



GERALDEVE

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FAO Jonathon McClue

19 June 2017

Our ref: LJW/VHA/J10346

Your ref:

Dear Sir,

Stephenson House, 75 Hampstead Road, London, NW1 2PL
Town and Country Planning Act 1990 (as amended)

On behalf of our client, Lazari Properties 2 Ltd, we submit a planning application for the redevelopment of Stephenson House.

Planning permission is sought for:

“Extensive internal and external refurbishment of Stephenson House to provide a ground plus 7 storey building containing to provide 18, 181sqm (GIA) of Class B1 Office floorspace, 904sqm (GIA) of flexible Class B1/D1 floorspace, 857sqm (GIA) of Class A1 Retail floorspace, 118sqm (GIA) of Class A3 Retail floorspace and 17 Residential units (total 2130sqm GIA), comprising 11 market units (1 x 1 bed, 6x 2 bed, 4 x 3 bed) and 6 affordable units (3 x 2 bed, 3 x 3 bed). Removal of existing colonnade to Hampstead Road elevation, creation of double height entrance on Hampstead Road, creation of three terraces to the rear, three integral pocket gardens to the Hampstead Road elevation and balconies facing Hampstead Road to all residential units. Addition of PV panels to the roof, 249 commercial cycle parking spaces, 33 residential cycle parking spaces, 4 disabled car parking spaced, associated landscaping and works”.

The application has been the subject of a coordinated consultation programme and extensive design development, with the London Borough of Camden, and other statutory and non-statutory consultees.

Background

Stephenson House lies at the junction of Hampstead Road and Drummond Street within the London Borough of Camden (LBC), just north of Euston Road and west of Euston Station. The existing building was completed in the 1960s and was subsequently re-clad in the 1980s. In terms of land uses, the existing building contains retail and flexible office/NHS clinic at ground floor with offices above.

The site lies within the Central London Area. The building is not listed and does not lie within a Conservation Area, nor are there any listed buildings or Conservation Areas immediately adjacent

to the building. The nearest listed building is the Lord Nelson Public House, which lies on Stanhope Street, to the west of the Site. The nearest Conservation Areas to the site are the Regents Park Conservation Area to the west and Bloomsbury Conservation Area to the south.

The site lies within the Euston Area Action Plan which divides the Euston area into six character area; the site is within the Regent's Park Estate Character Area.

The site sits within two of the Mayor's protected views as specified within the London View Management Framework; the Wider Setting Consultation Area of the view from Greenwich Park Wolfe statue to St Paul and the Landmark Viewing Corridor from Parliament Hill to the Palace of Westminster. The existing building sits at 53.7 AOD, slightly above the Wider Setting Consultation Threshold Plane at 52.86 AOD but significantly below the Landmark Viewing Corridor Threshold Plane at 60.5 AOD. The parapet of the proposed development will not exceed the height of the existing building.

The existing building detracts from the immediately surrounding area with poor quality active frontages on the principal elevation, recessed from the principal façade in a dark, inactive colonnade and features a heavy external cladding material. The existing building's secondary elevation is dull and entirely inactive, adding nothing to Drummond Street. Internally, the building provides inefficient office floorspace which does not meet modern day office floorspace market demand.

The area surrounding the Site will undergo transformational change in the future as Euston station and the wider area develops following the opening of HS2. The area will become a gateway into central London. The Site lies within the Euston Area Plan, which seeks to transform the Euston area into a 'hub of activity' associated with the regeneration of the station.

The proposals are to redevelop the building to enhance its architecture and deliver flexible office floorspace suitable for multiple businesses of varying sizes and uses, 17 high quality residential homes, including 6 affordable units, Class A1 retail units, a Class A3 unit as well as the re-provision of a flexible Class B1/D1 space.

Full details of the proposals can be found within the Planning Statement, prepared by Gerald Eve LLP, and the Design and Access Statement, prepared by Marks Barfield Architects.

Application Documentation

In accordance with the requirements of the London Borough of Camden and as agreed with Officers, the application comprises the following documents

- Application Forms and Certificate (submitted via the portal, reference PP-06083552);
- CIL form;
- Covering Letter, prepared by Gerald Eve LLP;
- Planning Statement, prepared by Gerald Eve LLP;
- Design and Access Statement, including the Crime Impact Assessment, prepared by Marks Barfield;
- Contaminated Land Assessment, prepared by GEA;
- Air Quality Assessment, prepared by Phlorum;
- Daylight and Sunlight report, prepared by Point2 Surveyors;
- Sustainable Urban Drainage report, prepared by UK Flood Risk Consultants;
- Drainage Statement, prepared by GLP;

- Residential Energy Briefing Note, prepared by GLP;
- Sustainability Statement, prepared by GLP;
- Energy Statement, prepared by GLP;
- Transport Assessments, prepared by RGP;
- Landscape Statement, prepared by TLP;
- Ecology Report, prepared by FOA Ecology; and
- Statement of Community Involvement, prepared by London Communications Agency.

The planning application fee of £18,865 has been paid by BACs in advance of the application with the planning portal reference attached (PP-06083552).

We trust that the information submitted is sufficient to validate the application. Should you require anything further, please contact Caroline Keane or Lisa Webb of this office.

Yours faithfully



Gerald Eve LLP

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