

Planning Statement

**Mr & Mrs H S Markham and The
Hallam Partnership LLP**

104-110 Charing Cross Road
London
WC2H 0JN

September 2016

Prepared by

GL Hearn Limited
280 High Holborn
London WC1V 7EE

T +44 (0)20 7851 4900
glhearn.com

Contents

Section		Page
1	INTRODUCTION	4
2	SITE OVERVIEW	5
3	PLANNING HISTORY & PRE-APPLICATION	6
4	DEVELOPMENT PROPOSALS	8
5	PLANNING POLICY	10
6	PLANNING ASSESSMENT	10
7	COMMUNITY INFRASTRUCTURE LEVY AND S106	17
8	CONCLUSIONS	18

Quality Standards Control

The signatories below verify that this document has been prepared in accordance with our quality control requirements. These procedures do not affect the content and views expressed by the originator.

This document must only be treated as a draft unless it has been signed by the Originators and approved by a Business or Associate Director.

DATE

September 2016

ORIGINATORS

Flora MacLeod
Planner



APPROVED

Alex Christopher
Planning Director



Limitations

This document has been prepared for the stated objective and should not be used for any other purpose without the prior written authority of GL Hearn; we accept no responsibility or liability for the consequences of this document being used for a purpose other than for which it was commissioned.

1 INTRODUCTION

1.1 This Planning Statement (“Statement”) has been prepared by GL Hearn on behalf of Mr & Mrs H S Markham and The Hallam Partnership LLP (the “Applicant”) to accompany a planning application for full planning permission at 104-110 Charing Cross Road, London, WC2 0JN (the “Site”).

1.2 The planning application is made to the London Borough of Camden (“the Council”) for:

“Proposed roof extension to existing building to provide 2no. self contained two bedroom maisonette residential units with private amenity space, with existing staircase and lift shaft being modified and enhanced up to the new sixth floor level”.

1.3 In support and in addition to this Statement and the associated drawings, the following documentation is submitted as part of this application:

- Design and Access Statement – Life Designs Architecture
- Planning Drawings – Life Designs Architecture
- Energy and Sustainability Statement – dated 15/09/2016
- Draft S106 Heads of Terms- GL Hearn
- Draft Construction Management Plan – DS Dalcon Superprime

1.4 The development proposals are submitted following extensive policy formulation and pre-application discussions with the Council. This statement assesses the proposals against the Development Plan and relevant material considerations.

2 SITE OVERVIEW

- 2.1 The Site is located within a Central London Area, which is also an area of Central London Frontage. It falls within the Denmark Street Conservation Area and an Archaeological Priority Area.
- 2.2 The Site is located on Charing Cross Road, which is characterised by a mix of retail, leisure, residential and restaurant uses. The building currently comprises retail units (A1 use class) at ground floor level, with five floors of residential units located above with 5no studio units located on each floor.
- 2.3 The existing residential units within the building benefit from an existing stair lift access from Phoenix Street. In addition, there is also a basement, which is currently utilised as a club/bar/restaurant, which has a separate stair access.
- 2.4 The existing building is masonry panelled 1930s building and is located to the south of the Phoenix Theatre. It fronts on to Charing Cross Road, which is in very close proximity to Tottenham Court Road and Leicester Square Underground Stations.
- 2.5 The Site is located in an area that has a PTAL rating of 6b, which is considered to be the most accessible in terms of public transport.
- 2.6 According to the Local Development Framework Policies Map, 2014 the Site is subject to the following designations:
- Central London Frontage;
 - Denmark Street Conservation Area;
 - Archaeological Priority Area; and,
 - Central London Area Clear Zone Region (CLA).

3 PLANNING HISTORY & PRE-APPLICATION

Planning History

3.1 The following planning applications are detailed on the Council's online planning system:

LPA Reference	Date of Application	Decision	Description of Development
2011/5563/P	15-12-2011	Granted	Phoenix House. Amendment to planning permission granted on 02/07/2010 ((ref: 2010/2824/P) for the erection of a single storey infill extension to existing ground floor courtyard to provide additional retail floorspace (Class A1) for the alterations at ground floor level to accommodate a new WC.
2010/2824/P	08-06-2010	Granted	Phoenix House. Erection of a single storey infill extension to existing ground floor courtyard to provide additional retail floorspace (Class A1).
2004/5548/L	18-01-2005	Granted	Phoenix Theatre. The erection of a two storey infill extension at roof level to provide four x 1 bed and two x 2 bed self-contained flats, including the re-use of an existing lightwell to provide residential circulation space, together with an extension of the fly tower, and associated works.
2004/5547/P	18-01-2005	Granted Subject to a Section 106 Legal Agreement	The Phoenix Theatre. The erection of a two storey infill extension at roof level to provide four x 1 bed and two x 2-bed self-contained flats, including the re-use of an existing lightwell for residential circulation space, together with an extension of the fly tower

Pre-Application Discussions and Design Development

3.2 A formal pre-application meeting was held with the Council commenced in July 2015, for the proposed 2no self-contained two bedroom maisonette residential units at roof level, arranged over two floors. Although a formal pre-application response was never received, the ongoing discussions that have taken place have resulted in the scheme evolving to its current form, which has been supported by officers.

3.3 These initial pre-application discussions were largely positive in terms of the principle of the additional units on the roof, although it was recommended that some design revisions, in regard to the façade treatment of the building, should be undertaken. These comments have been incorporated into the proposals and the design has been amended as a result.

3.4 In addition to amendments made in response to the comments received from planning officers at the Council, the design of the project has been the subject of a lengthy and ongoing review in terms

of the structural details and ensuring that the proposal achieves the full development potential of the Site.

3.5 The proposal continues to adopt the architectural style, scale and materials of the existing building and, as was suggested in the pre-application discussions, the plans and elevations avoid projections over and beyond the existing building lines.

3.6 In summary, since the initial pre-application drawings submitted and in response to the comments received, the proposal provides the following benefits:

- A well-proportioned building that will sit comfortably within the local context;
- A scheme that incorporates elements of the vernacular architecture, with appropriate fenestration, detailing and materials;
- A proposal that optimises the site's potential, providing an additional two residential units in a sustainable location.

4 DEVELOPMENT PROPOSALS

- 4.1 This application is for a roof extension, which would increase the overall height of the building. The proposals will see the construction of 2no. two bedroom apartments with private amenity space. It will also require the modification and enhancement of the existing staircase and lift shaft up to the new sixth floor level.
- 4.2 From the west (front) elevation, the proposal has two additional floors (6-7). Floor 6 has an elevational treatment of cladding to match the lower floors. The fenestration treatment to the additional floors would respond to the lower floors so that the positioning would be aligned. The Crittall style windows are of a similar size and design to the existing. In addition, there is a metal balcony balustrade at 6th and 7th and roof levels.
- 4.3 Photovoltaic panels are proposed to be located on the roof of the development. These ten PV panels would cover an area of 16sqm and would be South-West oriented with a 30 degrees tilt.
- 4.4 From the south elevation (to Phoenix Street) the proposal demonstrates how the glass Crittall style windows will reduce the bulk of the upper storeys from this elevation. The elevational treatment will also comprise brickwork to match the existing building and Crittall style full height corner windows/doors. In addition, there will be a metal screen to add detail and privacy to this elevation. The entrance to these flats will be from the ground floor of this elevation.
- 4.5 The majority of the east (rear) elevation of the roof extension would comprise a glass panel and render cladding to the 6th floor.
- 4.6 The north elevation of the proposed development would incorporate metal screening and render cladding.
- 4.7 In terms of floorspace and amenity space, the units would provide the following:

Table 1: Floorspace provision of proposed development

	Flat 1 (sqm)	Flat 2 (sqm)
Gross internal area (GIA)	179	179
<i>Outdoor Amenity</i>		
6 th floor balcony	0.6	1.8
7 th floor deck	0.0	16.0
Roof deck/amenity	57.0	54.0
<i>Total Outdoor Amenity</i>	57.6	71.8

- 4.8 The proposed units would utilise the existing residential access from Phoenix Street with the existing staircase and lift shaft being modified and enhanced up to the new sixth floor level. Refuse

storage will be provided within the existing refuse store at ground floor level, with an 4no internal cycle storage spaces for both units provided to the rear at ground floor level.

- 4.9 It is confirmed that the development proposals will neither alter the existing commercial floorspace at ground and basement levels, nor the existing residential accommodation at upper floor levels.

5 PLANNING POLICY

5.1 The relevant planning framework for the consideration of the proposed development is set out in the following national, regional and local planning policy and guidance:

- National Planning Policy Framework, (2012);
- National Planning Practice Guidance, (2013);
- London Plan (as amended) (2016);
- Camden Core Strategy (2010);
- Camden Development Policies (2010);
- Camden Planning Guidance 1: Design (2015);
- Camden Planning Guidance 2: Housing (2016);
- Camden Planning Guidance 3: Sustainability (2015);
- Camden Planning Guidance 6: Amenity (2011);
- Camden Planning Guidance 8: Planning Obligations (2015)

5.2 On 24 June 2016 the Council submitted the Camden Local Plan and supporting documents to the Secretary of State for Communities and Local Government for independent examination. It is anticipated that the public hearings for the Examination will be held during October 2016, with adoption later this year.

6 PLANNING ASSESSMENT

6.1 A detailed review of the relevant policies of the Development Plan has been undertaken as part of the emerging design process with an overview of the key issues being as follows.

Principle of Development

6.2 The principle of residential development in this location would be acceptable and in accordance with the policies set out in the development plan. Adopted Core Strategy **Policy CS6** (Providing Quality Homes), the Council will aim to make full use of Camden's capacity for housing by maximising the supply of additional housing to meet or exceed Camden's target of 5,950 homes from 2007-2017, including 4,370 additional self-contained homes; and maximising the supply of additional housing over the entire plan period to meet or exceed a target of 8,925 homes from 2010-2025, including 6,550 additional self-contained homes.

6.3 Adopted **Policy DP2** of the Development Policies, 2010 document seeks to maximise the supply of additional homes in the Borough. This position is sustained in emerging policy contained in the Submission Draft Camden Local Plan, 2016 and Policy H1 states that the Council will "*seek to exceed the target for additional homes, particularly self-contained homes*".

- 6.4 In addition, the proposals will positively contribute towards the aims of the National Planning Policy Framework (NPPF), 2012. Paragraph 14 states that, “*at the heart of the National Planning Policy Framework is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking*”. Furthermore, **Policy 49** states that “*Housing applications should be considered in the context of the presumption in favour of sustainable development.*”
- 6.5 **Policy 3.3** of the London Plan supports the national policy position and states that “The Mayor recognises the pressing need for more homes in London in order to promote opportunity”. The Policy goes on to say that boroughs should seek to meet and exceed the annual average housing targets set out in Table 3.1 of the Plan. It is noted that the London Plan sets an annual target of 889 new units per annum for Camden and that in 2013/14 the Council delivered a total of 401 new units.
- 6.6 The development proposals would represent an efficient use of the Site, responding to various other examples of the densification of buildings with roof extensions in the immediate vicinity.
- 6.7 The Site is located in a very sustainable location and therefore there should be a presumption in favour of development. Although Camden is currently meeting its five year housing supply according to the 2014/15 Annual Monitoring Report, the policies seek to maximise the housing delivery and therefore this proposal is in accordance with policy.
- 6.8 The London Plan has recently been subject to an increase in the targets across all the London boroughs to meet the objectively assessed need (OAN). The London Plan also states at Paragraph 3.15 that “*for planning purposes London should be treated as a single housing market*”. Boroughs, therefore, are required to use their housing targets as minima, to be augmented by additional capacity where possible. As such, the provision of two additional units would go some way in contributing to this single housing market.
- 6.9 With unprecedented levels of housing need across London the established policies of the London Plan to optimise housing delivery are now more pertinent than ever and this Application represents an opportunity that should not be wasted for the delivery of new housing in this sustainable location.

Housing Mix

- 6.10 According to **Policy DP5** (Homes of different sizes), the Council will contribute to the creation of mixed and inclusive communities by securing a range of self-contained homes of different sizes. The policy states that the Council will seek to ensure that all residential development contributes to meeting the priorities set out in the Dwelling Size Priorities Table, including conversion of existing residential and non-residential floorspace. In considering the mix of dwelling sizes appropriate to a

development, the Council will have regard to the different dwelling size priorities for social rented, intermediate affordable and market homes, and will take into account the character of the development, the site and the area, including the impact of the mix on child density; the site size, and any constraints on including homes of different sizes; and the economics and financial viability of the site, including the demand for homes of different sizes.

6.11 The table below is an extract from the Development Plan Policies Document and sets out the dwelling size priorities table. Bold has been added for emphasis to demonstrate that this proposal would go some way in providing dwellings that are considered a very high priority in Camden.

6.12 **Table 2: Camden’s housing priorities**

	1 bedroom/ studio	2 bedrooms	3 bedrooms	4 bedrooms or more	Aim
SOCIAL RENTED	LOWER	MEDIUM	HIGH	VERY HIGH	50% large
INTERMEDIATE AFFORDABLE	MEDIUM	HIGH	HIGH	HIGH	10% large
MARKET	LOWER	VERY HIGH	MEDIUM	MEDIUM	40% 2 bed

6.13 Based on the above table, the proposals to construct 2no. two bedroom units would be in full compliance with Camden’s planning policies and would support the need that has been identified as a priority in Camden.

Affordable Housing

6.14 A recent Court of Appeal decision, relating to a challenge made by West Berkshire District Council and Reading Borough Council, restored the government policy within the NPPG that exempts schemes under 10 units from any affordable housing delivery.

6.15 The small sites affordable housing contributions policy was introduced in November 2014 to help boost housing delivery and incentivise brownfield development. It introduced a national threshold of ten units or fewer (and a maximum combined gross floor space of no more than 1,000 square metres) beneath which affordable housing contributions should not be sought. The policy was introduced to tackle the disproportionate burden of developer contributions on small scale developers, custom and self-builders.

6.16 **Policy DP3** (Contributions to the supply of affordable housing) confirms that affordable housing would only be sought on developments with a capacity for 10 or more additional dwellings. As a result, the lack of affordable housing on the Site is considered to be fully policy compliant.

Conservation, Design and Massing

- 6.17 According to **Policy DP24** (Securing high quality design), the Council will require all developments, including alterations and extensions to existing buildings, to be of the highest standard of design. This includes a consideration to the character, setting, context and the form and scale of neighbouring buildings; the character and proportions of the existing building, where alterations and extensions are proposed; and the quality of materials to be used.
- 6.18 In addition, since the Site is located within a Conservation Area, **Policy DP25** (Conserving Camden's Heritage) is of relevance. It states that the Council will take account of conservation area statements, appraisals and management plans when assessing applications within Conservation Areas. It states that they will only permit development within conservation areas that preserves and enhances the character and appearance of the area.
- 6.19 The Submission Draft Local Plan reaffirms this position and reiterates that development should preserve or enhance the historic environment and heritage assets. It also states that the Council will seek to secure high quality design in development.
- 6.20 According to the Denmark Street Conservation Area Appraisal, "the eastern side of the northern part of Charing Cross Road is lined with buildings of various styles, heights and materials, although red brick predominates and a general level of mediocrity prevails".
- 6.21 Since the southern boundary of the Site is Phoenix Street, reference to this in the Conservation Area Appraisal is also of relevance. It states that *"the northern side of the street is dominated by the Phoenix Theatre and Cinema. The street allows a pleasant vista westwards across the Borough boundary to the sculptured stone entrance of Central St Martins College of Art & Design [now Foyle's Book Shop], which is within the City of Westminster. Modern flat developments provide a neutral backdrop within the streetscene."*
- 6.22 A key design consideration has been to ensure that the new roof extension both preserves and enhances the setting of the Denmark Street Conservation Area and adjacent Grade II Listed Phoenix Theatre which wraps around the building to the east at lower levels. The extension has been carefully designed to ensure that the combined and considered approach of setting back the new roof levels with high quality materials will ensure that the design will respect and enhance the buildings' context with the immediate streetscene which has buildings of various form, scale and massing. The accompanying Design and Access Statement provides a more detailed design rationale regarding the built form.
- 6.23 In addition, the Camden Planning Guidance 1 (Design) requires development to take into account the character and design of the property of the surrounding. This has been achieved by the

proposals it responds the existing building and surrounding area. Furthermore, the style and positioning of the windows will follow the existing pattern and the materials will complement the existing built form. The proposed balustrade to balcony areas will match the existing and the PV panels will sit behind this at roof level.

- 6.24 The proposed development has evolved in response to comments from planning and conservation officers and accords with the policies cited above. It would make a positive contribution to the Conservation Area and the wider area, which has been acknowledged in the Conservation Area Appraisal to be mediocre in its appearance at present. This proposal would therefore provide visual interest to the streetscene by using high quality materials that enhance the existing built form.

Amenity

Daylight/Sunlight

- 6.25 The extensions to the existing building are at roof level, do not abut any other structures to the north, east, west or south and include a substantial amount of glazing. As such, there will not be a detrimental impact on residential amenity, particularly in terms of daylight, sunlight and the outlook of neighbouring properties.
- 6.26 Despite the recent development of a residential scheme opposite the Site (107-111 Charing Cross Road) which is of a similar height, it is considered that the large width of Charing Cross Road would prevent any loss of amenity and this was agreed in principle with the Council as part of the noted pre-application discussions.

Noise

- 6.27 Given the nature of this proposed development, it is considered that there will be no detriment to either the proposed residential units or surrounding properties.

Residential Quality

- 6.28 Adopted **Policy DP24** of the Development Policies DPD highlights the need for the highest standard of design in all developments including alterations and extensions to existing buildings. **Emerging Core Strategy Policy H6** also highlights the need for “a wide variety of high quality homes suitable for Camden’s existing and future households.” It is considered that the development proposals will provide units with a very high standard of amenity with all habitable rooms benefiting from a high standard of natural light, outlook and sunlight which satisfies the above policy requirements. It is also considered that the design would ensure that both the existing units within the block and adjacent buildings would not be compromised.

- 6.29 Each of the units would be above the minimum space standards for new dwellings, as set out in the London Plan **Table 3.3**, which requires 2B4P units to be 79sqm.

Amenity Space

- 6.30 Standard 26 of London Plan Housing SPG (May 2016) states that a minimum of 5sqm of private outdoor space should be provided for 1-2 person dwellings and an extra 1sqm should be provided for each additional occupant.
- 6.31 Each of the units would have generous levels of amenity space. For ease of reference, the amenity space is set out in **Table 1** above. Given the site constraints of this location, this provision of amenity space is considered acceptable and this was agreed at the pre-application discussions

Cycle provision and Parking

- 6.32 The Site has an excellent PTAL rating of 6b (Excellent), and is in close proximity to Tottenham Court Road Underground Station to the north and Leicester Square Underground Station to the south. There are also numerous bus services running along Charing Cross Road (A400). Due to the Site's highly sustainable and accessible location, the proposed flats will be designated as "car free" and will accord with adopted **Policy DP18** of the Development Policies DPD. Four secure cycle parking spaces will be provided for future occupants, which will ensure that they have the option of sustainable travel. A higher level of provision is not feasible due to the existing site constraints in terms of the building having a mix of uses. The spaces will be located at ground floor.

Energy & Sustainability

- 6.33 In line, with Policy DP22, the new two penthouse maisonette flats will be designed with a high level of insulation and low air permeability to reduce heat loss as much as is practically possible. They will include low energy lighting and A-Rated White goods, which are essential for the reduction of energy consumption.
- 6.34 To achieve the required reduction of carbon emissions, as explained by the Energy and Sustainability Statement, several options were considered; the best option in regards to site location and the development size, was the combination of the fabric thermal improvement, a high efficient gas fired combination boiler as the primary source of heating and water supply and a provision of 2.5 KWp of Solar PV panels (16 m², 10 PV panels, South-West oriented, 30 degrees tilt). These PV panels will be provided on the roof of the development, as demonstrated in the accompanying drawings.

Construction Management Plan

- 6.35 A draft Construction Management Plan has been submitted in support of these proposals to demonstrate the proposed construction methodology and it explains the controls and measures necessary to safely construct the new apartments above 104-110 Charing Cross Road. The details of this document can be secured by legal agreement.

7 COMMUNITY INFRASTRUCTURE LEVY AND S106

- 7.1 In support of this application, the necessary CIL forms have also been submitted.
- 7.2 A Draft Heads of Terms document is submitted in support of this application.

8 CONCLUSIONS

- 8.1 It is concluded that the proposed redevelopment of this site would deliver a valuable supply of 2no. residential dwellings within the London Borough of Camden. They would be located within a sustainable location and would optimise the use of a previously developed site, in line with the requirements of the NPPF.
- 8.2 Although the provision of two additional units is only a modest housing contribution, given that London must be treated as a single housing market, this development will go some way in meeting the London wide targets. In addition, 2bed market units are considered to be a very high priority in the Borough.
- 8.3 The design of the additional floors is sensitive within the Conservation Area and would not have a detrimental impact on the setting. Indeed, it is considered that the proposals will bring a positive contribution to the wider area with high quality materials and design.
- 8.4 The proposals would provide a high standard of accommodation for future occupiers with generous amenity space and dual-aspect accommodation. Further to this, the proposals would ensure that there would be no detriment to the amenity of immediately surrounding existing residential properties.