

<b>Address:</b>	Greater London House Hampstead Road London NW1 7AW		<b>3</b>
<b>Application Number:</b>	2016/4208/P	<b>Officer:</b> Jonathan McClue	
<b>Ward:</b>	Regents Park		
<b>Date Received:</b>	28/07/2016		
<b>Proposal:</b> The construction of 3 storey infill extensions at upper ground, 1st and 2nd floor levels within the open air atrium of the building to create an additional 3,838sqm of office floorspace (B1a); the removal of the existing redundant bridge link structures; associated facilities at lower ground level; the addition of plant at roof level and cycle parking.			
<b>Background Papers, Supporting Documents and Drawing Numbers:</b> (Existing Plans - (5001_00_)001; 200 LG; 200; 210; 220; 230; 270; 300; 301; 302), (Proposed Plans – (5001_20_)200 LG; 200; 210; 220; 230; 270; 300; 301; 302; 303; 304), Design & Access Statement, Framework Travel Plan (JLLS/16/3240/TP02) dated July 2016, Energy Statement Rev P02 dated July 2016, Environmental noise survey and plant noise assessment dated 26 July 2016, Town Planning Statement dated July 2016, Supporting letter from ASOS dated 28/07/2016, Transport Assessment (JLLS/16/3240/TS01) dated July 2016, Air Quality Assessment dated July 2016, BREEAM UK Refurbishment & Fit-out 2014 Pre-Assessment Rev P02 dated July 2016, Planning Stage Construction Methodology Plan Rev 1 dated July 2016, Planning Stage Construction Methodology Plan Rev 1 dated July 2016, Daylight and Sunlight cover letter dated 22/07/2016, Economic Impact Statement (Q70356) dated August 2016, SuDS Calculations Report dated 22/08/2016 and Energy Statement dated August 2016.			
<b>RECOMMENDATION SUMMARY: Grant Conditional Planning Permission Subject to a Section 106 Legal Agreement</b>			
<b>Applicant:</b>		<b>Agent:</b>	
Lazari Investments Limited c/o Agent		Gerald Eve LLP 72 Welbeck Street London W1G 0AY	

#### ANALYSIS INFORMATION

Land Use Details:			
	Use Class	Use Description	Floorspace
Existing	B1 Business		40,883m <sup>2</sup>

Proposed	<i>B1 Business</i>	44,780m <sup>2</sup>
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Parking Details:	
	Parking Spaces (total)
Existing	150
Proposed	140

## OFFICERS' REPORT

**Reason for Referral to Committee: This application is reported to the Planning Committee because it is a major development involving the extension of more than 1000m<sup>2</sup> of non-residential floorspace (part 3(i)).**

### 1. SITE

- 1.1 The application site comprises of the Greater London House building which fronts Hampstead Road. Mornington Crescent wraps around the sides and rear of the building with Greater London House forming an island within the surrounding roads. The large iconic structure is considered one of the finest examples of an Art Deco building in London. It was constructed between 1926 and 1928 by the Carreras Tobacco Company on the communal garden area of Mornington Crescent and later refitted for offices and renamed Greater London House in 1961. The building is noted as having early 20th Century Egyptian Revival architecture. In 1996 architects Finch Forman and design architects Munkenbeck and Marshall were commissioned to restore the original Egyptian architecture of the building. The restoration won a Civic Trust Award and a Camden Design Award. The project was also featured as Building of the Month in the RIBA Journal.
- 1.2 Greater London House has a floor area of approximately 40,883m<sup>2</sup> (GEA) and is up to 8 storeys high. It mainly provides office (B1a) for a range of different commercial occupiers, most notably ASOS who currently occupy 16,787m<sup>2</sup> (GEA) of the building and employing 2,500 people in what is their International Head Quarters. The remaining floor area is tenanted on long leases to various other occupiers. Access to Greater London House is provided from a number of entrance points on Hampstead Road and Mornington Crescent. Two ramps from Mornington Crescent lead to roller shutter doors which provide access to a large external courtyard. The courtyard contains cycle and car parking spaces and provides the main access for servicing and deliveries.
- 1.3 The host building is highlighted as making a positive contribution to the character and appearance of the Camden Town Conservation Area. In addition to this designation the building's frontage, as seen from Harrington Square Gardens, is noted as being one of 3 formal vistas within the conservation area.
- 1.4 Mornington Crescent Tube Station (grade II listed) lies opposite the site to the northeast. The adjacent buildings at 1, 2-12, 13-24, 25-35 Mornington Crescent are also grade II listed. The development in the immediate vicinity is largely residential with ground floor commercial units located near the junction of Mornington Crescent, Hampstead Road and Camden High Street opposite the Tube Station. Three 20 storey Council tower blocks lie adjacent to the site to the southwest. These are 1-80 Dalehead, 1-80 Gillford and 1-80 Oxenholme within the Harrington Square estate.
- 1.5 The site is located just outside the Camden Town Centre (to the northeast) and the Central London Area (southeast). Figure 1 (below) shows the application site in proximity to the relevant areas:



**Figure 1(above):** Greater London House (outlined in red) in relation to Camden Town Centre (top right corner of image in green) and Central London Area (bottom right corner in blue).

- 1.6 The host building is covered by an Article 4 direction which has removed the right to change from office (B1a) to residential use (C3) without the formal grant of planning permission. Other site designations include contaminated sites potential, Euston Area Plan, Hampstead Road is a Transport for London (TfL) Red Route and the land is a TfL Underground Zone of Interest.

## 2. THE PROPOSAL

- 2.1 Planning permission is sought for the construction of 3 storey infill extensions at upper ground, 1st and 2nd floor levels within the open air atrium of the building to create an additional 3,897m<sup>2</sup> of office floorspace (B1a); the removal of existing redundant bridge link structures; associated facilities at lower ground level; the addition of plant at roof level and cycle parking.
- 2.2 The permission is being sought on behalf of ASOS who are an existing tenant within the host building. The proposal would provide additional floorspace so that they can remain within the building as they need space for a further 1,000 jobs within the next 5 years. A supporting letter has been submitted from the Director of ASOS.
- 2.3 The proposed floorspace would be constructed within a steel framed structure that would be independent of the existing building and supported off a combination of existing and new concrete pad foundations at lower ground and basement levels; effectively forming stilts so the new structure sits above the car park. The end facades of the proposal would be constructed out of a double glazed frameless curtain wall designed with mastic sealed joints. Two large rooftop skylights are proposed that would be 6 meters wide and clad in double glazed glass panels that would be bonded and sealed in to painted steel cross beams. The skylights would lead to triple height internal lightwells. The new floorspace would be interlinked to

the surrounding interior areas by creating access openings through the existing lightwell façades.

- 2.4 A WC and shower facility for cyclists would be created at lower ground floor level and would include a small spa. The space would be ancillary to the main employment use of the site.
- 2.5 At roof level additional plant is proposed including condenser units, PV cells, AHUs, duct drops and a new louvre grille.
- 2.6 The proposal includes 52 cycle parking spaces would be provided through 26 Sheffield stands within the car park.

### 3. RELEVANT HISTORY

- 3.1 The application site has had historic applications refused for large expansions and a number of approvals for minor developments. A recent Certificate of Lawfulness for a Proposed Use or Development (CLOPUD) was refused as the large infill extensions were considered to constitute development. Details of the relevant history are listed below.
- 3.2 **8700596:** Planning permission for the erection of an additional 9000sq.m of office floorspace was refused on 10/08/1987. The reasons for refusal included an objection to the increase in office accommodation which was contrary to policy at the time; overdevelopment of plot ratio standards; the large extensions were considered to be excessively out of scale with the building and conservation area; loss of light to neighbouring occupiers and excessive car parking.
- 3.3 **8700597:** Planning permission for the erection of an additional 5000sq.m of office floorspace was refused on 10/08/1987. The reasons for refusal were identical to the above.
- 3.4 **PE9700102:** Erection of four service risers on the elevation of the courtyards and erection of associated plant at roof level. Granted Subject to Conditions on 17/02/1997
- 3.5 **PE9700121R1:** Alterations to the front elevation and forecourt area of the building comprising: the erection of a new glazed canopy over each of the main and two side entrances; the reinstatement of statues on either side of the entrance; the refurbishment of the existing decorative pillars to the front elevation; the installation of replacement windows front elevation; the creation of a new access road from Hampstead Road; the provision of full wheelchair access to the main entrance. Granted Subject to Conditions on 19/06/1997
- 3.6 **PE9700631:** Installation of new glazing to the whole building. Granted Subject to Conditions on 03/10/1997
- 3.7 **PE9800760:** Change of use of part of the basement from offices to gymnasium and restaurant. Granted Subject to Conditions on 03/06/1999

- 3.8 **PEX0200132:** Construction of bridge links in the internal courtyard to create additional office (Class B1) floor space. Granted Subject to a Section 106 Legal Agreement on 08/03/2002 2008/0747/P: Retention of two sets of double doors to provide access to a flat roof at rear fifth floor level and timber decking and planter boxes on the roof, all to facilitate use of the roof as a terrace in connection with the existing offices (Class B1). Granted Subject to Conditions on 02/04/2008
- 3.9 **2008/1568/P:** Change of use of part basement from gymnasium (Class D2) to office use (Class B1). Granted Subject to Conditions on 01/05/2008
- 3.10 **2008/3361/P:** Alterations to rear boundary treatment including installation of a new gate and alterations to delivery entrance (on Mornington Crescent) including new staircases and ramp to basement level offices on the north side. Granted Subject to Conditions on 21/08/2008
- 3.11 **2016/0905/P:** A CLOPUD was refused for the construction of two 3 storey infill extensions at ground, 1st and 2nd floor levels within the external courtyard of the building to create an additional 3539m<sup>2</sup> of new floorspace on 28/06/2016. The Certificate was refused on the basis that the proposed works constituted development as they would materially affect the external appearance of the building. The refusal of the Certificate has resulted in the applicant applying for planning permission for the works.

#### 4. **CONSULTATIONS**

##### **Statutory Consultees**

###### Thames Water on 09/08/2016 comment

- 4.1 Guidance on surface water drainage was given, no objection was made to sewerage or water infrastructure capacity, a condition requiring a piling method statement was requested and an informative regarding a Thames Water main running across the site was suggested. The condition and informative have been added to the decision notice.

###### London Underground Infrastructure Protection on 08/08/2016

- 4.2 No comment made.

##### **Conservation Area Advisory Committee and Local Groups**

###### Camden Town CAAC on 10/08/2016 objection

- 4.3 The proposed three storey infill extension would badly affect the daylight of the existing offices and their working conditions. The existing offices near to the infill extensions would only receive natural light from the comparatively small central skylight proposed. The attractive feature of Greater London House is its large internal courtyard which provides natural light from its exterior windows as well as from the courtyard. The proposed offices seem to provide comparatively little office space in exchange for poorer lighting conditions.

###### Mornington District Association on 15/08/2016 objection

- 4.4 Concerns from residents regarding overdevelopment of Greater London House, including fears that this application could lead other tenants within the building to demand further expansions of the building (which could increase its height). Residents would have to endure additional noise, inconvenience and pollution.

#### **Adjoining Occupiers**

<i>Number of letters sent</i>	371
<i>Total number of responses received</i>	0
<i>Number in support</i>	0
<i>Number of objections</i>	3

- 4.5 In addition to the 371 letters sent to surrounding residents a press release was made on 04/08/2016. 4 site notices were also placed around the site with one by the main entrance (on Hampstead Road), one to the rear of the building to the centre (on Mornington Crescent) and one on each of the corners (where Hampstead Road meets Mornington Crescent) on 04/08/2016.
- 4.6 3 objections were received in total from residents on Lawn Road (located near Belsize Park Station) and Mornington Crescent. The objections are summarised below:
- Agree with CAAC objection that light will be affected for existing office accommodation
  - The plant equipment would appear incongruous on the roof of the building
  - Concerns with additional office space leading to further deliveries and rubbish collection/disposal during the day which would cause noise and further traffic
  - Fire safety issues due to additional workers in the building being difficult to evacuate
  - Extension would corrupt the design of the building
  - Additional use of pavement by office workers would cause overcrowding and additional litter including cigarette debris

## **5. POLICIES**

- 5.1 Set out below are the LDF policies that the proposals have primarily been assessed against. However it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.

## **LDF Core Strategy and Development Policies**

CS1 – Distribution of growth  
CS5 – Managing the impact of growth and development  
CS7 – Promoting Camden's centres and shops  
CS8 – Promoting a successful and inclusive Camden economy  
CS11 – Promoting sustainable and efficient travel  
CS13 – Tackling climate change through promoting higher environmental standards  
CS14 - Promoting high quality places and conserving our heritage  
CS19 - Delivering and monitoring the Core Strategy  
DP1 - Mixed use development  
DP2 - Making full use of Camden's capacity for housing  
DP3 - Contributions to the supply of affordable housing  
DP12 – Supporting strong centres and managing the impact of food, drink, entertainment and other town centre uses  
DP13 – Employment premises and sites  
DP16 – The transport implications of development  
DP17 – Walking, cycling and public transport  
DP18 – Parking standards and limiting the availability of car parking  
DP19 – Managing the impact of parking  
DP20 – Movement of goods and materials  
DP21 – Development connecting to the highway network  
DP22 – Promoting sustainable design and construction  
DP24 – Securing high quality design  
DP25 – Conserving Camden's heritage  
DP26 – Managing the impact of development on occupiers and neighbours  
DP28 – Noise and vibration  
DP29 – Improving access  
DP32 - Air quality and Camden's Clear Zone

### **5.2 Supplementary Planning Policies**

Camden Planning Guidance (CPG)

- CPG1 Design 2015
- CPG3 Sustainability 2015
- CPG5 Town centres, retail and employment 2013
- CPG6 Amenity 2011
- CPG7 Transport 2011
- CPG8 Planning obligations 2015

## **Camden Town Conservation Area Appraisal and Management Strategy**

### **Euston Area Plan January 2015**

## **6. ASSESSMENT**

6.1 The principal consideration material to the determination of this application are summarised as follows:

- Background

- Land Use
- Design, Conservation and Heritage
- Neighbouring Amenity
- Transport
- Nature Conservation and Biodiversity
- Sustainability
- Air Quality
- Flooding and Drainage
- Access
- Local employment and procurement
- Open Space
- Other Matters
- Community Infrastructure Levy (CIL)

## **Background**

### Lazari Investments Limited (Lazari)

- 6.2 Lazari is a family owned and operated business that was setup in 1976. It has a property portfolio based exclusively in London and encompasses approximately 278,709m<sup>2</sup> of floorspace within 139 buildings for 515 occupiers. They predominantly invest in and manage commercial and retail space and frequently upgrade their buildings to meet the requirements of their tenants.
- 6.3 Lazari's first purchase was within a shopping parade within Camden High Street in 1976. This was followed by the acquisition of Shropshire House and 179 Tottenham Court Road in 1984. The heart of the business continues to be in and around Camden including Greater London House (purchased in 2007), Stephenson House in Hampstead Road, 250 Euston Road and the Brunswick Centre (purchased 2014). Their Camden portfolio is over 116,965m<sup>2</sup> of floor area resulting in around 12,000 jobs in the borough.
- 6.4 Since purchasing the Greater London House in 2007 Lazari has delivered significant improvement to the main façade and interior of the building. Greater London House accommodates 8 businesses employing 3,750 people.

### ASOS

- 6.5 ASOS is a global online fashion retailer with its headquarters within Greater London House. It was founded in 2000 by Nick Robertson and Quentin Griffiths and moved into Greater London House in 2005 with 12 staff which has now expanded to 2,440. The company has grown from a small start-up group to become an international success with offices in London, Sydney, New York, Shanghai, Paris and Berlin. Its annual revenue in 2015 was £1.15 billion which was a growth of 18% from 2014. Gross profits in 2015 were up 19% from the previous year to £574.8 million. In addition to the headquarters within Greater London House, ASOS UK has a 24 hour customer service care office in Hemel Hempstead, a central distribution centre in Barnsley and a technology hub based in Birmingham's arts and media quarter.

- 6.6 There is 2,440 staff based at Greater London house with ASOS's growth projections estimating that this will rise to over 3,500 by 2020. In order to cater for ASOS's growth, Lazari Investments Limited is seeking to undertake the proposed development to house the additional employees. ASOS sees the long-term future of its business in Greater London House and, subject to being able to remain within the building, would sign a lease until 2033 (i.e. 15 years). If the expansion cannot be undertaken at Greater London House, ASOS will be forced to relocate and most likely out of borough altogether. ASOS is one of Camden's largest employers and is one of the 25 businesses based in the borough with over a thousand employees (10 of which are public sector employers).

## Land Use

### Mixed use policy (DP1)

- 6.7 Policy DP1 of the Local Plan states that *"The Council will seek a mix of uses in development where appropriate in all parts of the borough, including a contribution towards the supply of housing."* (*Emphasis added*). It is clear that the general requirement of DP1 is for a mix of uses, including housing, in all parts of the borough where it is appropriate to do so. Paragraph 1.6 reinforces this by stating policy DP1 is a relevant consideration for all new build development and extension involving a significant floorspace increase, however, it acknowledges that there are a number of circumstances where a mix of uses may not be sought.
- 6.8 DP1 goes on to explain that *"In the Central London Area (except Hatton Garden) and the town centres of Camden Town, Finchley Road/ Swiss Cottage and Kilburn High Road, where more than 200sq m (gross) additional floorspace is provided, we will expect up to 50% of all additional floorspace to be housing."* This means that sites within the Central London Area (excluding Hatton Garden) and the three larger town centres (including Camden Town) have a particular requirement to provide up to 50% housing for extensions of more than 200m<sup>2</sup>.
- 6.9 Greater London House is not located within the Central London Area, which terminates close by to the southeast, or within a town centre with Camden Town located in close proximity to the north (see Figure 1 – above for details). Consequently, the 50% housing 'target' within policy DP1 does not apply to this proposal. If a residential contribution was to be sought for this development the provision would be calculated in line with what is acceptable for the site and would be subject to negotiation.
- 6.10 Policy DP1 clarifies that secondary uses will normally be required to be provided on-site, particularly where 1,000m<sup>2</sup> of additional floorspace or more is proposed (as is the case here). The policy then states *"where inclusion of a secondary use is appropriate for the area and cannot practically be achieved on the site, the Council may accept a contribution to the mix of uses elsewhere in the area, or exceptionally a payment-in-lieu."* (*Emphasis added*). It is further reemphasised that a contribution will only be sought were the inclusion of a secondary use is appropriate.
- 6.11 The policy wording provides a list of criteria for the Council to take into account when considering whether a mix of uses should be sought including whether a

secondary use can be practically achieved on site, the most appropriate mix of uses and the scale and nature of any contribution to the supply of housing/other secondary uses. These criteria should be used to judge whether housing should be sought and if so whether it can be achieved on site. The most relevant criteria for the purposes of this application are considered to be:

*“a) The character of the development, the site and the area;*

*b) site size, the extent of the additional floorspace, and constraints on including a mix of uses;*

*.....*

*g) whether an extension to the gross floorspace is needed for an existing user;*

*.....*

*i) any other planning objectives considered to be a priority for the site.”*

- 6.12 These criteria are assessed under the subheadings below. Parts a) and b) are considered under the compatibility of a residential use; part g) under expansion of an existing user and part i) under economic benefits. Supporting text paragraph 1.8 acknowledges *“that the priority given to housing does not override a number of other considerations, but will be considered alongside them, such as the need for jobs, services and facilities, and the importance of Central London as a focus of business, shopping, education, healthcare and research.”* It also makes it clear that there is no absolute housing requirement: *“The need for secondary uses and the precise mix and proportion appropriate will vary in different locations and will be a matter for negotiation, taking into account all the criteria set out in policy DP1”*.
- 6.13 The below subsections will discuss whether there would be a residential requirement as part of the proposal. The applicant considers that a residential use would not be appropriate for the development given that it would not be compatible with the existing use of the site as a fully let commercial building, the extension is for the expansion of an existing user, the economic and employment benefits associated with the scheme and due to the site not being located within the Central London Area or a town centre. Without prejudice to the above, the applicant has sought to demonstrate that housing could not be practically provided on-site and that the applicant does not currently own any sites within Camden that are capable of coming forward for residential use within a similar timescale.
- 6.14 A number of constraints have been put forward to justify that it would not be practical to implement residential on-site such as difficulties with access/providing a separate core, the quality of living accommodation would be poor (single aspect, poor outlook, overlooking from the office uses), the additional residential accommodation would not be able to be provided within the proposal itself (which is an extension within a lightwell), there is no scope to extend elsewhere on the building including the roof as it would detract from the positive contributor to the conservation area and it would not be possible to convert existing parts of the

building into residential due to unsuitability of the space and long-term leases with commercial occupiers. Furthermore the extension is for the expansion of the existing user so any residential floorspace would contradict the objective of the application.

- 6.15 The applicant has provided a detailed portfolio of all the properties they own within the borough which are fully let commercial buildings on long-term leases. It would not be possible or reasonable to force out current occupiers and convert to residential accommodation within the timescales of the development. Such a strategy would displace existing employment uses within the borough and there is a question as to whether any of the premises would be suitable for residential. Any changes of use would be subject to planning permission and such proposals may not be suitable based on a loss of employment space, the compatibility of a residential use and the resulting quality of the units.
- 6.16 Based on the evidence submitted and the circumstances of the site, if it were considered that residential floorspace is required as part of the application then the exceptional circumstances of a payment in lieu contribution towards housing would be reached (i.e. the third element of the cascade). The difficulty would be deciding what level of contribution would be required as it would be based on a payment in lieu of the appropriate level of residential floorspace for the site. The applicant has not put forward a payment in lieu due to them considering that a residential requirement is not appropriate for this development (i.e. a secondary housing use is not required). However, the applicant has agreed that a financial payment would be paid to the Council in the event of ASOS leaving the building (or not occupying the proposed extension) within a period to be agreed as part of any Section 106 Legal Agreement (more details below in para. 6.24-6.25).

#### Compatibility of a residential use

- 6.17 The character of the development is an office building providing employment space for a large employer (ASOS) and several smaller businesses including the British Heart Foundation, Young and Rubicam Advertising Agency, Wunderman and Revlon. The building is subject to an article 4 direction preventing its change of use to residential. The applicant considers that the site is not an appropriate location to accommodate a residential use as this would detrimentally impact on the commercial viability of this purpose built commercial building. This along with the physical constraints of the site and the location of the development (as mentioned in para 6.14 above) would make the introduction of residential accommodation both undesirable and unfeasible. Paragraph 1.11 of DP1 states that housing as part of mixed used schemes should be independent of other uses and have a separate access at street level or other arrangements which provide for occupation to be independent of non-residential uses. This would not be possible to achieve at Greater London House.
- 6.18 The application site is located within a town centre fringe with lots of housing located in the immediate vicinity. By definition (as clarified by para 1.14 of DP1) office uses (B1a) are generally capable of operating within residential uses without leading to an adverse impact on residential amenity. A secondary use as residential is therefore considered to be compatible with the existing and proposed uses on-

site. It would be a suitable location for residential in terms of the compatibility of uses in general terms and it is a sustainable location due to transport links and surrounding amenities such as shops, facilities and attractions. However, while it is considered that housing and office uses are generally compatible in principle, the form and function of the building, along with other constraints, would prevent the introduction of housing on-site as discussed above. Officers accept that there is no potential for housing to be provided on-site.

- 6.19 The proposal is providing a large quantum of floorspace which would expand the building for an existing user to be compatible with the rest of the building and its aspirations. Despite this, the proposal only represents a 10% increase in floor area for the building. In the context of the commercial building it is not a significant increase which is a further constraint if a secondary residential use were to be considered.

#### Expansion of an existing user

- 6.20 As per the wording of policy DP1, when considering whether a mix of uses should be sought the Council will take into account whether an extension to the gross floorspace is needed for an existing user. In addition to this, para 1.23 lists specific situations when a mixed use development may not be required including: *“the Council may not seek secondary uses where a development is required to accommodate an existing user on the site (for example, to provide for the expansion of a business or to consolidate a business's activities to a single site)”*.
- 6.21 The applicant is Lazari (owners of the host building) who have made the application on behalf of ASOS who currently occupy approximately 54% of the building. The extension would provide floorspace for the existing user of the building who are seeking to expand their business and are seeking to remain on-site.
- 6.22 ASOS have produced a letter in support of the application which confirms that the proposed development would provide for the expansion of their business. They pledged their support to commit to the building for 15 years so they can retain their head office at Greater London House. The letter states that 2,400 of their staff currently occupy Greater London House and that they are predicted to expand to 3,200 by 2020. The existing floorspace will not cater for this growth and ASOS have expressed a strong desire to remain in Greater London House rather than moving to a new location. ASOS and Lazari have been in dialogue since 2015 to find the most appropriate solution to create space for growth. The only way ASOS can be accommodated on-site is through this development and their 15 year lease is subject to its completion. ASOS have sought other solutions such as providing space for some of their operations on an alternative site, which is undesirable as they want their headquarters to remain consolidated on the same site, or to relocate to alternative accommodation. They have researched other locations and while they would prefer to remain within the borough this would not be financially possible. Therefore, if the development fails to go ahead, ASOS would most likely leave Camden.
- 6.23 ASOS's lease within the Greater London House is due to expire in 2018. A letter (dated 05/08/2016) has been submitted by Lazari to confirm that they exchanged

contracts with ASOS on 03/08/2016 for the construction of the infill scheme, combined with the grant of new leases extending ASOS' occupancy of Greater London House from June 2018 until June 2033 (i.e. a further 15 years) without a break clause. The lease agreement is subject to planning and construction of the additional space (target date 31/12/2017).

- 6.24 In addition to the above assurances of ASOS remaining on-site, the applicant is willing to enter into a legal obligation which would trigger a financial contribution towards housing in the event of ASOS surrendering its lease for the new floorspace within 5 years from the date of its completion. Any financial contribution would be the subject of a viability assessment with a minimum payment of £500,000 and a maximum payment of £1,000,000. This legal obligation would provide security for the Council that the applicant is not simply seeking to avoid making a contribution towards housing. If ASOS were to not occupy the extension, it would remove it from being for the expansion of an existing user on-site and make a contribution towards housing a requirement of the development. The applicant has demonstrated that residential floorspace cannot be provided on-site or off-site (see paras 6.13-6.16) so the payment in lieu stage has been reached. The maximum payment of £1 million was calculated using the formula within CPG8 and based on a 20% requirement of residential floorspace. It is considered to be a fair and reasonable amount that was negotiated by Officers with respect to what would be expected appropriate from the mixed use policy (DP1). The site does not lie within the Central London Area or a town centre so there is no threshold to apply in terms of the appropriate amount of floorspace that would be required in the form of a secondary use.
- 6.25 If a mix of uses was required to provide residential development as part of this scheme, this would limit the space and revenue available to provide for ASOS which is the objective of the proposal which is to ensure the future, success and viability of ASOS. Therefore, as the development is required to accommodate an existing user on-site it is not considered appropriate to seek a secondary use as this would compromise the provision of this expansion. The acceptability of this exception to DP1 is only suitable subject to a Section 106 Legal Agreement that would trigger a payment in lieu to housing in the event the existing user does not occupy the additional floorspace.

#### Economic benefits

- 6.26 The policy DP1 wording and para 1.24 require the Council to consider any other planning benefits from a development as well as planning objectives considered to be a priority of the site when considering whether a mix of uses should be sought. These benefits and objects can limit the potential for a site to provide a mix of uses (housing in particular). Examples listed within para 1.24 include the need to prioritise uses such as business.
- 6.27 The Core Strategy sets out the need to protect and enhance existing employment sites. The site is extremely well connected in terms of public transport accessibility and is a suitable location for a continued business use which is supported by the recent article 4 direction that the Council has secured to protect its use. Policy CS1 seeks to focus Camden's growth in the most suitable locations, and manage it to

make sure that Camden delivers its opportunities and benefits and achieves sustainable development. CS8 considers that the Council will secure a strong economy through safeguarding existing employment sites and premises that meet the needs of modern industry and other employers; safeguarding the borough's main Industry Area; encouraging a mix of employment facilities and types; support local enterprise development, employment and training schemes for Camden residents and recognise and encourage the concentrations of creative and cultural businesses. Further to the above core policies DP13 seeks to encourage and protect employment sites.

6.28 The intention of the proposal is to provide additional employment for ASOS, which has potential to contribute to meeting the Camden Plan's economic objective (Creating conditions for and harnessing the benefits of economic growth). ASOS is one of the single largest employers in the borough bringing a wide spread of skills and occupations spanning both fashion and technology. They pride themselves in contributions to the local community by creating opportunities for the young to integrate the e-commerce sector, supporting employment from within Camden and involvement with community. A detailed Economic Impact Statement was submitted in support of the application which demonstrates the value of retaining ASOS within Greater London House and Camden. The main benefits are summarised below:

- the gross profits in 2015 were £574.8 million (up 19% from 2014) with an annual turnover of over one billion pounds
- ASOS is one of very few large offices outside of the main clusters of office at Euston and Kings Cross
- ASOS makes a significant contribution to the fashion and creative cluster in Camden Town (Greater London House lies within this sub-area for the purposes of Camden's Employment Land Study 2014, however it does not fall within the designated town centre in policy terms)
- Supporting and promoting creative business industries is a key outcome of the London Plan
- Camden is currently one of few other places outside the West End and West London to rival the cluster of fashion businesses in those areas and the presence of ASOs is important to Camden's future place in this sector
- Camden Town has become a commercial hub for cultural and creative industries with a large number of national and international companies in software consultancy, media, publishing, advertising and fashion. ASOS is the largest and fastest growing of this cluster
- Camden Town has a substantial supply of office floorspace which is mostly configured for small and medium businesses and multiple lets. It lacks larger office buildings seen in comparable town centres. The proposal would allow the retention of one of the few suitable sites for a larger business in the area. There are few development sites within Camden Town to deliver large floorplate offices required to meet the needs of large scale employers
- The proposal would secure 3,500 jobs (which is an increase of 1,000 jobs) within the borough through the retention of ASOS and its expansion on-site. It would also retain the internationally renowned company within Camden

- The retail sector has grown significantly within Camden Town to become the top industry. Much of this growth has been within 'retail trade not in store, stalls, or markets' which includes companies such as ASOS (from 12% in 2009 to 32% by 2014). This demonstrates the impact ASOS provides
- There are currently 122 employees working in ASOS that are Camden residents. These would be retained and the expansion would provide opportunities for local residents
- Indirect employment within the supply chain and businesses which support ASOS. Using standard employment multipliers (HCA (2014) Additionality Guide) it is estimated that an additional 210 jobs would be created within Camden as a result of the expansion and 380 jobs across Greater London
- ASOS offers excellent training and development opportunities allowing career progression. It has a 12 month intern programme offering accredited placements across the business along with a 6 month programme (26 internships in total). This includes a relationship with over 30 universities and colleges
- ASOS's business model sells its own labels, other larger global brands and smaller labels. It offers a service to approximately 1,000 smaller independent labels and vintage boutiques allowing smaller growing businesses access to a global marketplace
- ASOS undertakes a number of local community programmes that directly benefit Camden including Partnership with Centrepont (supporting residential facilities and mental health services); Roadhouse young people's and 'Call to Create'; Prince's Trust (programmes for unemployed young adults); Arrival Education (programmes to engage disadvantaged secondary school pupils); Networking events; clothing donations and ASOS allow all their employees to a paid day out of the office to volunteer each year
- The proposal would provide 3,897m<sup>2</sup> of high quality office space to the borough
- The additional floorspace would generate additional business rates of half a million pounds per annum which could be spent on local priorities
- The UK Working Day Spend Report published by VISA estimates that employees spend £11 daily on average in local areas where the work. The increase in employment would generate additional spending of approximately £2.3 million per annum within the local area
- ASOS is located across 5 continents and delivers to all recognised countries across the globe resulting in a large number of international visitors, suppliers, consultants and employees thus raising the profile of Camden as a place of international business

6.29 If the development were not to go ahead it would be a major employment and economic loss for Camden as ASOS would probably depart. Officers consider that there are exceptional circumstances in this instance to consider the above economic benefits in what is an employment led scheme.

### Conclusion

- 6.30 Officers consider that exceptional circumstances have been put forward by the applicant to demonstrate that a mix of uses should not be sought as part of the development. Due to the specific circumstances of the site residential development would never feasibly be expected on-site; the proposal is for the expansion of an existing user and would contribute to the economic and employment planning benefits and objectives of the occupier itself and the borough. Rather than require a contribution towards housing officers consider that any scheme should focus on securing planning benefits in the form of training and apprenticeships for local people. Further to the above, the application site does not lie within the Central London Area or a town centre so there is no formula (i.e. a trigger or requirement) to calculate the scale of a housing contribution if it were established that one was appropriate. The provision of residential is therefore a matter for negotiation having regard to the factors outlined above.

### **Design, Conservation and Heritage**

- 6.31 Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that, with respect to any building or other land in a conservation area, *“special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area”*.
- 6.32 The NPPF (paragraphs 17, 56 and 57), the London Plan (Policies 7.1 to 7.8), Camden’s Core Strategy (Policies CS14, CS17), Development Policies (DP24) and Camden Planning Guidance (CPG1) place great emphasis on conserving heritage assets in a manner appropriate to their significance and the importance of good design. CPG1 seeks “excellence in design” in Camden. Policies at all levels require buildings, streets and spaces to respond in a manner which promotes inclusive and sustainable development and contributes positively to the relationship between urban and natural environments and the general character of the location.
- 6.33 Greater London House is an imposing white Art Deco building and a striking example of early 20th Century Egyptian Revival architecture. It creates a distinctive local landmark. The impressive 5 storey front façade facing Hampstead Road comprises a central block notably featuring a colonnade of twelve large papyriform columns painted in bright colours. The main central entrance is approached by a stone staircase flanked by 2 eight foot high seated bronze cats. The Mornington Crescent elevation to the rear of the building is a simplification on the architectural theme, with greater allusion to the functional heritage of the building. The large glazed areas around the building are further evidence of the commercial purpose behind the facades. The facades of the external lightwells of the building are industrial in nature and formed by minimalist grids of structure and glazing. The roof level is concealed behind a parapet and includes 13 original large triangular skylights. The surface of the roof is predominantly covered in a heavy duty rubberised membrane and includes an array of plant equipment serving the four large mechanical risers that extend down into the lightwells. Most of the equipment sits below the level of the front facade parapet.
- 6.34 As explained earlier in the report the building is highlighted as making a positive contribution to the character and appearance of the Camden Town Conservation

Area. In addition the building's frontage is noted as being one of 3 formal vistas within the conservation area. It is considered that the main façade of the building fronting Hampstead Road is the element of the building that contributes most significantly to the conservation area. The other facades and elements of the building are of a lesser merit, with the external courtyard not being visually prominent from most views within the conservation area due to its location inside a tall perimeter building.

#### Infill extension

- 6.35 The proposal involves the infilling of the two central lightwells at upper ground, first and second floor leaving the lower ground floor car park in place with the building effectively built on 'stilts'. Two smaller open lightwells would be retained at each end of the infill to ensure adequate ventilation for the car park below while providing natural light to the interior of the building. The extension would include glazed end façades (through a double glazed frameless curtain wall) and large skylights leading to a triple height internal lightwell to ensure a good provision natural light. It would be a steel framed structure independent of the existing building and supported by existing and new concrete pad foundations at lower level.
- 6.36 Overall, the infill structure is considered to complement the parts of the building it would be attached to. Given its location it is considered to preserve the character and appearance of the conservation area as it would not detract from the value of the main façade from within Hampstead Road and the primary vistas as outlined in the Camden Town Conservation Area Appraisal and Management Strategy.

#### Plant equipment

- 6.37 Due to the location of the plant on the main roof of the building concealed behind its parapets and existing structures and additions, it is not considered that the proposed plant equipment would be visually prominent from within the public realm or private views. It would therefore not detract from the appearance of the building and would preserve the Camden Town Conservation Area.

#### Impact on the setting of surrounding listed buildings

- 6.38 Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that *"In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses."* Given the location of the external elements of the proposal – at roof level concealed behind parapets and within an external lightwell – and their distance from surrounded listed buildings, it is considered that the proposal would not have any impact on the setting of any surrounding listed buildings.

#### **Neighbouring Amenity**

- 6.39 Core Strategy policy CS5, Development Policy DP26 and CPG6 (Amenity) seek to ensure that the existing residential amenities of neighbouring properties are protected, particularly with regard to visual privacy, outlook, daylight and sunlight, noise and air quality. Policy DP26 states that the Council will only grant permission for development that does not cause harm to amenity.
- 6.40 Greater London House is surrounded by Hampstead Road and Mornington Crescent which results in it not physically adjoining any other properties. On the opposite side of the site to the east (on Hampstead Road) lies an area of open space (Harrington Square). The nearest residential properties are within a 4 storey (plus basement) terrace at 1-5 Hurdwick Place. To the sides and rear of the site residential properties are located on the opposite side of Mornington Crescent.

#### Daylight/sunlight and outlook

- 6.41 The proposed extension would be located within an external courtyard located up to 4 storeys below the roof of the building. The overall envelope of the building would not change. Given the location of the extension it would not result in any harm to the living conditions of neighbouring occupiers by way of a loss of sunlight, daylight or outlook. A covering letter has been submitted by a qualified surveyor to confirm that the proposal would unquestionably not have any effect upon the daylight and sunlight amenity enjoyed by the neighbouring buildings.

#### Overlooking and loss of privacy

- 6.42 As discussed above the extension would be within an external courtyard and well below the roof of the building. The proposal would not introduce any outward looking windows. There would therefore be no increase in overlooking of surrounding residential properties nor a loss of privacy.

#### Noise and general disturbance

- 6.43 While the proposal would result in an increase of employees on-site which would increase the amount of comings and goings to the building, it is not considered that this would result in a material level of disturbance given the nature of the existing building, the surrounding context and the type of use which is for a business use during working hours.
- 6.44 The construction would take place within the existing perimeter of the building and the impacts would be controlled through a Construction Management Plan (see para. 6.52 below).
- 6.45 A Noise Impact Assessment has been submitted by a qualified acoustic engineer to assess the noise levels from the operation of the proposed items of plant equipment at roof level. The proposed plant includes one air handling unit and 17 condenser units which would operate during typical office hours only. The environmental noise survey was undertaken in accordance with the guidance given in BS4142:2014 and from policy DP28 of the Local Plan to determine the noise impact from the proposed plant on the nearest noise sensitive residences. The results of the survey found that the cumulative noise level resulting from the

operation of all new plant at 1m from the most affected windows of the nearest noise sensitive premises would not exceed 5 dB below the background noise level. It was found that noise egress limits at the nearest noise sensitive premises would be met and no mitigation would be required. The Noise Impact Assessment has been assessed by the Council's Noise Officer in Environmental Health who confirmed that it complies with the Council's noise criteria. Compliance conditions restricting the noise level of the existing plant would be attached to the formal decision.

## **Transport**

- 6.46 The site has a Public Transport Accessibility Level (PTAL) of 6a with an excellent access to public transport. The building has 151 car parking spaces which are provided internally and accessed from Mornington Crescent. 70 of the spaces are allocated for use by ASOS staff. The proposal would result in the loss of 10 car parking spaces. No alterations would be made to the delivery and servicing arrangements or vehicular access.
- 6.47 Greater London House fronts Hampstead Road which is subject to a Transport for London Road Network (TLRN) Red Route designation which means there are 'no stopping' restrictions. Hampstead Road is a busy thoroughfare that extends from Tottenham Court Road (south) to Camden High Street (north) and forms part of the A400. Mornington Crescent Underground Station is located diagonally opposite the site across Hampstead Road.

## Cycle parking

- 6.48 The application site contains informal cycle parking at lower ground floor level within the car park that would remain as part of the development. As part of the development additional cycle parking spaces would be required as part of the uplift. Therefore, the 3,838m<sup>2</sup> of floorspace would need to provide cycle parking in accordance with the requirements of the London Plan.
- 6.49 The London Plan (Table 6.3) requires the following minimum cycle parking requirements for B1 Office developments:
- Long stay – 1 space per 90m<sup>2</sup>
  - Short stay – 1 space per 500m<sup>2</sup>
- 6.50 The proposal is required to provide 51 additional spaces (43 long-stay and 8 short-stay). These would be provided in the form of 26 Sheffield style cycle stands conveniently located within the internal car park. The spaces would benefit from a secure and covered location with good levels of surveillance, including CCTV surveillance. The proposal also includes shower and changing facilities for cyclists. Details of the cycle parking would be secured via a planning condition. For visitor's access to the site's reception is possible through ramps leading to the reception where they can be directed to the cycle parking area. This is considered to be a suitable arrangement.

- 6.51 In addition to the on-site provision of cycle parking the application site is located within close proximity to a number of Santander cycle hire stations. This includes the adjacent Harringdon Square where there are hire stations on Hampstead Road, providing a total of 65 bicycles which are available for public use.

#### Construction Management Plan (CMP)

- 6.52 The proposal would generate a significant number of construction vehicle movements during the overall construction period. A draft CMP has been submitted with the application. Construction would take place in one phase lasting approximately 54 weeks within the existing perimeter of the building. A site office would be placed within the site boundary. The CMP is required in order to address the issues around how the construction work would be carried out and how this work would be serviced (e.g. delivery of materials, set down and collection of skips), with the objective of minimising traffic disruption and avoiding dangerous situations for pedestrians and other road users. A CMP along with a CMP implementation support contribution of £3,240 would be secured by a Section 106 planning obligation.

#### Highway contribution

- 6.53 The Council would require a section 106 financial contribution to repave the vehicular access adjacent to the site. This is due to the size of the development and frequency of vehicles entering/leaving the site. A cost estimate for highway works has been requested from the Council's Highways Delivery Team.

#### Travel plan

- 6.54 In line with paragraph 3.3 of CPG7 (Transport), travel plans are required on all planning applications that involve a significant impact on travel or the transport system. Due to the size of the development and anticipated staff increase a framework Travel Plan (TP) has been submitted with the application. The draft TP has been reviewed against Transport for London (TfL) guidance and is a good example of what the Council expects from developers during the planning application process.
- 6.55 The draft travel plan explains that there would be a loss of 10 car parking spaces and that no alterations would be made to delivery and servicing arrangements of vehicular access. The plan aims to mitigate the effect of any intensification associated with the proposals and demonstrate the opportunities for sustainable travel to/from the site by prioritising walking and cycling. It targets staff and visitors of the extended ASOS office facility. Following occupation of the additional floorspace travel surveys will be undertaken to update the draft plan.
- 6.56 Camden requires a strategic level Workplace Travel Plan to satisfy DP16 and CPG7 (Transport); this includes references to TfL and DfT guidance. The travel plan would need to be secured by a section 106 planning obligation. A financial contribution of £6,020 would need to be secured to cover the costs of monitoring and reviewing the travel plan over a 5 year period. The Travel Plan will also require a Travel Plan coordinator to be appointed as the main point of contact.

## **Nature Conservation and Biodiversity**

- 6.57 The building is not likely to support protected species given its location and the type of building. Therefore, a full ecological scoping survey is not required as part of the development. Ecological enhancements by way of a bio diverse green roof have been submitted and are secured via condition. A green roof would provide biodiversity benefits and assist with reducing surface water run-off. It could be installed in conjunction with solar PV.

## **Sustainable Design and Construction**

- 6.58 Policy DP22 (Promoting sustainable design and construction) states that the Council will require development to incorporate sustainable design and construction measures. All developments are expected to reduce their carbon dioxide emissions by following the steps in the energy hierarchy (be lean, be clean and be green) to reduce energy consumption.

## **Energy**

- 6.59 The proposed development is a partial infill of a large lightwell which makes it difficult to isolate from the rest of the building and achieve the policy requirements for a major development (i.e. 35% reduction in CO<sub>2</sub> below Part L 2013 of the building regulations and BREEAM 'Excellent'). Despite the fact that the proposal adds a large area of floorspace, the extension is only 12% of the total useable floor area of the existing building. Therefore, the development is not regarded as a new building meaning that Part L2B of the buildings regulations will apply and it will be assessed against the relevant policies as a refurbishment. Due to the constraints of the building - such as the amount of glazing, lack of party walls, limited sustainable materials to assess, no natural division from the existing building - a BREEAM 'Excellent' is unachievable and the Council's Sustainability Officer has agreed that a high 'Very Good' level is appropriate. The development is expected to achieve a score of 67.12% which is well above the 'Very Good' threshold of 55% and only slightly below the 'Excellent' threshold of 70%. Officers have negotiated that the development should go as far as practical to ensure at least a 20% reduction through on-site renewables in accordance with policy CS13. The applicant is proposing solar PV on the 5th floor unshaded roof space (area of 300m<sup>2</sup>). These will be inclined 30-40° and face south. This is estimated to lead to a reduction in CO<sub>2</sub> of 22% meeting the above policy target. Details of the solar PV and green roof would be secured via planning condition and a sustainability plan (indicating BREEAM 'Very Good' with a minimum score of 67%) and an Energy Efficiency and Renewable Energy Plan would be secured through legal agreement.
- 6.60 With regard to the potential connection to a decentralised energy network, whilst the site is within the Mornington Crescent Area covered under future new energy network cluster studies, there is currently no network available or firm commitment/timescales for one to be delivered in the future. Furthermore, the proposed scheme is an extension to an existing building. Accordingly it is not considered practical, feasible or viable to allow for a future connection to a decentralised energy network which may or may not come forward.

- 6.61 Policy CS13 paragraph states that where large developments are in the vicinity of an existing local energy network and do not connect to that network or include their own CHP system due to feasibility and viability, the Council will require them to provide the on-site infrastructure for future connection and, where reasonable, a contribution towards laying future connections. Paragraph 5.18 further states that developments within 500m of a potential network which have no timetable for delivery should ensure that the development is capable of connecting to a network in the future. A financial contribution will be sought to fund the future expansion of the site. The site is located within 500-900m of the Somers Town network. Officers consider that given the proposal is adding a significant amount of floorspace and is in an area which has been identified in recent studies it would be reasonable to request such a contribution to support the development of decentralised energy networks in the borough. This is calculated as follows:  $3,838\text{m}^2 / 300\text{sq.m} \times \text{£}4,100 = \text{£}52,452.00$

### **Air Quality**

- 6.62 Policies CS16 and DP32 are relevant with regards to air quality. Policy DP32 requires the submission of air quality assessments for developments that could cause harm to air quality. Mitigation measures are expected in developments located in areas of poor air quality.

#### Air quality neutral

- 6.63 No additional parking would be provided as a result of the development and it would not generate significant traffic flows. Heating within the infill extension would be provided by an electrically powered Variable Refrigerant Flow (VRF) heat pump system meaning there would be no new combustion sources on site. Therefore, the development meets the Mayor's Air Quality Neutral requirements.

#### Construction related air quality impacts

- 6.64 No ecologically sensitive receptors are identified within the vicinity of the site and there are no highly sensitive receptors located in close proximity (within 20m). There are, however, sensitive receptors located within 350m of the site. A risk assessment has been undertaken as part of the submitted air quality assessment with the risks deemed low or negligible. The air quality assessment provides a number of mitigation measures to reduce impacts during the construction process which would be secured through the Construction Management Plan.

#### Air quality impacts on occupants

- 6.65 Concentrations of NO<sub>2</sub> are predicted to be consistently above the 40µg/m<sup>3</sup> mean annual objective. Annual mean PM<sub>10</sub> levels are modelled to be within limits. The report shows that the maximum number of exceedance days is predicted to be 11.6 days which is below the 35 day exceedance limit. Therefore, no further mitigation is required.

### **Flooding and Drainage**

- 6.66 The NPPF requires all major developments to include Sustainable Urban Drainage Systems (SuDS) unless demonstrated to be inappropriate (as set out in the

Ministerial Statement by the Secretary of State on 18 December 2014). Major developments should achieve greenfield run-off rates wherever feasible and as a minimum 50% reduction in run-off rates. The development also needs to follow the drainage hierarchy in policy 5.13 of the London Plan.

- 6.67 Due to the limited space available open ground attenuation measures (such as pond) are not feasible. Therefore, a geo-cellular underground storage system is proposed in order to attenuate the surface runoff from the site. In addition, the new roof areas would have an attenuation measure with a ground water storage tank to accommodate the 110m<sup>3</sup> capacity requirements. The existing site drainage will remain as originally installed with gravity discharge to the sewer and will have a reduced peak flow due to the new storage tank installation taking 11% of overall rain water coverage to the site. Details of the SuDs system along with a maintenance plan and evidence of implementation would be secured via planning condition.

### **Access**

- 6.68 All new stairs would have handrails on both sides with nosings on the tread and riser to comply with Building Regulations Approved Document K. The new WC and shower facilities at lower ground floor level would include a disabled WC and shower to comply with Building Regulations Approved Document M (as per part 5.7b). The new lifts to either side of the northern lightwell infill are supplementary only. Provision for wheelchair access throughout the building is provided by the six existing compliant lifts in the main lift core. The new lifts are however wheelchair accessible and comply with most requirements of Approved Document Part M.

### **Local employment and procurement**

- 6.69 The proposed development is large enough to generate significant local economic benefits. Policy CS19 and Camden Planning Guidance state that in the case of such developments the Council will seek to secure employment and training opportunities for local residents and opportunities for businesses based in the borough to secure contracts to provide goods and services.
- 6.70 In line with CPG8, a range of training and employment benefits would need to be secured in order to provide opportunities during and after the construction phase for local residents and businesses. The package of recruitment, apprenticeship and procurement measures would need to be secured by S106 legal agreement and would include:
- That the contractor be required to work to a target of 20% local recruitment.
  - That the contractor advertise all construction vacancies and work placement opportunities exclusively with the King's Cross Construction Skills Centre (KXCSC) for a period of 1 week before marketing more widely.
  - That the contractor recruits a minimum of 4 construction apprentices and pay the council a support fee of £1,500 per apprentice. Recruitment of construction apprentices should be conducted through the Council's KXCSC.
  - That the contractor sign up to the Camden Local Procurement Code, which includes a local supply chain target of 10%.

- That the contractor provides a local employment, skills and local supply plan setting out their plan for delivering the above requirements.

6.71 The above would be secured through legal agreement in accordance with the guidance set out in CPG5 and policies CS8 and DP13.

### **Open Space**

6.72 Camden's Core Strategy identifies areas with an under-provision of public open space as well as areas deficient in public open space. In these areas, the priority will be for the provision of public open space on site. Any other sites that would result in an increased demand for public open space are also expected to provide public open space on site. The proposed development would result in well over 500m<sup>2</sup> of floorspace and would increase the worker population of the borough. Based on the proposal providing 1000 new jobs it would be required to provide 740m<sup>2</sup> of public open space (0.74m<sup>2</sup> per worker) according to figure 2 of CPG6 (Amenity).

6.73 Given the constraints of the site and the nature of the building it would not be possible to provide open space as there is no space for it. Instead, a financial contribution of £10,525 would be secured via the section 106 legal agreement. This is calculated as £2701 for every 1000m<sup>2</sup> of commercial development (£2701 x 3.897 = £10,525). The contribution would be used by the Council towards the capital costs of providing new public open space in Camden, maintenance costs and the design and project management costs of the Council's open space team.

### **Other Matters**

6.74 The majority of the objections are addressed within the main body of the report above. An objection from Camden Town CAAC expressed concerns over the impact on daylight to the existing offices. As discussed in paragraph 6.35 (above), the proposal includes glazed end facades and large skylights leading to a triple height internal lightwell to maintain adequate levels of natural light. Notwithstanding this, the loss of daylight/sunlight to commercial buildings is not a material planning consideration. Office buildings have a heavy reliance on artificial lighting throughout all months of the year to ensure the occupiers are provided with sufficient illumination to undertake their day to day activities. As such, any reduction in the existing provision of light to the building would not materially change the characteristic of the space. The affected floors belong to ASOS, who will continue to occupy the existing and proposed space. All of the floors above the ASOS section of the building would remain unaffected.

6.75 The Mornington District Association raised concerns that other tenants within the building may demand extensions which could create additional impacts and lead to an increase in height of the building. Officers consider that any further extensions to the building would be unlikely as there is limited scope to extend anywhere else and raising the building's height would not be considered appropriate given the status of the structure. Notwithstanding this, any further expansion would be subject to a planning application which would be assessed on its merits.

- 6.76 Concerns were raised regarding the fire safety of the building. This would form part of the buildings regulations requirements which is a statutory procedure. The development would have to provide adequate fire safety and evacuation strategies through that process.

### **Community Infrastructure Levy (CIL)**

- 6.77 The proposed development is liable for both Mayoral and Camden CIL. The CIL form submitted with the application indicates that the development would have an uplift of 3,838m<sup>2</sup> (net additional gross internal floorspace). Based on the Mayor's CIL and Camden's CIL charging schedules and the information submitted the charges would be approximately £287,850. This is calculated as £191,900 for Mayoral CIL (3,838m<sup>2</sup> x £50) and £95,950 for Camden CIL (3,838m<sup>2</sup> x £25 (Office, Zone B - Rest of Camden)). The above is an estimate only and would be subject to the verification of the proposed floor area and calculations by the Council's CIL team.

## **7. CONCLUSION**

- 7.1 The proposed development would provide additional floorspace for an existing user (ASOS) of the site that contributes significantly to the economy and reputation of the borough. The economic benefits from the proposal through the retention and expansion of the large employer are significant and it is considered that a secondary use as part of the development is not required in this special circumstance, subject to a legal agreement triggering a financial contribution towards housing in the event of the occupier (ASOS) leaving the development within 5 years. The existing building is of substantial benefit to Camden and the proposed development would not detract from the positive attributes of it while preserving the character and appearance of the Camden Town Conservation Area. Due to the location and nature of the extension, the neighbouring amenity of the surrounding residential occupiers would be maintained. The proposed development is considered acceptable subject to the below list of legal obligations and planning conditions.

- 7.2 Conditional Planning Permission is recommended subject to a S106 Legal Agreement covering the following Heads of Terms:-

- Construction Management Plan (CMP) including CMP implementation support contribution of £3,240
- Highways contribution for reinstating footway (estimate to be confirmed by the Council's Highway Engineer)
- Travel Plan including associated monitoring and review contribution of £6,020
- Sustainability Plan - indicating BREEAM 'Very Good' with minimum score of 67% and minimum credit targets in Energy (60%), Materials (40%) and Water (60%)
- Energy Efficiency and Renewable Energy Plan – 24% reduction beyond Part L 2013 and 22% reduction through renewables
- Financial contribution towards decentralised networks of £52,452

- Public Open Space Contribution of £10,525
- Local Recruitment and Procurement
- Employment Contribution of £104,438
- Payment in Lieu towards residential in the event of ASOS not occupying the development for at least 5 years of £500,000-£1,000,000 dependent on viability

## 8. **LEGAL COMMENTS**

8.1 Members are referred to the note from the Legal Division at the start of the Agenda.

Condition(s) and Reason(s): 2016/4208/P

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans Background Papers, Supporting Documents and Drawing Numbers: Background Papers, Supporting Documents and Drawing Numbers: (Existing Plans - (5001\_00\_)001; 200 LG; 200; 210; 220; 230; 270; 300; 301; 302), (Proposed Plans - (5001\_20\_)200 LG; 200; 210; 220; 230; 270; 300; 301; 302; 303; 304), Design & Access Statement, Framework Travel Plan (JLLS/16/3240/TP02) dated July 2016, Energy Statement Rev P02 dated July 2016, Environmental noise survey and plant noise assessment dated 26 July 2016, Town Planning Statement dated July 2016, Supporting letter from ASOS dated 28/07/2016, Transport Assessment (JLLS/16/3240/TS01) dated July 2016, Air Quality Assessment dated July 2016, BREEAM UK Refurbishment & Fit-out 2014 Pre-Assessment Rev P02 dated July 2016, Planning Stage Construction Methodology Plan Rev 1 dated July 2016, Planning Stage Construction Methodology Plan Rev 1 dated July 2016, Daylight and Sunlight cover letter dated 22/07/2016, Economic Impact Statement (Q70356) dated August 2016, SuDS Calculations Report dated 22/08/2016 and Energy Statement dated August 2016.

Reason: For the avoidance of doubt and in the interest of proper planning.

- 3 Prior to the construction of the proposed extension, Manufacturer's specification details of all facing materials (to be submitted to the Local Planning Authority) and samples of those materials (to be provided on site) shall be submitted to and approved in writing by the Local Planning Authority before the relevant part of the work is begun. The relevant part of the works shall be carried out in accordance with the details approved and all approved samples shall be retained on site during the course of the works.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24

and DP25 of the London Borough of Camden Local Development Framework Development Policies.

- 4 Noise levels at a point 1 metre external to sensitive facades shall be at least 5dB(A) less than the existing background measurement (LA90), expressed in dB(A) when all plant/equipment (or any part of it) is in operation unless the plant/equipment hereby permitted will have a noise that has a distinguishable, discrete continuous note (whine, hiss, screech, hum) and/or if there are distinct impulses (bangs, clicks, clatters, thumps), then the noise levels from that piece of plant/equipment at any sensitive façade shall be at least 10dB(A) below the LA90, expressed in dB(A).

Reason: To safeguard the amenities of the adjoining premises and the area generally in accordance with the requirements of policy CS5 of the London Borough of Camden Local Development Framework Core Strategy and policies DP26 and DP28 of the London Borough of Camden Local Development Framework Development Policies.

- 5 All non-Road mobile Machinery (any mobile machine, item of transportable industrial equipment, or vehicle - with or without bodywork) of net power between 37kW and 560kW used on the site for the entirety of the [demolition and/construction] phase of the development hereby approved shall be required to meet Stage IIIA of EU Directive 97/68/EC. The site shall be registered on the NRMM register for the [demolition and/construction] phase of the development.

Reason: To safeguard the amenities of the adjoining occupiers, the area generally and contribution of developments to the air quality of the borough in accordance with the requirements of policies CS5 (Managing the impact of growth and development) and CS16 (Improving Camden's health and wellbeing) of the London Borough of Camden Local Development Framework Core Strategy and policies DP32 (Air quality and Camden's Clear Zone) and DP22 (Promoting sustainable design and construction) of the London Borough of Camden Local Development Framework Development Policies.

- 6 No piling shall take place until a piling method statement (detailing the depth and type of piling to be undertaken and the methodology by which such piling will be carried out, including measures to prevent and minimise the potential for damage to subsurface sewerage infrastructure, and the programme for the works) has been submitted to and approved in writing by the Local Planning Authority in consultation with Thames Water. Any piling must be undertaken in accordance with the terms of the approved piling method statement.

Reason: To safeguard existing below ground public utility infrastructure and controlled waters in accordance with the requirements of policy CS13 of the London Borough of Camden Local Development Framework Core Strategy.

- 7 Prior to the construction of the solar PV equipment, detailed plans showing the location and extent of photovoltaic cells to be installed on the building shall be submitted to and approved by the Local Planning Authority in writing. The measures shall include the installation of a meter to monitor the energy output from the approved renewable energy systems. The cells shall be installed in full accordance with the details approved by the Local Planning Authority and permanently retained and maintained thereafter.

Reason: To ensure the development provides adequate on-site renewable energy facilities in accordance with the requirements of policy CS13 of the London Borough of Camden Local Development Framework Core Strategy and policy DP22 of the London Borough of Camden Local Development Framework Development Policies.

- 8 Prior to the construction of the green roof, full details to this area as indicated on the approved roof plan shall be submitted to and approved by the Local Planning Authority (Third Floor Proposed Plan, drawing number 5001\_20\_230 dated July 2016). The approved development shall not be occupied until the approved details have been implemented and these works shall be permanently retained and maintained thereafter.

Reason: In order to ensure the development undertakes reasonable measures to take account of biodiversity and the water environment in accordance with policies CS13, CS15 and CS16 of the London Borough of Camden Local Development Framework Core Strategy and policies DP22, DP23 and DP32 of the London Borough of Camden Local Development Framework Development Policies.

- 9 The sustainable drainage system as approved and detailed in the "SuDS Calculation Report" dated 22 August 2016 shall be installed as part of the development to accommodate all storms up to and including a 1:100 year storm with provision for climate change, such that flooding does not occur in any part of a building or in any utility plant susceptible to water and to achieve greenfield run off rates. The system shall include 110m<sup>3</sup> of attenuation storage, as stated in the approved drawings and shall thereafter retained and maintained in accordance with the approved maintenance plan.

Reason: To reduce the rate of surface water run-off from the buildings and limit the impact on the storm-water drainage system in accordance with policies CS13 and CS16 of the London Borough of Camden Local Development Framework Core Strategy and policies DP22, DP23 and DP32 of the London Borough of Camden Local Development Framework Development Policies.

- 10 Prior to commencement of the development, a lifetime maintenance plan demonstrating how the sustainable drainage system as approved in the "SuDS Calculation Report" dated 22 August 2016 will be maintained submitted to and approved in writing by the local planning authority.

Reason: To reduce the rate of surface water run-off from the buildings and limit the impact on the storm-water drainage system in accordance with policies CS13 and CS16 of the London Borough of Camden Local Development Framework Core Strategy and policies DP22, DP23 and DP32 of the London Borough of Camden

## Local Development Framework Development Policies.

- 11 Prior to occupation, evidence that the system has been implemented in accordance with the approved details set out in the "SuDS Calculation Report" dated 22 August 2016 as part of the development shall be submitted to the Local Authority and approved in writing. The systems shall thereafter be retained and maintained in accordance with the approved maintenance plan.

Reason: To reduce the rate of surface water run-off from the buildings and limit the impact on the storm-water drainage system in accordance with policies CS13 and CS16 of the London Borough of Camden Local Development Framework Core Strategy and policies DP22, DP23 and DP32 of the London Borough of Camden Local Development Framework Development Policies.

- 12 Prior to the occupation of the development, details of the 51 secure and covered cycle storage spaces for the approved extension along with confirmation of the retention of the existing spaces on-site shall be submitted to and approved by the local planning authority. The approved facilities shall thereafter be provided in its entirety and permanently retained.

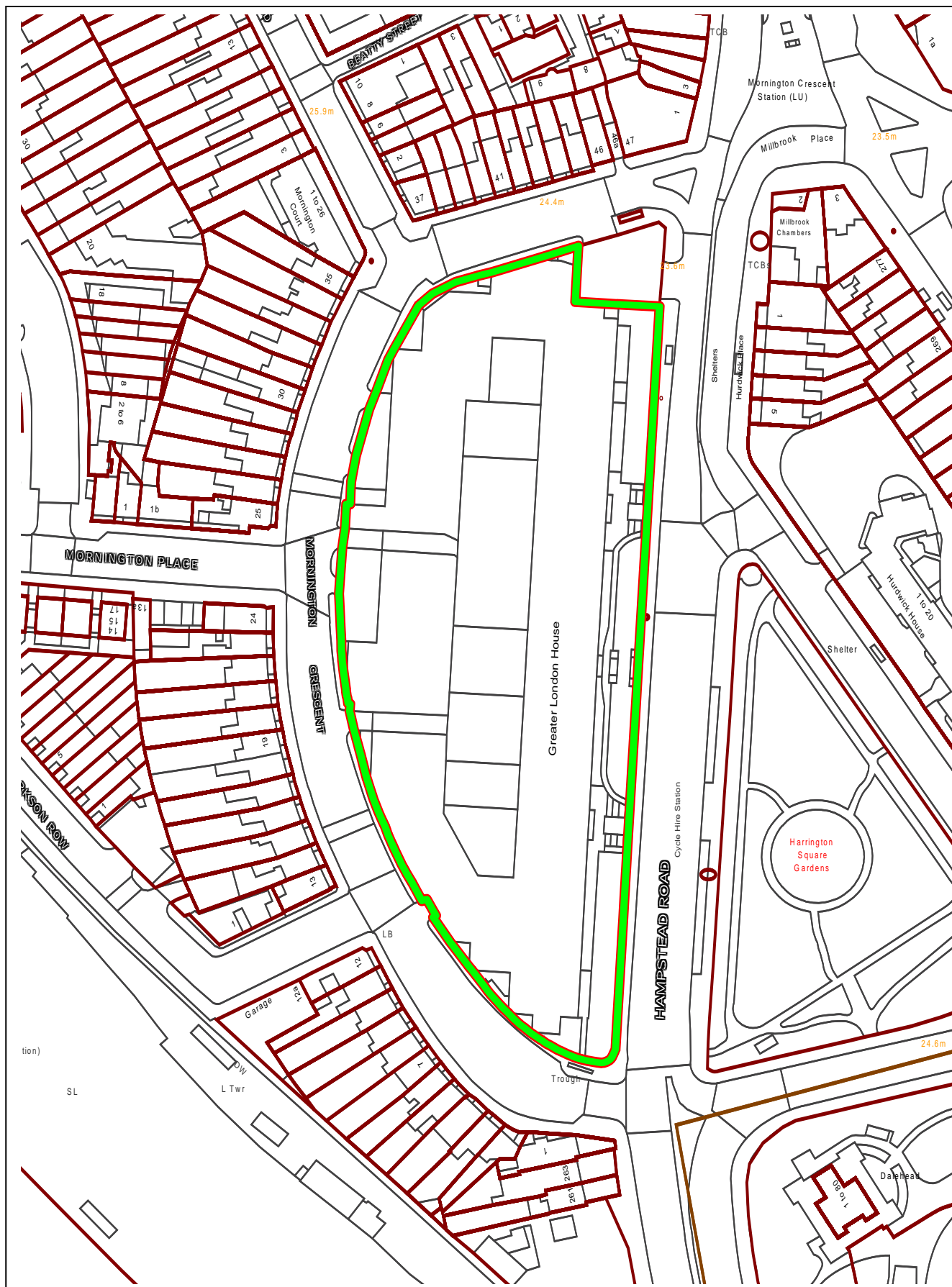
Reason: To ensure the development provides adequate cycle parking facilities in accordance with the requirements of policy CS11 of the London Borough of Camden Local Development Framework Core Strategy, policy DP17 of the London Borough of Camden Local Development Framework Development Policies and table 6.3 of the London Plan.

### Informative(s):

- 1 You are advised that this proposal will be liable for the Mayor of London's Community Infrastructure Levy (CIL) and the Camden CIL as the additional floorspace exceeds 100sqm GIA or one unit of residential accommodation. Based on the information given on the plans, the Mayor's CIL Charging Schedule and the Camden Charging Schedule, the charge is likely to be £191,900 (3,838sqm x £50) for the Mayor's CIL and £95,950 (3,838sqm x £25 using the relevant rate for uplift in that type of floorspace ) for the Camden CIL.

This amount is an estimate based on the information submitted in your planning application. The liable amount may be revised on the receipt of the CIL Additional Information Requirement Form or other changes in circumstances. Both CIL's will be collected by Camden after the scheme has started and could be subject to surcharges for failure to assume liability or submit a commencement notice PRIOR to commencement and/or for late payment. We will issue a formal liability notice once the liable party has been established. CIL payments will also be subject to indexation in line with the construction costs index.

- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts which cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Argyle Street WC1H 8EQ, (tel: 020-7974 6941).
- 3 Your attention is drawn to the fact that there is a separate legal agreement with the Council which relates to the development for which this permission is granted. Information/drawings relating to the discharge of matters covered by the Heads of Terms of the legal agreement should be marked for the attention of the Planning Obligations Officer, Sites Team, Camden Town Hall, Argyle Street, WC1H 8EQ.
- 4 There is a Thames Water main crossing the development site which may/will need to be diverted at the Developer's cost, or necessitate amendments to the proposed development design so that the aforementioned main can be retained. Unrestricted access must be available at all times for maintenance and repair. Please contact Thames Water Developer Services, Contact Centre on Telephone No: 0800 009 3921 for further information.
- 5 Thames Water will aim to provide customers with a minimum pressure of 10m head (approx 1 bar) and a flow rate of 9 litres/minute at the point where it leaves Thames Waters pipes. The developer should take account of this minimum pressure in the design of the proposed development.



**Application No: 2016/4208/P**

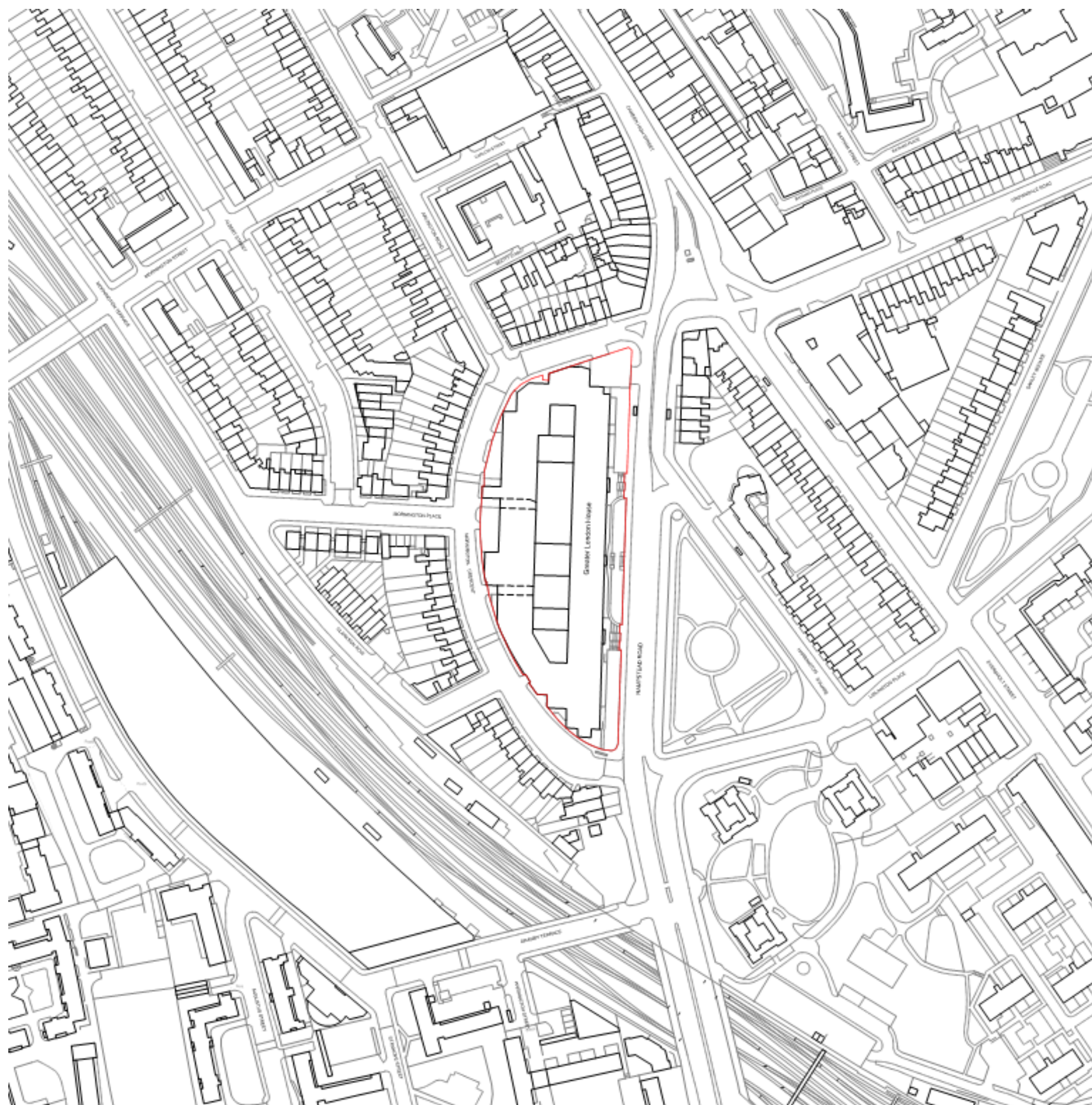
**Greater London House**  
**Hampstead Road, London, NW1 7AW**

**Scale:**  
**1:1250**

**Date:**  
**25-Aug-16**



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Above: Aerial view of Greater London House



Images of the  
façade fronting  
Hampstead Road





Above: Rear of building from Mornington Crescent



Above: Rear elevation from Mornington Place



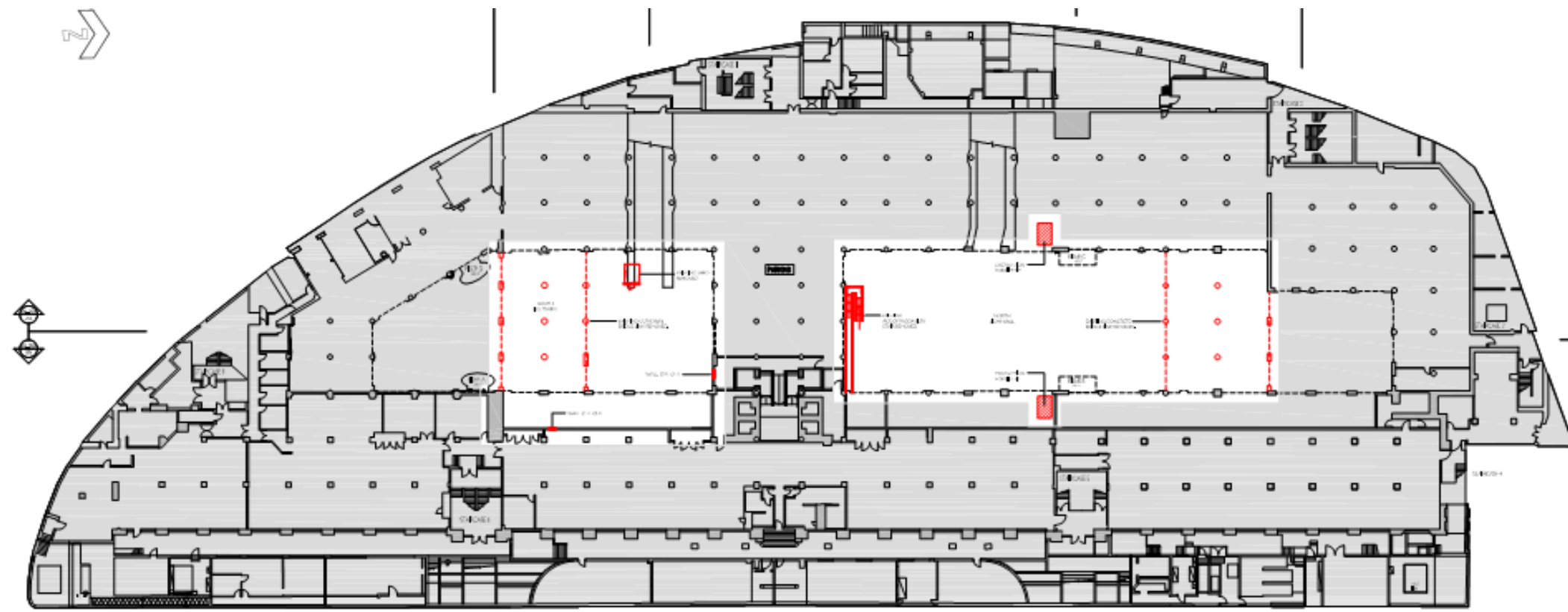
Left: North lightwell from roof level



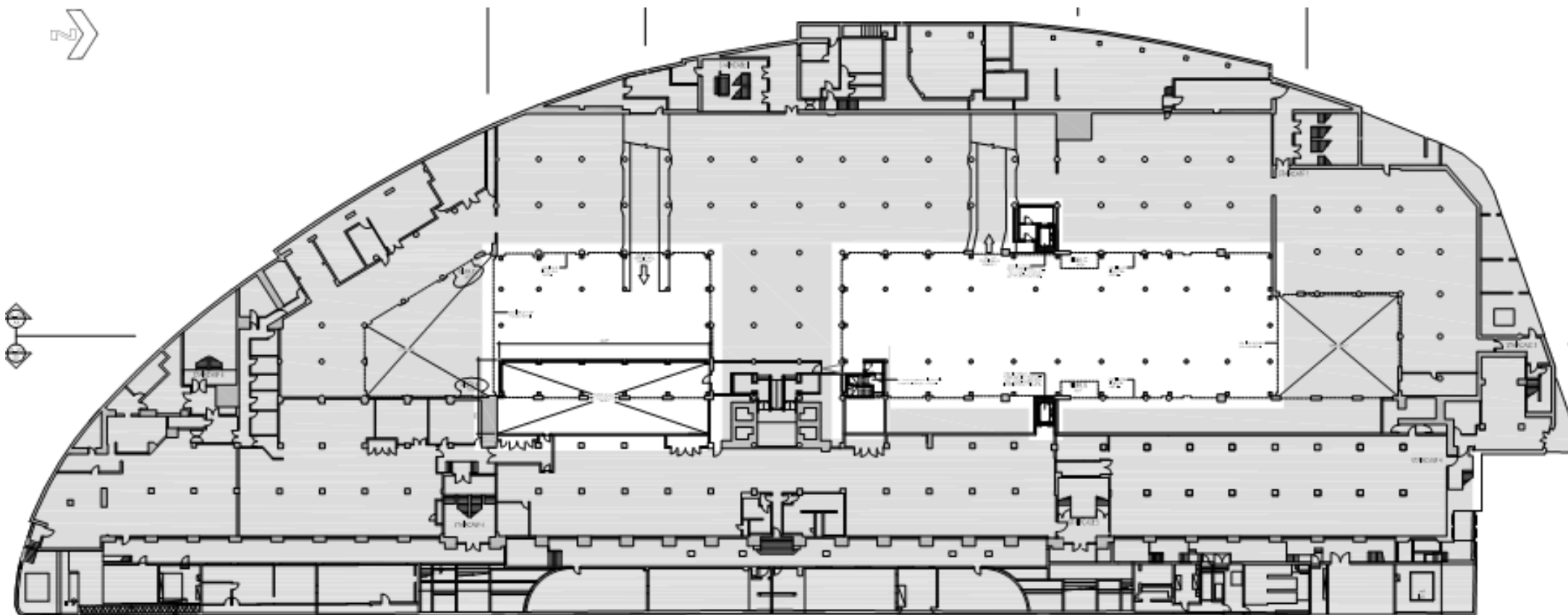
Left: South lightwell from roof level



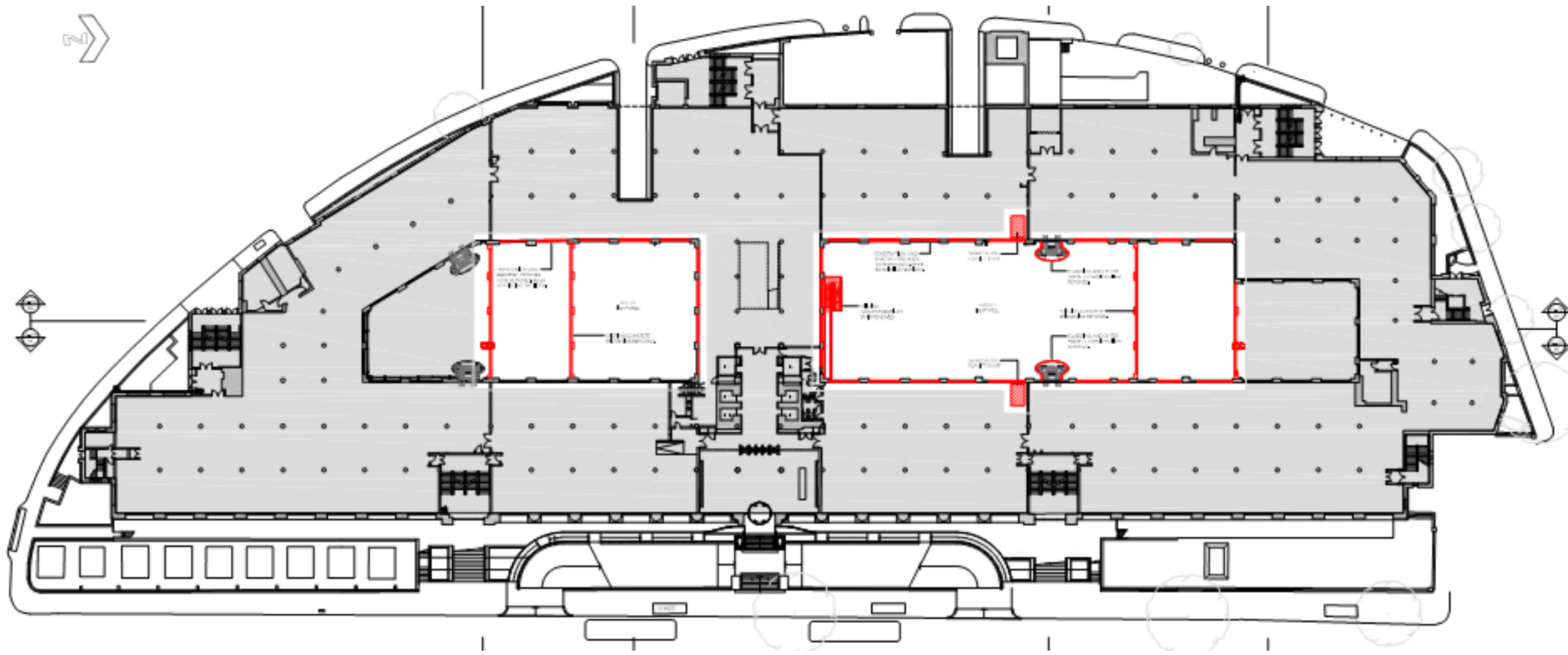
Above: Photos of the roof of Greater London House



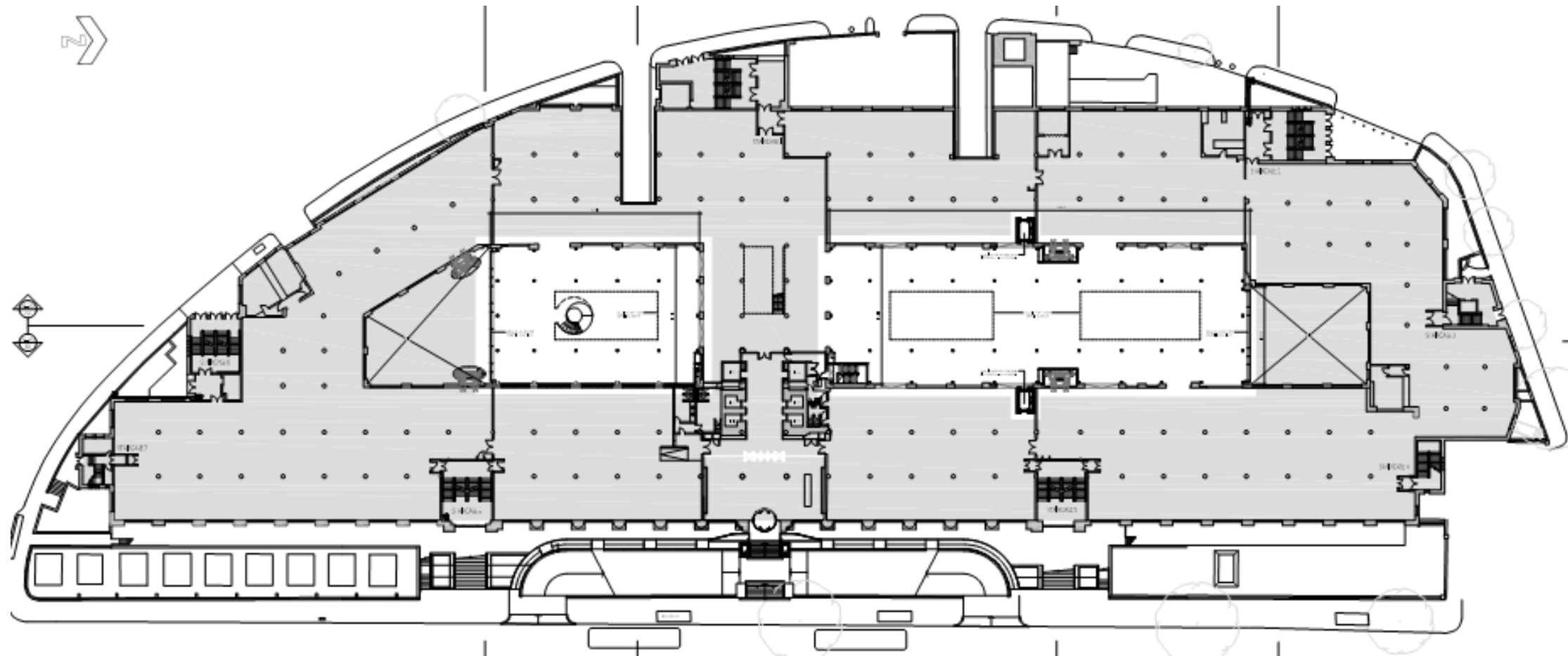
Above: Existing Lower Ground Floor Plan



Above: Proposed Lower Ground Floor Plan

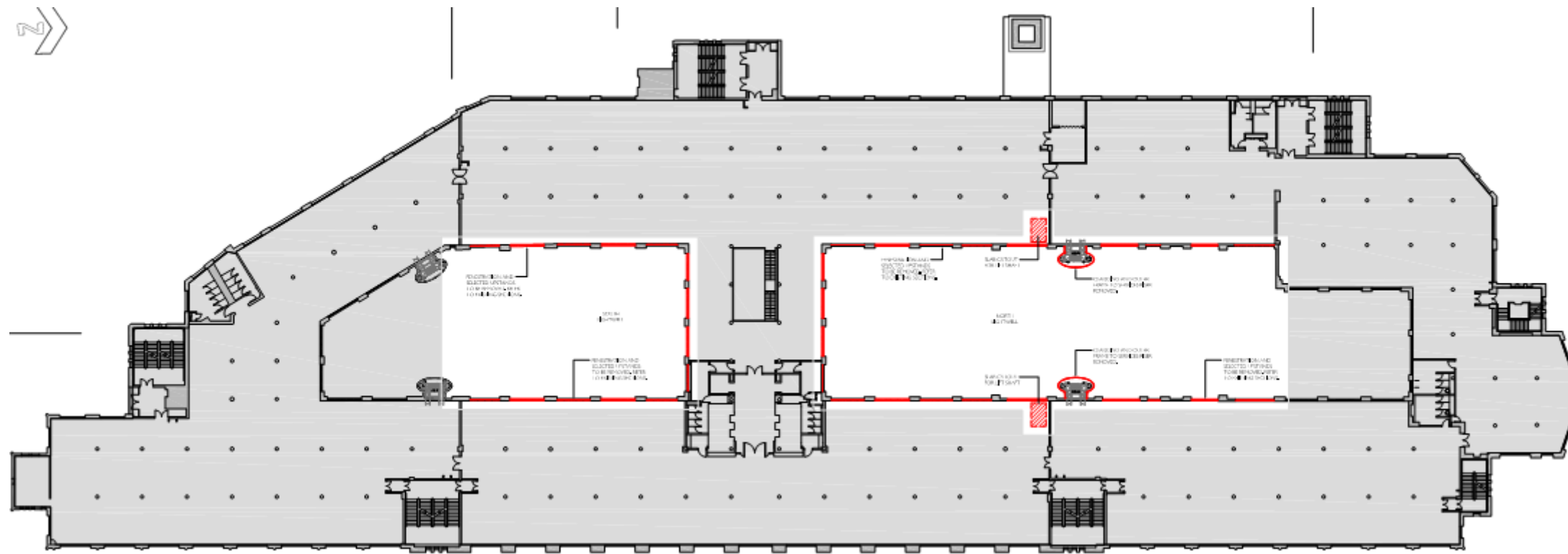


Above: Existing Upper Ground Floor

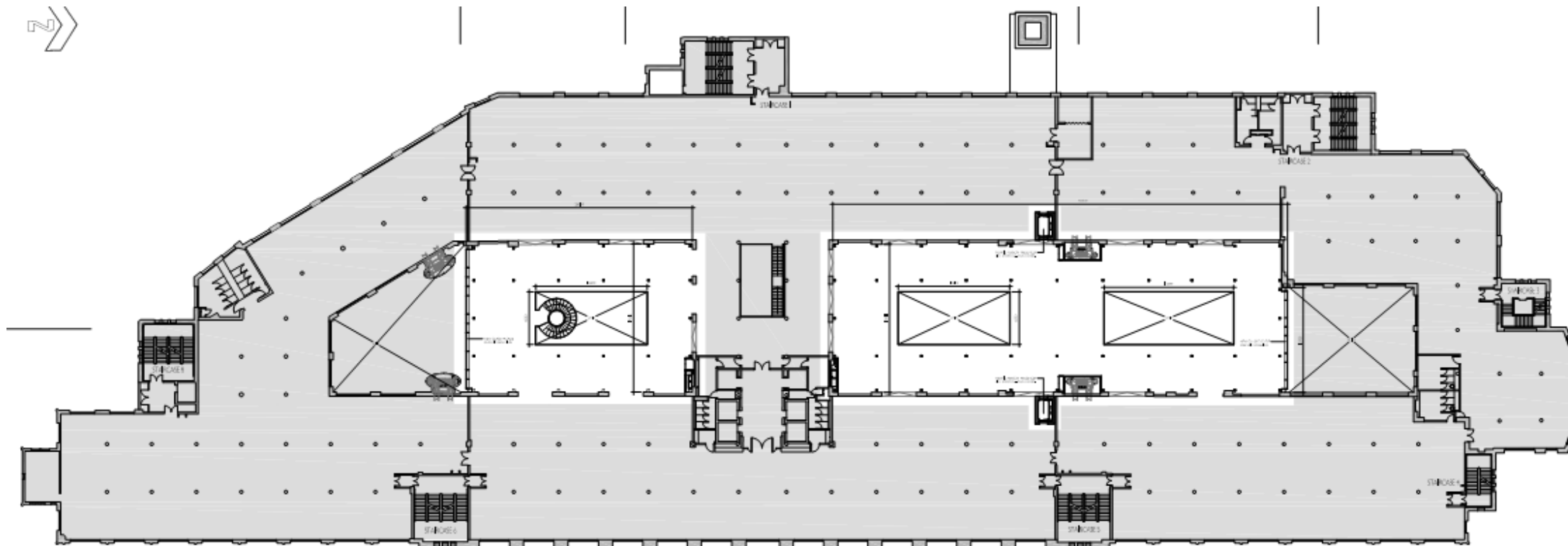


Above: Proposed Upper Ground Floor

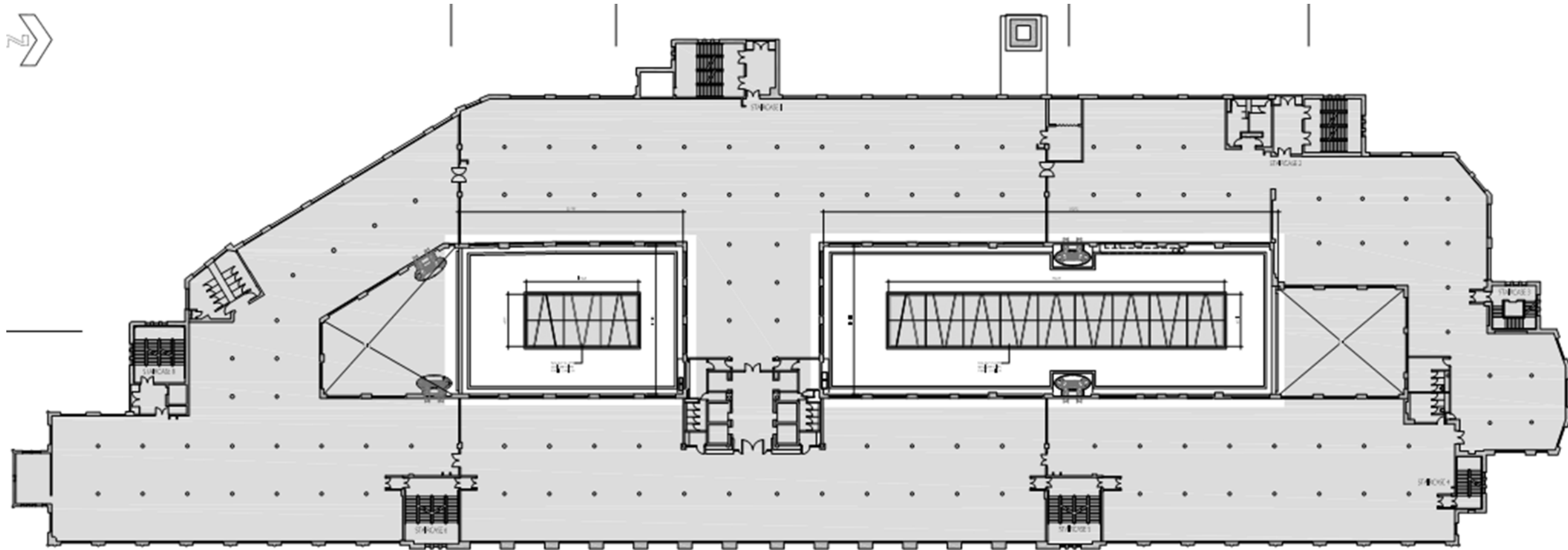




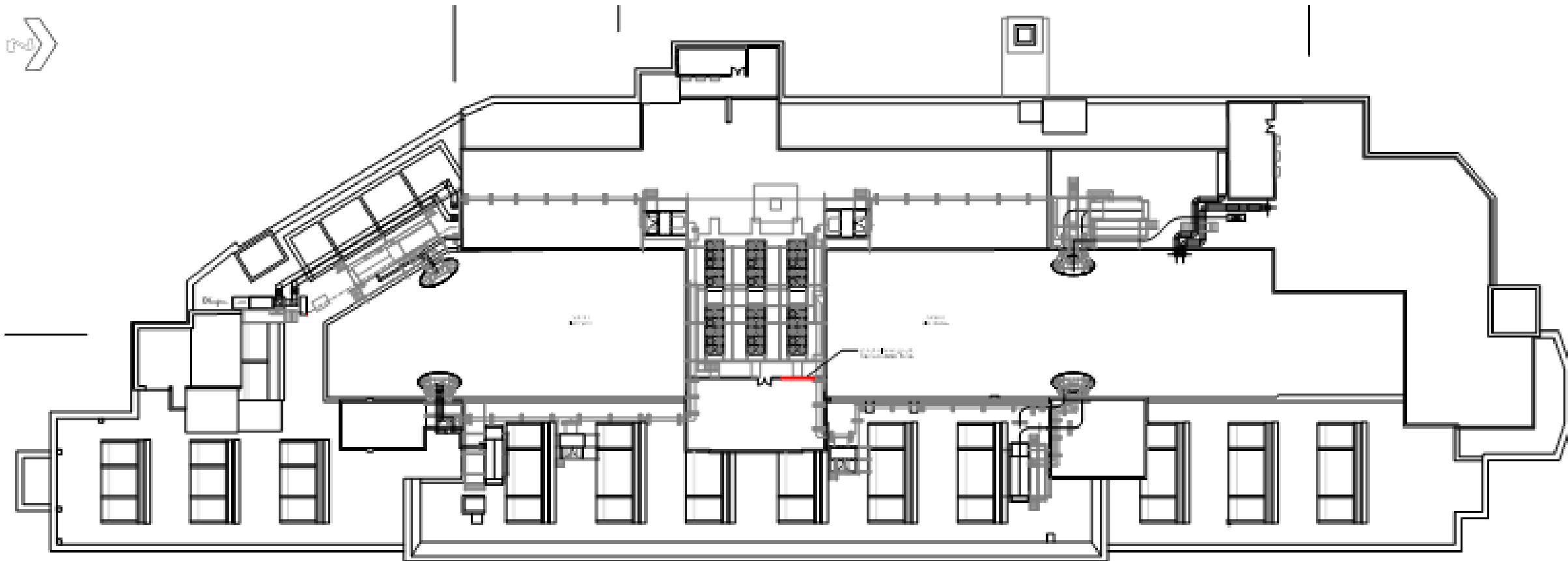
Above: Existing Second Floor Plan



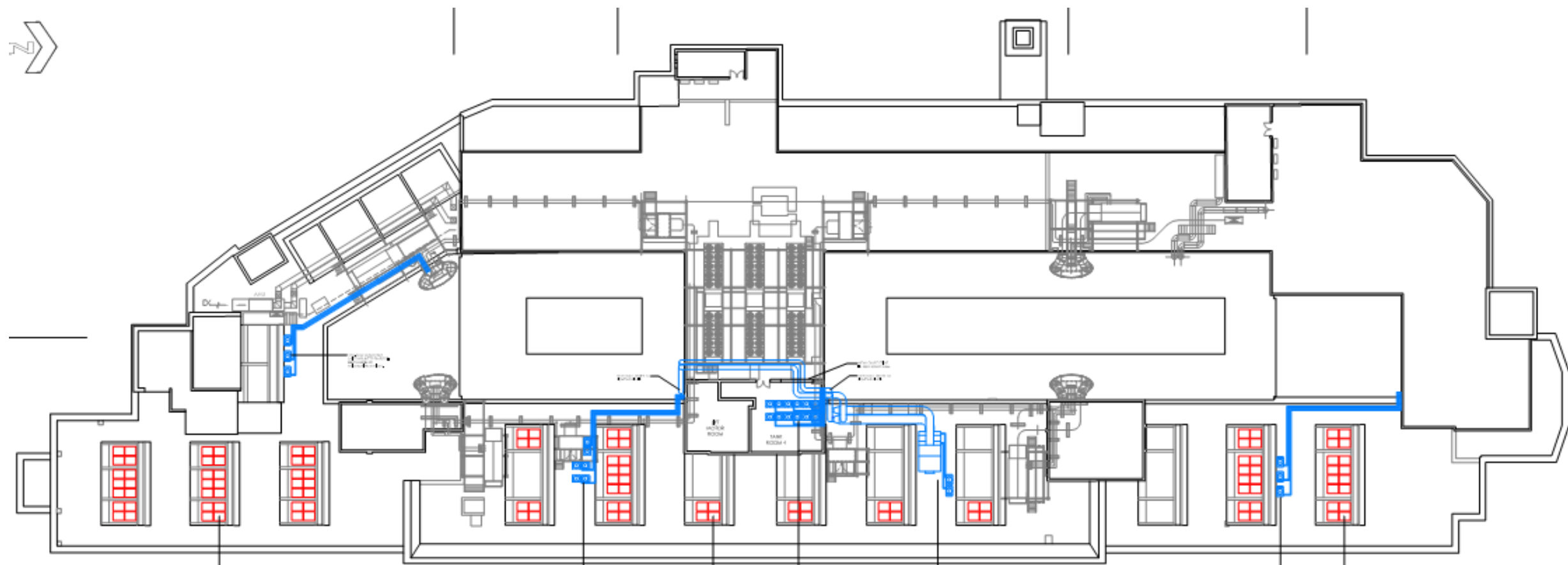
Above: Proposed Second Floor Plan



Above: Proposed Third Floor Plan



Above: Existing Roof Plan



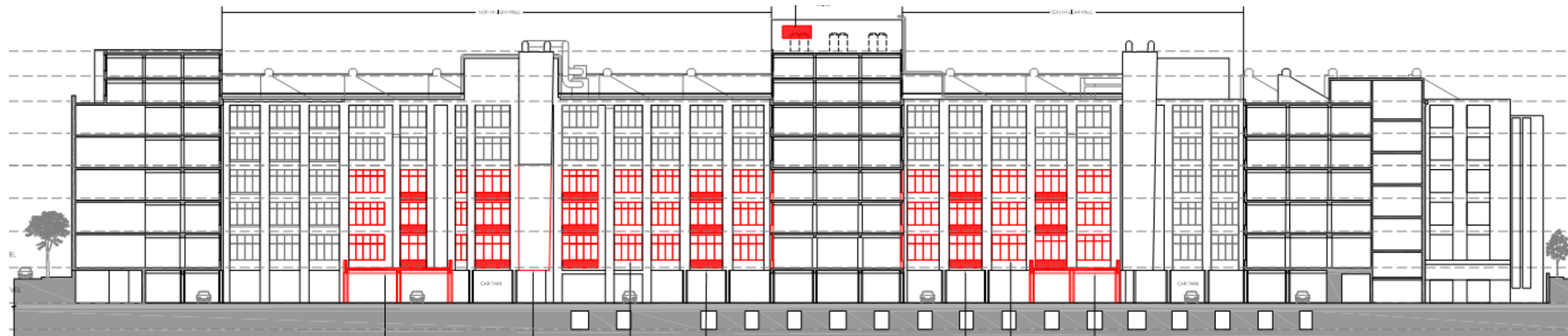
Above: Proposed Roof Plan



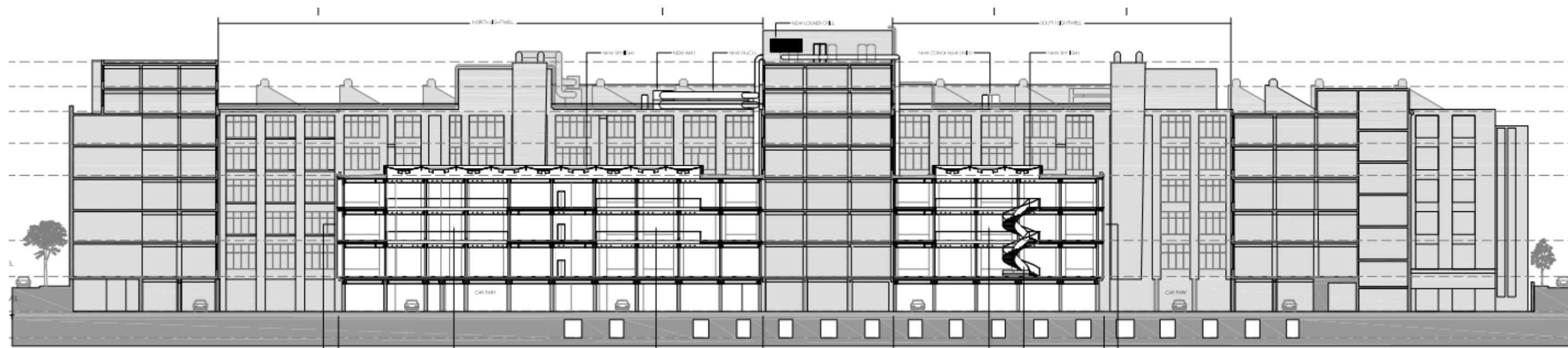
Above: Existing Longitudinal Section AA (West)



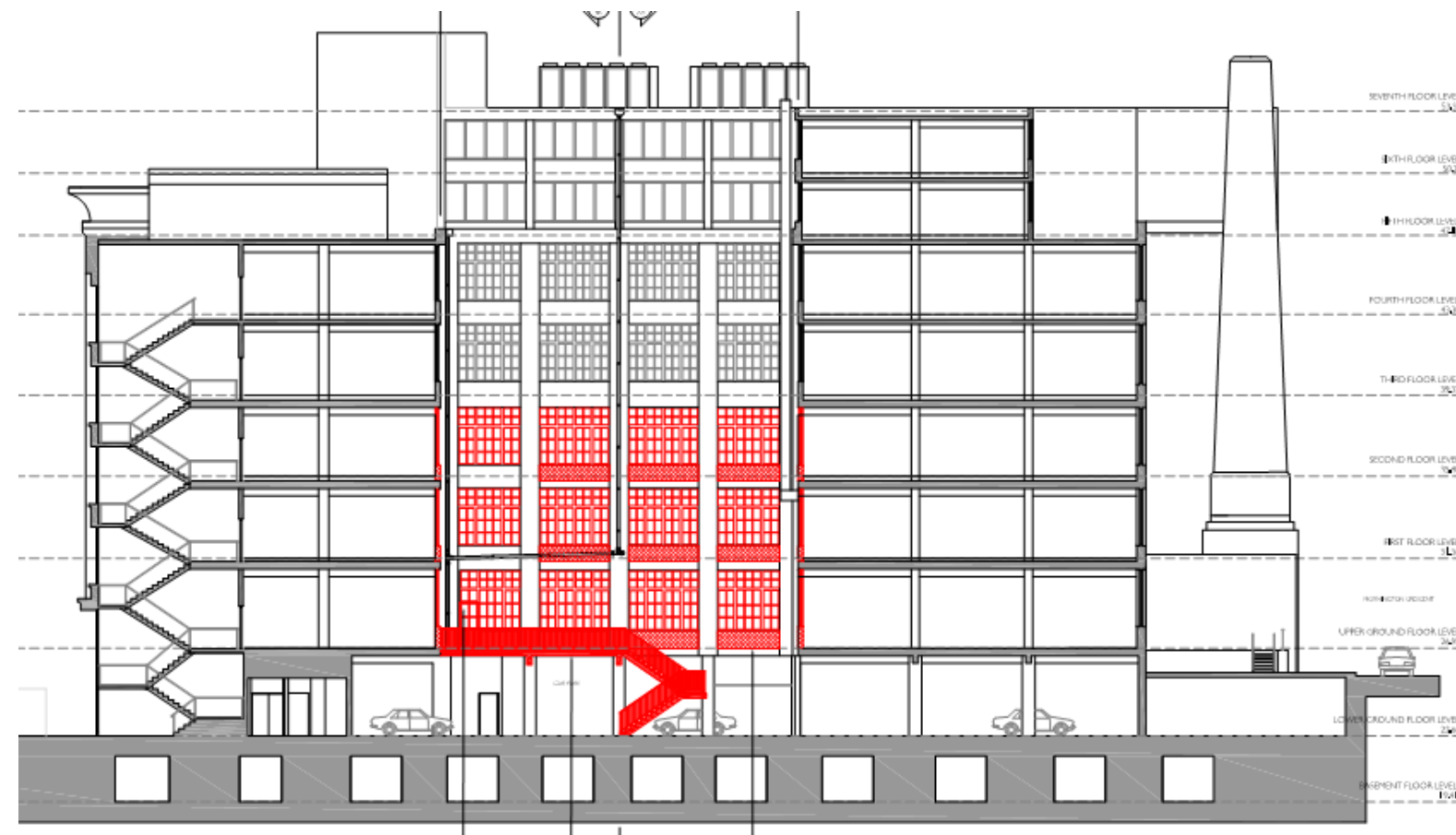
Above: Proposed Longitudinal Section AA (West)



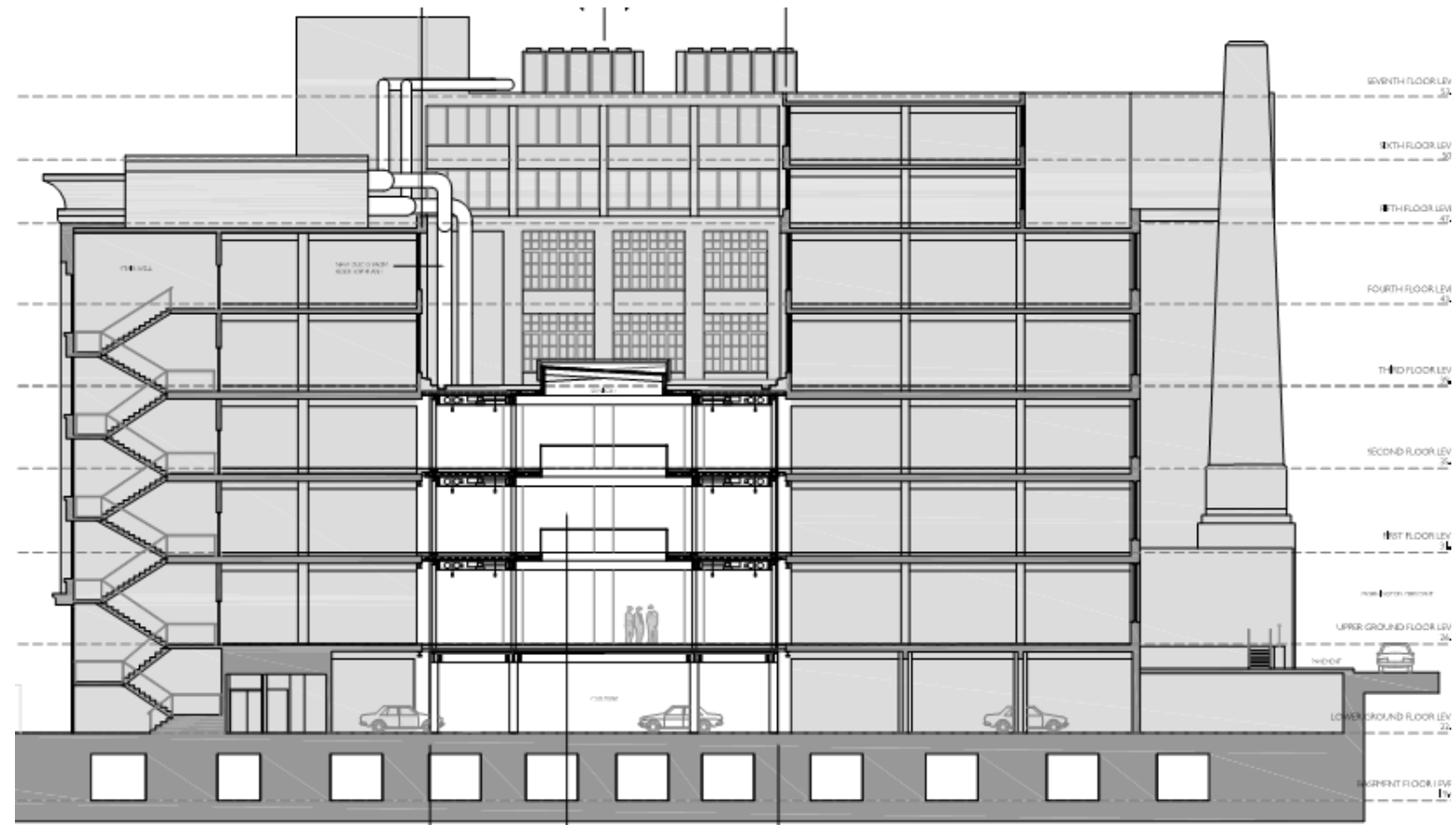
Above: Existing Longitudinal Section BB (East)



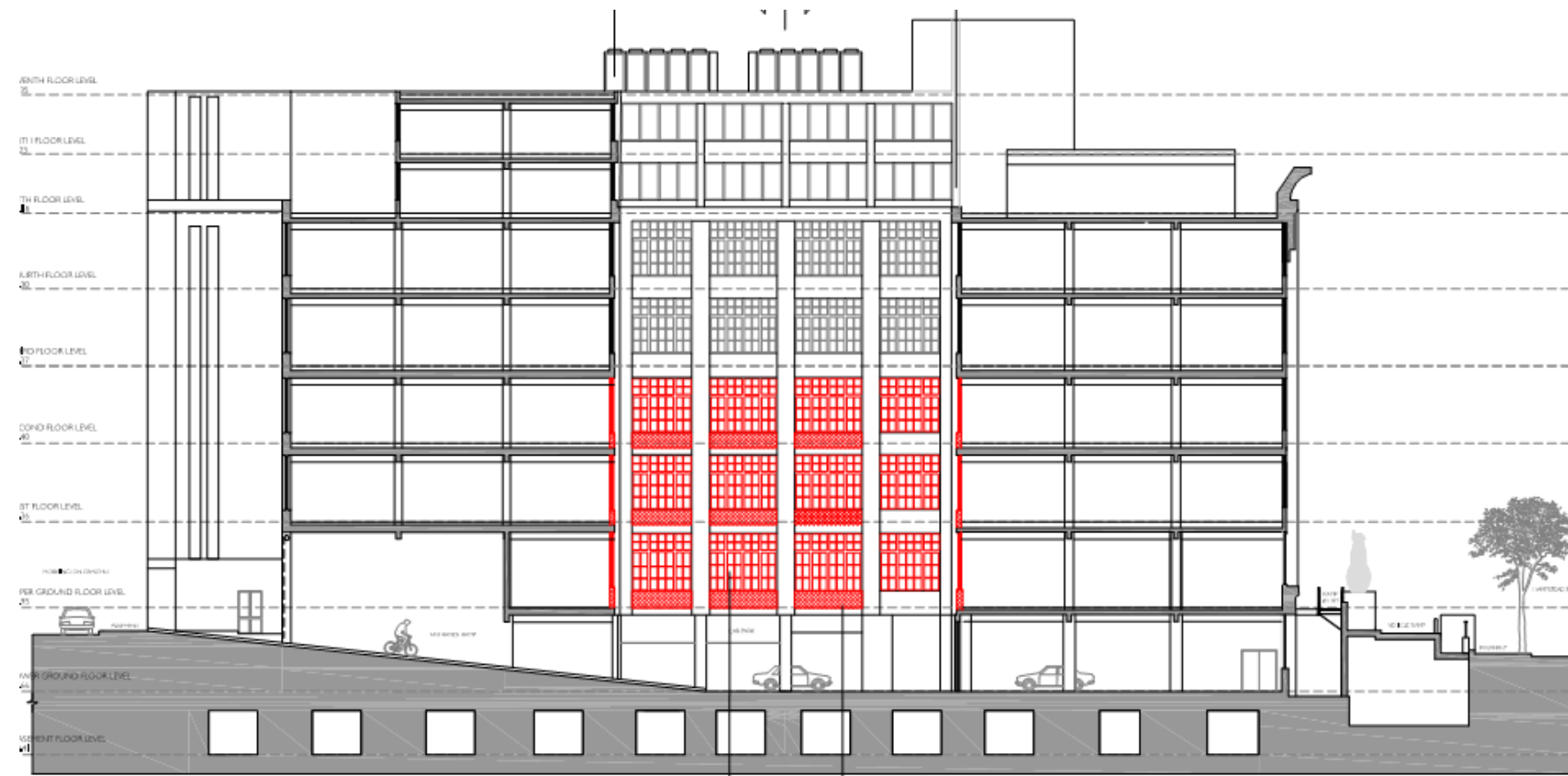
Above: Proposed Longitudinal Section BB (East)



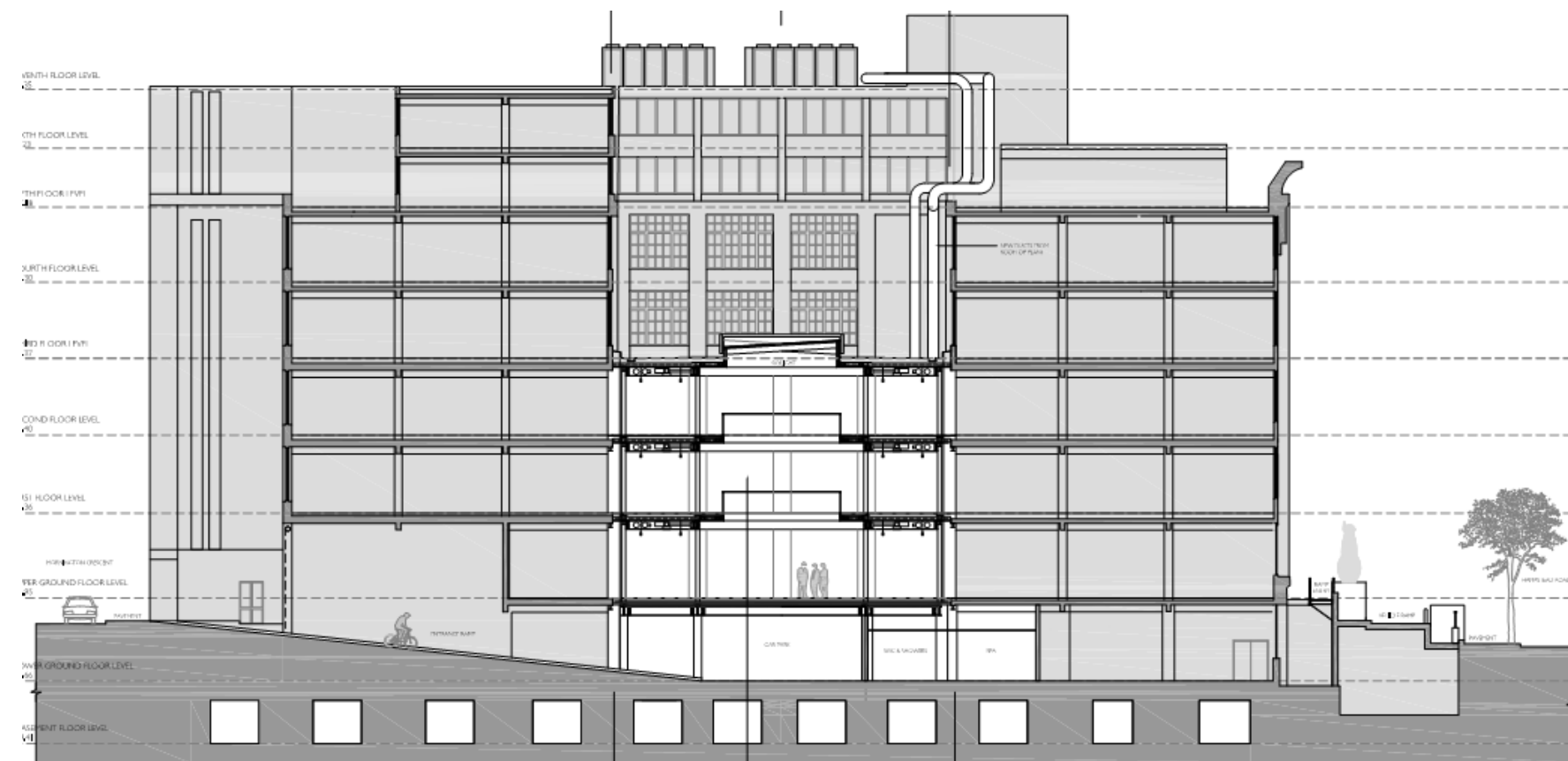
Above: Existing Short Section CC (South)



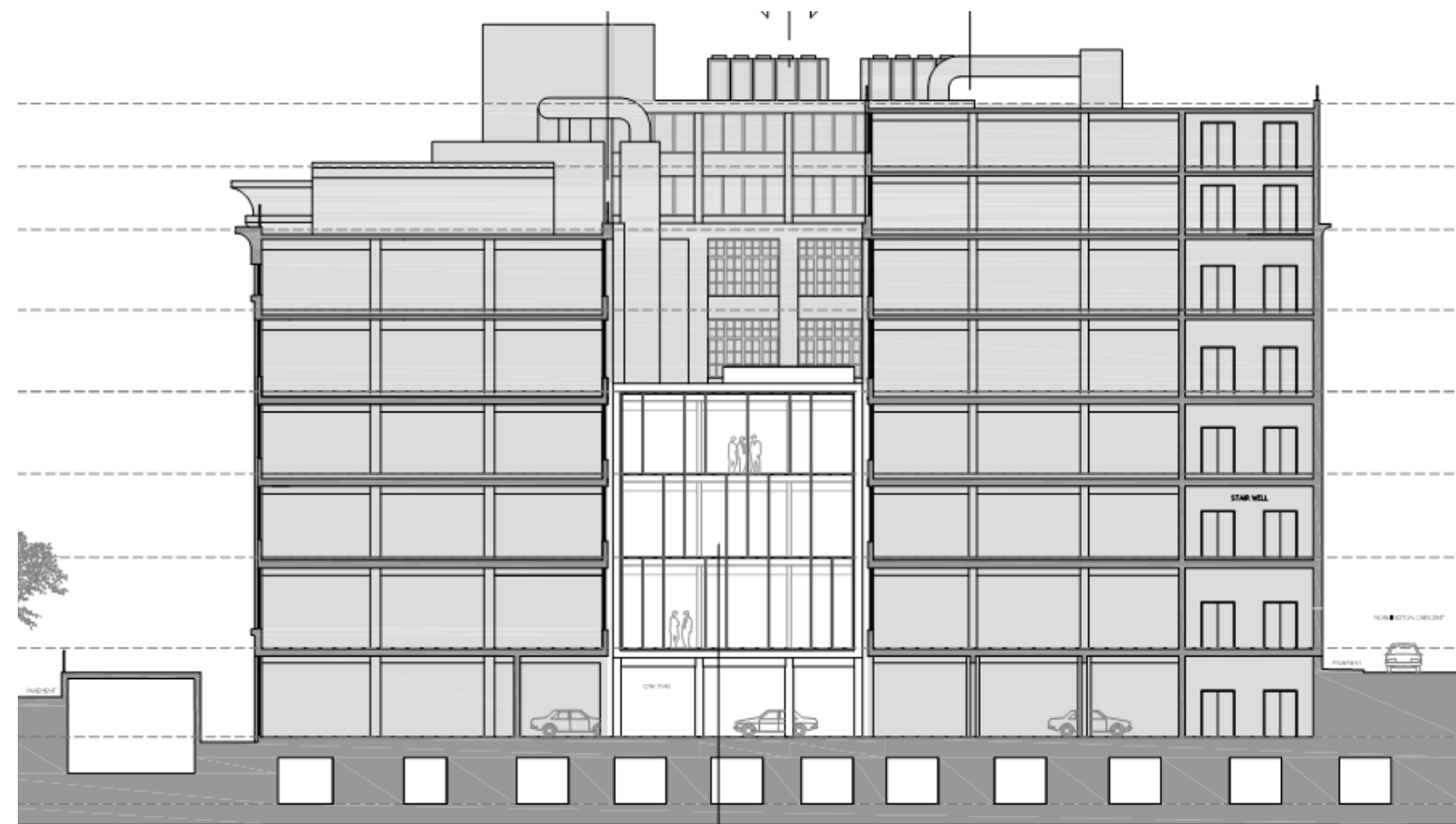
Above: Proposed Short Section CC (South)



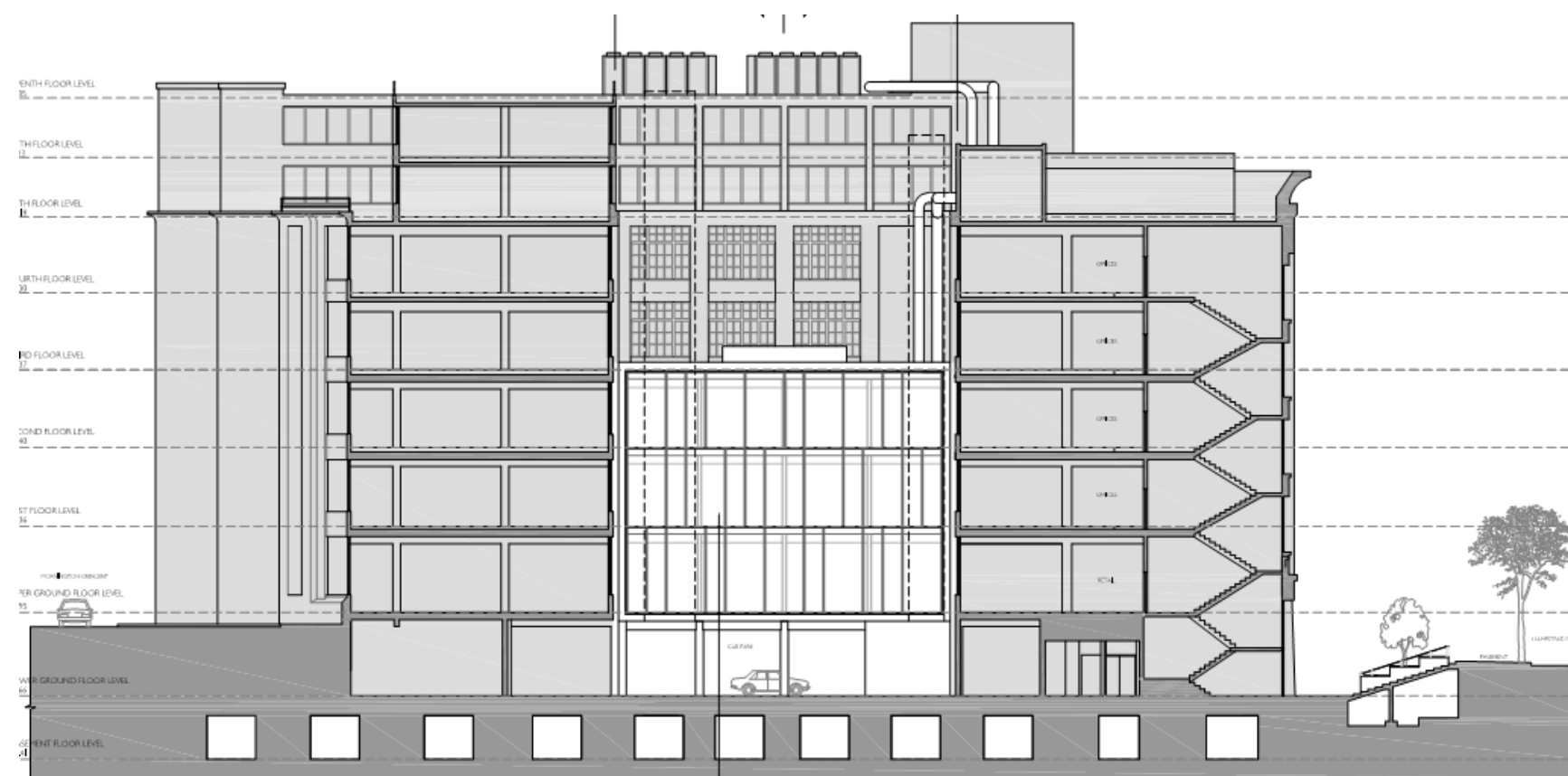
Above: Existing Short Section DD (North)



Above: Proposed Short Section DD (North)



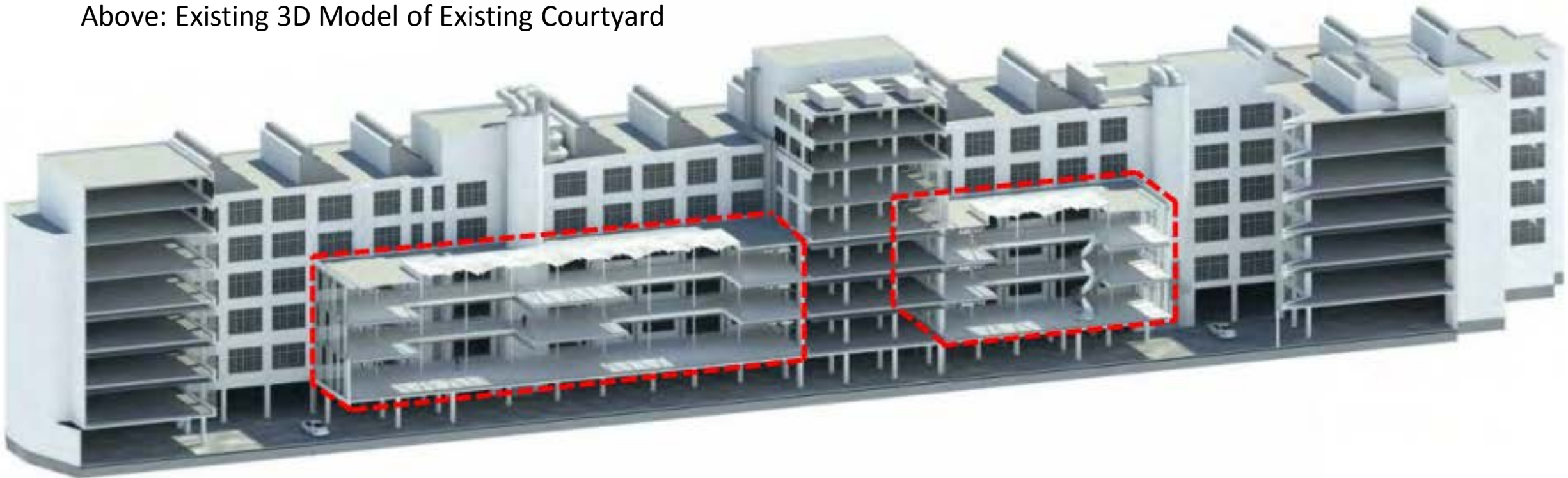
Above: Proposed Façade Elevation (South)



Above: Proposed Short Section DD (North)



Above: Existing 3D Model of Existing Courtyard



Above: Proposed 3D Model of Existing Courtyard



CGI Visual of Lightwell Infill from Sixth Floor



CGI Visual of Façade from Lower Ground Floor



CGI Interior visual of the proposed Lightwell infill from First Floor

Above: Proposed CGIs