

JWP/AJH/DP4092

30 June 2017

**FAO Gideon Whittingham**

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Dear Mr Whittingham,

**JML HOUSE, REGIS ROAD, LONDON, NW5 3EG – APPLICATION FOR FULL PLANNING PERMISSION**

On behalf of our client, Augustus Regis Ltd, we are pleased to enclose a full planning application for the above site. The planning application proposes:

*'Refurbishment of existing building and single storey extension to provide additional office floorspace (Class B1(a) Use); Alterations and re-cladding to external facades; Associated hard and soft landscaping, cycle parking and ancillary works'*

**Planning Application Submission**

This minor planning application comprises the following documentation:

1. Full Planning Application Form and Ownership Certificate;
2. Site Location Plan, prepared by d\_raw;
3. Site Plan, Existing and Proposed Plans, Elevations and Sections, prepared by d\_raw;
4. Design & Access Statement, prepared by d\_raw; and
5. Sustainable Design & Construction Statement, prepared by T16 Design.

A Community Infrastructure Levy Additional Information Form has also been submitted.

The planning application has been submitted via the Planning Portal (ref. PP-06172056). The planning application fee has been paid directly by the Applicant. The application itself is categorised as a 'minor' given the proposed floorspace is less than 1,000sq.m gross internal area.

This letter explains the background to the Site and its recent planning history, the proposed development and provides a proportionate assessment of the key planning considerations.



## **The Application Site**

The Site extends to approximately 0.2ha and is located on the north side of Regis Road, in the Kentish Town area of the London Borough of Camden (LBC). The site is occupied by JML House, a two storey unlisted building with associated car parking on a small forecourt. The building is of no architectural merit and is typical of a light industrial / office style, constructed using brick at lower levels and aluminium/steel at upper facade and roof level. JML House shares its eastern party wall with a very similar building in nature, scale, form and appearance which is occupied by Howden's.

The existing building formerly comprised a television production studios, offices and ancillary space, split over ground and first floor, plus a storage mezzanine level above. The building was last occupied by John Mills Limited ('JML') who have now vacated.

In terms of its development plan designations, the Site is situated within the wider Kentish Town Industrial Area, although this is subject to change in the new Camden Local Plan which is soon to be adopted. The new Local Plan removes the Industrial Area designation and re-allocates the Regis Road area as a 'Growth Area'. The Site is approx. 175m walking distance from the Kentish Town Town Centre boundary and is therefore an 'edge-of-centre' site based on the NPPF definition.

## **Surrounding Area & Accessibility**

The surrounding area is typified by a mix of uses, including employment uses clustered within the existing Industry Area designation, as well as other commercial, leisure and retail uses concentrated around Kentish Town.

The area is very well connected given its location, within short walking distance of Kentish Town Rail/Underground Station and numerous bus routes which operate along Kentish Town Road. The site sits on the border between PTAL zones 4 and 6a, the latter being the area immediately to the east of the Site towards the Town Centre and Rail/Underground Station. Clearly, the Site is very well connected by public transport and therefore an appropriate location for higher density employment uses.

## **Planning History**

The JML operation began following the grant of planning permission on 26<sup>th</sup> April 2004 (ref. PEX0300330/P), subject to Section 106 Agreement ("the JML permission"). The JML permission secured the building for JML's specific operation i.e. a personal permission as the legal agreement stated that upon vacation of JML, the building would revert to Class B8 Use.

More recently, full Planning Permission (ref. 2015/7232/P) was granted on 29<sup>th</sup> February 2016 for:



*'Change of use from warehouse (Class B8) to offices [Class B1(a)], increase of 93sqm of internal floorspace and insertion of windows to rear ground floor elevation.'*

The February 2016 planning permission was sought specifically as JML were expected to vacate the building (and now have), and the owner wished for the long-established office use to continue.

The building has now been soft stripped, and will be refurbished and extended pending the approval of this minor planning application.

### **Proposed Development**

The proposed development is a minor planning application by definition and comprises a single storey extension to the existing building, refurbishment of the internal parts and alterations / re-cladding of the external facades, including new large glazed windows. Associated hard and soft landscaping is proposed around the perimeter of the building, together with provision of cycle parking to the rear. The proposed development, design approach, details of materials and further information is contained within the accompanying Design & Access Statement prepared by d\_raw.

In terms of floorspace uplift, the proposal results in an overall net uplift of 913sq.m (GIA), achieved through the upward extension of the building. The new floorplates have been regularised and are much more efficient, flexible and targeted at market demand for this location. The new glazed windows to the facades, together with the void space and atrium roof lights provide greater levels of natural daylight to the workspace. Plentiful ancillary facilities are provided in the form of kitchens, amenity space, core and bathrooms, refuse storage and 35 cycle parking spaces to the rear of the building. The existing car parking to the front remains unchanged, albeit minor landscape works are shown illustratively in the Design & Access Statement, to be secured by planning condition as required.

There is a very limited increase in massing given the existing pitched roof is to be replaced with the newly extended storey and flat roof. The overall increase in height of the building is proposed from 9.26m above ground to 12.2m, with the atrium roof lights sitting just above this level, but setback into the roof form and therefore having no impact on the street.

### **Planning Assessment**

As part of pre-application discussions for this Site, the principle of the proposed development was discussed and agreed with you. Specifically, officers were of the view that an increase in employment floorspace (<1,000sq.m) would be acceptable in the context of planning policy, whilst the design and refurbishment was appropriate for the context.



The proposed development should be considered against relevant policies contained within the development plan, namely the London Plan and the Camden Local Plan. The latter is soon to be superseded and so our assessment relates to the new policies which will form the basis of planning decisions in the very near future.

The proposal complies with Policy G1 (Delivery and location of growth) given it makes efficient use of an existing building through an improved employment offer and an increased floorspace quantum which will contribute towards identified needs. The proposal is located within a sustainable and accessible location, Regis Road, a designated Growth Area. We note that this specific proposal is not an appropriate proposition for mixed-use contributions given it comprises a refurbishment and extension of an existing office building, and is a minor application by definition.

An uplift in employment floorspace and a more attractive workspace will assist in maintaining a healthy stock of premises within the Borough, suitable for a variety of business activities for firms of differing sizes. The flexible floorplate and internal arrangement further enhances the attractiveness of the new space to a range of occupiers. The proposal complies with Policy E1 (Economic development) which we note specifically directs office development to the Growth Areas, inc Regis Road, and supports the intensification of employment sites where these provide additional employment. Based on HCA employment density guidelines the extended and refurbished office could support around 150 full-time equivalent jobs.

The design approach is explained in the accompanying Design & Access Statement. Insofar as it may be relevant to Policy D1 (Design), the local context and character of the site is mixed and could be said to be poor. An opportunity therefore exists to improve the streetscene and quality of the built environment. The d\_raw proposal is a fresh warehouse aesthetic which is considered appropriate for this location given the lack of any dominant local vernacular. There are no nearby heritage assets or local view constraints. The small increase in height and massing is wholly acceptable, particularly given the extended storey is setback from the parapet. The proposals have been approached from a sustainable design and construction perspective, will utilise high quality materials and incorporate outdoor amenity for office staff. Appropriate hard and soft landscaping can be secured by condition as may be required.

In respect of sustainable design and construction measures specifically, the proposed scheme responds to the policy requirement for non-domestic developments of 500sq.m or more to achieve BREEAM 'Excellent' – as evidenced by the accompanying statement and pre-assessment. The proposal therefore complies with Policy CC1 (Climate change mitigation).

The proposed development responds positively to Policy T1 (Prioritising walking, cycling and public transport) given the sustainable and accessible location of the Site near rail, tube and bus routes, together with the provision of on-site cycle parking. The limited number of existing car park spaces are proposed for retention with no increase, responding to Policy T2 (Parking and car-free development).



Given the limited increase in height and massing, the proposed development will not result in any amenity impact on neighbours in terms of daylight, sunlight or overshadowing.

In terms of the Kentish Town Neighbourhood Plan, the proposed development results in a net uplift in employment floorspace, which could be used by small businesses. The proposal accords with Policy SW1. The application proposal retains and increases employment opportunities, including for small and start-up businesses, in accordance with Policy SP2 and SP2(a), where they may be considered relevant.

The new Growth Area designation advocates an employment-led mixed use approach to development at Regis Road. This application is modest in scale and nature, and clearly will not prejudice comprehensive redevelopment of the wider Regis Road area which may come forward at a later date, and in any event, only once a planning framework has been developed in accordance with the Neighbourhood Plan and soon to be adopted Camden Local Plan. It is again worth noting that by definition this is a minor planning application – there is no conceivable reason why this development could ever prejudice comprehensive development of the wider area, particularly in the absence of any emerging planning framework.

The proposed scheme complies with all relevant development plan policies, benefits from in-principle officer support and should therefore be approved without delay.

### **Concluding Remarks**

We trust that you have sufficient information to validate, register and determine this planning application within the statutory timescales. We would be happy to provide paper copies of the submitted documents upon request. Should you have any queries or require any further information, please contact Jim Pool or Alan Hughes at this office.

Yours sincerely,

**DP9 Ltd.**