftop cistern tanks.
- 4.3 The proposal introduces additional height along the south elevation to break-up the continuous building height and reflect the character of other properties along Hawley Crescent. The façade will maintain the balance of solid, glazed and semi-transparent panels. Additionally, the flush glazing of the upper two floors will enable high levels of light penetration with low levels of energy loss and a greater connection with the local context.
- 4.3 The reconfigured service space at ground floor level will maintain existing vehicle and cycle access from Hawley Crescent. Servicing and refuse will continue to be undertaken off-site within the reconfigured service space. An additional 26 cycle spaces will also be installed, in accordance with London Plan (FALP) standards, providing 96 spaces in total for use by Viacom staff and visitors. The proposed roof level plant will be set back so that it is not visible at street level. In addition to passive and active energy efficiency measures, a Solar Photovoltaic array will be installed on the southern edge of the roof to reduce carbon dioxide emissions. Energy generation from renewable sources will reduce

energy consumption from the network and improve the sustainable nature of the proposed development.

- 4.4 The proposed extension will result in the Gross Internal Area of the existing building increasing from 9,413 sqm up to 11,322 sqm, an increase of 1,909sqm.
- 4.5 A more detailed description of the proposals is also provided within the Design and Access Statement prepared by WATG. A full discussion of the proposals and how they accord with Camden's planning policies is set out within the following section.

5.0 PLANNING POLICY ASSESSMENT

5.1 This section identifies the statutory development plan which is relevant to the application site, and provides an evaluation of the proposed development against the relevant planning policies. The planning policy context comprises three levels of adopted and emerging policy – national, regional and local. Within each level there is both planning policy and guidance which combine to provide the framework for the consideration of the proposed development.

National planning policy

5.2 The National Planning Policy Framework (NPPF) was adopted on 27 March 2012 and provides planning policy guidance at a national level and is a material consideration in the determination of planning applications.

5.3 At the heart of the NPPF is a presumption in favour of sustainable development, for both plan making and for decision taking. The NPPF directs local planning policies to approve development proposals that accord with the development plan without delay. The NPPF supports sustainable economic development, including the delivery of new business units.

5.4 The proposed development will use previously developed (brownfield) land within an area of good accessibility for enhanced business space. The NPPF supports responding positively to the opportunities for growth. The design has been informed by the principles of sustainability and is therefore compliant with the underlying principles of the NPPF.

The development plan

5.5 Section 38(6) of the Planning and Compulsory Purchase Act 2004 (as amended) states that the determination of planning applications should be in accordance

with the development plan, unless material considerations indicate otherwise. The statutory development plan for the site is:

- The London Plan (2011);
- Draft Further Alterations to the London Plan (2014);
- Camden Core Strategy (2010); and
- Camden Development Policies (2010).

Site Designations

5.6 The site is identified as being within the curtilage of Camden Town Centre and within an Archaeological Priority Area.

5.7 The northern edge of the site lies within the Regent's Canal Conservation Area. However, the proposed development lies outside the Conservation Area.

Planning Policy Assessment

5.8 This section reviews all of the above policies which are relevant to the proposed development and provides an assessment of how the proposed development complies with planning policy in respect of the following:

- i. Land Use – Commercial / employment floorspace
- ii. Design
- iii. Amenity
- iv. Energy and Sustainability
- v. Archaeology
- vi. Transport and Servicing

i. Land Use – commercial / employment floorspace

5.9 The London Plan focuses on enabling and promoting strong, sustainable and increasingly diverse economies across London. The London Plan broadly seeks to

- protect office accommodation and Policy 4.2 supports the redevelopment of office provision to improve London's competitiveness and to meet the distinct needs of the central London office market.
- 5.10 Core Strategy Policy CS1 and CS3 seek to focus growth in accessible locations including Camden Town, and also seeks to promote the efficient use of existing buildings. Office uses are considered to be an acceptable use in such locations.
- 5.11 Core Strategy Policy CS5 seeks to provide uses that meet the needs of Camden's population and contribute to the borough's London-wide role and to provide sustainable buildings and spaces of the highest quality.
- 5.12 Core Strategy Policy CS8 states that the Council will secure a strong economy in Camden and seeks to ensure that no-one is excluded from its success. Policy DP13 goes on to state that the Council will retain land and buildings that are suitable for continued business use and will resist a change to non-business uses.
- 5.13 The principle of providing additional office accommodation on an existing employment site located within an easily accessible town centre is supported by planning policy.
- 5.14 Development Policy DPI states that the Council will require a mix of uses in development where appropriate in all parts of the borough, including a contribution towards the supply of housing. In the Central London Area, including Camden Town, where more than 200 sq m (gross) additional floorspace is provided, the Council will require up to 50% of all additional floorspace to be housing.
- 5.15 The policy continues to state that secondary uses are to be provided on site, particularly where 1,000sqm (gross) of additional floorspace or more is proposed. Where inclusion of a secondary use is appropriate for the area and cannot practically be achieved on the site, the Council may accept a contribution to the mix of uses elsewhere in the area, or exceptionally a payment-in-lieu.

5.16 In considering whether a mix of uses should be sought, whether it can practically be achieved on the site, the most appropriate mix of uses, and the scale and nature of any contribution to the supply of housing and other secondary uses, the Council will take into account:

- a) *the character of the development, the site and the area;*
- b) *site size, the extent of the additional floorspace, and constraints on including a mix of uses;*
- c) *the need for an active street frontage and natural surveillance;*
- d) *the economics and financial viability of the development including any particular costs associated with it;*
- e) *whether the sole or primary use proposed is housing;*
- f) *whether secondary uses would be incompatible with the character of the primary use;*
- g) *whether an extension to the gross floorspace is needed for an existing user;*
- h) *whether the development is publicly funded;*
- i) *any other planning objectives considered to be a priority for the site.*

5.17 Policy DP13 states that the Council will retain land and buildings that are suitable for continued business use and will resist a change to non-business use.

5.18 The proposed extension will see an increase in floorspace from 9,413 sqm to 11,322 sqm, representing an uplift of 1,909 sqm (GIA). This is purely aimed at consolidating Viacom's operations following the recent acquisition of Channel 5. Combining Channel 5 together in LBC in a single campus style arrangement hinges on the possibility of maximising floorspace on site. The existing building accommodates 600 employees, however the extended building will have the potential to accommodate an additional 150 employees, increasing the total number of employees on site to 750.

- 5.19 The proposed configuration and use of the building also acts as a major constraint to any residential use being introduced on the site. In particular, the operation of the existing and proposed use would not be conducive to a residential use being introduced within the same building. This assumption was reviewed by the Council as part of the previous application on the site (LPA Ref. 2010/6203/P).
- 5.20 Viacom currently makes a significant contribution to the character of Camden as a town centre, and following the implementation of the proposed development, Viacom will become one of the largest employers in the Borough. This will improve potential employment opportunities in the borough and bring increased footfall to surrounding retail outlets, whilst making a significant contribution towards enhancing the status of Camden as a media centric borough.
- 5.21 The proposed development would attract CIL payments of £95,450 (Mayoral CIL) and £47,725 (Camden CIL). The provision of residential floorspace off site or a payment of £687,400 in lieu of housing in compliance with Policy DP1 would seriously threaten the viability of the project and require Viacom to seriously consider alternative sites in the Greater London area.

ii. Design

- 5.22 The Government attaches great importance to the design of the built environment. One of the core planning principles of the NPPF is to always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings. The NPPF states that planning decisions should not attempt to impose architectural styles and should not stifle innovation, originality or initiative (paragraph 60).
- 5.23 The NPPF recognises that although visual appearance and the architecture of individual buildings are very important factors, high quality design should also address the connections between people and places and the integration of new development into the natural, built and historic environment (paragraph 61).

- 5.24 In determining planning applications, the NPPF directs that great weight should be given to outstanding or innovative designs which raise the standard of design more generally in the area (paragraph 63).
- 5.25 Camden's Core Strategy Policy CS14 seeks to promote high quality places. Development Policy DP24 states that the Council will require 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.*
- 5.26 The proposed façade will reflect the contextual collage of materials and colours which give the area its distinctive character. The new extension will aim to 'mesh' the language of the current building whilst varying the materials and modulating the street profile.
- 5.27 Particular care and attention has been given to the bulk, height and massing of the scheme to avoid any adverse impact on surrounding properties. The facade intentionally varies the street profile whilst maintaining an appropriate scale.

- 5.28 The repositioning and increased coverage of the green wall from the courtyard to the south and west elevations enlivens the street scene, particularly when viewed from Camden High Street. The existing green wall has proved very popular with local residents and the working population. It's more prominent position adds an extra layer of visual interest to Hawley Crescent and further highlights the applicant's commitment to the highest standards of sustainable design.
- 5.29 The development proposes a very high quality design which will maximise the potential of the site whilst ensuring that there is no adverse impact on the varying character of the surrounding area.
- 5.30 A full evaluation of the design and the proposed development and its relationship to the surrounding urban context is set out within the Design and Access Statement prepared by WATG, which has been submitted as part of the planning application.

iii. Amenity

- 5.31 Camden Development Policy DP26 states that The Council will protect the quality of life of occupiers and neighbours by only granting permission for development that does not cause harm to amenity. The factors considered by the Council include:
- 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.*

- 5.32 Point2 Surveyors were appointed to assess the impact of the proposed development upon the daylight and sunlight levels received by the existing properties surrounding the site. They concluded that there will be no adverse impacts on amenity arising as a result of the proposed development. The proposals are therefore considered to accord with Camden Development Plan Policy DP26.
- 5.33 Policy DP28 states that the Council will seek to ensure that noise and vibration is controlled and managed and will not grant planning permission for development likely to generate noise pollution.
- 5.34 The impact of the proposals on nearby residents has been a key consideration in the design of the scheme. The increase in height along the Hawley Crescent building elevation is unlikely to cause harm to the amenity of residents to the south and west of the site.
- 5.35 An Environmental Noise Survey Report by Hann Tucker Associates forms part of the planning application and concludes that the proposed roof level plant will comfortably meet Camden's acoustic requirements and ensure existing residential amenity levels are maintained.
- 5.36 A Construction Management Plan (CMP) will also be provided prior to the application being determined by the London Borough of Camden in order to ensure that the impact of demolition and construction on adjoining neighbours is minimised.

iv. Energy and Sustainability

- 5.37 London Plan Policy 4A.7 identifies the Mayor's objectives to provide renewable energy and sets an expectation for developments to achieve a reduction in CO2 emissions of 20% from on-site renewable energy generation (which can include sources of decentralised renewable energy) unless it can be demonstrated that such provision is not feasible. Policy 4A.4 requires an energy assessment to

- improve energy efficiency and increase the proportion of energy use generated from renewable sources.
- 5.38 Core Strategy Policy CS13 and Development Policy DP22 promote sustainable design and construction in all new developments across Camden. Care has been taken to ensure the design of the scheme has evolved to incorporate sustainable credentials.
- 5.39 Policy DP22 states that the Council will require development to incorporate sustainable design and construction measures. Schemes must: a) demonstrate how sustainable development principles have been incorporated into the design and proposed implementation; and b) incorporate green or brown roofs and green walls wherever suitable.
- 5.40 In accordance with the London Plan, the regulated carbon dioxide emissions of the proposed scheme have been reduced by maximising the contribution of be lean, be clean and be green steps of the Mayor's Energy Hierarchy.
- 5.41 The proposals achieve an approximately 32% reduction in carbon emissions below Part L. Sustainable measures include the application of passive and active energy efficiency measures, including improvements to the thermal envelope resulting in high U Values for the external elevation, energy efficient lighting, high efficiency ventilation and the implementation of a Solar Photovoltaic array. Photovoltaic cells were considered the most appropriate form of renewable energy production following the Mayor's energy hierarchy outlined above. This is in addition to the PV panels already located on site alongside a rain water harvesting system. Furthermore, the relocation and increased size of the green wall and roof highlights the proposed developments sustainable credentials in accordance with local planning policy.
- 5.42 Further information is provided in the Energy Statement prepared by Frankham and the Design and Access Statement prepared by WATG.

v. Archaeology

5.43 The site is located within an Archaeological Priority Area, as defined by the London Borough of Camden, which indicates that there is a considerable likelihood that archaeological remains will be found in this part of the Borough.

5.44 An archaeological assessment by the Museum of London Archaeology (MOLA) forms part of this application and concludes that the generally low potential of the site to contain significant archaeological assets, along with the relatively small and localised area of proposed impact of the development means the proposals are unlikely to affect anything of archaeological significance.

vi. Transport and Servicing

5.45 The site is very well served by public transport, with a PTAL rating of 6b, the highest PTAL rating. This provides an opportunity for a sustainable development in transport terms.

5.46 The proposed development will be car free and therefore the predominant method of travel by workers and visitors to and from the development is likely to be by public transport, walking or cycling.

5.47 In accordance with London Plan (FALP) standards, the proposal will provide an additional 26 cycle spaces (22 for staff and 4 for visitors), increasing the total number of cycle spaces from 70 to 96. Overall the scheme is considered to be in accordance with Core Strategy Policy CS11 and Development Policy DP16 which promotes sustainable and efficient travel through improved public spaces and pedestrian links which continuing to provide facilities for cyclists.

5.48 The scheme will therefore promote walking, cycling and public transport use in accordance with Development Policy DP17. The proposed development does not

propose car parking spaces and is therefore not dependent on travel by public motor vehicles. Consequently the proposals are also in accordance with Policy DP18, which seeks to limit the availability of car parking spaces and ensure that development provides the minimum necessary car parking provision.

- 5.49 The servicing, refuse and recycling collection for the site will continue to be undertaken off-street within the reconfigured courtyard accessed via the existing entrance on Hawley Crescent. Some servicing activity will continue to take place on-street as per the existing situation.
- 5.50 A Transport Statement by TTP Consulting, including a Delivery and Servicing Plan, forms part of the planning application and assesses the existing capacity of transport in the area and the perceived impact of the proposal on local transport. The Assessment concludes that the proposed development would have a minimal impact on local highways and the public transport network and therefore would be appropriate for the location. Overall the proposed development accords with the transport policies in the Camden local plan.

6.0 DRAFT HEADS OF TERMS CONTENTS

Section 106 Obligations

6.1 The Applicant proposes to commit to the following provisions by means of a S106 Agreement:

- Payment of the Council's legal and other professional costs in:
 - a) Preparing and completing the agreement; and
 - b) Monitoring and enforcing its compliance;
- Construction Management Plan;
- Travel Plan; and
- Delivery and Servicing Plan.

6.2 The Mayor of London's Community Infrastructure Levy (CIL) is a tariff chargeable by the GLA on new development following 1st April 2012. The Mayoral CIL is chargeable in Camden at £50 per sqm (GIA). This scheme results in a chargeable building floorspace of 11,332 sqm (GIA) given that the existing floorspace (9,413 sqm (GIA) meets the lawful occupancy test and consequently a payment will be due on the 1,909 sqm uplift which totals £95,450.

6.3 Camden Borough's CIL comes into force on 1st April 2015. Camden's CIL is chargeable at £25 per sqm (GIA) in the location of the proposed development. Therefore the development will incur a payment of £47,725.

6.4 A CIL additional information form has been completed and forms part of this application.

7.0 CONCLUSIONS

- 7.1 The planning application is for the expansion of the existing building at 17-29 Hawley Crescent to provide an additional 1,909 sqm (GIA) of office floorspace alongside a reconfigured service space. The proposals include 4 floors of office space alongside the re-provision and enlargement of the green wall onto Hawley Crescent, creating a new façade on a section of the south elevation.
- 7.2 The submission of the application follows consultation with planning, urban design officers at the London Borough of Camden, key stakeholders and local residents.
- 7.3 The proposed development will benefit the local community by securing important economic, social and environmental benefits. WATG have designed a building of very high architectural quality which relates positively to the setting of the site and surrounding context.
- 7.4 Camden Development Policy DP1 includes a requirement to provide a mix of uses as part of new development proposals, with a payment in lieu towards housing provision in exceptional circumstances. This planning application constitutes a justifiable exception to the policy given the nature of the proposed works and the applicant's unique position in requiring the consolidation of its operations on the existing site.
- 7.5 The proposed development is compliant with relevant planning policies and when implemented will further contribute to the character of Camden as a vibrant mixed use town centre.