

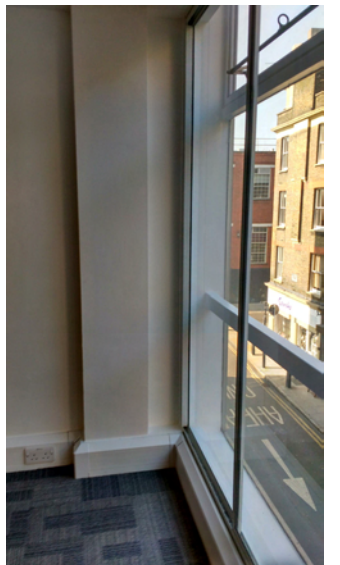
3.0 Existing Internal Views



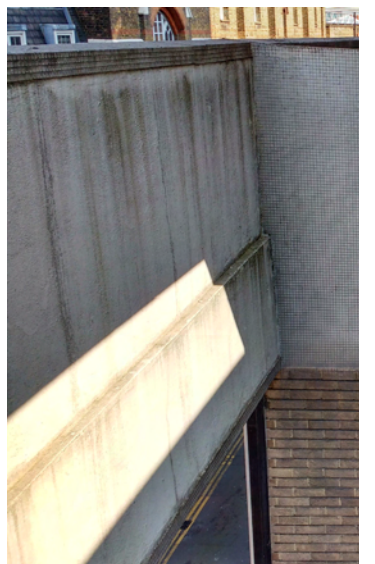
2.7 Zone 'A' internal view



2.8 Zone 'B' internal view



2.9 Zone 'C' internal view



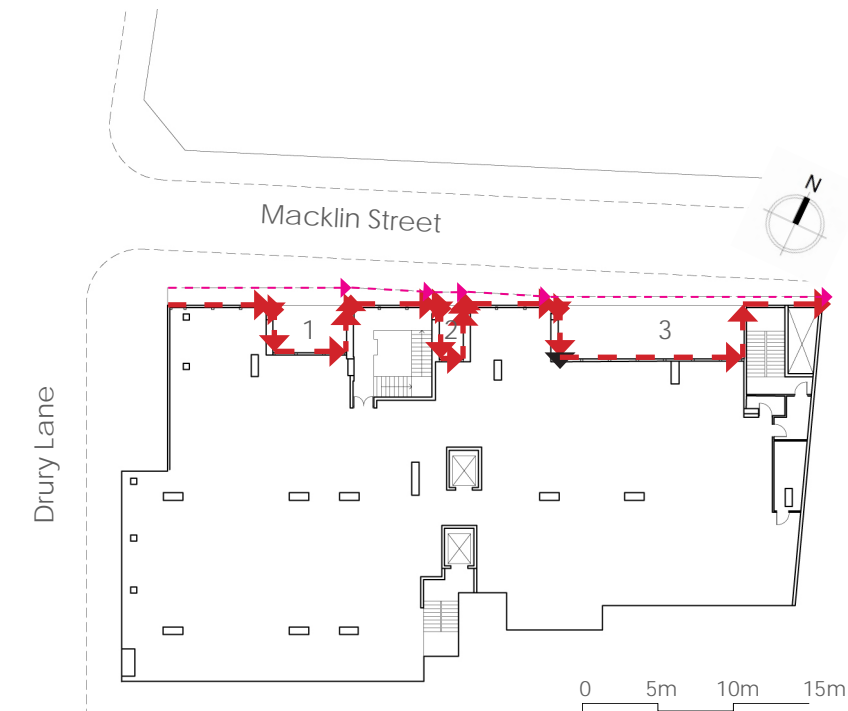
2.10 Existing voids

4.0 Site Analysis

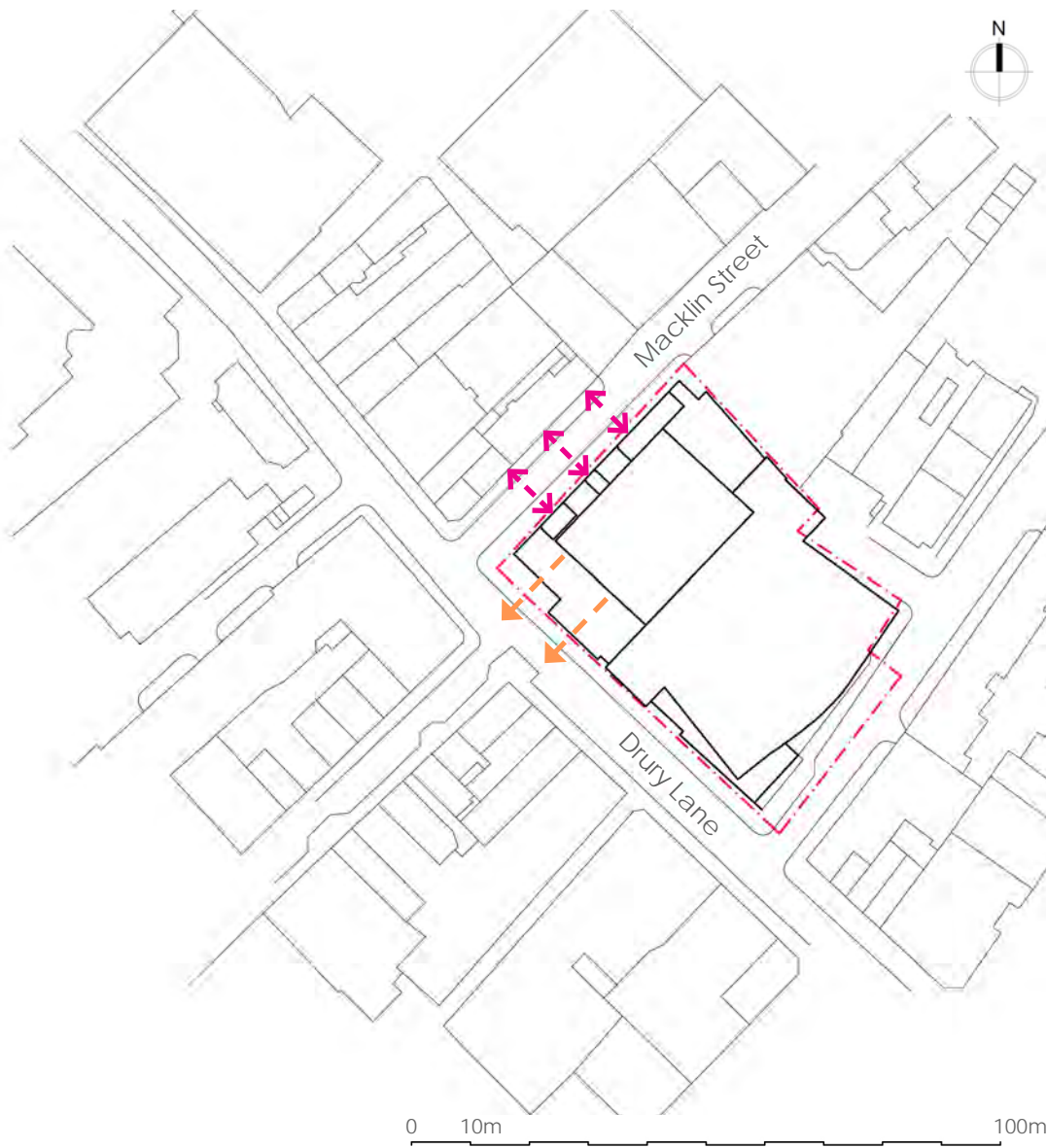
The adjacent diagrams describe the existing relationship of the voids to the boundary and the relationship with the buildings opposite.

The facade of the residential buildings opposite are approximately 9 m away from the existing facade on Macklin Street. This proximity is not unusual in high density cities and their differing time usage demands means that privacy issues are easily managed

The Macklin Street facade is set back from the boundary, and this set back ranges from 600 mm at the northern end of Macklin Street to 1170 mm at the southern end.



3.1 Design Analysis diagram | 1:500



3.2 Design Analysis Diagram | 1:1250

- -> Site Boundary
- <- -> Distance from neighbouring buildings to application site (8.8-9.8m)
- -> Existing views from tower
- -> Proposed projection

- Void 1 -**
up to 600 mm projection to boundary
- Void 2 -**
up to 880 mm extension to boundary
- Void 3 -**
up to 1170 mm extension to boundary

5.0 Design Proposals and Layout

Design Proposals

The three voids on the Macklin Street facade are proposed to be in-filled and it is proposed to project these bays out by 600 mm beyond the current facade. This would offer an increase of approximately 160 sqm of B1 floor space which would be integrated into the existing office space.

There would be no changes to the existing access arrangements.

The glazing proposed for the projecting bays is a curtain wall aluminium stick system with approximately 50 mm sight lines for the fixed elements and approximately 75 mm sight lines for the opening elements. A proportion of the windows 850 mm above slab level are proposed to be outward opening, as the current arrangements in the existing building. The opening and fixed elements are shown in more detail in the elevation drawings accompanying this documents.

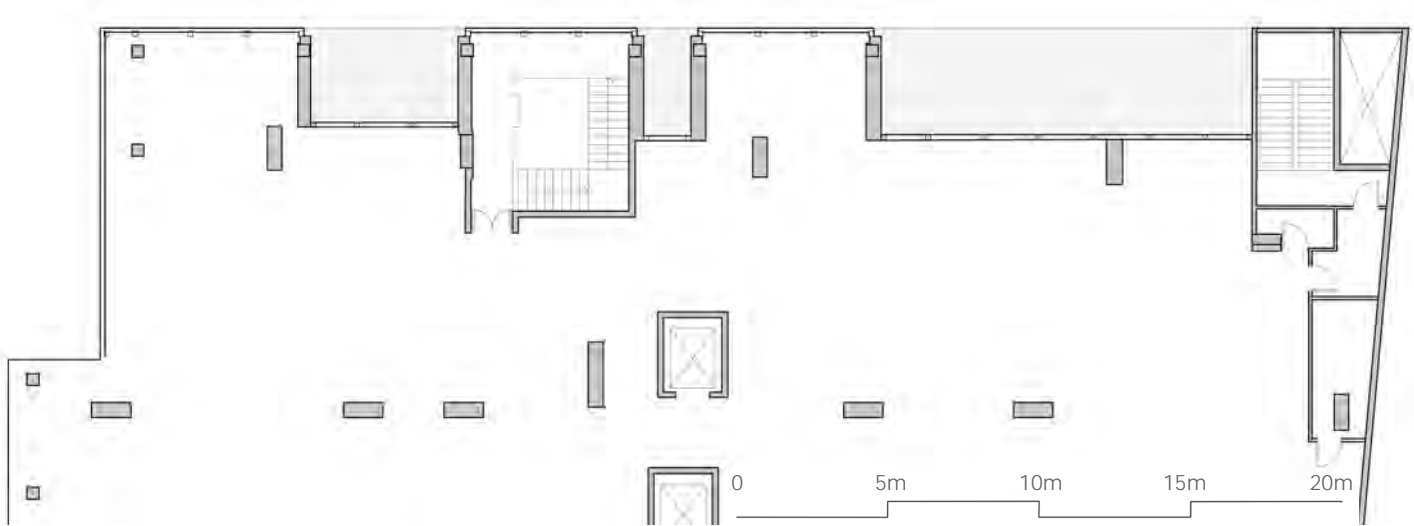
The glazing is proposed to be clear to match the existing glazing. It is not anticipated that there will be any issues with overlooking and privacy as the residential uses opposite have different usage time to the commercial and any overlaps in this can be managed by the residential occupiers as is currently the case. The use of clear glass will also maximise light into the commercial space which will enhance the useability and be beneficial to the occupants.

The projecting bays are proposed to have a solid outer perimeter of primary yellow and grey. The outer box is proposed to be clad in with sheets of high pressure laminate using a proprietary secret fix system.

This is a contemporary design solution for the projecting bays which would be a robust and low maintenance solution, and would enhance the street frontage of the buildings.

Roof lights are proposed at high level to maximise light into the commercial space. The surrounding parapets are maintained to prevent residents accessing the rooflights.

A 3D model of the building has been built to assist with the design development of the proposals and rendered views of the proposals are shown on the following pages which describe proposals.



5.1 Existing second floor plan | 1:250



5.2 Proposed second floor plan | 1:250

6.0 PLANNING STATEMENT

Planning Policy Context and Planning Discussion

Development Plan and Policies

The development plan currently comprises of the London Plan, the Camden Core Strategy 2010-2025 and the Camden Development Policies 2010-2025. Work is currently underway on the submission draft of a new local plan which will replace the Core Strategy and Development Policies documents when adopted. The following policies are relevant to the proposal.

Core Strategy - Relevant Policies

CS8 – Promoting a successful and inclusive Camden economy

CS14 – Promoting High Quality Places and Conserving our Heritage

Development Policies

DP13 – Employment Sites and Premises

DP24 – High Quality Design

DP25 – Conserving Camden’s Heritage

Discussion

The proposed development is located in a sustainable and central location. The proposal seeks to expand the B1 floorspace of the existing four storey building. This will be achieved by expanding the building's floorspace into the three voids which face Macklin Street on the second and third floors.

The local plan is generally supportive of the creation of additional B1 floorspace across the Borough and states that there is the capacity to exceed the forecasted B1 floorspace requirements within the plan period.

The building is an unlisted building located within the Seven Dials Conservation Area. The building together with the New London Theatre is described in the Conservation Area Appraisal as a building which provides a positive contribution to the Conservation Area. It is demonstrated by the accompanying Heritage Statement, that the proposed development would cause significant harm to the character and significance of the conservation area. It is considered that the contemporary design solution would enhance the appearance of the building along this elevation.

The application site is located on the corner of Drury Lane and Macklin street and forms part of a larger mixed used development dating from the 1970s. The mixed development comprises the adjacent theatre, retail units to the ground floor fronting Drury Lane, offices to Macklin Street and at first, second and third floor levels.

There is a public car park to the rear and a 13 storey residential block. The buildings surrounding the development also have a number of different uses as is illustrated on the surrounding uses diagram. Immediately opposite within Macklin Street there are mix of shops/cafes and residential apartments. It is not considered that the proposed development would give rise to any adverse amenity impacts upon neighbouring uses. The distances between the proposed development and neighbouring buildings are considered appropriate within this central and urban setting.

It is considered that the voids presently detract from building. The proposed contemporary design solution to fill in these voids will enhance the building's appearance. The proposal also provides economic and social benefits in line with NPPFs aims of Sustainable Development, through the enhancement of the immediate environment and the efficient use of space to create additional B1 floorspace in a sustainable location.

7.0 Scale and Massing



7.1 Existing Massing | Perspective view from Macklin Street



7.2 Proposed Massing | Perspective view from Macklin Street

7.0 Scale and Massing



7.3 Existing Massing | Perspective view from Drury Lane and Macklin Street



7.5 Existing Massing | Perspective top | Macklin Street



7.4 Proposed Massing | Perspective view from Drury Lane and Macklin Street



7.6 Proposed Massing | Perspective top view | Macklin Street

8.0 Conclusion

It is considered that the proposed development on site would offer an excellent opportunity to make efficient use of space, providing increased B1 office floor space within a central location and within the footprint of an existing building. A contemporary addition such as this proposal would also offer a much needed enhancement to the existing street scape.