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FAO Jonathan McClue

Submitted via planning portal

25 May 2017

Our ref: LJW/GBR/MSO/J10337

Your ref: PP-06042763

Dear Sir

Town and Country Planning Act 1990 (as amended)

**Application for Planning Permission for a temporary marketing suite / show flat
101 Camley Street, London NW1 0PF**

We write on behalf of our client, Chalk Farm Development Limited c/o Aragorn Properties Corp, to enclose an application seeking planning permission for the erection of a marketing suite / show flat at 101 Camley Street ('the Site'). This application follows on from pre-application discussions with Johnathan McClue of LB Camden. The marketing suite would be associated with the permitted residential led scheme (ref. 2014/4385/P) at this site which is programmed to be implemented shortly.

Site and Surroundings

The Site is within the London Borough of Camden, being located between Kings Cross and Camden Town. Kings Cross / St Pancras Stations are located circa 1 kilometre to the south and Camden Town underground station is a similar distance to the northwest.

The Site currently accommodates a vacant depot previously used by a parcel distribution firm (Class B8), this measures 1,490 sqm. The site is an oblong shape which is bound by Camley Street to the east, Regent's Canal to the north and Granary Street to the west. The southern tip of the Site is at the junction where Granary Street meets Camley Street.

No. 101 Camley Street is located within the Regents Canal Conservation Area. The building on-site is not listed and is of no architectural merit, however there are a number of listed buildings and parks nearby including the Grade II listed Coroners Court, Grade II* listed St Pancras Old Church and Grade I listed Sir John Soane Mausoleum. The adjacent canal and towpath, which provides a well-used pedestrian route between Kings Cross and Camden, is designated open space, a green corridor, a Site of Nature Conservation Importance (SNCI) and a Metropolitan Walk.

The Site forms part of an area of London which is undergoing large scale and strategic redevelopment, the majority of this is being led by the King's Cross Central Limited Partnership.

This Site forms a collection of sites (101, 102 and 103 Camley Street) which although are under separate ownership have been promoted for comprehensive mixed use development by different developers over a similar time period and share common regenerative ambitions, such as design

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language and a new bridge link. No. 103 Camley Street received planning permission (ref. 2011/4381/P) in March 2012 for a twelve storey building containing 307 student flats, 40 residential units, incubator business space and two retail units. This has recently been completed. An application (ref. 2014/4381/P) at 102 Camley Street was permitted in March 2015 for a 12 storey building providing 1,620 sqm of offices and 154 flats. Construction work is currently taking place on site.

Despite its central location and being close to such a large area of regeneration, the site is currently relatively isolated. It is cut off by the canal to the north and railway lines to the east and faces the rear of the hospital site. Footfall is also low along Camley Street and particularly low on Granary Street which is currently a poor urban environment.

Background

Our client acquired the site in early 2016. This followed the grant of planning permission (ref. 2014/4385/P) to the previous landowner, on 18 March 2015, for:

“Demolition of existing building and redevelopment for a mixed use building ranging from 6-13 storeys comprising 2,220sqm employment floorspace (Class B1), 121 residential flats, the provision of a pedestrian footbridge with disabled access over the Regent’s Canal, and associated landscaping and other works relating to the public realm.”

As set out above, this scheme was designed to tie in to the developments at 102 and 103 Camley Street. Following a review of the permitted scheme, a number of minor changes were proposed, mainly to the internal arrangement of the buildings. The key changes proposed were reconfiguration of the affordable housing, rationalisation of the core arrangements and access points, and internal works to the basement. A Section 73 application (ref. 2016/6311) in relation to these amendments is currently pending determination.

Our client has instructed a full design team and demolition contractor so that this scheme can be implemented in the very near future. To enable this, the pre-demolition conditions (nos. 9, 16 and 21a) have been submitted to LB Camden and subsequently signed off (ref. 2014/4385/P). In relation to the Section 106 agreement, a Demolition Management Plan is currently with LB Camden pending determination. Accordingly, our client is currently fully committed to delivery of the permitted scheme. To help ensure the sale of all private flats the client is now proposing to construct a temporary marketing suite / show flat on site.

The Proposal

As discussed with Officers in advance of this submission, planning permission is sought for the following:

“Erection of a temporary two storey building to be used as a marketing suite and show flat for a period of 2½ years with associated landscaping, to be used solely in connection with the residential led development 101 Camley Street.”

The applicant has appointed Unit Architects to design an attractive temporary building to accommodate a marketing suite and show flat. The building would comprise ground plus one floor, following comments made at the pre-application stage by Officers the third level has been removed from the scheme. The building would measure 254 sqm GIA.

The ground floor of the proposed suite would incorporate a reception area, staff office, accessible WC and a terraced area. Externally minor landscaping works would take place. The first floor would comprise a 2-bedroom show flat and would also have a balcony facing the canal. Given the use of the building it is not considered that the balcony would be accessed regularly and for long periods and as such this would not lead to any unacceptable overlooking impacts.

Both the permitted and Section 73 scheme propose 41 of the 91 market residential apartments to be 2-bedroom units. Accordingly, in terms of marketing, the *raison d'être* for this structure, it is important that a two bedroom unit which is as representative as possible to the final product is displayed.

Given the construction programme and that the existing building will be demolished in full there is not an opportunity to provide a marketing suite / show flat within the new building in adequate time, hence the need for this separate structure.

The proposed building would be located at the part of the site where, once constructed, the principal scheme would provide public open space. The marketing suite would not compromise the delivery of this as it would need to be removed, at the latest, by 2 ½ years after the date that planning permission is granted. In addition, the marketing suite would be deconstructed at an earlier date should all 91 private units be sold ahead of this. Similarly, the detailed design of the proposed bridge has not yet started so this aspect of the scheme would not be delayed or affected in any way by this temporary building.

For clarity, this marketing suite / show flat would only be used in connection with the apartments to be built at this site.

The project architect has spent a great deal of time considering the 'look and feel' of this temporary structure to ensure that it is a positive addition to the area, albeit on a temporary basis. Given the site being located next to the Regent's Canal and having similar constraints being located on a narrow strip bound by a road and the canal, the design of this new building follows the language of local canal side architecture as it has a pitched roof and a narrow gable.

The building will be clad in dark brickwork and gold metal panelling. Gold metal would also be used at the window frames. It is considered that these materials will be robust enough to ensure that they continue to be attractive despite buildings works which will take place at this site. The front section of the building would have a pitched roof and the flat section to the rear would have a green roof.

To the rear of the building a new wall along the site boundary would be constructed, this would replace the existing wall and metal fence. The top of the wall would be at the same level as the ceiling at the ground floor of the marketing suite, therefore the privacy of the boats moored nearby on the canal would be protected.

Although great care has been taken regarding the design of this building, given that it is temporary it is important its build is both economic and sustainable. Accordingly this structure would be built by way of modular construction. It would be built off-site with sections then transferred to site to be bolted together. This construction method is quicker and less disruptive than traditional construction.

Once the building is no longer operational, it would be deconstructed in a similar way, by sections. This process would likely only take one or two weeks. In addition, these sections could be reused again or be re-clad and then reused. A Construction Management Plan, prepared by Arup, accompanies this application and provides further information regarding how the marketing suite

would be built and deconstructed. This document also confirms that the delivery and siting of the marketing suite would not slow down or affect delivery of the permanent residential building.

Marketing suites / show flats are an increasingly common method of promoting sales of new build residential apartments and this is an important way to show the proposed product to the local market. Several market suites have been permitted previously in Camden, as follows:

- 5 Triton Square - 2008/0154/P – granted for four years;
- 187-199 West End Lane, West Hampstead - 2013/0812/P – granted for two years;
- Gasholder's Marketing Suite, King's Cross - 2014/7724/P – granted for four years;
- Avenue Road, Swiss Cottage - PEX0200160 – granted for three years.

Other examples of marketing suites / shows flats that have been built in London are provided at pages 13 and 14 of the accompanying Design and Access Statement.

An Arboricultural Report, prepared by GC Design, accompanies this application. This confirms that the eight trees at the Site will all be retained and that the impact of the marketing suite on these would be negligible.

Planning Policy Considerations

In the usual way, as required by Section 38(6) of the Planning and Compulsory Purchase Act 2004, this application should be determined in accordance with the development plan unless material considerations dictate otherwise. For the purpose of this application the development plan consists of the London Plan (2016), Camden Core Strategy (2010) and Camden Development Policies document (2010). Camden's emerging Local Plan has now been found to be 'sound' and is due to be adopted shortly.

- Land Use

Policy CS1 of the Core Strategy states that the Council will promote the most efficient use of land and buildings in Camden by "seeking development that makes full use of its site, taking into account quality of design, its surrounding, sustainability, amenity, heritage, transport, accessibility and any other considerations relevant to the site".

The marketing suite provides an important opportunity to showcase the flats at 101 Camley Street to the local market. The proposed suite / show flat would make the most effective use of the land as it would provide an active use at the site whilst construction is taking place and, importantly, provision of this temporary building would not compromise the process of constructing the permanent residential building.

The site and immediate surrounding area on Granary Street is underused and relatively isolated so this building would provide visual interest, increased footfall and added security.

The use of the site for a marketing suite / show flat for a temporary period is considered to be acceptable as a matter of principle in land use terms.

- Design

Policy CS14 of the Core Strategy promotes high quality places and requires that development is of the highest standard of design that respects local context and character, and preserves and enhances Camden's heritage assets and their settings.

Camden's Development Plan Policy DP24 states that the Council will require all development to be of the highest standard of design and respect character, setting, form and scale of the neighbouring properties. Development Plan Policy DP25 supports Core Strategy Policy CS14 and states that the Council will only permit development within conservation area that preserves and enhances the character and appearance of the area.

Pre-application discussions have taken place with Jonathon McClue of LB Camden and as a result a number of design changes have taken place including a reduction in height from three storeys to two storeys.

Unit Architects have undertaken a great deal of consideration regarding the proposed design and the language of the structure would follow that of local canal side architecture. This design would provide visual interest to the area and is considered to be a significant improvement against other temporary structures which could have been proposed. Indeed it is considered that the design of this building directly accords with policy as it is of a high standard and directly respects the local context and character.

- **Amenity**

Camden's Development Plan Policy DP26 seeks to protect the quality of life of neighbours and permission will only be granted for developments that do not cause harm to amenity.

Given the location of the marketing suite / show flat the three permanent moorings on the canal are considered to be the only residences which could be affected by this proposal in amenity terms.

In terms of construction, disruption to these moorings would be kept to a minimum through the use of modular, prefabricated components, which would limit the construction period. The rear wall, between the moorings and the marketing suite, would be rebuilt. This would prevent views from the ground floor of the suite to the moorings. Given the function of the building the first floor balcony would not be used for long periods.

It is not considered that the marketing suite / show flat in itself would affect the amenity of the moorings or any other residences, especially given the construction work which would be taking place simultaneously.

Summary

A temporary marketing suite / show flat is proposed at a small section of this development site. It would help contribute to sales of the market residential flats, which will be brought forwards in the near future, and help bring the scheme to the attention of the local market. This building would not compromise the delivery of the main residential scheme.

It is considered that the design is contextual and an exemplar piece of architecture in terms of a marketing suite / show flat. It would enhance the appearance of the conservation area and provide visual interest to the locality, as well as increased footfall and security. It would also be constructed in a way which would keep noise and dust to a minimum and given its pre-fabricated nature could be used again once deconstructed. It is not considered that the building would materially affect nearby residential amenity.

For the reasons set out within this letter it is considered that this temporary building / use should be granted planning permission. The applicant would be willing to discuss planning conditions with LB Camden in relation to this.

Planning Application Documentation

We enclose an electronic copy of the following documents, submitted via planning portal (ref. PP-06042763), as part of this planning application:

- Completed application form;
- Completed CIL form;
- Red line site location plan;
- Design and Access Statement prepared by UNIT Architects Limited;
- Proposed drawings prepared by UNIT Architects Limited;
- Construction Management Plan, prepared by Arup;
- Arboricultural Report prepared by GC Design;
- Transport Note prepared by Arup;
- Landscaping report and plans prepared by LDA Design.

The application fee of £1,925 will be made online and refer to ref. PP-06003715.

We look forward to receiving confirmation of the registration and validation of this application. Should you have any queries please do not hesitate to contact Gary Brook (020 7333 6311) or Marnie Sommariva (020 7518 7257) of this this office.

Yours faithfully

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Enc. As above