

**VICTORIA SQUARE PROPERTY
COMPANY LTD**

**44-44A GLOUCESTER AVENUE,
LONDON, NW1 8JD**

PLANNING STATEMENT

February 2015

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1.0 EXECUTIVE SUMMARY

1.1 This report has been prepared by Montagu Evans LLP, to accompany an application for the redevelopment of 44-44A Gloucester Avenue, London, NW1 8JD (hereafter referred to as “the Site”). The application is submitted on behalf of Victoria Square Property Company Limited.

1.2 The application is seeking planning permission for:

“The demolition of buildings identified as number 2 at the northwest corner of the site and number 4 at the eastern corner of the site to provide a new ground plus 5 upper storey building along the north west part of the site and a ground plus 2 upper storey building at the eastern corner and refurbishment of the existing building on site to create 40 residential units, employment floor area (Use Class B1a) car parking and landscaping within the courtyard and ancillary works”.

1.3 The property is located on the north side of Gloucester Avenue, which is predominately residential area. The buildings on the site are not statutorily listed but is located within the Primrose Hill Conservation Area.

1.4 The site is completely vacant. The last occupier vacated the site on 31 May 2013 following the grant of the extant planning permission at appeal (reference: APP/X5210/A/11/2161885) for the redevelopment of the site.

1.5 The extant planning permission, which was granted on 20 March 2012, gives permission for:

“The redevelopment of the site by refurbishment of existing buildings and erection of new 4 and 5 storey buildings at the northwest corner of the site and new 3 storey building at the eastern corner (following demolition of existing) to create 15 new residential units (Class C3) and additional office Floorspace (Class B)”.

1.6 Conservation Area consent was also granted at appeal under reference: APP/X5210/E/11/2161889 for:

“The demolition of of buildings identified as number 2 at the northwest corner of the site and number 4 at the eastern corner of the site”

1.7 Since obtaining permission the applicant has considered opportunities to implement the appeal scheme, however a review of the appeal scheme has identified an improved scheme which we consider makes better use of this important site and represents an improved scheme.

- 1.8 The scheme proposed through this application has taken the opportunity to address a number of design issues raised by the Council at the appeal and subsequently through pre-application engagement. Further, current planning policy objectives have been addressed and the design team has revisited the proposed development to ensure that any beneficial changes that can be made are brought forward through this revised scheme.
- 1.9 The applicant has discussed the revised scheme with the Council through a formal pre-application process and the scheme has responded to comments provided by the council as explained in this statement.
- 1.10 Given the appeal decision, and in the absence of any significant material changes in the local development plan, many of the development principles have already been established. However, by way of a summary, the key material changes to the scheme are as follows:
- Maximum height of the proposal has increased to ground plus 5 storeys from ground plus 4 storeys;
 - Increase in the number of proposed residential units from 15 to 40;
 - Change in the proposed quantum of employment floorspace to 830 sqm GEA (689 sqm GIA) from 2,642 sqm GEA (1,929 sqm GIA);
 - Increase in the provision of amenity space from 131 sqm to 389 sqm;
 - Increase in on-site car parking spaces from 8 to 17;
 - Increase in disabled car parking spaces from 1 to 2 (10%); and
 - Increase in cycle car parking spaces from 38 to 53.
- 1.11 When assessed against statutory development plan policy, and all other material considerations, it is considered that this scheme is acceptable and will deliver planning and heritage benefits over and above the extant permission.

2.0 INTRODUCTION

2.1 This Planning Statement has been prepared by Montagu Evans LLP to support the submission of an application for Full Planning Permission and Demolition in a Conservation Area at 44-44a Gloucester Avenue, London (hereafter referred to as “the Site” / “the Property”) on behalf of Victoria Square Property Company Ltd (the applicant).

2.2 The application is seeking planning permission (hereafter referred to as “The Application) for:

“The demolition of buildings identified as number 2 at the northwest corner of the site and number 4 at the eastern corner of the site to provide a new ground plus 5 upper storey building along the north west part of the site and a ground plus 2 upper storey building at the eastern corner and refurbishment of the existing building on site to create 40 residential units, employment floor area (Use Class B1a) car parking and landscaping within the courtyard and ancillary works”

2.3 This application follows the submission of previous planning and conservation area consent applications which were approved at appeal under references: APP/X5210/A/11/2161885 and APP/X5210/A/11/2161886 on the 20 March 2012.

2.4 Since that time a revised scheme has been prepared which builds upon the principles established at the appeal and provides greater planning and heritage benefits whilst ensuring the redevelopment of this currently vacant site.

2.5 This statement first outlines the background context to the current scheme and the proposed changes from the extant permission. It then outlines the planning policy framework underpinning the redevelopment of the site before explaining how the principles of the proposed development relates to this framework.

Summary of Current Proposals

2.6 Full details of the proposals are set out within the submitted Design and Access Statement. However, in summary the application is seeking permission for the;

- demolition of buildings 2 and 4 on the site;
- redevelopment of the site to consist of a ground plus 5 upper storey building along the north west part of the site and a ground plus 2 upper storey building at the east;
- 40 private residential units;
- 698 sqm (GIA) (830 sqm GEA) of B1(a) employment Floorspace;
- 17 car parking spaces;
- 53 Cycle parking spaces;
- 389 sqm of amenity floorspace; and

- associated landscaping and highway works.

2.7 As a result of the Enterprise and Regulatory Reform Act 2013 conservation area consent was abolished and replaced with a requirement for planning permission for demolition of a building in a conservation area as is being sought through this submission.

Purpose of the Planning Statement

2.8 The purpose of this Planning Statement is to provide an analysis of the proposed development in the light of relevant planning policy and guidance together with other material considerations. The statement sets out how the considerations material to the application have been taken into account in the development of the revised scheme.

2.9 The Planning Statement forms part of the information that has been submitted for this application, and should be read in conjunction with the application covering letter and the following documents:

- Application Covering Letter, Montagu Evans;
- Application Form, Montagu Evans;
- Location Plan, Montagu Evans;
- Application Drawings, 21st Architecture;
- Design and Access Statement, 21st Architecture;
- Acoustic Report, Sharps Redmore;
- Sustainability Statement, XCO2;
- Heritage Statement, Montagu Evans;
- Ecological and BREEAM Assessment, SLR;
- Tree Assessment, Landmark Trees;
- Sunlight and Daylight Report, EB7;
- Basement Impact Assessment, Elliott Wood;
- Transport Assessment, SLR;
- Travel Plan, SLR;
- Construction Management Plan, BTP Group;
- Air Quality Assessment, XCO2;
- Energy Statement, XCO2;
- Construction Logistic Plan, SLR;
- Area Schedules, 21st Architecture; and
- Community Infrastructure Levy Form, Montagu Evans.

2.10 The application will also be informed by a Viability Assessment of the proposals. This will be submitted under separate cover.

3.0 SITE AND SURROUNDINGS

The Site

- 3.1 The application site falls within the LB Camden and measures approximately 0.2 hectare (0.5 acres). Its location can be seen on the submitted Site Location Plan (**Appendix 1**).
- 3.2 The application site consists of five buildings, which are arranged around its perimeter. Between the buildings is a cobbled courtyard, currently used for car parking, through which the buildings are accessed.
- 3.3 At the time of the previous consented planning application, the site was partially occupied, however the last occupier vacated the site on 31 May 2013.
- 3.4 Set out below is a description of each of the vacant buildings currently existing on site. The location of which are shown in the Buildings and Orientation Map attached at **Appendix 2**.
- Building 1: A three storey plus basement building that fronts onto Gloucester Avenue;
 - Building 2: The northern end of the site is occupied by a two storey building containing various different commercial units;
 - Building 3: The 'rear' of the site, backing onto the railway line, contains a two storey plus basement building, which follows the line of the rear boundary;
 - Building 4: A one storey building, is attached to the end of this building, to the eastern corner of the site; and
 - Building 5: Fronts Gloucester Avenue at the southern end of the site and is a two storey plus basement, residential.
- 3.5 The site is accessed off Gloucester Avenue through two vehicular entrances, one through an archway in Building 2 and the other between Buildings 2 and 5.
- 3.6 The site is in an urban context and provides a limited amount of private open space within the courtyard. This area is cobbled and does not provide any recreation facilities. It was predominantly used for car parking for the historic commercial occupiers of the buildings. Individual spaces are not delineated, but there is space for approximately 20 cars.
- 3.7 The site is within the Primrose Hill Conservation Area. None of the buildings on the site are listed, but all are identified as making a positive contribution to the conservation area. The Heritage Statement, submitted with this application, provides a thorough analysis of the existing buildings and concludes that Buildings 1 and 5 make a significant contribution to the townscape in this part of the conservation area. Buildings 2 and 3 have some interest by virtue of their industrial character and materials; however their contribution to the conservation area is limited by virtue of

their position and modest architectural qualities / extent of rebuilding. Building 4 has no aesthetic or townscape merit.

- 3.8 The site lies within Flood Zone 1 – i.e. it is at the lowest risk of flooding.
- 3.9 There are no protected trees on or near the site. The trees are however in a Conservation Area which affords them protection against felling or lopping without prior notification.

Existing Use’s on Site

- 3.10 As detailed above all of the buildings on the site are currently vacant.
- 3.11 The Statement of Common Ground prepared for the appeal did include a Tenancy Plan Unit Schedule (re-provided at **Appendix 3**). This schedule set out the lawful uses on the site at that time. In the absence of any changes of use since this time this schedule can therefore be taken to represent the current lawful uses across the site.
- 3.12 Also agreed at the appeal was the fact that the site predominately consists of Use Class B1(a) office floorspace, although there are also some limited areas of Use Class B8 storage floorspace. Much of the Floorspace is unusable due to the dilapidated state of the buildings. It is noted that part of the B8 floor area was B1c however, however it was agreed at the appeal that the function of the use was considered to be lawfully B8 not B1c use.
- 3.13 A summary of the Tenancy Plan Unit Schedule, as agreed at appeal (**Appendix 3**) is detailed below in **Table 3.1**.

Table 3.1: Summary of Existing Uses

Use Class	Unit Reference	Total (sq m)	Useable (sq m)	Unusable (sq m)
B1 (a)	B / C / D / E / F / K / L / M / N / O / P / Q	1,929	1,850	79
B8	A / G / H1 / H2 / I	805	351	454
Total:		2,734 (100%)	2,201 (81%)	533 (19%)

Surrounding Area Context

- 3.14 The Site is located on the northern side of Gloucester Avenue in Primrose Hill which is a predominantly residential area

- 3.15 Directly to the north of the site lies the railway line which provides services to London Euston train station. Abutting the site to the east is a new, primarily residential development.
- 3.16 To the south, on the opposite side of Gloucester Avenue, lies terraced residential buildings, with retail units to the ground floor.
- 3.17 Immediately to the west, at 46 Gloucester Avenue, is a recently constructed pair of four storey town houses. An access road between the application site and No. 46 separates them. This road provides access to an area of car parking to the rear of No. 46. These houses were constructed pursuant to planning permission ref: PEX0200634.
- 3.18 Further afield, Camden town centre is approximately 10 minutes' walk from the site. In addition, there are a series of Neighbourhood Centres within a few minutes' walk of the site on Regents Park Road and Chalcot Square. These provide a good range of services and facilities.
- 3.19 The Site has a Public Transport Accessibility Level (PTAL) of 4 out of 6, which is considered to be a good. It is noted that at the time of the previously consent appeal the site had a PTAL of 3.
- 3.20 There are bus stops located along Regent's Park Road at both junctions with Princess Road and Gloucester Avenue. The nearest bus stop is along Regent's Park Road, and is approximately 285 meters south of the application site.
- 3.21 The nearest tube station to the proposed site is Chalk Farm Station, which is around 656 metres north of the site. Chalk Farm Station forms part of the Northern Line.
- 3.22 Chalk Farm station is accessible from the application site via the existing pedestrian network, which is a good quality route with good crossing facilities.

4.0 PLANNING HISTORY

- 4.1 In 1996, an application and conservation area consent application (ref. P9603202 and P9603203) was made for:

“The development of the site for twenty one residential units, and eight work/live units by the erection of a three storey building along the southern, northern and western boundaries, a four storey extension to the frontage building, basement car parking, and associated landscaping and access works.”

- 4.2 The applications were refused in April 1997. Subsequent appeals against these refusals were dismissed, on 16 February 1998.

- 4.3 In October 2001 an application (ref. PEX0100712) was submitted for:

“Retention of buildings facing Gloucester Avenue and to rear of site facing railway with additions at roof level to both buildings to provide 7 flats/duplexes, 3 live/work units, 2 houses and office (Class B1) accommodation with car park at basement level, (Plans submitted).”

- 4.4 The application was withdrawn in January 2002.

- 4.5 In 2003, an application was made (ref. 2003/3020/P) with regard to Unit 2A, The Courtyard, for a change of use from Class B1 to a physiotherapy and pilates clinic (Class D1). This was for 360 sq m of floorspace on the ground floor.

- 4.6 It was refused in January 2004. An almost identical application was submitted later in 2004 and also refused.

- 4.7 An application was also made in June 2003 for the whole site (ref. PEX0300178/P) for the following description of development:

“Redevelopment of site including an extension linking existing office building and house at 44A Gloucester Avenue to provide additional office space at 2nd and 3rd floor level, change of use of existing warehouse/studios to provide 3x live/work units at the rear, elevational changes to windows, doors and installation of new gates.”

- 4.8 The application was withdrawn in March 2004.

- 4.9 In 2004, applications for planning permission (ref. 2004/5046) and conservation area consent (ref. 2004/5049/C) were submitted for the demolition of existing rear storage building, alterations including rear ground floor (basement) extension and associated works to provide two self-contained residential units, parking at rear for two cars and new landscaping. These applications were withdrawn by the applicant.

- 4.10 A planning application was submitted in 2005 (ref. 2005/1404/P) in relation to Building 5 on the appeal site for the following:

“Alterations and conversion including rear basement extension and associated works to provide 2 self-contained residential units, and boundary treatment.”

- 4.11 The Council granted permission in June 2005 and the consent would have increased the residential component of the site to 170 sq m. The permission lapsed on 6 June 2010.

- 4.12 In November 2009, applications for planning permission (ref. 2009/5659/P) and conservation area consent (ref. 2009/5661/C) were submitted for the:

“Erection of new building to provide 25 residential units (10 x 1 bedroom flats, 10 x 2 bedroom flats, 5 x 3 bedroom flat) (Class C3) and 16 non-residential units (Class B1a).”

- 4.13 This application was withdrawn on 4 March 2010.

- 4.14 The extant planning permission which was submitted on the 22 June 2010 was approved at appeal under reference: APP/X5210/A/11/2161885 on the 20 March 2012 for:

“The redevelopment of the site by refurbishment of existing buildings and erection of new 4 and 5 storey buildings at the northwest corner of the site and new 3 storey building at the eastern corner (following demolition of existing) to create 15 new residential units (Class C3) and additional office Floorspace (Class B).”

- 4.15 Concurrently with the planning appeal, Conservation Area consent was granted under appeal reference: APP/X5210/E/11/2161889 for:

“The demolition of of buildings identified as number 2 at the northwest corner of the site and number 4 at the eastern corner of the site”

- 4.16 A Prior Approval application for the change of use from Office (Use Class B1a) to Residential (Use Class C3) was submitted and validated on the 14 November 2014 under application reference 2014/7043/P. This application was subsequently withdrawn on the 30 December 2014, in the light of two issues that were raised by the case officer and due to time constraints could not be resolved prior to the 56 day determination period ended.

- 4.17 A subsequent application was validated on 29 January 2015 under application reference 2015/0462/P which satisfies the points raised. The 52 day period expires on 26 March 2015. It is anticipated at the time of writing that because the two

unresolved issues have been fully resolved that prior approval will be forthcoming. This will confirm that 1,866.4 sqm (GIA) of the Site can be converted to residential use without the need for planning permission.

- 4.18 Both the extant planning permission and anticipated prior approval decision are both material considerations of significant weight in the determination of this application.

Pre-Application Discussions

- 4.19 Pre-application advice was sought under application reference 2013/7883/PRE. A meeting was held on the 13 January 2014 with detailed written advice issued on the 30 January 2014, which is attached at **Appendix 4**. A scheme was presented to the London Borough of Camden which sought permission for the:

“Change of use from B1(A), B1(c) and B8 to residential (C3) together with the refurbishment of existing buildings and erection of a new 5 and 6 storey building in the north west corner and a new 3 storey building at the eastern corner together with associated alterations”.

- 4.20 Detailed below is a summary of the key points raised during the pre-application process:

Land Use

- The loss of employment use in this location would be contrary to planning policy, unless it can be demonstrated that a site or building is no longer suitable for its existing business use; and
- Residential use would be deemed an acceptable alternative land use in the instance that the employment use is lost.
- Justification for the proposed land use is set out within Section 7 of this statement.

Design

- The main changes to the design, from the granted appeal decision, were discussed. In summary the main changes that formed part of the pre-application submission are set out below:
 - The increase in the height of the building in the north west corner;
 - Alteration of the pitch of the building in the eastern corner from a pitched to a flat roof;
 - Enlarging the stair core to the southern building;
 - Introducing lightwells and balconies to the internal courtyard; and
 - Introduction of dormers to the eastern block.
- Following the feedback received a design review was undertaken and the design was, where possible, altered to reflect comments made. Detail of the proposed alterations are set out within the Section 7 of this report.

Basement Development

- Requirement of a Basement Impact Assessment (BIA) to be submitted with any application which includes the enlargement of the existing basement. A details BIA has been submitted with this application. In addition a Construction Management Plan has also been submitted.

Standard of Residential Accommodation

- Point raised with regards to the size of the proposed residential units. The proposed submission scheme ensures that all dwelling are in line with the size standards set out within Camden Policy.
- Daylight, Sunlight, Outlook and Privacy. A daylight and Sunlight Assessment has been submitted as part of this application to ensure that the proposed development will not have an impact on the surrounding properties.
- Council stated that they would not accept the provision of a unit located solely at basement level, this has been removed as part of the proposed scheme.

Dwelling Mix

- Within the pre-application scheme it was advised that a suitable mix of dwelling sizes is required to create a mixed and balance community. In light of the comments the revised mix has been altered to ensure a greater mix of units whilst still exceeded the target of 40% of the overall total being 2 bed units.

Affordable Housing

- It was highlighted that affordable housing would be required, subject to viability, on a major development scheme. Details of the proposed affordable housing is set out in Section 7 and a confidential Financial Viability Assessment has been submitted in support of this application.

Accessibility

- Confirmation that 10% of the proposed unit are to meet wheelchair housing standards. This has has been achieved as part of the proposed scheme. The proposed scheme also meets the standards set out within the Lifetime Homes Assessment.

Transport

- Pre-application advice noted the policy levels for car parking and cycle parking. As set out within the Transport Statement and Section 7 of this Planning Statement the proposed scheme meets the requirements set out in policy.

Waste

- It is noted in the pre-application advice that recycling facilities should be provided in line with standards set out in policy and if located within the basement a lift is to be provided. As shown within drawing ref: 173_GA_-01 E

access to the basement lift and cycle store is accessed via both a lift and stairs.

Sustainability

- It was advised at pre-application stage that any proposal would be expected to meet BREEAM refurbishment rating of 'excelling' and a Code for Sustainable Homes Level 4 for all new building development. As set out within the Sustainability Assessment submitted as part of this application, this is proposed.

4.21 It is considered that where feasible all comments raised within the pre-application discussions have been incorporated within the proposed scheme subject to this planning application.

5.0 PROPOSALS

5.1 The proposals are for the redevelopment of the site to provide residential units and employment floorspace, ancillary car parking and associated works. The proposals will involve the sustainable reuse of much of the existing building stock, however the development will require the demolition of Buildings 2 and 4, as set out within demolition plan 173_S_00 A.

5.2 Permission is sought for:

“The demolition of buildings identified as number 2 at the northwest corner of the site and number 4 at the eastern corner of the site to provide a new ground plus 5 upper storey building along the north west part of the site and a ground plus 2 upper storey building at the eastern corner and refurbishment of the existing building on site to create 40 residential units, employment floor area (Use Class B1a) car parking and landscaping within the courtyard and ancillary works”.

5.3 Full details of the design and demolition works are provided in the Design and Access Statement and Heritage Statement that accompanies the application.

5.4 Set out below in **Table 5.1** is a comprehensive summary of the principle comparisons between the appeal and proposed schemes:

Table 5.1: Comparisons between Approved and Proposed Schemes

Element	Approved	Proposed
Site Area	0.197	0.197
Max Height	Ground plus 4 storeys	Ground plus 5 storeys
Number of residential units	15	40
Mix of units (percentage)	1 bed units : 6% 2 bed units: 62.5% 3+ bed units: 31%	1 bed units : 32.5% 2 bed units: 52.5% 3+ bed units: 15%
Quantum of Employment Floorspace (B1a)	2,641 sqm GEA (1,929 sqm GIA)	830 sqm GEA (689 sqm GIA)
Proposed Max height	Erection of new 4 and 5 storey buildings at the NW corner of the site and a new 3 storey building at the eastern corner	Erection of ground plus 5 storey building along the SW part of the site and ground plus 2 upper storeys along the eastern corner.
PTAL Rating	3	4
Amenity space	131 sqm	389 sqm
Number of Car Parking	8	17

Element	Approved	Proposed
Spaces		
Number of disabled car parking spaces	1	4
Number of Cycle Parking Spaces	38 (16 employment and 22 residential)	53
Sustainability	124 sqm of solar thermal panels and 137 sqm of PVs	260 sqm of PV panels and green roofs

6.0 PLANNING POLICY FRAMEWORK

6.1 The Application has evolved in accordance with adopted and emerging development plan policies, and other relevant guidance and material considerations. This section provides a summary of the planning context against which **Section 7.0** provides an assessment of the proposal.

Statutory Framework

6.2 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the policies of the statutory development plan, unless other material considerations indicate otherwise.

The Development Plan

6.3 The Development Plan for the purposes of Section 38 (6) of the Planning and Compulsory Purchase Act 2004 comprises of the following:

- (a) the London Plan (2011), including the Revised Early Minor Alterations to the London Plan (October 2013);
- (b) the London Borough of Camden's Core Strategy which was adopted in November 2010; and
- (c) the London Borough of Camden's Development Policies (2010) which were adopted in November 2010.

Emerging Policy

6.4 Under changes to the planning system that were introduced within the Planning and Compulsory Purchase Act 2004, UDPs are being replaced by Local Development Frameworks (LDFs), the key document of which is the Core Strategy which has now been adopted by the Council.

6.5 The Council is preparing a new draft Local Plan to ensure Camden has robust and up to date planning policies. The Local Plan will replace the existing Core Strategy and Development Policy Documents. It is anticipated that the London Borough of Camden will publish a draft of the Local Plan for comment in early 2015.

6.6 Camden are currently preparing their CIL Draft Charing Schedule. The introduction of the Camden CIL will be considered on 25 February 2015 and the Full Council on 2 March 2015. It is anticipated that Camden's CIL will be introduced on 1 April 2015.

6.7 In January 2014 the Mayor published the Draft Further Alterations to the London Plan (FALP) for a twelve week period of public consultation. This consultation has now finished. On the 7 July 2014 the Mayor published a schedule of 'suggested changes'

to the draft Further Alterations to the London Plan to help inform the upcoming Examination in Public (EiP) in light of the consultation responses and consists of minor clarifications, corrections and factual updates. It is anticipated that the FLAP will be adopted in March 2015.

National Guidance

National Planning Policy Framework (NPPF) – 27 March 2012

- 6.8 The National Planning Policy Framework (NPPF) was published on 27 March 2012 and supersedes previous national planning guidance contained in various Planning Policy Guidance and Planning Policy Statements. The NPPF sets out the Government's economic, environmental and social planning policies and is to have immediate effect on all planning decisions.
- 6.9 At the heart of the NPPF is a presumption in favour of sustainable development, which should be seen as a 'golden thread' running through both the plan-making and decision-taking process. This means approving development proposals that accord with the development plan without delay, and where the development plan is absent, silent, or out-of-date, granting permission unless the adverse impacts of doing so would significantly and demonstrably outweigh the benefits of development, or specific policies in the NPPF indicate otherwise.
- 6.10 In addition to the NPPF the National Planning Policy Guidance (NPPG) was adopted in February 2014 which includes detailed guidance to read in conjunction with the NPPF.

Regional Guidance

- 6.11 The GLA has also published a number of supporting documents that are relevant in the consideration of this application. Of particular relevance are:
- SPG: Housing (November 2012);
 - SPG: Planning for Equality and Diversity in Meeting the Spatial Needs of London's Diverse Communities (October 2007);
 - SPG: Sustainable Design and Construction (May 2006);
 - SPG: Land for Transport Functions (March 2007);
 - SPG: Providing for Children and Young People's Play and Informal Recreation (2008);
 - SPG: Accessible London: Achieving an Inclusive Environment (April 2004);
 - BPG Open Space Strategies (2004);
 - BPG Health Issues in Planning (June 2007); and
 - BPG Open Space Strategies Consultation Draft (Sep 2008).

Local Guidance

6.12 The London Borough of Camden have adopted a number of Supplementary Planning Documents. The documents of relevance to this application are:

- LB Camden's Planning Guidance (CPG 1 – 8) 2011; and
- Primrose Hill Conservation Area Appraisal 2001.

6.13 The site is identified as having the following planning policy designations within the Core Strategy Proposal Map:

- Within the Primrose Hill Conservation Area.

7.0 KEY PLANNING CONSIDERATIONS

Introduction

- 7.1 Within this section, we assess the proposed development against the statutory development plan and other material considerations as outlined in **Section 6.0**.

Principle of Development

- 7.2 The heart of the NPPF is a presumption in favour of sustainable development, which should be seen as a 'golden thread' running through both the plan-making and decision making process. This means approving development proposals that accord with the development plan without delay, and where the development plan is absent, silent, or out of date, granting permission unless the adverse impact of doing so would significantly and demonstrably outweigh the benefits of development, or specific policies in the NPPF indicate otherwise.

- 7.3 Core Strategy Policy CS1 states that the overall approach to growth and development is that:

"The Council will focus Camden's growth in the most sustainable locations, and manage it to make sure that we deliver its opportunities and benefits and achieve sustainable development, whilst continuing to preserve and enhance the features that make Camden such an attractive place to live, work and visit".

- 7.4 The policy goes on to outline Camden's commitment to making the best use of Camden's limited land which is to be met by:

"d) seeking development that makes full use of its site, taking into account quality of design, its surroundings, sustainability, amenity, heritage, transport accessibility and other considerations relevant to the site;

e) resisting development that makes inefficient use of Camden's limited land;...

h) expecting the provision of a mix of uses in suitable schemes, in particular in the most accessible parts of the borough, including an element of housing where possible".

- 7.5 The proposals are for the efficient and sustainable re-use of much of the existing building stock to create high quality commercial and residential floorspace. The proposals would rejuvenate a vacant and dilapidated site.

- 7.6 The proposals are in accordance with the overarching strategic objectives of Policy CS1, which encourages the provision of a mix of uses and delivery of new homes, whilst making the most efficient use of land and buildings in accessible locations.

- 7.7 Furthermore, the extant permission is a material consideration of significant weight. Even were it to lapse the weight to be attached to it is not diminished in the absence of any material change in circumstances and adopted planning policy.

Summary

- 7.8 The principle of the proposed redevelopment of the site is wholly compliant with national, regional and local planning policy, for sustainable development which makes best use of the site. The extant consent re-enforces this position.

Loss of Employment Floorspace

- 7.9 The site contains existing Class B1(a), and B8 floorspace, which is protected by Camden's planning policy. A proportion of the B1(a) floorspace will be re-provided, however the re-provision of the existing B8 floorspace is not proposed, due to such uses being incompatible with the proposed residential on-site and the uses in the surrounding area, which are also predominately residential.

- 7.10 It was made clear at the appeal that the Council were are only concerned with the loss of B1 floorspace. It can only be assumed from this that they are not concerned about any loss of B8 floorspace regardless of its usability. Within the surrounding area there are no other existing industrial uses which would have an unacceptable impact on the proposed residential accommodation within the Appeal Scheme.

- 7.11 As set out below the majority of the existing Floorspace is unsuitable and unusable for modern day business requirement. The whole site is currently vacant, with the majority of the site being vacant for many years, and the last tenant vacating in 31 May 2013.

- 7.12 Paragraph 19 of The Framework sets out that the Government:

"is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system".

- 7.13 London Plan policy 4.2 (c) outlines that local authorities should *"encourage renewal and modernisation of the existing office stock in viable locations to improve its quality and flexibility"*.

- 7.14 The proposed redevelopment for mixed use accommodation is supported within London Plan Policy 4.3 as it outlines that mixed use development and redevelopment should support consolidation and enhancement of the quality and type of office stock.

- 7.15 The site is currently within use classes B1(a), and B8. As agreed within the Statement of Common Ground at the appeal, the quantum of uses are set out within **Table 3.1**.
- 7.16 Core Strategy policy CS8 seeks to secure a strong economy in Camden as the policy states that the Council will:
- b) support Camden's industries by:*
 - *Safeguarding existing employment sites and premises in the borough that meet the needs of modern industry and other employers....*
 - *c) expect a mix of employment facilities and types, including the provision of facilities suitable for small and medium sized enterprises.....”.*
- 7.17 The principle of the loss of employment space on site was discussed in detail at the planning appeal in relation to the previous application (appeal ref: APP/X5210/A/11/2161885).
- 7.18 The site is now vacant, unlike at the appeal, with the last tenant vacating the site on the 31 May 2013. As agreed at the appeal only 81% of the existing floorspace is usable whether in its current form or with basic refurbishment. Of the identified notional B8 floorspace, approximately half was agreed to be unusable in its current form, due to the basement areas being fundamentally unsuitable for occupation due to their lack of daylight, poor access and poor quality of accommodation.
- 7.19 The single storey building attached to the rear building was also agreed to be unusable due to its poor state of repair. In drawing these conclusions it was agreed at appeal that the light industrial areas in the rear building were ‘useable’, but would require refurbishment for any such use to occur in practice.
- 7.20 The replacement employment floorspace that forms part of the proposals is to be concentrated to the rear of the site, fronting the railway, and to the ground and basement levels of the northern end of the site.
- 7.21 The location ensures that the proposed office floor spaces utilises as much of the existing floorspace as possible, whilst rationalising and modernising the floorspace to provide high quality accommodation that would attract a number of potential occupiers.
- 7.22 Policy DP13 makes clear at its outset that the Council's objective for proposals involving existing business floorspace is that:
- “The Council will retain land and buildings that are suitable for continued business use...” (emphasis added).
- 7.23 This is an important clarification in order to establish the correct starting point for assessing the policy requirements of CDP DP13. In particular, it is considered that it

is firstly important to establish the usability or otherwise of the existing employment floorspace and therefore whether buildings are 'suitable for continued business use'.

- 7.24 The previous planning application was accompanied by an Employment Floorspace Analysis report. This contained an assessment of each of the planning units within the existing site in terms of their condition and lawful use as at December 2010. This was subsequently updated at the appeal to reflect the situation as of February 2012.
- 7.25 The total existing useable employment Floorspace, as agreed in February 2012, was 2,734 sq.m (1,929 sqm B1 use and 805 sqm B8 use) and therefore this represents the maximum amount of floorspace that is suitable for continued business use.
- 7.26 Core Strategy Policy DP13 makes clear the Council would seek that:
- “ ...
- c) the level of employment floorspace is maintained or increased;
 - d) they include other priority uses, such as housing or affordable housing;
 - e) premises for new small, or medium enterprises are provided;
 - f) floorspace suitable for either light industrial, industry or warehousing uses is re-provided where the site has been used for these uses or for offices in premises that are suitable for other business uses;
 - g) the proposed non-employment uses will not prejudice continued industrial use in the surrounding area.”
- 7.27 When considering the implications of this policy requirement, that seeks to protect employment floorspace, it is also material to have regard to changes to Permitted Development Rights which allow the change of use from office to residential. Under Class J of the Town and Country Planning (General Permitted Development) (Amendment) (England) (Order 2013), from May 2013 development consisting of the change of use of a building and any land within its curtilage from Use Class B1 (a) to a use falling within Class C3 constitutes 'permitted development', subject to a number of criteria.
- 7.28 A Permitted Development application has been submitted under application ref: 2015/0432/P to the LB Camden. The application was validated on 29 January 2015 and is set to be determined by the 26 March 2015. Detailed pre-application discussions have been had with the London Borough of Camden and the determination of the application should be a material consideration when taking into consideration the loss of employment space on this site. This is therefore the basis upon which a quantitative assessment of re-provision within a mixed use scheme ought be assessed.
- 7.29 This pending prior approval application is seeking the loss of the B1a floorspace to residential accommodation.

7.30 In light of this updated legislation it is considered that the ability to achieve the change of use through Permitted Development rights should be a material consideration in the determination of this application.

7.31 **Table 3** summarises differences in employment areas between the appeal, PD and proposed schemes:

Table 3: Proposed Employment Areas

	Extant Planning Permission Scheme (sqm GIA)	Prior Approval Scheme (sqm GIA)	This application (sqm GIA)
Amount of B1a proposed	2,614	0	698
Amount of B8 Proposed	0	816	0
Total amount of Use Class B	2,614	816	698
Amount of existing B1a agreed at appeal	1,929	1,929	1929
Difference in B1 floorspace against existing	+ 685	-1,929	- 1,231

7.32 As set out within the above table, this application is seeking a decrease in the amount of employment floorspace in comparison to the 2012 current planning permission. However, it is expected that Prior Approval will shortly be forthcoming. Were this to be implemented the only remaining employment space on site would be 816 sqm of B8 space. It is established from the appeal decision that the retention of B8 floorspace on this site is not a strategic objective. Consequently within the proposed scheme of redevelopment we have focussed on providing new B1a floorspace to a higher specification than that currently found on Site. The provision of improvements to the quality and efficiency of employment floorspace was a factor given significant weight in the approval of the application.

7.33 The significant increase in quality of the proposed employment floorspace is likely to allow for the site to become fully occupied in time following construction of the development, which will increase the occupied employment floorspace by 698 sqm. In our opinion, this mitigates the minimal loss of floorspace in pure quantitative terms.

7.34 Further, the employment floorspace has been designed so as to offer flexible accommodation to help maximise opportunities for it to be let in the future and is provided in a variety of sizes to be complementary to differing needs, which is in line with CDP policy DP13.

- 7.35 In terms of ensuring flexibility of use, as required by paragraph 13.4 of the Camden's Development Policies DPD, the scheme incorporates a number of design features that the Council identify as being necessary to secure flexible use of the accommodation in the longer term.
- 7.36 By virtue of the inbuilt flexibility in the design, and as a result of the design features, it is self-evident that the needs of a variety of end users can be met as is required by paragraph 13.6.
- 7.37 The scheme will also be more attractive both internally and externally, with the basement areas benefitting from some natural light.

Summary

- 7.38 In summary, whilst the application would result in the loss of employment floorspace in reality a significant proportion of the existing stock is of low grade and effectively unusable. Against the Prior Approval scheme there would be an increase of 698 sqm of B1a floorspace.
- 7.39 The proposed employment space is flexible in accordance with the requirements of policy and the scheme accords with the requirements of criteria e and f of Policy DP13.
- 7.40 The proposed mixed re-development of what is currently an underused site will enhance the provision of employment floorspace on the site and will provide high spec, flexible accommodation that is more likely to be occupied given rise to a net increase in employment levels. When assessed against all other planning considerations in the overall planning balance, the amount of employment floorspace is considered acceptable.

Principle of Residential Accommodation

- 7.41 In addition to the provision of modern flexible floorspace, the scheme also provides new housing, including affordable housing. Both of these uses are identified as priority uses by CDP Policy DP13(d) in redevelopment proposals for mixed-use schemes.
- 7.42 The London Plan (July 2011) minimal ten year target for LB Camden is 6,650 residential units, with an annual monitoring target of 665. Within the Draft Further Alterations to The London Plan (2014) this has increased to a minimum ten year target (2015/2025) of 8,892 with an annual monitoring target of 889. The development will therefore help to efficiently contribute to the Council's target and meet Camden's strategic planning vision in a sustainable location.

7.43 The provision of 40 residential units on the Site is in line with Core Strategy Policy CS1 which sets out the the Councils objective in the delivery of additional homes. This is consistent with the London Plan which encourages housing development in order to meet and exceed the housing building targets.

7.44 Policy CS6 states that: “The Council will aim to make full use of Camden’s capacity for housing.” This is further alliterated within Policy DP2 which states that:

*“The Council will seek to maximise the supply of additional homes in the borough, especially homes for people unable to access market housing, by:
a) expecting the maximum appropriate contribution to supply of housing on sites that are underused or vacant, taking into account any other uses that are needed on the site;.....”*

7.45 Policy CS6 seeks to secure mixed and inclusive communities and a range of self-contained homes of different sizes. To aid delivery of this, Policy DP5 in the Development Policies document states that:

*“In considering the mix of dwellings sizes appropriate to a development, the Council will have regard to the different dwelling size priorities for social rents, intermediate affordable and market homes, and will take into account:
c) the character of the development, the site and the area including the impact of the mix of child density;
d) site size, and any constraints on including homes of different sizes; and
e) the economics and financial viability of the site, including the demand for homes of different sizes”.*

7.46 The housing contribution made by the scheme will assist the Council in meeting its annual target in respect of conventional supply, which the 2012/13 Annual Monitoring Report showed there to be a slight under-provision of 120 units.

7.47 The provision of new purpose built residential units on the site contribute to the mixed use development which will help to rejuvenate the currently vacant site. The development will therefore help to efficiently contribute to the Councils target of 6,650 dwellings per annum and meet Camden’s strategic planning vision in a sustainable location.

7.48 The proposed development will contribute towards the development of a strong, vibrant and sustainable community in accordance with The Framework, the London Plan and the LB Camden Core Strategy

Mix

7.49 The proposal is for 40 residential units, with a proposed mix of 13 x 1 beds (32.5%), 21 x 2 beds (52.5%) and 6 x 3 beds (15%).

7.50 For market housing there is a target of at least 40% to be 2 bed accommodation. The scheme delivers well in excess of this target as 52.5% of the units are 2 beds.

7.51 All of the apartments will be DDA accessible as all staircases will be designed to meet ambulant disabled standards. Due to the existing constraints of the site not all apartments will be accessible via a lift, with 30% not having lift access.

7.52 All the units meet 'Lifetimes homes' standards in accordance with Policy DP6.

Density of Development

7.53 Table 3.2 of the London Plan sets out residential density guidance. Given the site is in a 'urban' location, with a PTAL of 4, the guide density range is 200-700 habitable rooms per hectare.

7.54 The supporting text to Core Strategy policy CS1 clarifies that:

"One way of making the most efficient use of our land and buildings is to encourage higher densities..... The Council will expect the density of housing development to take account of the density matrix in the London Plan. As Camden is generally well served by public transport, the Council will expect densities towards the higher end of the appropriate density range in the matrix unless it can be demonstrated that the specific circumstances of a development means this is not appropriate".

7.55 Paragraph 2.10 of the Development Policies DPD goes onto state:

"when using the London Plan density matrix, the Council will refer primarily to dwelling densities, measures in units per hectare".

7.56 The site measures 0.2 hectares. The proposal is for 40 units. This equates to a density of 200 units per hectare which is consistent with policy. Although at the lower end of the density range this reflects the sensitivities and constraints of the site in relation to the surrounding heritage assets and retention of existing buildings on the site.

Affordable Housing

7.57 London Plan Policy 3.11 requires affordable housing provision on sites which have capacity to provide 10 or more houses, applying the density guidance set out in Table 3.2.

7.58 London Plan Policy 3.11 sets out that boroughs should seek to maximise affordable housing provision.

7.59 Policy CS6 sets a target of 50% affordable housing, across additional self-contained homes. Negotiation on the amount of provision will be on the basis of:

"the maximum reasonable amount of affordable housing under the specific circumstances of the site, including the financial viability of the development."

5.45 Policy DP3 reiterates this position stating that:

“The Council will expect all residential developments with a capacity for 10 or more additional dwellings to make a contribution to the supply of affordable housing.....

“The Council will expect the affordable housing contribution to be made on site, but where it cannot practically be achieved on site, the Council may accept off-site affordable housing, or exceptionally a payment-in-lieu.....

“The Council will negotiate the development of individual sites and related sites to seek the maximum reasonable amount of affordable housing on the basis of an affordable housing target of 50% of the total addition to housing floorspace, but will apply the target with regard to a sliding scale from 10% for developments with capacity for 10 dwellings to 50% for developments with capacity for 50 dwellings.

“In considering whether an affordable housing contribution should be sought, whether it can practically be made on site, and the scale and nature of the contribution that would be appropriate, the Council will also take into account:

- a) access to public transport, workplaces, shops, services and community facilities;*
- b) the character of the development, the site and the area;*
- c) site size, and constraints on including a mix of market and affordable tenures;*
- d) the economics and financial viability of the development including any particular costs associated with it;*
- e) the impact on creation of mixed and inclusive communities; and*
- f) any other planning objectives considered to be a priority for the site.”*

7.60 The Council sets a target ‘split’ of social and intermediate units of 60:40. In terms of affordable housing mix, Camden’s SPG suggests 50% of dwellings within the social rented section be three or more bedrooms and 30% with two bedrooms.

7.61 The quantum of affordable housing to be provided by this scheme will be determined by a Viability Assessment that is submitted on a private and confidential basis with the application.

Design and Heritage

7.62 Core Strategy Policy CS14 states that:

“The Council will ensure that Camden’s places and buildings are attractive, safe and easy to use by:

- a) requiring development of the highest standard of design that respects local context and character;*
- b) preserving and enhancing Camden’s rich and diverse heritage assets*

and their settings including conservation areas, listed buildings.....

c)

d) seeking the highest standards of access in all buildings and places and requiring schemes to be designed to be inclusive and accessible;.....”

7.63 This is clarified further through Policy DP25 – Conserving Camden’s Heritage, which states that:

“In order to maintain the character of Camden’s conservation areas, the Council will:

a) take account of conservation area statements, appraisals and management plans when assessing applications within conservation areas;

b) only permit development within conservation areas that preserves and enhances the character and appearance of the area;

c) prevent the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area, unless exceptional circumstances are shown to outweigh the harm for retention;.....”

7.64 A full assessment of the proposed design is provided in the Design and Access statement. The Heritage Statement analyses the value of the existing buildings on the site and the proposals in heritage terms in accordance with the requirements of the NPPF. This section summarises the findings in those two documents.

7.65 The Primrose Hill Conservation Area Appraisal finds that the existing tall buildings on the site are ‘positive contributors’ to the conservation area, and would therefore fall to be assessed under the policy DP25 above.

7.66 As noted in the Heritage Assessment, case law demonstrates that in assessing whether a building makes a positive contribution or not it is material to consider the robustness of that opinion. In this particular instance, we consider that the Heritage Assessment is a more thorough examination of the history and quality of the properties than would have been undertaken when these properties were surveyed for the purposes of the Primrose Hill Conservation Area Statement. This was agreed by the Inspector at the appeal.

7.67 The conclusions of the Heritage Assessment are that only Buildings 1 and 5 make a significant contribution to the townscape in this part of the conservation area. Buildings 2 and 3 have some interest by virtue of their industrial character and materials; however their contribution to the conservation area are limited by virtue of their position and modest architectural qualities/extent of rebuilding. Building 4 has no aesthetic or townscape merit.

7.68 In line with Development Policy DP24 the Design and Access and Heritage Statement sets out the proposed development will not have an impact on the

characters setting, context and the form and scale of neighbouring buildings and a high quality of materials will be used which will be sympathetic to the surrounding area.

7.69 Having regard to this the Heritage Statement draws the following conclusions:

- The scheme will deliver the restoration and refurbishment of two important undesignated heritage assets, improving the character and appearance of the conservation area and setting of nearby listed buildings;
- The buildings to be demolished are of lesser significance and the replacement structure makes more efficient use of the site as part of a balanced scheme, which will improve the quality of employment space across the site and deliver affordable housing on a previously developed site;
- The effects of the demolition and the proposed new structure are extremely limited by virtue of interposing development and the alignments of streets; and
- The replacement building is of good quality design which will contribute something of interest to an area where such buildings provide an interesting counterpoint to the established run of speculative, historic residential development.

7.70 Following the detailed pre application discussions and advice received under application reference 2013/7883/PRE a detailed design review was undertaken of the scheme to reflect the comments raised. The pitch of the building in the eastern corner was changed from flat to pitch to ensure the building continued to act as a mediator between the buildings of the application site and the new development of the adjacent site.

7.71 The basement dwellings have been re-designed as duplex apartments to ensure the amenity of the residents is maintained.

7.72 The design of the external stairwell to the main building has been redesigned to lessen its visual impact.

7.73 In light of comments raised with regards to the location and number of balconies and light wells proposed within the pre-application scheme a design review was undertaken and these have been removed to ensure that the character and integrity of the buildings is retained.

7.74 In summary it is concluded that the proposals are consistent with national and local planning policy on the historic environment and Section 66 (1) and 72(1) of the Planning (LB &CA) Act 1990 and have been carefully designed to reflect the sensitivity of the heritage assets.

Highways and Parking

- 7.75 The site is located in an area with a Public Transport Accessibility Level (PTAL) of 4 out of 6 which represents good public transport accessibility. It should be noted that this has increased from the previous application when the site was classified as having a PTAL rating of 3.
- 7.76 Gloucester Avenue is identified as being a road suffering from parking stress within the Council's Planning Guidance SPG.
- 7.77 For wheelchair housing disabled parking is required at 1 parking space per dwelling. For office uses, 1 disabled space per 20,000 sqm or part thereof is required.
- 7.78 The submitted Transport Statement provides a detailed assessment of the accessibility context of the scheme. The main considerations are summarised below.

Car Parking

- 7.79 Development Management policy DP19 outlines how the Council will seek to ensure that the creation of additional car parking does not have negative impacts on parking, highways or the environment. The proposed car parking is set back from the main road in a court yard, and the entrances are as existing. As set out within the Transport Statement, space is required within the courtyard for the movement of vehicles and adequate site lines can be provided for vehicles exiting the site.
- 7.80 As set out within the Design and Access Statement and summarised within the landscaping section below, the proposed scheme provides adequate soft landscaping, permeable surfaces and boundary treatments. The proposed permeable landscaping and increased landscaping will be a benefit of the scheme in relation to the exiting situation.
- 7.81 Appendix 1 of the Development Policies DPD contains the Council's parking standards. Within parking stress areas a maximum of 1 spaces per residential dwelling is permitted. Furthermore, for the office space there is a maximum parking provision of one space per 1,500 sqm is permitted.
- 7.82 The scheme proposes 17 surface level parking spaces in the courtyard for the residential accommodation, of which 2 (10%) are designated for disabled uses. This equates to 0.43 spaces per unit which is in line with the Council's parking standards.
- 7.83 In addition, and in line with the London Plan, four of the proposed car parking spaces will be provided with electronic charging points.
- 7.84 Aside from the disabled parking no employment parking is proposed, which is in accordance with Camden's car parking standards, which encourages minimal car parking for employment uses in order to encourage sustainable transport choices. We note that there are currently a number of pay and display pays directly outside the property which could be used by visitors to the proposed offices.

Summary

- 7.85 In summary the level of car parking provided is in line with planning policy.

Bicycle Parking

- 7.86 Appendix 1 of the Development Plan DPD states that a minimum of 1 storage or parking space per residential unit is to be provide. In accordance with these standards the minimum requirement for 40 residential units has been provided as part of the scheme. In addition, visitor cycle parking is required at 1 space per 10 units or part therefore from a threshold of 20 units. Therefore an additional 5 cycle parking spaces have been provided for visitors.
- 7.87 The London Plan states that dwellings with three or more bedrooms should be provided with 2 spaces. The development proposals include 6 three bed units, along with 15 one-bed units and 19 two bed units and the minimum permissible cycle parking provision for the residential element of the development would be 51 spaces.
- 7.88 For B1 use, the Council's cycle parking standards state that a minimum of 1 cycle space per 250 sqm or part thereof should be provided for staff, equating to 3 cycle parking spaces. For visitors, a minimum of 2 cycle spaces. Therefore the minimum permissible cycle parking provision for the B1 element of the development would be 5 spaces. In accordance with policy the proposed development should provide a minimum of 56 cycle parking spaces.
- 7.89 The development proposals provide 53 secure and sheltered cycle parking spaces internally within the basement. These will be accessible by both a lift and stairs. An additional three cycle parking spaces will be provided externally within the courtyard.

Summary

- 7.90 In summary the provision for car and cycle parking for the employment and residential elements of the scheme, is in line with current policy.

Servicing and Access

- 7.91 As set out within the Transport Statement the vehicular access is to remain as existing.
- 7.92 The application site contains a courtyard, which is accessed from Gloucester Avenue. The primary vehicular access is from the eastern part of the site.
- 7.93 The courtyard proposes to accommodate 17 car parking spaces. The remaining courtyard area would be utilised as required for servicing by larger vehicles should the employment space be used for light industrial or storage / distribution uses in the future.
- 7.94 Pedestrian access from the highway network will remain as existing and will share the existing entrance to the site. Access to the buildings will be from various

entranceways within the courtyard, with independent cores for the residential and commercial areas.

Summary

7.95 The site is located within an area of PTAL 4. The level of car and cycle parking proposed within the development accords with adopted planning policy.

Ecology

7.96 A Preliminary Ecological Appraisal has been undertaken and a report submitted in support of the application. The site is not a statutory designated site, however it is noted that there are six statutory designated sites within 1km of the site.

7.97 During a walkover survey of the site the potential for rare, legally protected and notable species was assessed. This included an inspection of the exterior and interior of the building to assess their potential for birds or bats. As set out in detail in the Ecology Report no evidence of roosting bats was recorded during the site visit.

7.98 The assessment concludes that the development of the site will have little impact on the existing ecological condition. However the preliminary assessment found that Building 2 has negligible potential to support roosting bats, building 1, 2 and 4 have low negligible potential to support roosting bats and building 5, has low potential. The trees on Gloucester Avenue have no features which could support roosting bats and were assessed as having negligible potential for bats.

7.99 Notwithstanding this the assessment makes recommendations for the inclusion of ecological enhancements to the site. These include the following all of which must be implemented to achieve the credits:

- Planting of at least three native tree species; and
- Incorporation of three bat boxes and two bird boxes;

7.100 Furthermore, the Ecological Assessment also identifies some “Additional Recommendations” to be implemented to secure the relevant Code for Sustainable Homes (CSH) credit. As the applicant is willing to commit to delivering CSH level 4 there is certainty that some of these additional works will ultimately be secured in the scheme.

Landscaping

7.101 Details of the proposed landscaping are set out within the submitted Design and Access Statement. As discussed it is proposed to retain and enhance the internal courtyard and locate 17 car parking within it.

7.102 It is proposed to create landscaping which retains the existing trees along Gloucester Avenue. As assessed within the Arboricultural / Landscaping Assessment submitted

in support of application, the proposals will not have any direct impact on the trees along Gloucester Avenue. Detailed mitigation measures are set out within the report to protect the trees during construction.

- 7.103 In line within Development Policy DP19 the Council will require off street parking to provide soft landscaping, permeable surfaces and boundary treatment. It is proposed that the scheme included permeable natural stone blocks within the court yard which will allow permeability for SUDS. In addition, landscaping planting is proposed to soften the hard landscaping of the parking areas.

Sustainability and Energy

- 7.104 Paragraph 96 of the Framework states that local authorities should expect new development to comply with adopted Local Plan policies on local requirements for decentralised energy supply unless it can be demonstrated by the applicant, having regard to the type of development involved and its design, that this is not feasible or viable. The Framework also outlines that new development should take account of landform, layout, building orientation, massing and landscaping to minimise energy consumption.
- 7.105 The London Plan climate change policies as set out within Chapter 5 collectively require developments to make the fullest contribution to the mitigation of, and adaptation to, climate change, and to minimise carbon dioxide emissions.
- 7.106 London Plan Policy 5.2 sets out an energy hierarchy (Be Lean, Be Clean, Be Green) within which development proposals should seek to minimise carbon dioxide emissions. The Policy also sets a target for residential buildings to achieve a 40% improvement on 2010 Building Regulations for carbon dioxide emissions. The London Plan (April 2014) update states that a 35 per cent carbon reduction target beyond Part L 2013 which is broadly equivalent to the 40 per cent target beyond Part L 2010 is to be achieved.
- 7.107 London Plan Policy 5.3 seeks to achieve the highest standards of sustainable design and construction and states development proposals should demonstrate that sustainable design standards are integrated into the proposal, including its construction and operation.
- 7.108 London Plan Policy 5.7 seeks to increase the proportion of energy generated from renewable sources.
- 7.109 One of the key advantages of the proposals is that they will modernise the existing accommodation on the site and provide more energy efficient buildings than those existing on Site.
- 7.110 Policy DP22 of the Development Policies document sets out various targets for sustainability, including:

- Incorporate green or brown roofs and green walls whichever suitable;
- Code for Sustainable Homes Level 4;
- Encouraging “excellent” EcoHomes Assessments; and
- Achieving “Very Good” in BREAAAM Assessments.

7.111 The energy strategy for the site achieves an overall reduction of 49.9% over the baseline performance through energy efficiency measures and renewable strategies. In accordance with the London Plan this breaks down as follows:

- Be Lean – 42.5%
- Be Green - 12.8%

7.112 In line with adopted planning policy, the energy performance will enable the development to achieve the energy targets as required to achieve BREEAM Domestic Refurbishment ‘Very Good’, and Code for Sustainable Homes ‘Level 4’, and BREEAM Refurbishment and Fit-Out ‘Very Good’ for the non-domestic spaces. Details of how this is to be achieved is set out within the Sustainability Report, Energy Report and Design and Access Statement submitted in support of the application.

Flooding

7.113 The Framework identifies that inappropriate development in areas at risk of flooding should be avoided by directing development away from areas at highest risk, but where development is necessary, making it safe without increasing floor risk elsewhere.

7.114 The surrounding area mainly consists of residential terraced properties along Gloucester Avenue. These all have original lower ground floors under the footprint.

7.115 The site falls within Flood Zone 1, which is assessed as having a less than 1 in 1,000 annual probability of river or sea flooding (<0.1%). The extant permission on the site did not include a Flood Risk Assessment.

7.116 As concluded within the Submitted Structural Engineering Planning Report and Basement Impact Assessment by Elliottwood the proposals will have no significant adverse effect on surface flow or flooding.

Amenity

7.117 Development Management Policy DP26 contains guidance to ensure that the impact of new development on occupiers and neighbours is fully considered. Development will only be permitted where it does not cause harm to amenity. The assessment of this will include:

- a) *Visual privacy and outlook;*
- b) *Overshadowing and outlook;*
- c) *Sunlight, daylight and artificial light levels;*

- d) *Noise and vibration levels;*
- e) *Odour, fumes and dust;*
- f) *Microclimate;*
- g) *The inclusion of appropriate attenuation measures;*

We will also require developments to provide:

- h) *An acceptable standard of accommodation in terms of internal arrangements, dwelling and room sizes and amenity space, facilities for the storage, recycling and disposal of waste;*
- i) *Facilities for bicycle storage; and*
- j) *Outdoor space for private or communal amenity space, wherever practical.*

a-c) Privacy, Outlook and Daylight and Sunlight

7.118 A daylight and sunlight assessment of the proposed scheme has been undertaken by eb7. The conclusions drawn are that all the surrounding properties meet the BRE criteria for all three daylight assessments.

7.119 The conclusions set out within the submitted Daylight and Sunlight report shows that impact to the surrounding neighbours is in line with the intentions of the BRE criteria. The proposed scheme would not have a noticeable impact to the rooms within the surrounding properties.

7.120 Internal daylight and sunlight analysis is also in line with the overall intentions of the BRE guidance, in the context of the Sites urban setting.

7.121 The orientation of windows and balconies have been designed so to maintain privacy and outlook to the proposed and surrounding properties.

d) Noise and Vibration

7.122 The site is constrained by the railway line directly abutting the site to the north east and its small size in an urban location with existing uses directly to the south and north and further buildings over Gloucester Avenue.

7.123 The Acoustic Assessment submitted with the application details that the external and internal noise level criteria have been proposed in line with the standards set out in the Camden Development Management Plan, policy DP28, BS 8233:2010 and the World Health Organisation guidelines.

7.124 In line with Camden's guidance attenuation is to be included to control noise and specification of acoustic glazing systems have been provided.

7.125 It is outlined in the Acoustic Assessment that were it is expected that windows will remain closed to control noise, acoustically treating vents in the window frame or walls, or via an alternative whole-building system will be included within the detailed design, to ensure the residential units are ventilated.

7.126 It is proposed that the noise from the commercial elements along with plant and machinery noise emissions, can be controlled by way of planning condition were appropriate.

7.127 The proposed development achieves acceptable standards for future and existing residential occupiers, in accordance with national standards and Development Management Plan policy DP28.

e) Air Quality

7.128 The site is located within a the LBC AQMA, declared from the traffic pollutants NO2 and PM10. Air quality assessments were taking and a sensitivity test was undertaken, assuming no reduction in the background in future years, and it found that air conditions would be acceptable in 2017.

7.129 The effect of development traffic was classed as “negligible” and the change would be imperceptible and therefore no additional mitigation measured were considered to be required.

7.130 Full details of the assessments undertaken are set out within the accompanying Air Quality Assessment.

h) Accommodation Standards

7.131 All of the proposed residential accommodation complies with the Mayors Housing Design Standards.

h) Storage / Recycling / Waste Disposal

7.132 Provision is to be made for easy segregation and recycling of different types of waste for both residential and offices.

7.133 See the Design and Access Statement refuse section for full details. Domestic waste is to be divided into recyclables and non-recyclables, with 5 dedicated refuse and 5 recycling bins provided for residential element of the site. Office waste it to be similarly segregated, and operates from its own refuse store. In line with Camden and the GLA requirements 2 eurobins and 2 further bins for recyclable waste will be provided for the commercial element of the scheme.

7.134 In additional to waste storage, the basement also includes facilities for residential storage.

f) Bicycle storage

7.135 As set out within the Transport Assessment 70 secure cycle parking spaces have been provided for the residential and employment uses. The parking for the different uses will be separated with the majority located within the basement, accessed by a lift and stairs with 3 spaces located within the courtyard. The proposed level of

parking is in line with the minimum standard set out within Appendix 1 of the Development Management DPD.

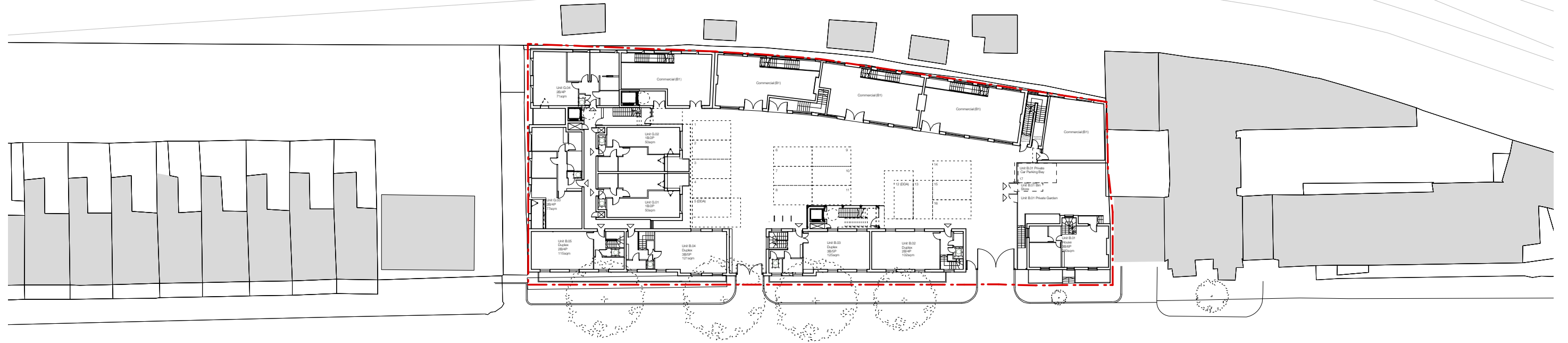
j) Amenity Space

- 7.136 The provision of amenity space is somewhat limited due to the retention of existing buildings on the site, however it is proposed that 389 sqm of amenity space is provided in the form of private terraces / balconies. On average across the site this equates to approximately 10 sqm of amenity space per residential dwelling.

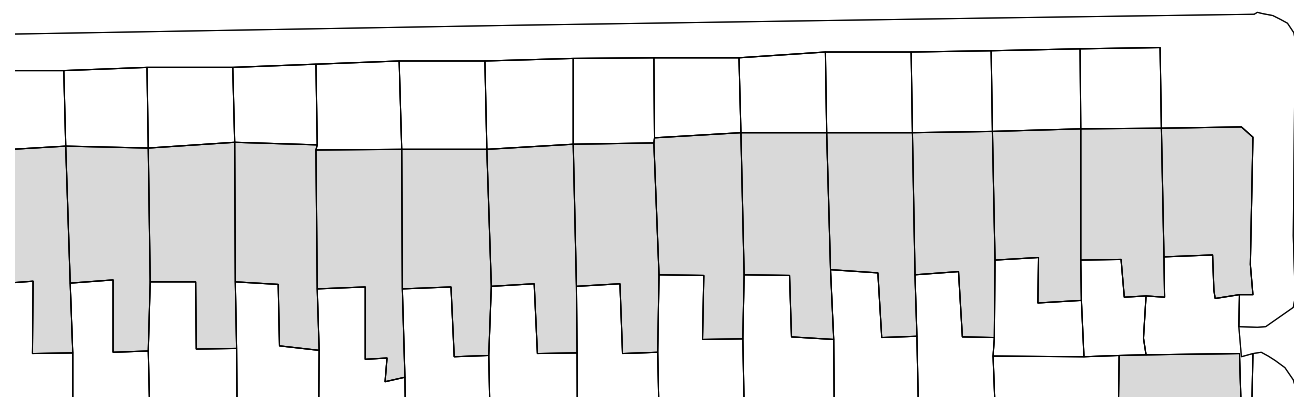
8.0 CONCLUSIONS

- 8.1 This statement has been prepared to assess the compliance or otherwise of the proposed development with national, regional and local policy and all other relevant material considerations.
- 8.2 As detailed within this Planning Statement, the Application proposes the redevelopment of the site for a mix use development comprising of 40 residential units, 805 sqm of employment floor space and associated works.
- 8.3 The application is seeking the same land use principles as was already permitted at appeal on APP/X5210/A/11/2161885 under application reference: APP/X5210/E/11/2161889, but is seeking minor alterations to ensure that the scheme is deliverable.
- 8.4 The existing site is vacant and a large proportion of the existing floorspace is under useable due to the low quality of the floor areas and lack of natural daylight.
- 8.5 The proposal is seeking the demolition of two existing buildings on the site (building 2 and 4). The redevelopment of a part ground plus 4/5 storey building in the north west part of the site and a ground plus 2 storey building to the east is proposed. The existing building are to be retained and refurbished. The design of the building is constricted by the retention of existing buildings on the site and the sensitivity of the surrounding heritage assets.
- 8.6 Some design changes are introduced in the proposed application in comparison to the approved scheme. Following formal pre-application advice the proposed scheme addressed concerns raised by the Council, and it is considered the proposed design is acceptable.
- 8.7 Under Permitted Development Rights the existing B1a floorspace on the site could be converted into Use Class C3 (residential) without the need for planning permission. This is a material consideration in the determination of the application and should be the basis upon which a quantitative assessment of the re-provision of employment floorspace is assessed. It is summarised within the report that the scheme proposed Use Class B1a floorspace which could otherwise be lost through Permitted Development rights. The provision of high quality B1a floorspace will contribute the viability and vitality of the employment offer within the London Borough of Camden.
- 8.8 This Planning Statement has assessed the proposals against the Development Plan (as required by s38(6)) of the Planning and Compulsory Act 2004.
- 8.9 The Proposals have been formulated in accordance with the adopted London Plan 2011 including the revised early minor alterations (October 2013), the adopted Core Strategy (2010) and adopted Development Management Policies (2010).
- 8.10 This proposed development is in accordance with the development plan and this application should therefore be approved by the London Borough of Camden.

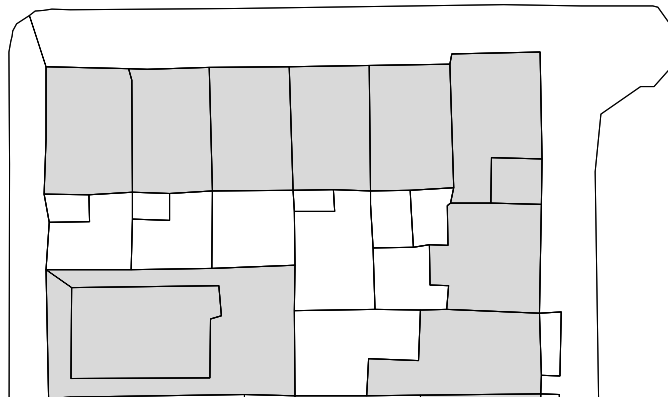
APPENDIX 1.0
Site Location Plan



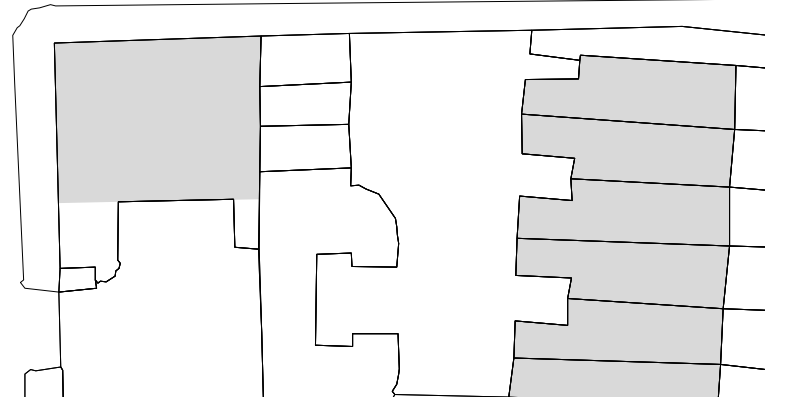
GLOUCESTER AVENUE



EDIS STREET



PRINCESS ROAD

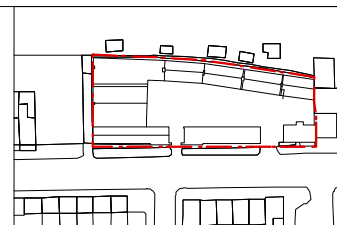


A Location Plan
GA.10 1:250 @A1 1:500 @A3



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Revisions		
A	27/01/15	Submitted for Full Planning Application



Client	Victoria Square Property Company Limited
Project	44 Gloucester Avenue London NW1 8JD
Drawing Title	Location Plan

 21st Architecture Ltd. 214 Goswell Road, London, EC1V 7AF Tel: +44(0)20 7982 0262 www.21starchitecture.com	Status	Planning	Drawn	JSP	Checked	TJS
	Scale	1:250 @ A1, 1:500 @ A3	Date	January 2015		
Drwg. No.	173_GA_10	Revision	A			

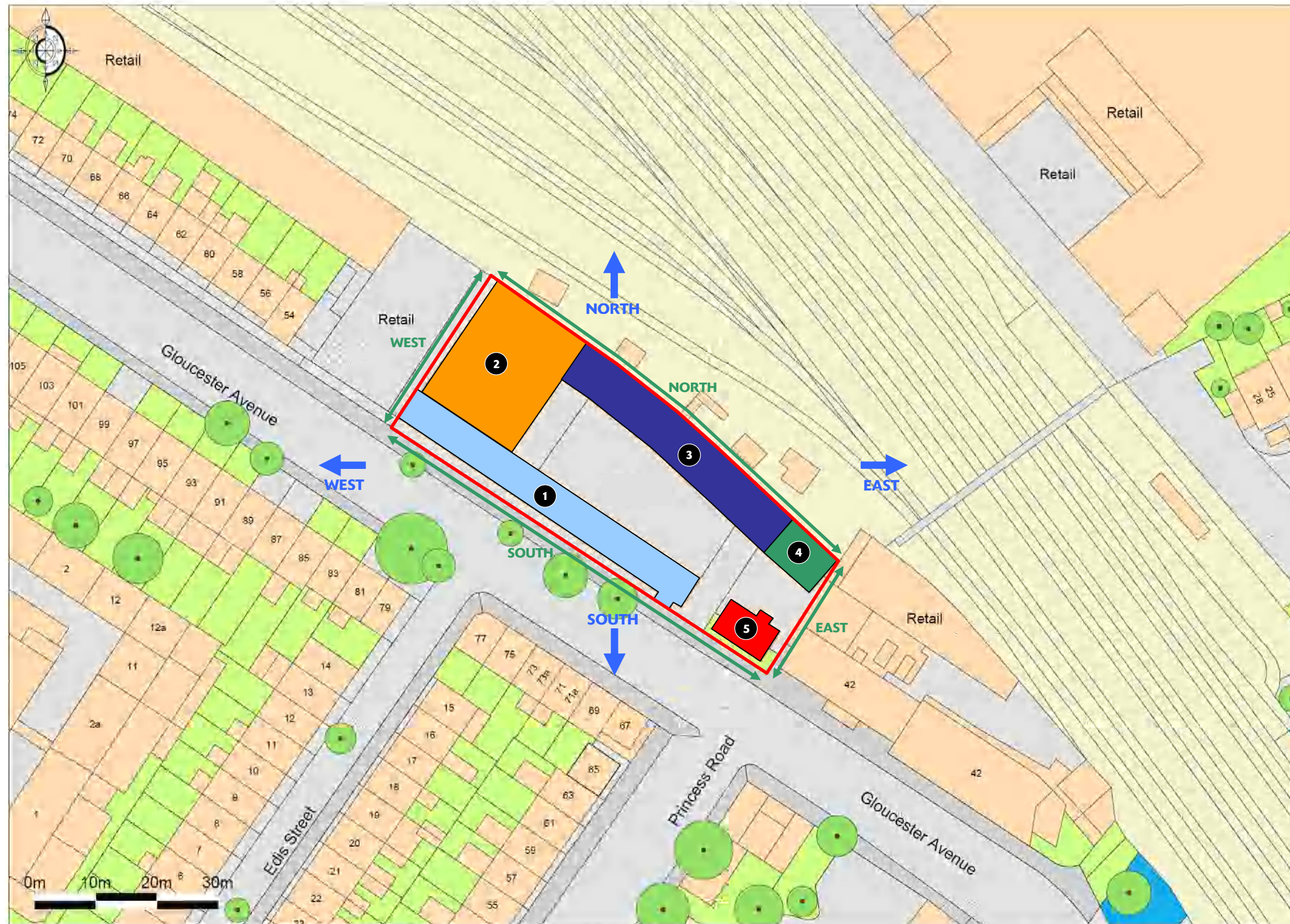
APPENDIX 2.0
Building and Orientation Map (2011)

CHP Management Ltd

44 GLOUCESTER AVENUE APPEAL

BUILDINGS AND ORIENTATION MAP

- APPLICATION SITE
- EXTANT BUILDING NAMES
- DIRECTIONS
- BOUNDARY NAMES



Not to Scale

November 2011

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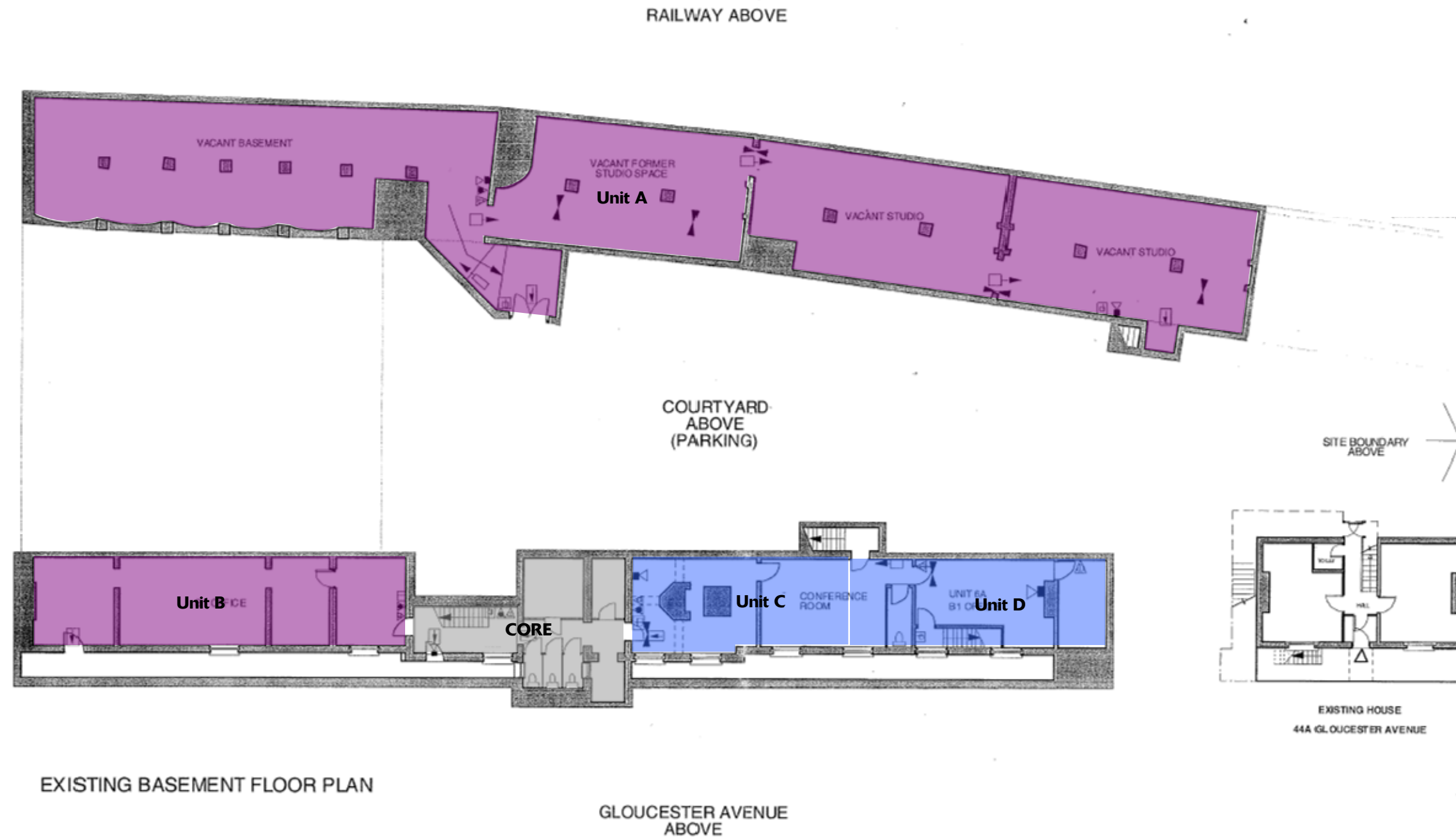
APPENDIX 3.0
Appeal Tenancy and Occupancy Plans (February 2012)

CHP Management Ltd

44 GLOUCESTER AVENUE APPEAL

PLANS SHOWING OCCUPANCY OF EXISTING FLOORSPACE

EXISTING BASEMENT PLAN



KEY

Occupied

Vacant

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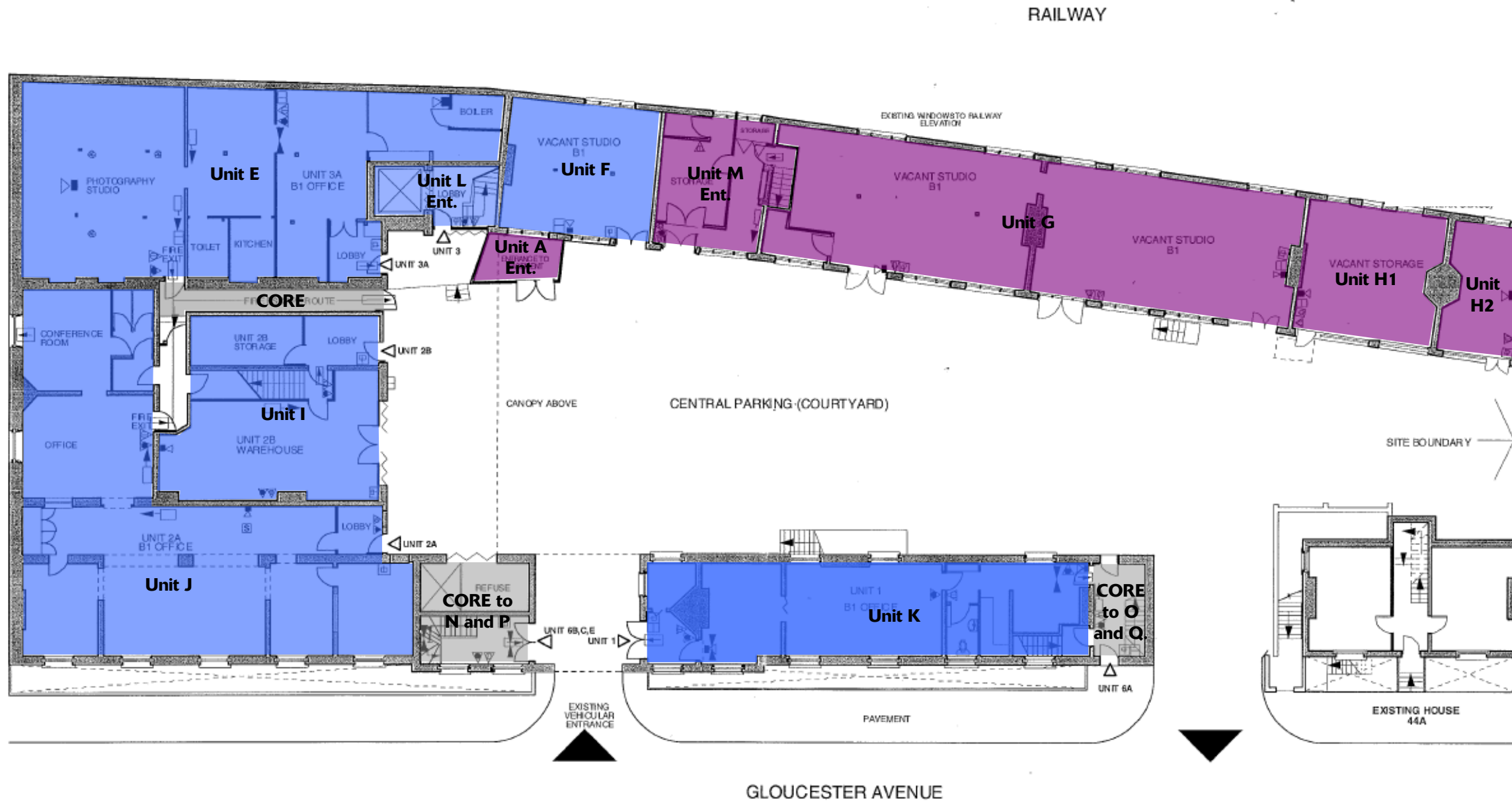
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CHP Management Ltd
44 GLOUCESTER AVENUE APPEAL

PLANS SHOWING OCCUPANCY OF EXISTING FLOORSPACE
EXISTING GROUND FLOOR PLAN

KEY

- Occupied
- Vacant



EXISTING GROUND FLOOR PLAN

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44 GLOUCESTER AVENUE APPEAL

PLANS SHOWING OCCUPANCY OF EXISTING FLOORSPACE

EXISTING FIRST FLOOR PLAN

KEY

- Occupied
- Vacant



EXISTING FIRST FLOOR PLAN

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44 GLOUCESTER AVENUE APPEAL

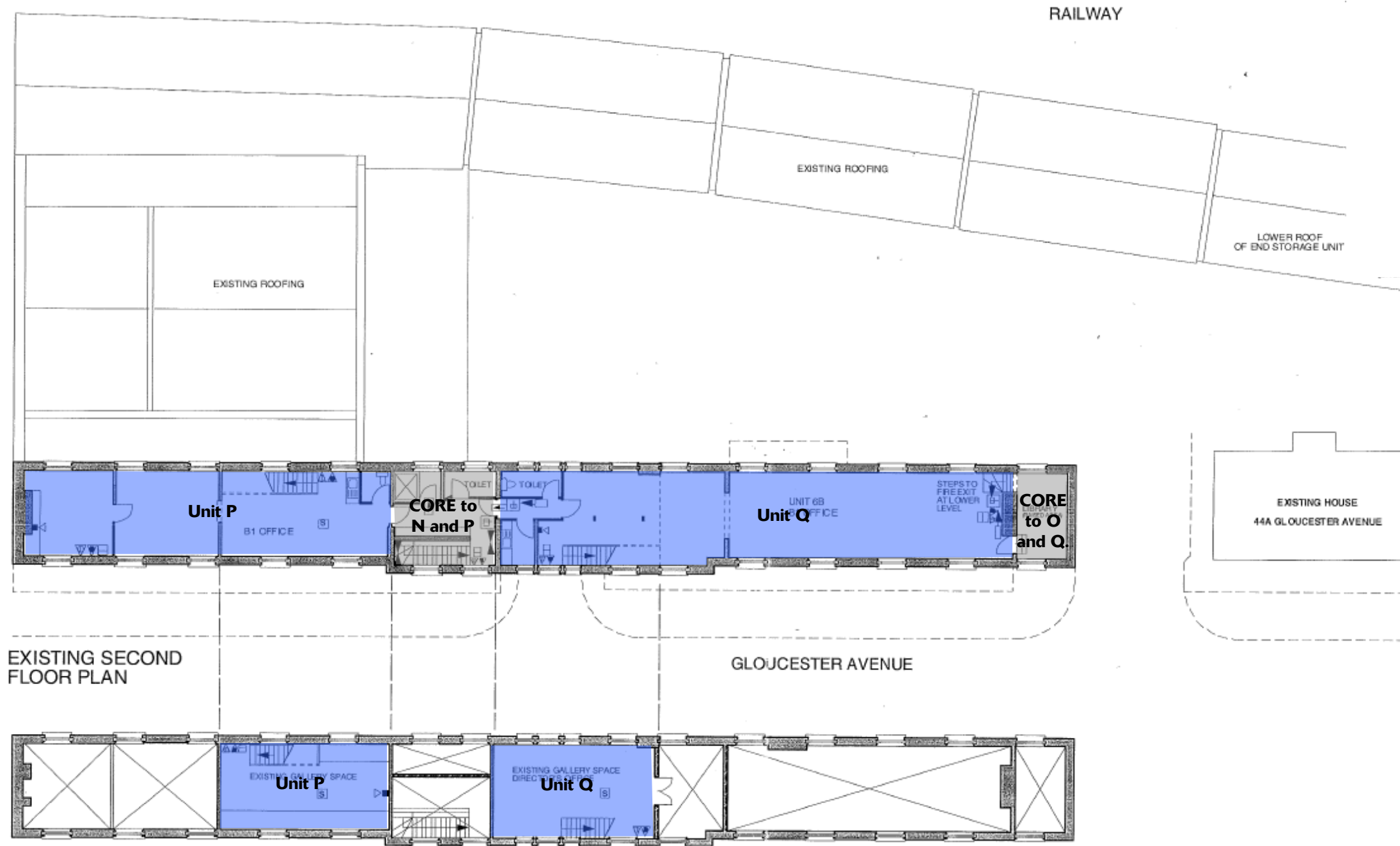
PLANS SHOWING OCCUPANCY OF EXISTING FLOORSPACE

EXISTING SECOND FLOOR PLAN

KEY

 Occupied

 Vacant



EXISTING SECOND FLOOR PLAN

MEZZANINE LEVEL

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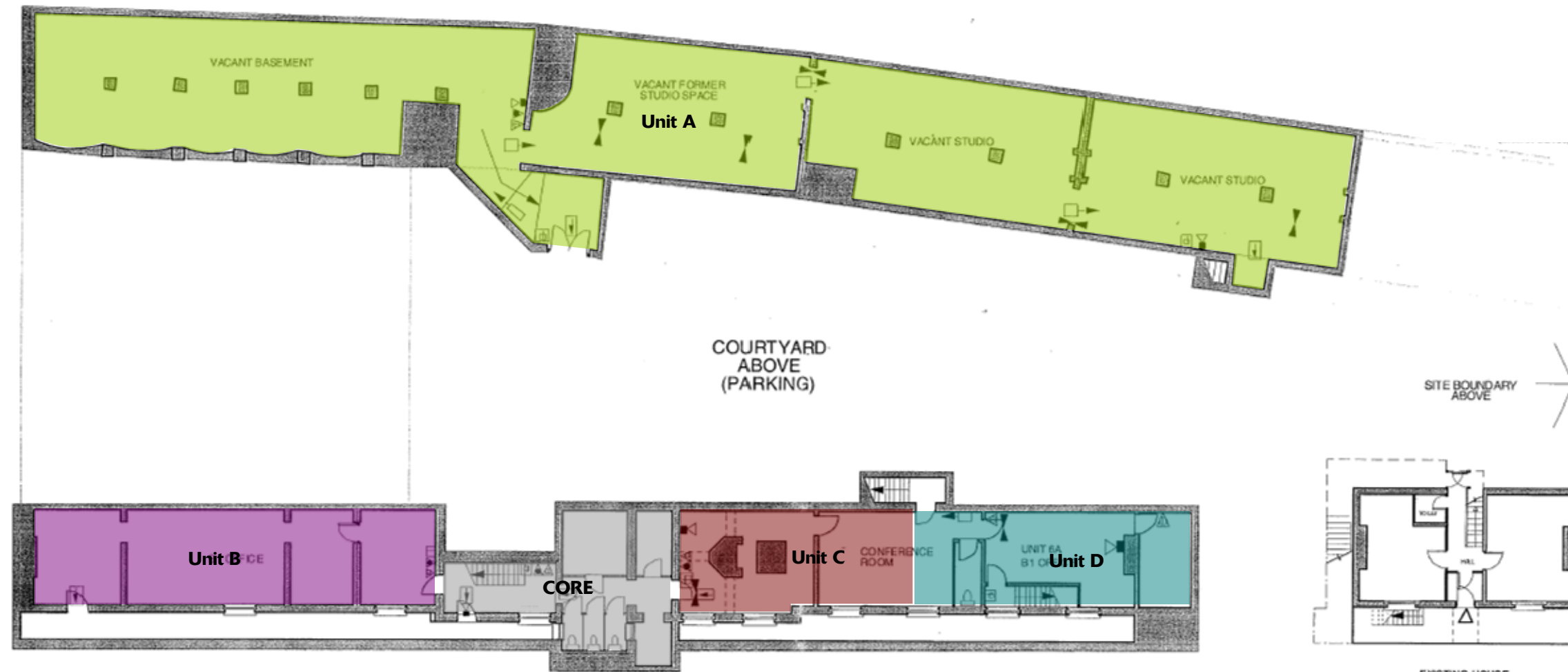
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CHP Management Ltd
**44 GLOUCESTER
 AVENUE APPEAL**

TENANCY PLANS

EXISTING BASEMENT PLAN

RAILWAY ABOVE



SITE BOUNDARY
 ABOVE

EXISTING HOUSE
 44A GLOUCESTER AVENUE

EXISTING BASEMENT FLOOR PLAN

GLOUCESTER AVENUE
 ABOVE

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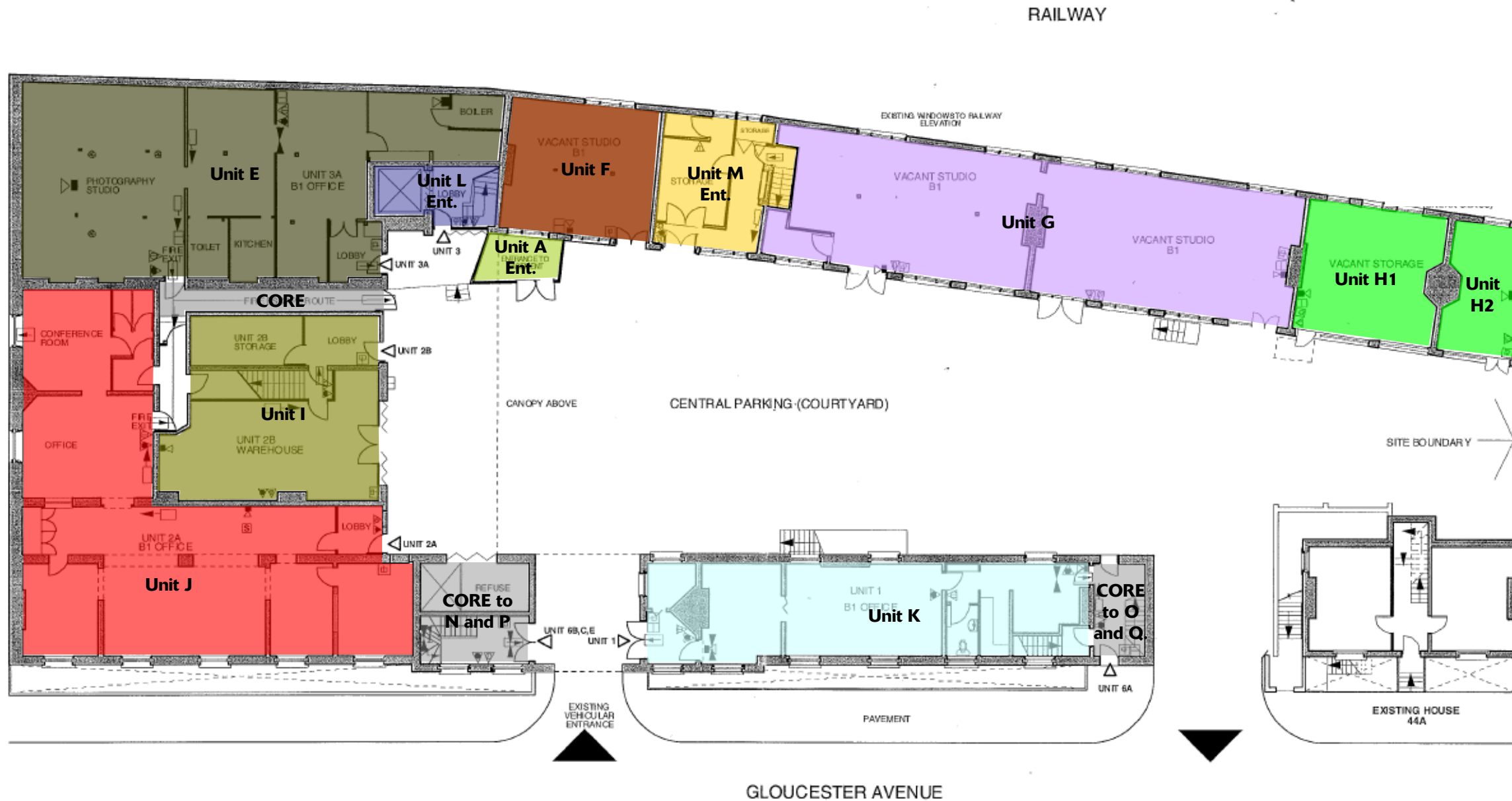
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44 GLOUCESTER AVENUE APPEAL

TENANCY PLANS

EXISTING GROUND FLOOR PLAN



EXISTING GROUND FLOOR PLAN

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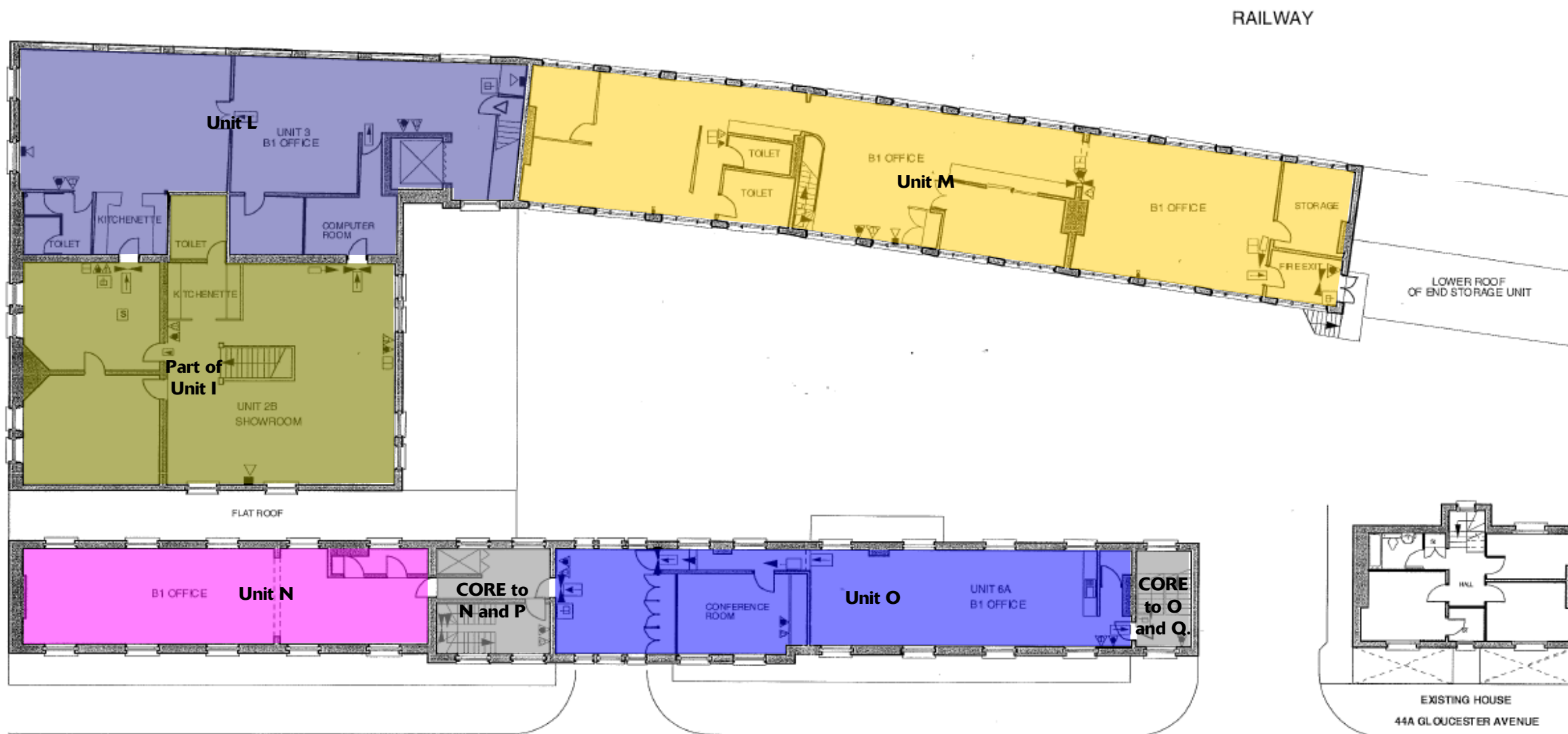
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CHP Management Ltd
**44 GLOUCESTER
 AVENUE APPEAL**

TENANCY PLANS

EXISTING FIRST FLOOR PLAN



EXISTING FIRST FLOOR PLAN

GLOUCESTER AVENUE

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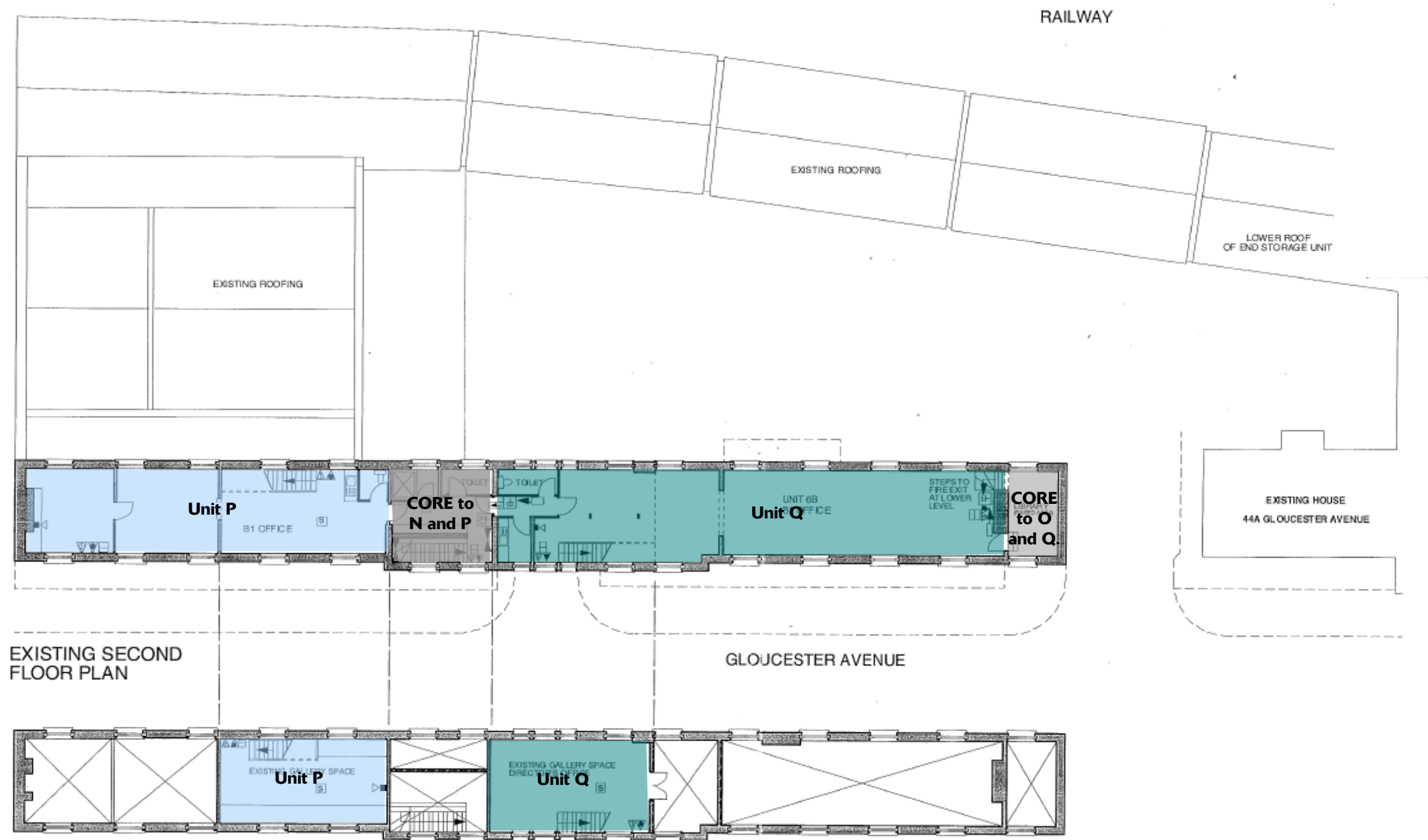
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CHP Management Ltd

44 GLOUCESTER AVENUE APPEAL

TENANCY PLANS

EXISTING SECOND FLOOR PLAN



EXISTING SECOND FLOOR PLAN

MEZZANINE LEVEL



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**44 GLOUCESTER AVENUE APPEAL - TENANCY PLANS
UNIT SCHEDULE**

Appeal Unit Ref.	Occupied / Vacant	Current Tennant	Previous Tenants	Use	Area (sq m)				
					Total	Occupied	Vacant	Useable	Unusable
Unit A	Vacant for over 5 years	--	Last used for furniture storage over 5 years ago	B8 - not in lettable state	393	0	393	0	393
Unit B	Vacant for over 4 years	--	3 February 2000 to 3 February 2008 to Dixon Jones	B1(a) - not in lettable state	79	0	79	0	79
Unit C	Occupied	5 December 2000 to present to Overland Shoes (let with Unit D,Q and F)	Not known	B1(a)	50	50	0	50	0
Unit D	Occupied	5 December 2000 to present to Overland Shoes (let with Unit C, Q and F)	Not known	B1(a)	58	58	0	58	0
Unit E	Occupied	13 October 2004 to present to Mr Rule	--	B1(a)	169	169	0	169	0
Unit F	Occupied	5 December 2000 to present to Overland Shoes (let with Unit C, D and Q)	--	Ancillary B1 in connection with Unit O	46	46	0	46	0
Unit G	Vacant for 4 months	--	13 December 2010 to 28 September 2011 to Bonner Lewis 8 May 1998 to 7 May 2000 to Simon Cole (workshop B1(c))	B8	157	0	157	157	0
Unit H1	Vacant for over 13 years	--	Not known	B8 – dilapidated	41	0	41	0	41
Unit H2	Vacant for over 13 years	--	Not known	B8 – dilapidated	20	0	20	0	20
Unit I	Occupied	8 June 2004 to 7 June 2012 Assigned 2007 to Bridge and Wickers World Travel Underlet to E1 Wines Ltd 10 February 2010	--	B8 Previously B1(c) workshops in 2000	194	194	0	194	0
Unit J	Occupied	29 November 2004 to present to MRJ Rundell & Associated Limited	--	B1(a)	236	236	0	236	0
Unit K	Occupied	3 January 2012 to present to Urbanista Devpts	20 January 2011 to 25 October 2011 to Genex Brands 4 December 2012 to 28 February 2010 to Crucible Research Limited	B1(a)	71	71	0	71	0
Unit L	Occupied	June 2004 to 5 March 2012 to Mr T Bridge	--	B1(a)	167	167	0	167	0
Unit M	Vacant for over 5 years	--	10 June 1991 to 13 June 2006 to AMS Neve Plc	B1(a) – Being marketed but uneconomical to refurbish	255	0	255	255	0
Unit N	Occupied	4 February 2011 to present to Genex Brands	17 January 2008 to 10 October 2008 to Overland Shoes 5 November 1999 to 31 December 2007 to Dixon Jones	B1(a)	90	90	0	90	0
Unit O	Occupied	10 October 2008 to present to Overland Shoes	3 February 2000 to 2 February 2008 to Dixon Jones Ltd	B1(a)	217	217	0	217	0
Unit P	Occupied	30 August 1999 to present to Roger Oakley	--	B1(a)	81	81	0	81	0
Unit Q	Occupied	5 December 2000 to present to Overland Shoes (let with Unit C, D and F)	--	B1(a)	197	197	0	197	0
Cores	Occupied	--	--	B1(a)	213	213	0	213	0
TOTAL	--	--	--	--	2,734	1,789 (65%)	945 (35%)	2,201 (81%)	533 (19%)

APPENDIX 4
Pre-Application Response (2013/7883/PRE)

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

Tel 020 7974 4444
www.camden.gov.uk/planning

Mr Sam Dalzell
Montagu Evans
5 Bolton Street
London
W1J 8BA

Our Ref: 2013/7883/PRE
Contact: Seonaid Carr
Direct Line: 020 7974 2766
Email: seonaid.carr@camden.gov.uk

Date: 30 January 2014

Dear Mr Dalzell,

Re: Change of use from B1(a), B1(c) and B8 to residential (C3) together with the refurbishment of existing building and erection of new 5 and 6 storey buildings in the north west corner and a new 3 storey building at the eastern corner together with associated alterations.

I write following our meeting of 13 January 2014, regarding the above mentioned proposal at 44 & 44a Gloucester Avenue, London, NW1 8JD.

Policy:

The policy context for the proposal is provided by the following policies:

Local Development Framework Core Strategy

- CS1 (Distribution of growth);
- CS3 (Other highly accessible area);
- CS5 (Managing the impact of growth and development);
- CS6 (Providing quality homes);
- CS8 (Promoting a successful and inclusive Camden economy);
- CS11 (Promoting sustainable and efficient travel);
- CS13 (Tackling climate change through promoting higher environmental standards);
- CS14 (Promoting high quality places and conserving our heritage);
- CS15 (Protecting and improving our parks and open spaces & encouraging biodiversity);
- CS18 (Dealing with our waste and encouraging recycling).

Local Development Framework Development Policies

- DP1 (Mixed use development);
- DP2 (Making full use of Camden's capacity for housing);

- DP3 (Contributions to the supply of affordable housing);
- DP5 (Homes of different sizes);
- DP6 (Lifetime homes and wheelchair housing);
- DP13 (Employment sites and premises);
- DP16 (The transport implications of development);
- DP17 (Walking, cycling and public transport);
- DP18 (Parking standards and limiting the availability of car parking);
- DP19 (Managing the impact of parking);
- DP21 (Development connecting the highway network);
- DP22 (Promoting sustainable design and construction);
- DP23 (Water);
- DP24 (Securing high quality design);
- DP25 (Conserving Camden's Heritage);
- DP26 (Managing the impact of development on occupiers and neighbours);
- DP27 (Basements and lightwells);
- DP28 (Noise and vibration);
- DP29 (Improving access);
- DP31 (Provision of, and improvements to, open space, and outdoor sport and recreation facilities).

Supplementary Planning Guidance

- Camden Planning Guidance(CPG) Nos.1-8;
- Primrose Hill Conservation Area Statement.

On a regional and national level the London Plan (2011) policies and the National Planning Policy Framework (2012) would also be relevant.

Land Use:

It is understood the site is currently vacant with the last lawful use being B1(a), B1 (c) and B8. The proposals are seeking advice on the use of the site for residential use class C3, for 43 dwellings (1x 13 bed, 24 x 2 bed, 5 x 3 bed and 1 x 4 bed).

Planning permission was granted at appeal in March 2012 for the redevelopment of the site by refurbishment of existing buildings and erection of a new 4 and 5 storey buildings at the northwest corner of the site and new 3 storey building at the eastern corner to create 16 new residential units (Class C3) and 2,614sqm of office floor space (Class B1).

You have acknowledged within your submission the recent changes to the permitted development rights which allow for a change of use of the B1(a) floorspace to residential (Class C3), subject to a submission of a prior approval application. As discussed during our meeting the Council do not consider this justification for the loss of the B1(a) floorspace. Were an application for planning permission to be submitted it would be assessed against our relevant policies and guidance as noted above and prior approval legislation would not be a material consideration. Given the Council's recent decisions of large scale prior approval applications, I consider it is likely an application for a prior approval on this site would be refused.

In respect of the proposed loss of employment floorspace, such development would be assessed against Policies CS8 (Promoting a successful and inclusive Camden economy) and DP13 (Employment premises and sites). It is also important to note the contents of CPG5 Town Centres, retail and employment.

Policy CS8 notes that the Council will safeguard existing employment sites and premises that meet the needs of modern industry and other employers. Following on from this, policy DP13 states that the Council will retain buildings that are suitable for continued business use and will resist a change to non-business use, unless it can be demonstrated that a site or building is no longer suitable for its existing business use **and** there is evidence that the possibility of retaining, reusing or redeveloping the building for similar or alternative business use has been fully explored over an appropriate time period.

In this instance I consider it will be hard to make the case that the site is no longer suitable for continued business use, particularly given the recent planning history which granted permission for B1(a) and C3 use on site, with no loss of the employment floorspace. I personally consider the site lends itself well to employment floorspace, with the existing vehicular entrances and internal courtyard for deliveries and servicing. The buildings themselves are good for business uses, given this is what they were originally designed for. Furthermore as you have the extant permission Members will expect a strong justification as to why what has been approved cannot be implemented together with why the site can no longer operate in employment use.

I also would advise you to consider the points of paragraph 13.3 of the Camden Development Policies which outlines what to take into account when determining whether there is the potential for the business use to continue. You are also advised to take into account the contents of paragraph 6.4 of CPG5 which details considerations that the Council takes into account when assessing applications for the change of use from business to a non-business use. It may be possible for the space to be modified to accommodate smaller businesses, which is what the Council would likely prefer rather than lose the Class B1 floorspace. I would therefore advise you address why this would not be appropriate on this occasion.

The case for the loss of the employment floorspace would be strengthened by the provision of marketing evidence to show that attempts have been made to occupy the site. Paragraph 13.5 of Policy DP13 outlines that in addition to the points of 13.3, where the change to a non-business use is proposed the applicant must demonstrate there is no realistic prospect or demand to use the site for an employment use. A thorough marketing exercise, sustained over at least two years should be undertaken with the premises marketed at realistic prices, including a consideration of alternative business uses and layouts. If it has not already been done I would strongly advise a marketing exercise is undertaken to justify the loss of the B1 floorspace. This would then form a consideration by the Council to the acceptability of the proposed change of use.

During our meeting you asked if there would be a quantum of how much employment floorspace the Council would want retained if you were to bring forward a proposal of B1 and C3. We don't have a specific policy which sets out how much employment floorspace should be retained. I consider your application would likely be looked upon more favourably if you were to retain a portion of employment floorspace, but this area would need to be substantial enough to provide a usable amount of employment floorspace and not an area which would remain unoccupied and then in the future planning permission sought to change it to residential on the basis it hasn't been viable or there has been no interest in it.

Given the recent interested from both Ward Councillors and local residents with regard to the prior approval application at the nearby site of Utopia Village, I would strongly recommend you contact local ward Councillors to get their views on your proposal, it would also be advisable to contact local residents.

To conclude, should you justify to the Council's satisfaction the loss of the Class B floorspace, as per Policies CS8 and DP13 together with the points of CPG5 the preferred use of land would be residential or community facility. With regards to new housing provision, policy CS6 seeks to maximise the supply of additional homes within the borough.

Please note my primary concern with this pre-application submission at this time is the land use issue. I don't consider it would be beneficial to discuss other planning considerations in detail until we have seen further evidence to support the loss of the employment floorspace or if you decide to bring forward a mixed use proposal. As such below I have summarised what was discussed during our meeting.

Other considerations:

Design

With regard to design I would advise you consider Policies CS5 (Managing the impact of growth and development), CS14 (Promoting high quality places and conserving our heritage), DP24 (Securing high quality design) and DP25 (Conserving Camden's heritage) which aim to secure high quality design that safeguards the heritage of the Borough. CPG1 (Design) also provides detailed advice on acceptable forms of development.

A number of design changes have been proposed following the previous consent, these include the following:

- Increasing the height of the building in the north west corner;
- Altering the pitch of the building in the eastern corner from pitched to flat;
- Enlarging the stair core to the southern building;
- Introducing lightwells and balconies to the internal courtyard; and
- Dormers to the eastern block; and

There may be scope to increase the height of the building within the north west corner, subject to demonstrating that the additional height would not be perceivable from Gloucester Avenue and neighbouring streets.

As discussed during the meeting, we would not support the alteration to the pitch of the roof of the building to the eastern corner of the site to a flat roof and would advise this remains as a pitched roof as approved. Within the Inspectors report it was noted that the new building would act as a mediator between the buildings of the application site and the new development at the adjacent site. In proposing the flat roof design this mediation affect is lost and replaced with a more contrasting building which does not integrate well with its surroundings.

In respect of enlarging the stair core, we would not support enlarging this aspect of the development. The northern elevation of the western block is very characterful, the proposed stair core would obstruct views of this building from within the courtyard and neighbouring properties. It is considered the proposed stair core would overdominate this aspect of the building.

It is also proposed to introduce a number of lightwells and balconies to the courtyard area. The introduction of lightwells is not supported, it is considered these would detract from the industrial character of the site to its detriment and add unnecessary visual clutter. I would also not recommend the installation of balconies to the southern and northern blocks(it looks from the second floor plans there may be balconies at this level to the southern block). These further detract from the character and integrity of the buildings. Those to the southern block would add to the bulk and scale of the enlarged stair core.

No objection is raised to the principle of dormers to the northern roof slope of the northern blocks, however the detailed design of these need to be refined to secure subordinate and characterful additions to the roofslope. I would advise you consider the guidance in CPG1.

As discussed during the meeting the detailed design of a number of elements of the approved application could do with some refining and this application should be seen as an opportunity to improve the design.

Basement Development

Should your proposed include an enlargement to the existing basement, as shown on the current plans, as per Policy DP27 and CPG4 (Basements and lightwells) we would require a Basement Impact Assessment(BIA) details of what is expected within the BIA are contained within CPG4.

Please be sure to follow the guidance precisely, addressing all relevant sections and attaching full justification as part of the detailed assessment, including full details of intrusive investigations (boreholes) and well as damage category assessment (Burland). Please note the Council may choose to have your BIA independently assessed this will be at the cost at the applicant, more information can be found within CPG4.

Please note the separate and additional requirement for a construction management plan (CMP) to be agreed as part of a s106 agreement to address the potential impacts of this kind of construction on the area.

Standard of residential accommodation

As per Policy DP26 (Managing the impact of development on occupiers and neighbours), the Council seeks to ensure development provides acceptable standards of accommodation with regard to internal arrangements, dwelling and room sizes and amenity space.

With regards to the size standards, according to the Camden Planning Guidance on Housing (CPG2 Housing), a 1-bedroom 2-person unit should be a minimum of 48sq.m (gross internal floor area), 2-bedroom 4 person unit should be a minimum of 75sq.m and 4-bedroom 8 person unit should be a minimum of 113sq.m. Each double bedroom is expected to be 11sq.m and single bedrooms 6.5sq.m.

As per CPG2 the only sensible assessment of occupancy is therefore the designed level, I would therefore advise that it is clear in your submission the proposed level of occupancy for each unit.

With regard to daylight, sunlight, outlook and privacy you are advised to ensure that all residential units afford a good level of amenity in these respects. I would expect a daylight and sunlight report to be submitted to demonstrate that each new unit would receive sufficient levels of light, particularly those which are single aspect and located at basement level.

The Council would not support the provision of Unit 1 which is located solely at basement level, it is likely this would be considered a poor standard of accommodation. Habitable rooms should not be located at basement level, particularly in areas which are prone to flooding. Gloucester Avenue has been identified as a road which has flooded in the past. As such I would advise that in unit 10 the living area is relocated to ground floor or above.

For further information in regard to acceptable standards of accommodation I would advise you refer to CPG2.

Given the application would include residential accommodation adjacent to a railway track you are advised to consider the noise limits set out in DP28. It is expected a noise report would be submitted to demonstrate that the accommodation would be suitable for residential use.

Dwelling mix

DP5 seeks to ensure a suitable mix of dwelling sizes to ensure the creation of mixed and balanced communities. For market housing 2 bed units are in the highest priority followed by three and four beds, it is expected 40% would be 2 bed. The current proposal includes 56% 2 bed, 30% 1 bed, 12% 3 bed and 2% 4 bed. The proposed mix would meet the requirement for over 40% to be 2 bed units. I would strongly recommend the mix of units is amended to incorporate more 3 or 4 bed units, particularly given the approved scheme would provide 62% two beds, 31% three beds with less than 1% 1 beds. As such it has been previously demonstrated that the site is able to provide the required mix of dwellings.

Affordable Housing

The proposals include an off-site provision of affordable housing, it is not clear if this would be a financial contribution or units provided elsewhere. This is not something that would be supported on this site. The previous application has demonstrated that it is practical and possible for affordable housing to be provided on site, which is the Council's preference, as outlined in DP3. Furthermore the previous application provided a quantum of affordable housing in line with the Council's policies, thereby establishing that it is possible for affordable housing to be provided on site and to the level required by the Council's policies.

In addition, given the layout of the site it would be able to accommodate the provision of on-site affordable housing without prohibiting the provision of market housing. I would advise you consider paragraph 3.14 of DP3 together with chapter 2 of CPG2.

Within your submission you have noted that you consider an off-site provision would provide a higher level of affordable housing. If the intention is to provide units elsewhere the Council would need to know where these would be together with the specific details. Should it be in the form of the financial contribution, which is the Council's least preferred method, this would only be considered when it can be justified to the Council's satisfaction that the affordable housing cannot be provided on site. I would advise you demonstrate the off-site provision against the on-site provision to demonstrate what would be provided off site would equate with what could be provided on site.

Please note that should you need to undertake a viability assessment, I would advise that you discuss with the Council prior to commencing works on the assessment so we can agree the correct method and assessment tools to use for the viability appraisal.

Impact on neighbouring amenity

You are advised to ensure the proposed development would not impact on neighbouring residents amenity in regard to daylight, sunlight, outlook and privacy.

Accessibility

Policy DP6 states that all new homes should comply with Lifetime Homes criteria as far as possible, 10% of homes developed should meet wheelchair housing standards or be easily adapted to meet them. As part of the application you will be required to

submit a Lifetime Homes assessment which addresses how the proposal would meet each of the 16 criteria.

Transport

The application site is located within an area with a PTAL score of 4(good) and is located within a Controlled Parking Zone. The development is proposing 24 car parking spaces.

Car parking

Given the sites location within PTAL 4 it is considered by the Council to be located within a highly accessible area, as defined in paragraph 5.9 of CPG7. As such the Council would seek the development to be car free. I note that the previous application allowed for 8 parking spaces for the residential units equating to 0.5 spaces per unit, however the previous permission was assessed in relation to previous guidance, in particular the Camden Planning Guidance 2006, the Council has since adopted a new Camden Planning Guidance which states that in areas of PTAL of 4 or above development is expected to be car free. As such unless any of the current occupiers (of which there are none given the site is vacant) are returning to the site, it is expect that there would be no on-site parking provision. Should you wish to propose disabled parking bays I would advise you consult CPG7.

The development should be seeking to be as sustainable as possible, this includes promoting the use of public transport as oppose to the private car. The proposed number of car parking spaces is not considered to support this and I would strongly advise this element of the proposal is revised.

Please note, if any parking is be provided at basement level more details will be required with regard to the access lift.

Cycle parking

In respect of cycle parking, I would advise you refer to the London Plan standards to ensure the development includes the appropriate number of spaces relative to the number of units. In terms of the location, these should be provided with level access, if located within the basement area a 2m by 2m lift should be provided, preferably one specifically for access to the bike store. Given the number of proposed units the storage should be distributed across the site rather than in one particular location. I would advise you consider CPG7 for specific details of appropriate cycle storage.

Waste

The Council will seek to ensure development includes facilities for storage and collection of waste and recycling, in accordance with Policies CS18 and DP26. You are advised to refer to section 10 of CPG1 (Design), in particular 10.8 and 10.9, in respect of the Council's requirements for refuse provision. You would be required to provide space for both mixed recyclables and non-recyclable waste. The current plans show the waste storage located at basement level adjacent to the bike store, it is assumed this would be transported to ground level via the lift, as with cycle parking it would be preferred there would be one lift for the cycle and waste transportation and not shared with residents. At basement level unit 1 would share this lift, from an amenity perspective it wouldn't be ideal that occupiers of this unit would have to share the lift with refuse and people accessing the cycle store.

Sustainability

The Council would require development to incorporate sustainable design and construction measures. You are advised to submit a statement demonstrating how

relevant measures have been incorporated into the design and proposed implementation as per Policy DP22. You would be expected to meet BREEAM refurbishment rating of 'excellent' and Code for Sustainable Homes Level 4 for all new building development.

Policy 5.2 of the London Plan requires each major development proposal to submit a detailed energy assessment. Given the scale of the development it would be required to apply the 40% CO2 reduction target in relation to energy. From the 1st October the Mayor has applied the target (beyond Part L 2010) set out in the London Plan Policy 5.2 for 2013 – 2016.

Section 106 Obligations:

CPG8(Planning obligations) provides full details of planning obligations which would be likely as a result of development, to mitigate its impact. As no information has been provided as to the number of units which will be proposed, it is not possible to identify how much of an obligation would be sought. You are therefore advised to refer to CPG8.

Community Infrastructure Levy (CIL):

Given the proposal includes the provision of new residential accommodation the development would be liable to pay the Mayoral CIL, based on the floorspace of the residential space. Within Camden the CIL contribution is calculated at £50 per m2.

The Planning Application:

When it comes to submitting a planning application please do so via the Planning Portal. Please ensure that you submit all the required information in accordance with the validation checklist. More details can be obtained from our website by logging on to <http://camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/planning-applications/making-an-application>.

As the development would constitute a major application it would be subject to the thirteen week timeframe and is required to be heard before the Development Control Committee, should it be recommended for approval. Please note that a decision will be made within the thirteen week period even if the Section 106 has not been agreed. To avoid a refusal on grounds that the Section 106 has not been agreed, you are advised to consider a Planning Performance Agreement. We can then use this to produce a timetable for meetings leading up to submission of the application and following submission. There is a £5,000 fee for a PPA as well as pre application fees. Further details can be found on our website and I attach a PPA template <http://www.camden.gov.uk/ccm/navigation/environment/planning-and-builtenvironment/planning-applications/pre-planning-application-advice/>

Conclusion:

Prior to submitting an application I consider we need further pre-application discussions particularly regarding the land use, design and affordable housing.

This document represents an initial informal officer view of your proposals based on the information available to us at this stage and would not be binding upon the Council, nor prejudice any future planning application decisions made by the Council.

If you have any queries about the above letter or the attached document please do not hesitate to contact **Seonaid Carr** on **020 7974 2766**.

Thank you for using Camden's pre-application advice service.

Yours sincerely

Seonaid Carr
Planning Officer
West Area Team

