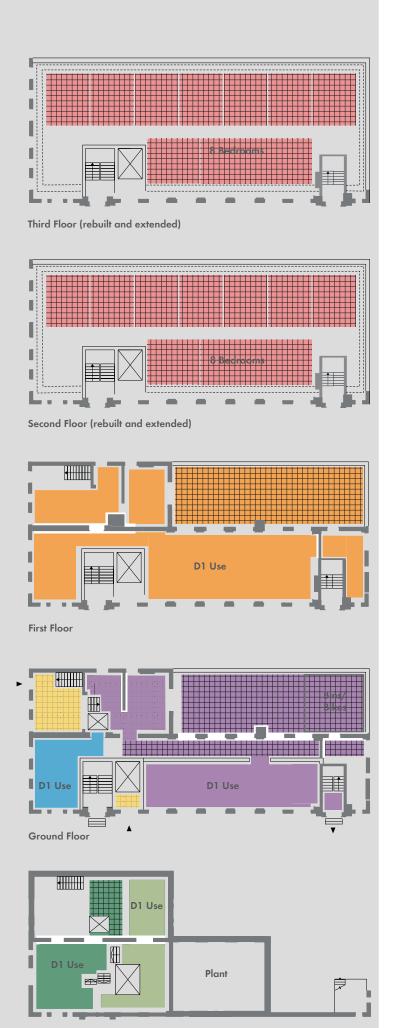


OPTION TWO





Lower Ground Floor

OPTION TWO – ADDITIONAL OPTION

In response to comments from Camden planning officers during the pre-application process, this represents the same work as Option 1, but with the addition of a four storey extension over the rear yard to extend the footprint of the existing building.

Brief description

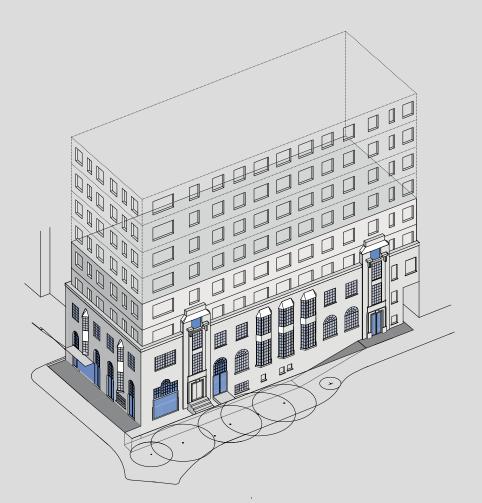
Broadly keep the existing building as it is today but provide level access to both the D1 space on lower floors and the student residential accommodation on upper floors. Generally refurbish the building and upgrade thermal performance of the existing fabric. Construct a four storey extension over the rear yard, integrated with the existing building at ground and first floors and enabling the second and third floors to be demolished and extended.

Works required

- Cut out and lower two sections of cast in situ concrete ground floor slab
- Extend floor plate to the rear from ground to 3rd floor.
- Construct new larger stair core and lift from lower ground to third floor
- Install new platform lift and new staircase between lower ground and first floor for D1 use
- Remove some internal walls
- Widen and drop the cill heights to ground of 3no openings. Block up 2no. openings and construct bridge across lightwell
- Replace balance of windows and bring external fabric up to modern specification and review and update building services
- Demolish the existing 2nd and 3rd floor and replace with two new floors with enlarged footprint

Resultant accommodation

- The finished building will be 4 storeys tall
- The D1 space in the building would reduce to 353 sqm NIA allowing for the mandatory internal bin and bicycle storage required for the increased number of student bedrooms.
- There would be 16 student bedrooms in the building



3D view of option two with necessary amount of enabling development to offset cost

OPTION TWO	
COST OF THE WORK	£4,479,300
D1 NIA	353 sqm
GAIN/LOSS D1	-27 sqm
STUDENT BEDROOMS	16
GAIN/LOSS BEDROOMS	+ 7
RENTAL VALUE	£242,000 pa
GAIN/LOSS RENTAL VALUE	+ £71,400 pa
CAPITAL VALUE	£3,068,000
CAPITAL VALUE TO COST	- £1,412,300
CAPITAL VALUE PER FLOOR	£350,750
NO. EXTRA FLOORS REQUIRED	+ 4 floors

Summary of the financial viability analysis for Option Two

OPTION TWO - ADDITIONAL OPTION

Does this option provide usable spaces?

No. These interventions would reduce the D1 floor space and not provide any improvement in quality of the accommodation. The blocking up of windows and external door at lower ground floor will reduce the natural light to unacceptable levels and likely contravene fire regulations regarding means of escape.

Does this option retain the façade unaltered?

No. These interventions would require the removal of a large arched window onto Phoenix Road, opening up the facade to install a new street level entrance via a bridge across the lightwell, and blocking up of the window and door below. Plus the removal and blocking up of two street level windows onto Chalton Street, removal and extension of two arched windows and opening the facade to install a new street level entrance.

Construction of a new four storey extension over the rear yard, would result in the loss of all windows to the rear elevation and loss of the second and third floor facades in entirety.

Is this option viable?

No. Assuming the existing building could cope with such significant structural alterations, the substantial costs involved in cutting out two sections of the reinforced cast in-situ concrete floor slab, their reconstruction at street level, corresponding lowering of window sill heights, removal of internal structural walls, installation of two passenger lifts and four staircases, together with the myriad of environmental upgrades required to meet modern building regulations are exacerbated by a significant reduction in the net lettable area within the building.

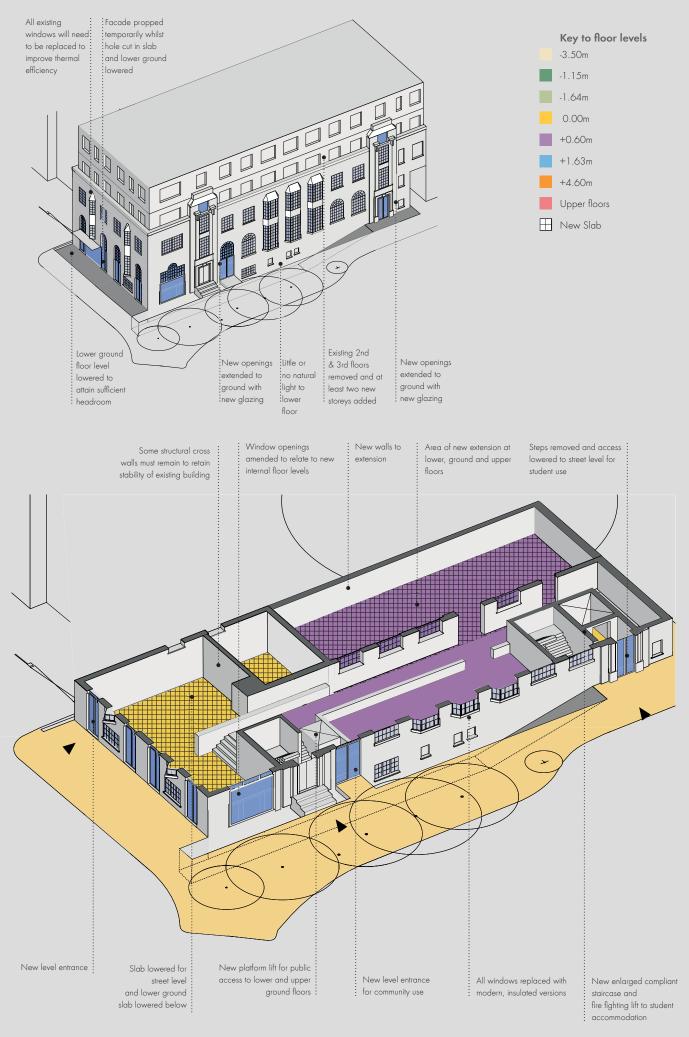
Whilst the floor plate would be extended over the rear yard, any additional area created at ground floor would be offset by the mandatory requirement to provide internal bicycle and bin storage, resulting in a reduction of the D1 accommodation to 353 sqm NIA.

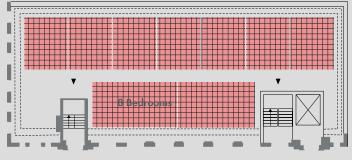
Conclusion

This option is difficult to undertake structurally and correspondingly extremely expensive requiring an unsustainable level of enabling works on the floors above, which the existing structure could not support, and planning policy could not condone.

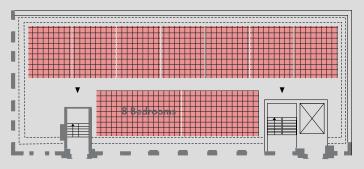
The work would result in a significant reduction of the amount of D1 floor area which would still be awkward to access, relying on lifts and stairs, and provide little or no improvement in quality with some areas having very poor standards of natural light.

It is clear that such and option would be wholly unviable in both economic and planning terms. The existing façade would be need to be substantially altered so as to certainly warrant the building's removal from the local list and there would be no advantage to the local community.





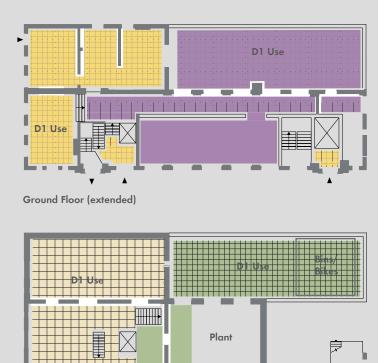
Third Floor (rebuilt and extended)



Second Floor (rebuilt and extended)



First Floor (extended)



Lower Ground Floor (extended)

PHOENIX ROAD Design and Access Statement October 2015

OPTION THREE – EXTENSION & REFURBISHMENT

Install level access with lifts at all entrance locations and increase the footprint of the existing building with the addition of a five storey extension in the rear yard.

Brief description

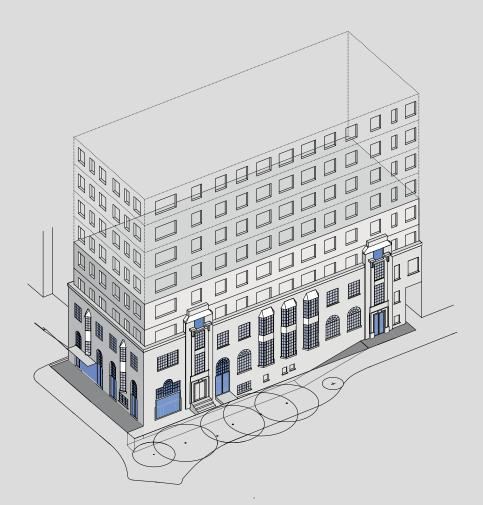
Broadly keep the existing building as it is today with the addition of a five storey extension over the rear yard, enabling the second and third storeys to be demolished and extended, and a lowered area of the ground floor to create active frontage onto the street. In addition to option two, this option proposes to excavate and extend the basement footprint to provide more D1 at lower ground and allow the first floor to switch to student accommodation.

Works required

- Cut out and lower a large section of cast in situ concrete ground floor slab
- Construct new larger stair core and lift from lower ground to third floor
- Install new platform lift and new staircase between lower ground and first floor for D1 use
- Excavate further and lower the existing basement slab to achieve floor to ceiling height. Extend basement to south west corner
- Build new concrete floor slab for extension over 4 floors in south west corner
- Widen and drop the cill heights to ground of 6no openings. Install 4no. door sets. Block up 2no. openings and construct bridge across lightwell
- Replace balance of windows and bring external fabric up to modern specification
- Review and update building services
- Demolish the existing 2nd and 3rd floor and replace with two new floors with enlarged footprint

Resultant accommodation

- The finished building will be 4 storeys tall
- Despite the increased footprint, the D1 space in the building would reduce to 315 sqm NIA due to the mandatory provision of an internal Bin and Bicycle store required for the increased number of student bedrooms.
- There would be 24 student bedrooms in the building



3D view of Option Three with necessary amount of enabling development to offset cost

OPTION THREE	
COST OF THE WORK	£5,407,000
D1 NIA	315 sqm
GAIN/LOSS D1	- 65 sqm
STUDENT BEDROOMS	24
GAIN/LOSS BEDROOMS	+ 15
RENTAL VALUE	£314,600 pa
GAIN/LOSS RENTAL VALUE	+ £144,000 pa
CAPITAL VALUE	£3,985,000
CAPITAL VALUE TO COST	- £1,422,000
CAPITAL VALUE PER FLOOR	£350,750
NO. EXTRA FLOORS REQUIRED	+ 4 floors

Summary of the financial viability analysis for Option Three

OPTION THREE – ADAPTATION AND EXTENSION

Does this option provide usable spaces?

No. These interventions would reduce the D1 floor space and not provide any improvement in quality of the accommodation. The blocking up of windows and external door at lower ground floor will reduce the natural light to unacceptable levels and likely contravene fire regulations regarding means of escape.

Does this option retain the façade unaltered?

No. These interventions would require the removal of a large arched window onto Phoenix Road, opening up the facade to install a new street level entrance via a bridge across the lightwell, removal and blocking of a large window at street level, adjacent to the corner with Chalton Street, and blocking up of the window and door below. The Chalton Street facade would be more dramatically altered by the removal and bricking up of all four street level windows, removal and extension of all four arched windows and opening the facade to install a new street level entrance. Construction of a new four storey extension over the rear yard, would result in the loss of all windows to the rear elevation and loss of the second and third floor facades in entirety.

To ensure that the thermal performance is upgraded, the balance of the remaining windows on all facades would need to be replaced with heavier framed equivalents to meet modern environmental standards.

Is this option viable?

No. Assuming the existing building could cope with such significant structural alterations, the structural complications of cutting out multiple sections of the reinforced cast insitu concrete floor slab, removal of internal structural walls, support of the existing structure, and their reconstruction at revised levels is significantly more challenging than Option 1 with a corresponding substantial increase in cost.

Further exacerbated by the additional costs of lowering an increased number of window sill and door frames, installation of two passenger lifts and four staircases, together with the myriad of environmental upgrades required to meet modern building regulations.

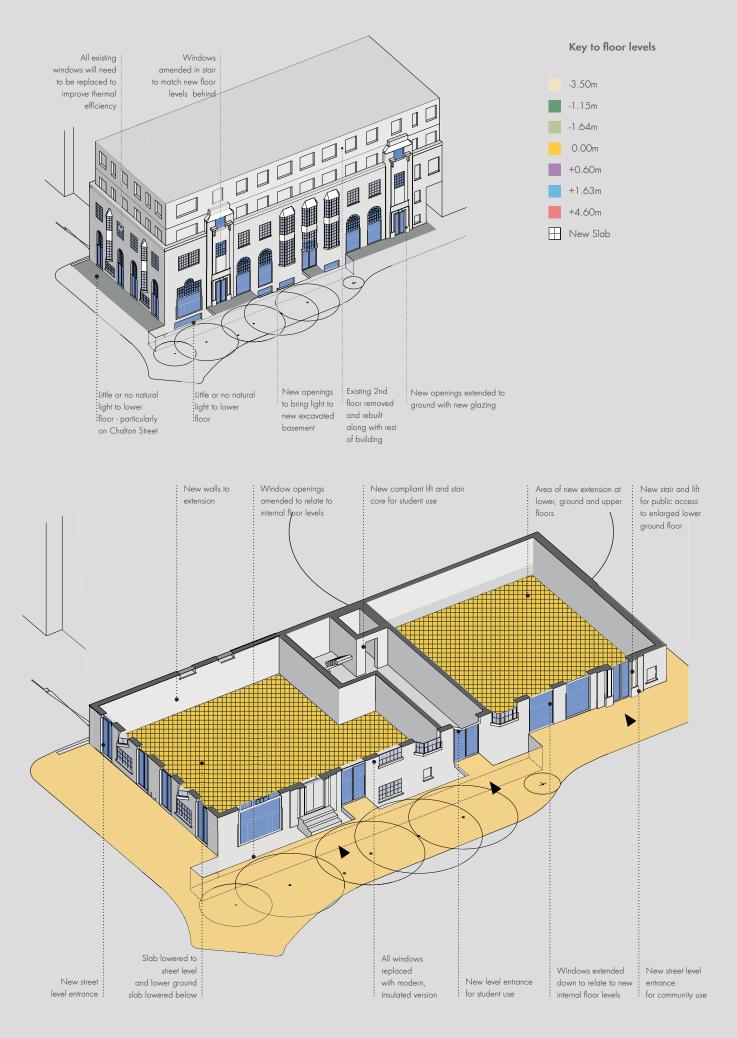
Whilst the floor plate would be extended over the rear yard, any additional area created at ground floor would be offset by the mandatory requirement to provide internal bicycle and bin storage, resulting in a reduction of the D1 accommodation to 315 sqm NIA.

Conclusion

This option is difficult to undertake structurally and correspondingly extremely expensive requiring an unsustainable level of enabling works on the floors above, which the existing structure could not support, and planning policy could not condone.

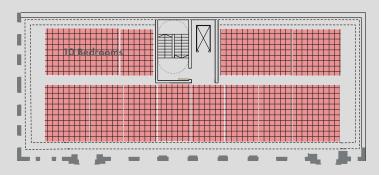
The work would result in a reduction in the amount of D1 floor area which would still be awkward to access, relying on lifts and stairs, and provide little or no improvement in quality with some areas having very poor standards of natural light.

It is clear that such and option would be wholly unviable in both economic and planning terms. The existing façade would be need to be substantially altered so as to certainly warrant the building's removal from the local list and there would be no advantage to the local community.

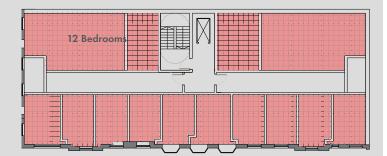


OPTION FOUR

Third Floor

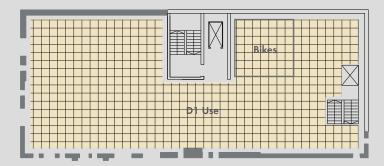


Second Floor



First Floor





Lower Ground Floor

OPTION FOUR – FACADE RETENTION & NEW BUILD

This option, very simplistically, involves the retention of the ground and first floor facades to Phoenix Road and Chalton street only. The rest of the existing building is demolished and excavation occurs beneath and behind the suspended facades. A completely new building is constructed and joined to the original facades.

Brief description

Demolish the building but retain the ground and first floor facade onto Chalton Street and Phoenix Road. Excavate to deepen and extend the basement. Build a new four storey building with the ground floor slab at street level to provide level access.

Works required

- Demolish the existing building whilst supporting and retaining two storeys of facade onto Phoenix Road and Chalton Street
- Excavate the basement and construct a new 4 storey building across the whole site
- Install new lift and stair core from basement to third
- Widen and drop the cill heights to ground of 10no openings within the retained facade. Lift the cill of the central oriel window
- Install 4no. door sets. Block up 2no. openings and infill the lightwell
- Replace balance of windows and bring external fabric up to modern specification
- Review and update building services

Resultant accommodation

- The finished building will be 4 storeys tall
- The D1 space in the building would total 404sqm NIA
- There would be 32 student bedrooms in the building

PHOENIX ROAD Design and Access Statement October 2015



3D view of Option Four with necessary amount of enabling development to offset cost

OPTION FOUR	
COST OF THE WORK	£7,716,000
D1 NIA	404 sqm
GAIN/LOSS D1	+ 24 sqm
STUDENT BEDROOMS	32
GAIN/LOSS BEDROOMS	+ 23
RENTAL VALUE	£443,600 pa
GAIN/LOSS RENTAL VALUE	+ £273,000 pa
CAPITAL VALUE	£5,619,000
CAPITAL VALUE TO COST	- £2,097,000
CAPITAL VALUE PER FLOOR	£350,750
NO. EXTRA FLOORS REQUIRED	+ 6 floors

Summary of the financial viability analysis for Option Four

OPTION FOUR – FACADE RETENTION & NEW BUILD

Does this option provide useable spaces?

Yes. But the quality, flexibility and value of the newly created internal floor spaces would be hampered by the configuration of the retained facades and the natural light levels at lower ground floor severely compromised.

Does this option retain the façade unaltered?

No. Despite the ideal of retaining the existing facades, the reality is that both will still have to be substantially altered to enable street level access and align window and door apertures with new internal floor levels.

Some windows would need to be replaced with doorways to satisfy planning and building regulation requirements and the lightwell bridged and/or filled to suit the new entrances.

Additionally, the whole process of façade retention is fraught with the high risk of damage/cracks to the brickwork with, as a minimum, through holes required for fixing to the temporary steel support needing to be patched, creating inevitable unsightly scars.

Again, the balance of the remaining windows on all facades would need to be replaced with heavier framed equivalents to meet modern environmental standards.

To Phoenix Road, both existing entrances would have to be removed and lowered to street level and windows above blocked up to match the revised internal floor level. All four arched windows removed and their sills lowered to street level and the centre of the three oriel windows shortened to allow the creation of a new street level entrance beneath. The large window at ground floor adjacent to the corner of Chalton street would need to be removed and it's sill lowered. At lower ground floor, three windows would need lowering to match the floor level change and the doorway blocked beneath the bridges built across the light well.

To Chalton Street, the light well would need to be filled at the loss of all four street level windows and all four arched windows replaced with doors and the openings extended down to street level.

Is this option viable?

No. The technical complexity, expense and risk associated with supporting and suspending the small sections of facade is far outweighed by their limited heritage value. Incorporation of two storeys of the

original facade into a new five storey building, with different floor levels and window apertures, would impose constraints on design and internal layouts so as to adversely affect the streetscape, prevent any community benefit being had from widening Clarendon Grove and reduce the efficient use of available accommodation.

Modifications to the retained facade to enable street level access into the new building, together with upgrade of the windows, would be so great as to remove what little remaining heritage value was being sought to be retained and the resultant building would certainly be removed from the Local List. Wholly defeating the intended purpose of the exercise.

Conclusion

The cost, risk and complexity of façade retention is ordinarily reserved for the most historic of listed buildings within a designated heritage category or conservation area. This is not a designated heritage asset, it is not statutorily listed for its architectural or historical importance, is not unique, nor in a conservation area.

The great many alterations, additions and accretions suffered by the building during its life have harmed the integrity of the original design and continue to detract from the street scene as a whole.

The enormous added complexity would result in a substantial increase in cost over that of Option 3 and although the resultant lower floors would be of greater quality and size, their restricted flexibility and natural light, would be of less benefit and value.

Beyond that of Options 2&3, the extent of upper floor enabling work necessary to offset the further increased cost would be wholly unsustainable in every respect in terms of planning, streetscape and local acceptability.

This option is wholly disproportionate in terms of cost and complexity given the limited aesthetic heritage value of this non-designated heritage asset. Especially in circumstances where only a small percentage of the façade would be retained and even that would have to be extensively altered to allow for street level access and modern fenestration.

Retaining the existing façade would prevent the potential for widening the Clarendon Grove underpass, to greatly improve public safety. The necessary changes to enable street level access, would alone undoubtedly result in the building being removed from the local list of non-designated heritage assets.



6.4 THE CASE FOR A REPLACEMENT BUILDING

Conclusion

An extensive study into the feasibility and viability of retaining and adapting the building has been undertaken. It has been found that it may be technically possible to alter the existing building to improve accessibility notwithstanding the uncertainty of removing structural internal walls and the adverse impact to the heritage elements of the building.

Moreover, any such investment would have to be commercially viable and unless the poor quality accommodation could be improved to increase its value, even the minimum investment could not be justified. The feasibility study therefore set a number of objectives to be met, including: providing street level and internal level access, rationalizing a myriad of small rooms and narrow corridors, improving thermal performance to walls and glazing, and identifying opportunities for creating additional floor area to offset the costs.

The constraints are significant. As it is not a Listed Building normal Building Regulations would apply, with no opportunity to seek any dispensations. Furthermore any internal remodelling of the building should not result in the loss of D1 floor space. Only two storeys of the north and east facade would remain in a facade retention scheme and this would make it hard to reconcile the proportional relationship between the existing building and any new extension. The existing brickwork would not be able to support additional storeys and new structure would need to be introduced on the inside of the existing facade, taking out more usable space within the building and creating deep reveals impacting on daylight inside and legibility from outside.

The study started by looking at options which kept as much of the building as possible without extension and it was quickly realised that achieving level access to each of the existing levels would take up too much floor space and would not be viable from a cost perspective as it would result in a reduction of lettable area and create compromised spaces.

The study then considered options involving enabling development required to balance the financial viability of the changes. It was found that the enabling development required would be overbearing on the existing building. The analysis undertaken demonstrates that retention of the building facades is not viable due to the high additional development costs, programme extension and construction complexity that would be required balanced against the limited enabling development achievable in offsetting these. It is also concluded that alterations to the retained facades, to support level access, rationalise windows with floor levels and provide thermally efficient windows and walls, in addition to the visual impact of masonry repairs likely to be needed following construction works would be so significant as to compromise the quality of the facades as seen today and therefore jeopardise the local listing characteristics.

It has also been demonstrated that, even if the viability position were to change, there is no prospect of upgrading the building without sacrificing much of the remaining original fabric. The building is not listed and not located within a conservation area. There is a very clear analysis to demonstrate that the building has limited heritage value. NPPF Policy 135 requires a balanced judgement having regard to, in this instance, the loss of the building and its significance as a heritage asset.

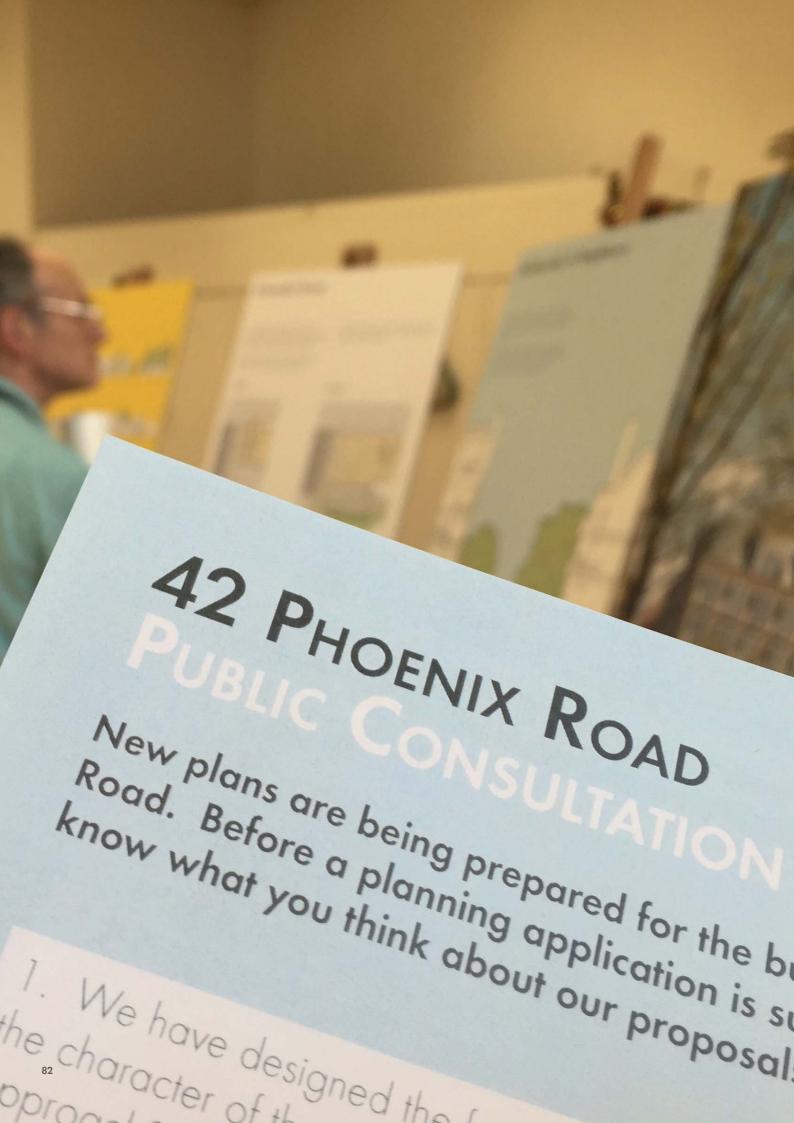
The Findlay Estate Company's development initiative is as a result of the existing building proving increasingly hard to economically maintain, repair and occupy and a realization that the building is no longer fit for its intended purpose.

The work completed here has demonstrated that the options for adapting and modernising the existing building to meet modern standards of access, environmental efficiency, quality and architectural design, within the parameters set by significant site constraints, are unsustainable in terms of cost and planning policy and provide little or no opportunity to benefit the street scene or local community as a whole.

In addition, even if the work were sustainable in all other respects, such alterations as required for a level access alone, would jeopardise the local listing characteristics and warrant the building's removal from the local list of non-designated heritage assets.

The conclusion must be drawn that it is not possible to reuse the existing building in a viable way without removing or severely compromising its limited heritage value.

On balance, we consider that it is far better that the heritage value, if it be lost, is offset by the significant economic, social, environmental and architectural benefits of creating a high quality replacement building which will enhance the streetscape and contribute positively to the character of Somers Town.



6.5 PUBLIC CONSULTATION

Phoenix Road community consultation exhibition held on Monday 11 May 2015.

Introduction

The project team has undertaken consultation with local residents as part of the development of the scheme prior to submitting this planning application.

The central focus for this consultation was a staffed public exhibition held from 5.30pm to 8.30pm on Monday 11 May at the Somers Town Community Centre, 150 Ossulston Street. The event was advertised through a leaflet drop to local residents in surrounding streets and distribution of leaflets in the Chalton Street Market on two mornings.

The team also made direct contact with a number of key stakeholders. These included local councillors and also officers with relevant areas of responsibility including Michelle Buckberry, the Community Intervention Officer; Jane Denbo, the Placeshaping officer; and Donna Turnbull representing Voluntary Action Camden. Although Donna was unable to attend Michael Parkes did attend on behalf of the Somers Town Neighbourhood Forum.

Representatives from the tenants and residents associations of Oakshott Court, Ossulston Estate, Chalton House, Walker House and Origin Housing were also personally contacted to invite them to attend and to help promote the event to local residents.

The exhibition

The consultation exhibition took the form of a series of display boards which clearly set out the location and context for the project, the process that the team had been through to develop the scheme and the draft plans which had been prepared prior to consultation. In particular, the display outlined the nature of the site in the wider context, including the proposals for the redevelopment of the Maria Fidelis School on the adjoining site and the increasing importance of Phoenix Road as a connecting pedestrian route between King's Cross St Pancras and Euston.

The boards also presented an explanation of the work undertaken by the team to explore potential re-use or remodelling of the existing building, recognising its character within the local area. The boards then also included a set of plans and illustrations showing the proposed design for the building, with several artists illustrations and a high quality computer visualisation to present the proposals in an accessible way.

The display panels were supported by a scale model of the immediate area with a removable section which allowed people to see the existing building and the proposed scheme in context, relative to the scale of the surrounding buildings.

Attendance and feedback

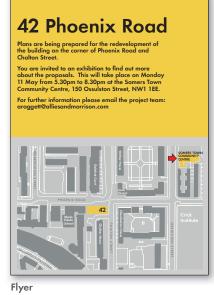
Over the course of the three hour exhibition approximately 50 members of the public attended the exhibition, with most spending a considerable time to talk with members of the project team. Those attending the meeting included a number of representatives from and chair's of the local Tenants and Residents Associations.

From the conversations on the evening the team noted the following general comments:

- The proposed design was generally welcomed, and people appreciated the approach that had been taken to the scale and massing of the scheme.
- A new building which is fully accessible would be welcomed and people understood that the existing building would be extremely difficult to modernise to provide full access.
- The proposals to improve environmental quality and safety on Clarendon Grove were very well received.
- There were concerns expressed about the impact of the construction process, particularly given the wider area context of major change.
- The open, glazed nature of the ground floor was welcomed by some but other commented that it may be too commercial within the Somers Town context.
- The possibility of a potential cafe was generally supported, although some visitors did object to cafes in principle. Suggestions were made that the cafe could be run as a community enterprise.
- The provision of modern accessible D1 space was welcomed.
- There were comments that the benefits gained by the improvements to access and safety outweighed the loss of the existing building.
- The fact that a community consultation had been held was well received.



Flyer distribution



42 PHOENIX ROAD

New plans are being prepared for the building at 42 Phoenix Road. Before a planning application is submitted we would like to know what you think about our proposals.

We have designed the form and scale of the building to reflect the character of the surrounding area. What do you think about this approach?



Questionnaire

In addition to the comments noted through informal discussions the team also provided a consultation questionnaire with four simple questions. Six completed forms were returned with the following responses:

Q1: We have designed the form and scale of the building to reflect the character of the surrounding area. What do you think about this approach?

— "The building proposed for 42 Phoenix Road is in keeping with the buildings in the area."

— "With St Pancras Station and the new research centre building this design blends very well in bringing Camden more into a cosmopolitan centre."

 "The design currently looks like you're in main street with office blocks. It has no community feel.
Less glass on street level needs to be used."

— "Don't want full length glass. Students need privacy. More solid panels at street level."

— "I am happy with this approach. I live opposite in Oakshott Court."

— "Sensible and considerate."

Q2: We have designed the building to provide uses at street level which will improve activity and safety, particularly overlooking Clarendon Grove. What do you think about this approach?

— "OK."

— "Clarendon Grove desperately needs a re-vamp. Security, lighting etc. This will be welcomed."

 "Very good, as human activity will bring a lot more community to the place."

— "I really like the opening up of Clarendon Grove. Improved safety is much needed here."

— "I think this would increase levels of use by making it feel more spacious and light and less intimidating to enter."

— "The building design looked good but the full length windows, although provide light do not provide privacy if working at a desk. I note blinds are provided but frosting or such on the lower part of the window would be better."

Q3: We have designed an accessible building and propose to retain the existing mix of uses at street level. What do you think about this approach?

— "As long as the cafe is cheap and cheerful and can be used to hold community meetings at reasonable cost."

— "Same as no 2 [Very good, as human activity will bring a lot more community to the place]."

— "I really like the cafe proposal."

— "A community run cafe would be a particularly good idea, but, just having it open at street level, with big windows will open up the street and make it more friendly."

Q4: Please use this space for any other comments about our proposals:

— "I think there should be a community roof garden which has a lift surrounded by stairs."

--- "Why are we not building genuine affordable/key user housing instead of student accommodation?"

— "As long as the plans are initially the same as seem (11/05/2015) and hope there will be no other extensions upwards. Keep to the height of Clarendon House and not the Crick."

— "All the development in this area of London have been bringing Camden into the 22nd (sic) Century in which this can only make this particular place more popular and prosperous with uses that will allow a new generation to take an interest in their environment."

— "I like the idea of the cafe and propose it be a notfor-profit community cafe where local teenagers and students can train with view to running the cafe. Also I would like to suggest Health and leisure facilities i.e. sauna and jacuzzi facilities in the basement."

- "Curved edges on the windows would look nicer."

It should be noted that not every box was completed on the returned questionnaires.















Follow-up

After the public consultation the team has followed up contacts which were made at the event to continue to discuss the scheme.

The team were invited to present the proposals at the Neighbourhood Forum meeting at the STCC on the 16th June. A&M presented the scheme to the 20 members present. Unfortunately there was limited time for comment but some observations were submitted through feedback forms following this meeting.

The applicant was invited back to discuss the scheme further with the Somers Town planning forum on the 13th July. This occasion included a tour of the existing building and all bar one of the panel were fully supportive of the proposal.

The feedback received at these consultation events has informed the evolution of the scheme and the design team has made the following changes in response to the comments made:

Several people commented that the projecting windows into the student bedrooms might not offer enough privacy from people looking in from the street.

This could be dealt with by the application of a translucent film or frosting to the underside of the desk to improve privacy. We are also reviewing the possibility of designing privacy into the desk furniture.

Some commented that the ground floor had too much glazing and the entrance looked more like a corporate one than one specific to its Somers Town location.

We have reviewed the design of the front entrance since and made two specific entrances, one for the students and one for D1 use. We have also introduced a solid panel at ground level to reduce the amount of glass at street level.