



View from footbridge



View from Camden High Street



View from the Stables market



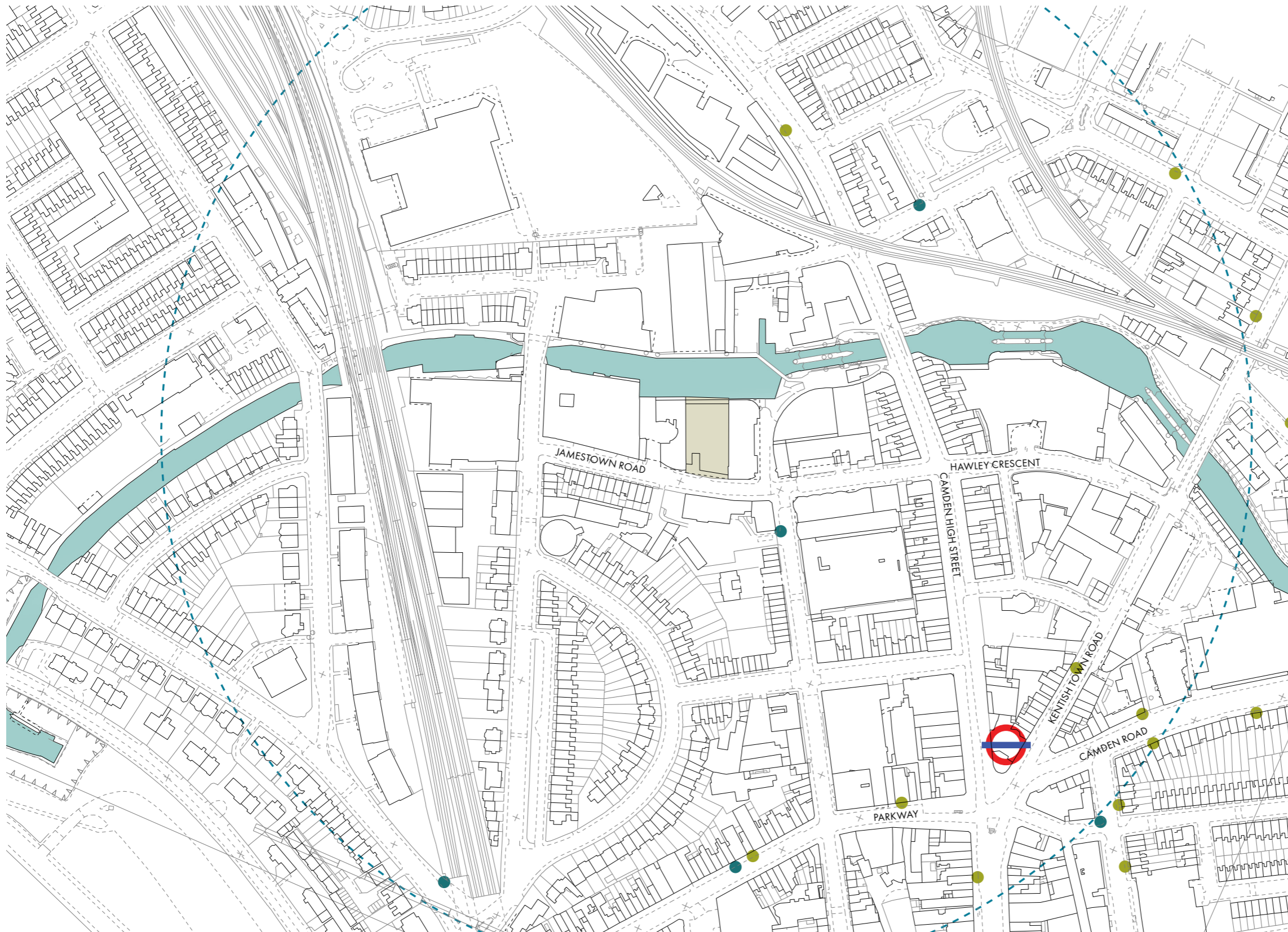
View from Jamestown Road

2.3 Important Views

Bewlay House is a 1980's office building with a basement, ground floor and three upper storeys of office accommodation and a further floor of enclosed plant at roof level. It has two elevations, one that addresses Jamestown Road and one that addresses Regent's Canal. The Regent's Canal elevation is predominantly of brick construction with punched window openings, while curtain walling dominates the Jamestown Road elevation. There are setbacks at the ground floor and third floor to both elevations. Both elevations are very much of their time and now appear rather tired.

The adjacent views represent prominent vantage points in the vicinity of the proposed development.

Massing has been tested, later in this report, against the key views from Camden High Street and the Stables market.









2.4 Transportation Assessment

Jamestown Road is located in the heart of Camden Town, close to Camden Lock and 5 minutes walk from Camden Town tube station. Chalk Farm tube station is also within walking distance.

Mainline rail services are available at Euston, Kings Cross St Pancras, and for local overground rail travel at Camden Road and Kentish Town West.

There are also three nearby Barclay Cycle Hire Docking Stations within 5 minutes walk of the site.

KEY:

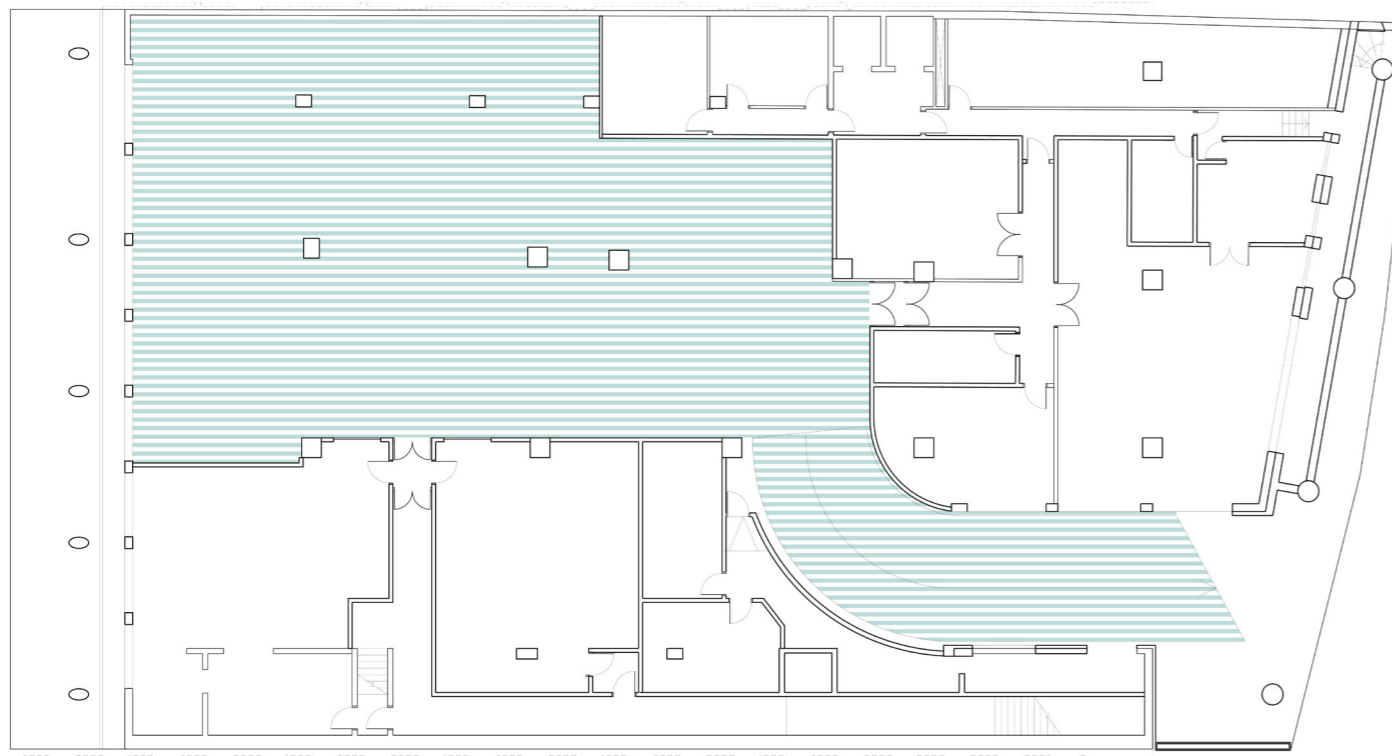
-  Regent's Canal
-  32 Jamestown Road
-  Site location
-  Bus Stop
-  Barclay's Cycle Hire Station
-  5 minutes walking distance from site

Site location plan [not to scale]

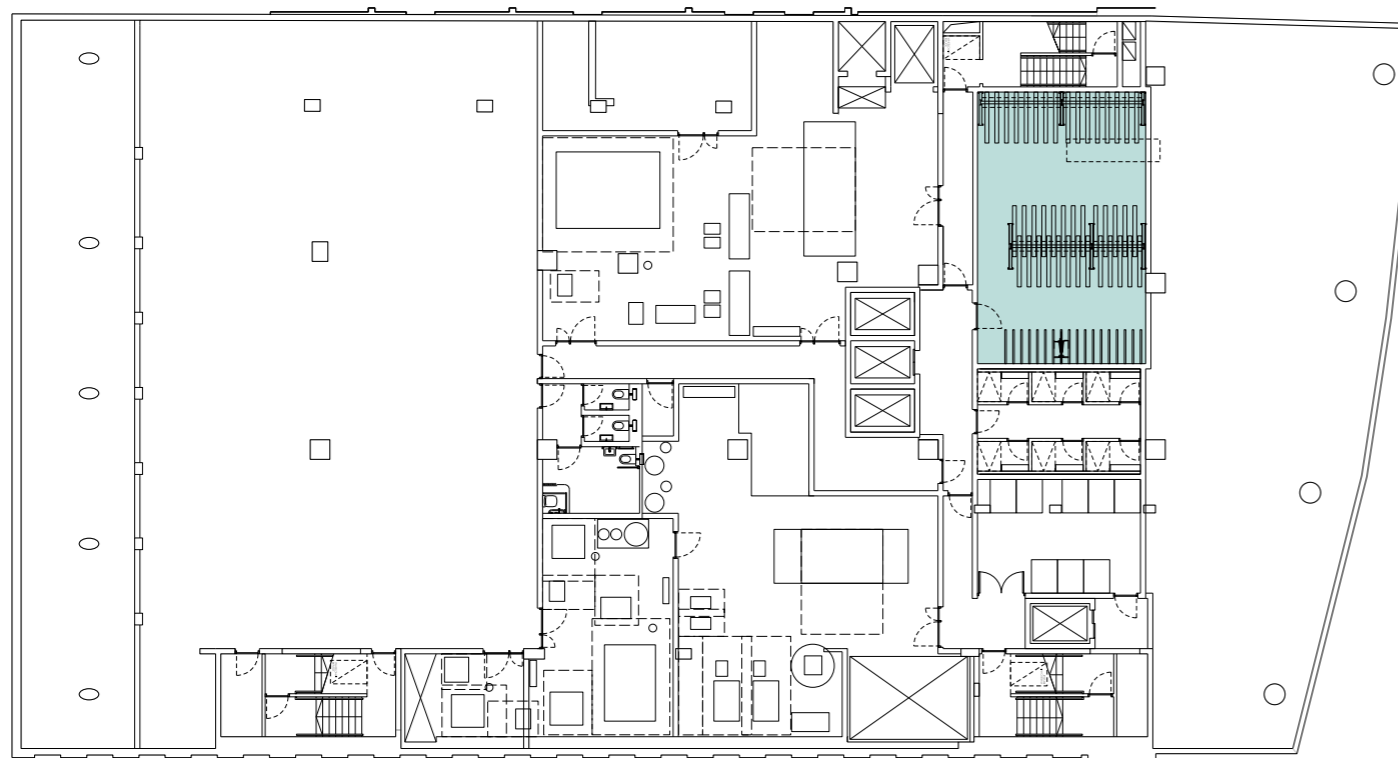
2.4 Transportation Assessment cont.

All existing car parking spaces are removed in the proposed development. Space for bicycle storage is provided in the proposed scheme. A minimum of 102 cycle spaces are provided for the offices in accordance with the London Plan.

10 showers are provided for cyclists inline with BCO guidelines providing 1 shower for every 10 cycle spaces.





Existing basement plan indicating existing car parking facilities



Proposed basement plan indicating cycle storage facilities

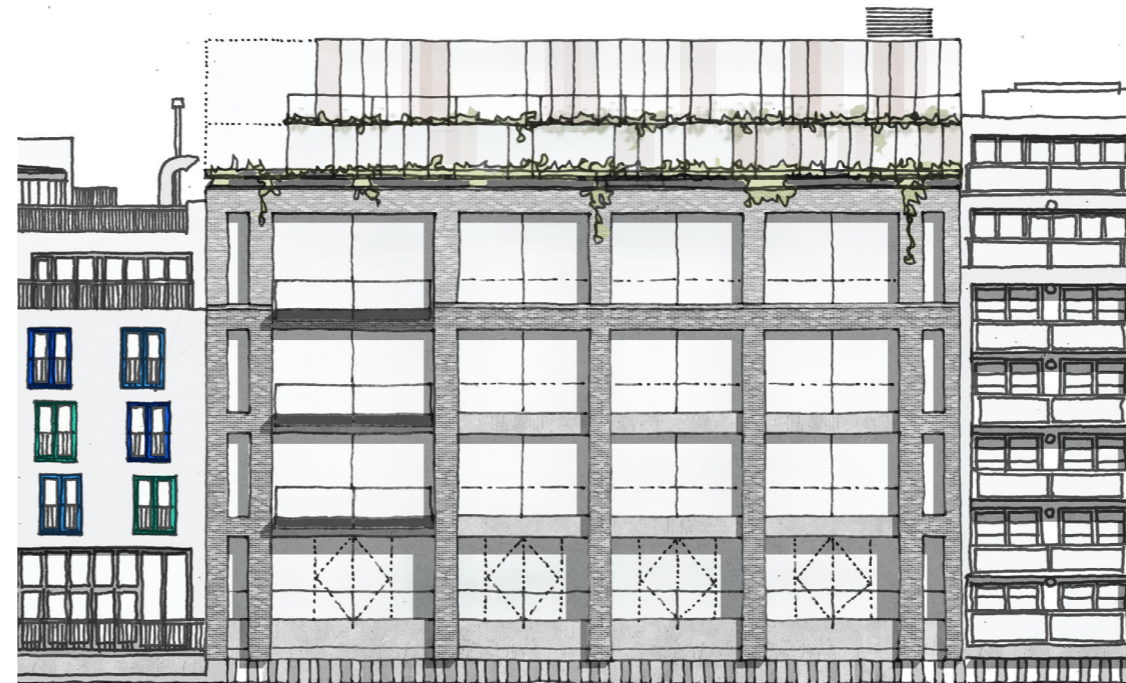
KEY

-  Office car parking spaces [existing]
-  Office cycle storage: 102 spaces min. [proposed]

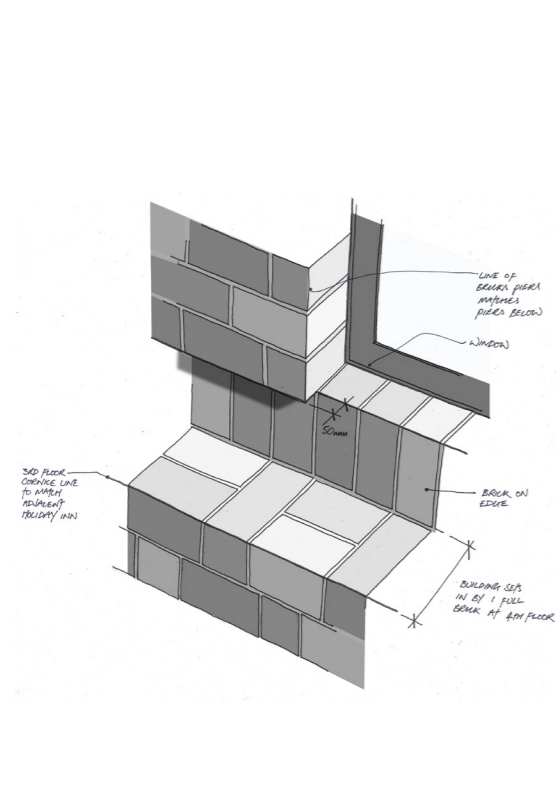
3.0 Consultation



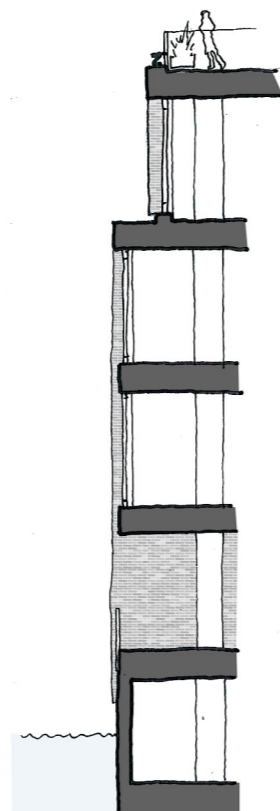
'Z' channel coping above brick for consultation on 09.07.13



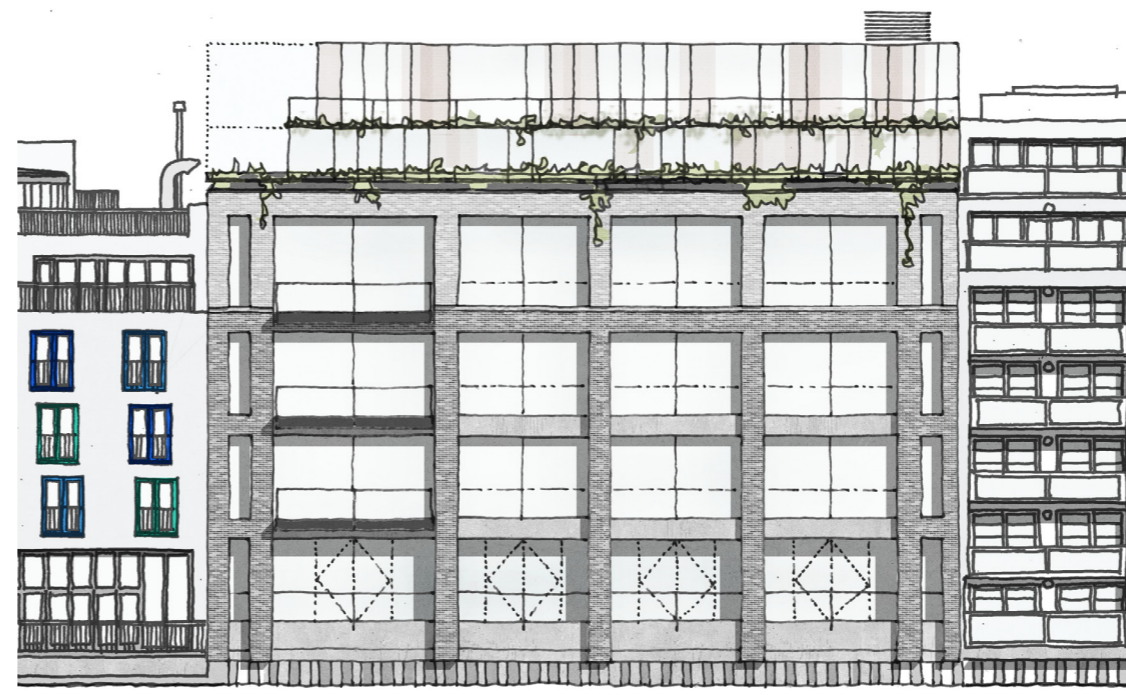
Small set back at third floor option for consultation on 16.07.13



Small set back detail for consultation on 16.07.13



500mm set back section for consultation on 19.07.13



500mm set back with paler brick at third floor for consultation on 19.07.13

3.1 Consultation Process

The bulk and massing of the previously consented scheme, which is adhered to in the proposals illustrated here, was agreed in consultation with the Regents Canal Conservation Area Advisory Committee.

During the pre-application design process we met with the Regent's Canal Conservation Area Advisory Committee and ward councillor Patricia Callaghan to discuss the proposed redevelopment of Bewlay House. Meetings also took place with development Control and Design Officers at Camden Borough Council.

A more extensive dialogue took place with the Regent's Canal Conservation Area Advisory Committee with regard to the proposed Regent's Canal elevation. This dialogue focused on a number of concerns which were as follows:

- Position of balconies on Regent's Canal elevation.
- Visual weight of brick cornice.
- Continuation of cornice line to neighbouring properties.

In order to address these concerns the following modifications were made to the design:

- All balconies were located in the wider structural bay adjacent to the neighbouring Holiday Inn hotel.
- A steel coping channel was incorporated at the head of the brickwork, reducing the depth of brickwork in this location and providing a more satisfactory capping to this element of the elevation.
- A step in the brickwork elevation was introduced at third floor level, lining through with the cornice of the adjacent Holiday Inn. The brickwork above this is set back by 500mm and will employ a lighter tone of brick.

As part of this current application we have written to the Regents Canal Conservation Area Advisory Committee to inform them that this new application has been submitted.