

KG/JD/P6944
27 April 2018

Planning and Development
London Borough of Camden
2nd Floor, 5 Pancras Square
Town Hall, Judd Street
London
WC1H 9JE

Dear Sir/Madam,

10-12 St Georges Mews, Camden Town, London NW1 8XE
Planning Application for external alterations of the front and rear elevations
Planning Portal Reference: PP-06924097

On behalf of our client, Mr Alexander Bard, we enclose a planning application for external alterations to the above property, 10-12 St Georges Mews.

The external alterations proposed comprise the replacement of the windows to the front and rear elevations with 'Crittall style' windows, timber replacement doors to the front ground floor level, new rendering to the front elevation, replacement louvre panel, and a new parapet at the rear of the building.

The following documents have been submitted as part of the planning submission:

- Application Form
- Application Fee of £234 submitted online via Planning Portal.
- Planning Brochure, including Site Location Plan – prepared by Kyson Architects

Application Site

The site is located on the northern corner of St. George's Mews, Primrose Hill. It currently comprises a part-two and part-three storey building with a flat roof, and the current use of the building falls within Class B1a (office) use. The building is accessible via the two entrance doors located on the western side and eastern side of the ground floor and it is currently occupied by various businesses accommodated across three floors. The upper floors are accessible from an external stair to the North as well as an internal access up to the first floor unit.

The property is not listed; however it is located within Primrose Hill Conservation Area.

The immediate street of St. George's Mews is characterised by residential units on the south side, with converted stables and a mixture of commercial uses on the north. The surrounding area comprises commercial and residential uses, with a mix of three-storey and four-storey. Regent's Park Road is located directly adjacent to the site which occupies many cafes and restaurants, and retail outlets.

The site has a Public Transport Accessibility Level (PTAL) of 3, on a scale of 1a-6b, indicating good accessibility to public transport in this area. The site is within six minutes walking distance to Chalk Farm Underground, which provides access to the Northern Line, and bus links via Stop J which provides access into Camden Town, which is within 5 minutes walking distance.

Planning History

The following planning history is considered to be relevant to the proposal:

1. Planning permission was granted on the 31st October 1985 for the 'installation of new glazed frontages for existing workshop' under LPA ref. 8501534.
2. Planning permission was granted, subject to s106 legal agreement, on the 24th April 2017 for the 'change of use from offices (B1a) to a three-bed, six-person residential unit (C3); associated alterations' under LPA ref. 2016/3359/P.

Planning permission 2016/3359/P was linked to a land-use swap with 136 Gloucester Avenue (LPA ref.2016/3556/P) for use as offices. Neither of the two permissions has been implemented.

Pre-Application Advice

The applicant sought pre-application advice on a different scheme with Camden Council, with a subsequent site visit by the council on 19th July 2017, and comments were received on 18th December 2017 (ref. 2017/3592/PRE). In summary, it was concluded that in terms of design and conservation, consideration to ensure high quality, contextual design in a sensitive location was needed, and the proposed development should respect features of interest, which includes the exposed brickwork, and the exposed horizontal concrete floor slabs. Officers noted the current dilapidated state of the existing building, and as a result, welcomed refurbishments to bring it to modern standards to enhance its appearance.

Therefore, in response to the pre-application advice given by the council, the proposed development seeks to work with the officer comments in order to provide a suitable development which addresses the external appearance of the building and respects the character and appearance of the mews and the wider Primrose Hill Conservation Area.

The Proposal

This application seeks planning permission for external alterations, which comprises the front and rear elevation windows to be replaced by new 'Crittall style' windows, in addition to the replacement of the front elevation ground floor entrance doors by new timber replacement doors. The proposal seeks to retain the existing brickwork, although cleaned and re-pointed as necessary to complement the existing features, and a new matching brick parapet built up at the rear of the building.

In addition, the proposal seeks to replace the louvre panel located above the eastern entrance door on the ground floor, and includes new paint work to the existing concrete lintels and new rendering to the front elevation, which will retain a white appearance.

Policy Considerations

The following planning documents are considered relevant from Camden's Local Development Plan.

- Camden Local Plan (2017)
- Camden Local Plan Policies Map (2017)
- Primrose Hill Conservation Area Statement
- Camden Planning Guidance (CPG)

Land Use

The building's lawful use is for office use (Class B1). Currently, the building's appearance is highly unattractive as an office building located in St. Georges Mews and this has been largely due to lack of investment over the last thirty years. In its current dilapidated state, the building suffers from lack of natural sunlight due to its majority single-aspect and its severely undesired windows which reflect its past industrial use. In addition, the building suffers from poor thermal efficiency and lacks even the most basic amenities such as an internal staircase connecting the three levels of offices.

As the building is protected by an Article 4 Direction, the Council clearly places great emphasis on retaining this building as offices. The proposed external alterations will make a significant contribution to the attractiveness of the premises to future office occupiers. This supports Policy E2 of the Local Plan and CPG Employment sites, which states that the Council will protect offices and premises that are suitable for continued business use and provides employment for Camden residents, supporting the local economy.

External Alterations

The proposal seeks to make external alterations only. Therefore, the following adopted policies are considered relevant to the proposed development.

Policy D1 Design within Camden's Local Plan outlines the Council's support for development which aims to achieve a high standard of quality in design; be durable and sustainable; and which complements the local character of the area. Given that the existing building at 10-12 St. George's Mews was built much later than the adjacent residential homes on St. Georges Mews, it is noted that the appearance is slightly at odds with the surrounding buildings and should be considered to contain no historic or architectural merit.

'Crittall style' Windows (Front and Rear Elevations)

The proposal seeks to replace the existing windows with 'Crittall style' windows at the front and rear elevations, as shown in the submitted brochure prepared by Kyson. It is considered that the replacement windows will contribute to the modern and contemporary office use, whilst retaining the essential character of this post-war industrial building. The contemporary interventions enhance the character and function of the office building by allowing a greater level of natural light into the offices. Therefore, the proposal is considered to work in accordance with Policy D1 by responding *creatively to its site and its context*, as required by Policy D1.

Timber Replacement Doors (Front Elevation)

The proposal seeks to replace the existing entrance doors on the front elevation. The timber replacement doors will complement the appearance of the existing building by blending the tone of

the existing brickwork with timber doors; creating a more visually attractive entrance into the building. These points work in compliance with paragraphs 7.9 and 7.10 following Policy D1 on Design.

Other Proposed External Works (Front and Rear Elevations)

The proposed development also seeks to retain the existing brickwork, cleaned and repointed where necessary. The retention of the existing brickwork has been considered as an important element within the design alongside the other proposed external alterations listed above. This will allow the building to retain its worn, industrial aesthetic whilst halting the recent decline of its outward appearance. This is in accordance with principles *a* and *b*. set out in Policy D1 which state that all development should respect local context and character, and preserves or enhances the historic environment.

The proposal seeks to retain the original features of the existing horizontal concrete floor slabs, shown on the front and rear elevations in the submitted brochure, as suggested in the 2017 pre-application advice (2017/3592/PRE).

The proposed external alterations also include new replacement of the render on the front of the building. This is considered necessary as the existing appears worn and dated. The new rendering will be painted white to match the existing colour on the current building. In addition, a new louvre panel will be installed to replace the existing above the door located on the west side of the property, to enhance and maintain the function of the existing building's service equipment. The replacement louvre panel is not considered to materially impact on the visual appearance of the building nor the surrounding area, in line with design policy D1.

Heritage Considerations

As the building is located within the Primrose Hill Conservation Area, the relevant policy and guidance is set out in Policy D2 and the Primrose Hill Conservation Area Statement. Policy D2 on Heritage states that the Council will preserve and enhance Camden's Conservation Areas and will require any development to consider the character of the area. It is clear that the external alterations serve to enhance the appearance of the building, and thereby make a positive contribution to the wider Primrose Hill Conservation Area, in accordance with Policy D2 Heritage.

The Primrose Hill Conservation Area Statement has the status of a Supplementary Planning Document and is therefore a material consideration. It confirms that a number of buildings within the mews have been redeveloped or refurbished in recent years, and that the mews retain its small scale intimate character. Given that the proposed site was built much later than the rest of the mews houses and was originally constructed for light industrial or commercial use, it is considered that the building is of a different scale and character to the immediate surrounding residential area. Whilst the proposed external alterations are considered to be minor, the scale, massing and prominent location of the building means the alterations will have a positive effect on the mews.

Summary

To summarise, the proposed external alterations have fully considered the comments raised from the initial pre-application advice received from Camden Council. Given that the proposed site was built later than the surrounding residential buildings in St. Georges Mews, it is considered that the building holds little historical or architectural merit. Therefore, the necessary external alterations will enhance the appearance of the building, providing a contemporary design to respond to its current function as an office building. It is therefore considered that the proposal is in line with the Council's Local Plan

policies and in accordance with s38(b) of the Planning and Compulsory Purchase Act 2004, and should be granted permission accordingly.

We trust you have sufficient information to determine this application positively; however should you require any further information please do not hesitate to contact the undersigned.

Yours sincerely

Katie Gwilliam

For and on behalf of
Rolfe Judd Planning Limited