



WALSINGHAM PLANNING

SPECIALIST PLANNING & DEVELOPMENT CONSULTANTS

Bourne House, Cores End Road, Bourne End, Bucks SL8 5AR

T 01628 532244 F 01628 532255 E bourne.end@walsingplan.co.uk

www.walsinghamplanning.co.uk

**MARRIOTT REGENTS PARK
KING HENRY'S ROAD
LONDON NW3 3ST**

i) Alterations to steps, ramps and planters at main entrance, brille soleil and alterations to ground floor south and west façades, lighting to main enhance area, resurfacing entrance areas, additional secondary entrance doors, parasols (2 no.) to terrace, alterations to pedestrian entrance and louvres to plant room.

ii) 2 no. internally illuminated fascia sign, internally illuminated wall mounted menu box

PLANNING STATEMENT

NOVEMBER 2015

Issue	Date	Status	Issued by	Checked by
1	28/10/16	First draft	SB	
2		Second draft	SB	
3	2/11/15	Final draft	SB	

1.0 Introduction

- 1.1 The proposal comprises a combination of minor improvements and alterations to enable a re-branding of the hotel restaurant. In isolation any of the works (except the illuminated signs) might have been de-minimus and not required planning permission as they would individually have had no material impact on the external appearance of the building. The accumulation of the minor works might be regarded as material.
- 1.2 Marriott Hotels are highly responsible operators and this application is therefore made for the avoidance of doubt.
- 1.3 This application seeks both planning permission for the external works (the internal works do not require planning permission) and Advertisement Consent.
- 1.4 The application package comprises:-
- Completed application forms, Certificate B, CIL form
 - This Planning Statement
 - Design & Access statement by ICA
 - Plans AL(00)01, 02, 03, 200, 201, 202, 210, 211, 212, 213, 300, 301, 400 & 500; CMRP/FWP/001A;SK(00)0001; external light detail.
 - Carluccio LED sign detail
 - Carluccio menu case detail

[NB. Signage details shown on plans AL(00)01, 03, 211 & 212]

2.0 Site & Surroundings

- 2.1 The hotel is now a long established commercial use on the edge of the Swiss Cottage centre at the interface between larger and taller buildings in the centre (leisure, commercial, educational and residential flats) and smaller scale residential development to the east.
- 2.2 The hotel benefits from landscaped grounds and has both surface level and basement car parking areas.
- 2.3 Main entrance for pedestrians and vehicles is from King Henry Road.
- 2.4 The main hotel entrance is slightly elevated from the public highway and vehicular circulation area so that it is necessary to have some ramps and steps to ensure easy access for guests.
- 2.5 There is an outdoor seating terrace area on the north side of the hotel fronting toward Adelaide Road.
- 2.6 There is 2 and 3 storey housing beyond the hotel to the east.
- 2.7 The hotel is very well located for public transport with 6A PTAL rating with easy access to bus routes, the underground and over ground stations.

3.0 Proposal

- 3.1 It is proposed to refurbish and refresh the ground floor of the hotel including some revisions to the internal layout and the re-branding of the hotel restaurant as Carluccios.
- 3.2 The restaurant will continue to provide meals for guests in the hotel but will now be branded and have a separate entrance. The re-branding does not require planning permission as there is no change of use involved. It is very common practice for hotel restaurants to be open to both guests and passing trade, as is currently the case at the site. This practice will simply continue.
- 3.3 The re-branded restaurant includes an open “theatre” kitchen which will require some new plant; all of the plant is located internally within a new plant room. Accordingly, the plant does not require planning permission. For information, the accompanying plan CMRP/FWP/001A shows the plant room to contain electrostatic precipitators, carbon filters and noise attenuation equipment, i.e. a very high level of filtration and odour control.
- 3.4 The new plant room does require a new louvred panel which is proposed to be inserted within one of the distinctive ground floor curved topped sections currently partly glazed partly walled on the southern side of the building where it will be masked from view by existing landscaping and screening.





Location of proposed louvred panel to new plant room

- 3.5 The existing terrace area is proposed to have 2 no. large parasols installed, each 4.0m x 4.0m. The terrace is well located away from the closest housing with the northern wing of the hotel and existing landscaping providing screening.



Existing terrace, location for proposed new parasols

- 3.6 The secondary pedestrian entrance is to be widened and it is proposed to put the illuminated menu box at the entrance.



Existing pedestrian entrance to be adapted, existing wall to locate proposed menu box

- 3.7 The main and secondary entrance works on the southern side of the hotel seek to smarten and refurbish the existing which needs rejuvenating. New secondary entrances are proposed for the hair salon, managers office and refurbished Adelaide Suite and pre-function area. New glazed façade panels are proposed within some of the existing arch topped ground floor openings as part of the refurbishment to improve the internal environment. These changes also involve reconfigured steps and ramps and some alterations to the small planter boxes. There is a large planter accommodating some large trees and shrubs in between the vehicular entrance and exit points; as the trees and shrubs are all within this planter they are completely protected from the resurfacing works.



Location for proposed new hair salon and managers office doors



Location for new proposed steps to increase pedestrian area in front of the main entrance



Location for proposed new ground floor brille soleil and decorative treatment to Pre-function entrance



Location for new doors in Pre-function and Adelaide Suite

- 3.8 To reflect the re-branding of the restaurant 2 no. new individual letter internally illuminated sign are proposed for Carluccios above the restaurant windows (c. 3.0m x 6.52mm). A small (440mm x 895mm) internally illuminated menu box is proposed at the re-configured secondary pedestrian entrance.

4.0 PLANNING POLICY

NPPF

- 4.1 NPPF urges Councils to deal with sustainable economic development proposals in a positive and proactive manner with a presumption in favour of granting permission.

London Plan

- 4.2 The London Plan is strongly supportive of the hotel sector though strategic policy 4.5 it is aimed at new proposals rather than minor works at existing hotels such as the current proposal. Nonetheless, it is worthy of note that the application site is very well located in strategic terms on the edge of the Swiss Cottage centre and with an excellent choice of modes of transport and complies with policy 4.5 criteria.

Camden Core Strategy

- 4.3 The Core Strategy has no specifically relevant policy but includes strong support (para 8.28 and 8.29) for the hotel sector recognizing its importance to the Borough economy.

Camden Development Policies

- 4.4 Policy DP14 supports proposals for hotels and visitor accommodation in appropriate locations and seeks to protect existing appropriately located hotels.
- 4.5 Policy DP26 seeks to protect the amenity of neighbours to development proposals.
- 4.6 The site is outwith the Conservation Area and is close to the Swiss Cottage town centre boundary.

5.0 Assessment

General

- 5.1 The proposal is for a combination of individually small scale proposals but these are of great importance to the hotel and the desire to continue to provide top quality facilities for guests. Furthermore, timing of the works is of critical importance as the works impact on areas in constant use by guests. It is currently programmed to commence work on 11 January 2016.
- 5.2 The internal works and re-branding of the restaurant do not require planning permission or Advertisement Consent but the successful completion of those works is reliant upon the signage and external works covered by this application.

External works

- 5.3 The improvements around the main entrance to increase the pedestrianized area and make the Pre-function entrance more attractive together with the new lighting, doorways, ramps and brille soleil will only be properly appreciated from within the site and have no material impact on the operation or impact of the hotel in planning terms, albeit these are commercially important.
- 5.4 The hotel is seeking to modernize and refurbish and this should be encouraged. These works can give rise to no policy objection, indeed, support of the spirit of the policy is to encourage appropriately located hotels.
- 5.5 The re-branding of the restaurant and associated internal works do not require planning permission; it is only the external manifestations that require approval. The signage is relatively low key, in a sympathetic form with individual illuminated letters in secondary positions on the building and the dominant signage and identity of the site remains as the Marriott hotel. The new parasols are to enliven an existing, well placed, terrace area well away from nearby residential property and it is relevant to note that smaller, free standing parasols might be erected without the need for planning approval.

- 5.6 The new plant room is well located c. 40m from the nearest adjoining residential property, indeed the closest sensitive façade is the hotel itself with guest bedrooms directly above.
- 5.7 All of the plant is internal and does not require planning approval but the submitted plans show this to provide a very high level of filtration to prevent any possible odour problems for guests or neighbours. The plan also shows noise levels for the plant albeit that the equipment is wholly within the building and benefits from attenuation by the proposed louvre screen. These measures will ensure compliance with policy DP26.
- 5.8 Improvement of the food offer at the hotel helps to maintain its competitiveness and high standards of service. The restaurant remains ancillary to the hotel use, the signage is small scale and discrete. The plant room is well located and the parasols are erected on an existing well screened terrace. There are no policy reasons to resist these small scale works.
- 5.9 The site is located adjacent to but outwith the Heritage Asset of the Conservation Area. The proposals are very small scale in relation to the hotel and will have no material impact on the character, interest or amenity of th Conservation Area.
- 5.10 There are trees within the site, but none of these are affected by the proposals. In line with the guidance at para 193 of NPPF regarding the proportionality of information requirements for development proposals the applicants have not commissioned a tree report as no trees are affected.

6.0 Conclusions

- 6.1 The proposals are small-scale but very important to the hotel and its need to stay at the forefront of guest facilities. Continuing to provide attractive, top quality facilities is not only good for the hotel business, it is good for the Borough, good for the wider capital, good for local businesses that benefit from secondary spending by guests and good for hotel employees many of whom come from the local community.
- 6.2 The works comply with NPPF and local planning policy supporting an important existing economic enterprise that employs local people and contributing to the Borough economy.
- 6.3 The works are small scale and uncontroversial and planning approval should be granted.

**Stephen Brooker Dip T&CP MRTPI
Walsingham Planning
NOVEM
BER 2015**