

Our ref. 16111/17c28cc/ps

28 March 2017

Mr A Stroud
Regeneration and Planning
Camden Council
2nd Floor
5 Pancras Square
London N1C 4AG

Anderson | Orr
Architects

Dear Mr Stroud

113 REGENTS PARK ROAD, LONDON – DESIGN & ACCESS STATEMENT
YOUR REF: 2017/1144/P

Further to your email to my colleague Neil Perry dated 14th March, we write to provide supplementary information in support of the above application.

We confirm that the application is for the following:

1. Alterations to public-facing glazing on ground floor.
2. Installation of two rooflights within flat roof.
3. Alterations to signage.
4. Replacement air conditioning units.

As requested in your email, to elaborate on the above please see the below with reference to the design concept, the impact on the building and conservation considerations.

1. Alterations to public-facing glazing on ground floor

Alterations to the south east elevation, the street facing façade, include the removal and replacement of the existing modern glazing system with a new crittall style glazing system which is more in keeping with the Deco architecture of the building.

The application seeks consent to remove the existing 'Bibendum PLB Group' signage. It is proposed to replace the existing signage with a new narrow dark grey band with discrete signage referencing the building's new tenants. The new signage has been designed to complement the scale and design of the proposed crittall glazing system and not detract from the architectural qualities of the building as per the existing oversized signage.

2. Installation of two rooflights within flat roof

Two slim-line flat glass rooflights are proposed within the flat roof above the second floor to increase natural light levels and reduce the demand on artificial lighting.

The rooflights will be set back from the front elevation such that from street level they will be entirely hidden from view.

3. Alterations to signage

The original 'Chalk Farm Garage' signage to the street facing parapet is proposed to be reinstated and complemented by refreshed green painted banding.

4. Replacement air conditioning

An existing series of air conditioning units are discretely located behind the front parapet. This application seeks consent to replace the existing units with new ACU's in the same position. Given the existing units are c.10 years old, the new replacement units will operate more efficiently and quietly and therefore as they are a like for like replacement, in this instance, a noise assessment is not considered to be necessary.

Summary

Following consultation with the Primrose Hill Conservation Area Advisory Committee, we are proposing a carefully considered and sensitive proposal that enhances the existing building and provides positive benefits to the wider context within the Primrose Hill Conservation Area.

Not only will the proposed internal and external alterations help to maintain the building's future longevity, they will also significantly improve the capacity for the building to meet both the current and future needs and requirements of its tenants.

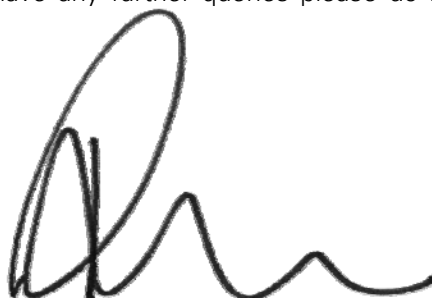
We would maintain that the appearance of the proposals carefully and respectfully responds to the original building as well as the surrounding context, drawing not only on the materials, but also the scale and proportion of the existing building, to create a scheme that restores coherence to the property as well as sitting harmoniously within the wider context.

We would conclude that the proposal, in terms of its form, scale, height, language, materials and use, forms an appropriate design that will enhance this site and it is therefore our firm belief that this application should be supported.

I trust the above is of assistance and clarifies the points raised in your recent correspondence, however should you have any further queries please do not hesitate to contact me.

Yours sincerely

Paul Seamarks BA Hons (Arch) DipArch ARB
Architect
On Behalf of Anderson Orr Architects Ltd

A handwritten signature in black ink, appearing to be 'Paul Seamarks', written in a fluid, cursive style.