



Grand Union House, London NW1
Design & Access Statement
December 2018

AP

Grand Union House, Camden NW1 for Camden Mixed Developments Ltd

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This design and access statement has been prepared in support of the Grand Union House planning application. This includes partial demolition and redevelopment of the existing building, to provide a new office (Class B1) building with associated roof terraces, ground floor flexible town centre uses (Class A1 and/or A3 and/or D2) and 6 affordable housing units, along with associated landscaping works.

Andrew Phillips Architects (A P) were appointed in January 2016 by the applicant, Camden Mixed Developments Limited, to make proposals for the redevelopment of Grand Union House in the London Borough of Camden.

A P has led a professional team to create a proposal that has the potential to revitalise part of central Camden Town. This Design and Access Statement presents development proposals for Grand Union House and 16 Kentish Town Road.. It explains the rationale behind the design and illustrates the process that led to the proposed scheme. The Design and Access Statement outlines research into the history and context of the site. It includes our analysis of the pressing urban issues presented by the site’s current condition. Our assessment is the basis for the design proposal.

A Town and Visual Impact Assessment showing the proposals in their urban context is included. Commentary on pertinent technical issues is also included.

This document should be read in conjunction with the full set of submitted planning documents. All images are illustrative unless otherwise stated.

Andrew Phillips Architects, December 2018

1 The Proposal

The Grand Union House project is located on an important site close to Camden’s town centre. It will provide a mixed-use piece of city with improved public realm, pedestrian experience and facilities. The development includes a major new office building that will provide generously proportioned accommodation for Camden Town’s flourishing creative heart and a new residential building at 16 Kentish Town Road..

The project:

- Proposes a new 6,268 sqm mixed-use development close to Camden’s centre.
- Provides a major employment hub for Camden’s small and growing businesses
- Supports innovative businesses that start up in Camden but don’t always stay.
- Re-energizes an inactive street frontage along Kentish Town Road.
- Enhances a Conservation Area with high-quality architecture and landscape.
- Promotes sustainability by re-cycling an existing 1980’s building.
- Supports the local community and deters antisocial behaviour.

The development will offer:

- 5254sqm of robust, efficient workspace ideal for businesses in Camden.
- Adaptable floorspace to suit diverse types of business.
- Mixed-use activity that spurs innovation through cross fertilization.
- 476sqm affordable residential accommodation supporting Camden’s policies.
- 275sqm of Flexible Retail and Restaurant/Cafe (Class A1/A3)
- 263sqm of Flexible Retail, Restaurant/Cafe and Leisure (Class A1, A3 and/or D2)
- Rooftop terrace and exterior workspace available to building users.
- Clever, efficient sustainability with a low carbon footprint.
- Strong characterful architecture to act as the backdrop to Camden creativity.
- Ample cycle parking, in-line with the emerging London Plan.

Project Benefits

- High-quality office space in a high-profile central Camden Town location.
- Flexible, adaptable floorplates attractive to small and SME business.
- Retail units activating and improving the ground floor street frontage.
- Retail units sized to attract small, independent and start-up retailers.
- An enhanced architectural contribution to Camden’s townscape, providing a better welcome near to the new underground station.
- The improvement of Camden’s night time offer.
- Enhanced public realm, creating an attractive and welcoming environment.
- Better pedestrian permeability - an improved, widened and activated route through Camden Town.
- A catalyst for further investment and improvements beyond the site.

Our proposal is the result of an iterative design process which has been informed by an understanding of the existing and evolving context of Camden Town. Consultation, pre-application meetings, dialogue with Camden Council and other key stakeholders have informed the design

Opposite: Artist’s Impression view from Buck Street

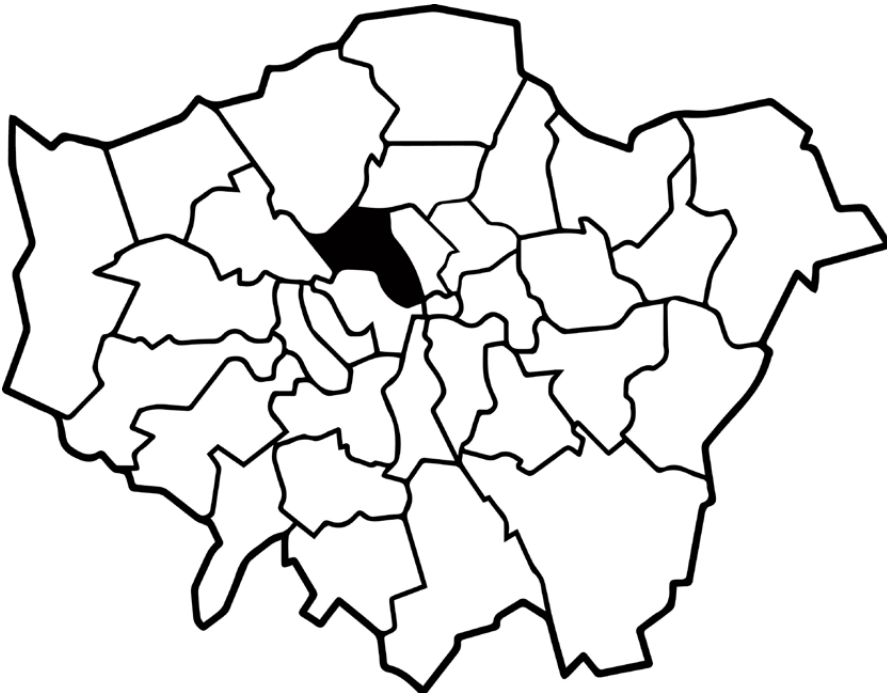


2 Context

2.1 London Borough of Camden

Camden Town lies between national and international transport connections at Euston and Kings Cross to the south and suburban north London. Kentish Town and Hampstead Heath are to the north, while Regent’s Park and London Zoo are to the west.

The town centre does not have a single character but represents a varied built environment. Former industrial buildings, railway infrastructure and the Regent’s Canal sit between intact Victorian terraced streets and post-war public housing. Pockets of affluence sit alongside deprived areas. This diversity is an integral part of the area’s character.



Aerial view of Grand Union House with key landmarks

- | | |
|------------------------------------|------------------------|
| 1. Grand Union House | 4. Kings Cross Station |
| 2. Camden Town Underground Station | 5. Regents Park |
| 3. Camden Road Overground Station | 6. Camden Market |

Neighbourhood Character



1



2



3



4



5



6

- 1. Camden Lock
- 2. Old industrial buildings on Regents Canal
- 3. Britannia Junction
- 4. Camden Street
- 5. Camden Road
- 6. Delancey Street

2 Context

2.2 The Site

Grand Union House sits south of Kentish Town Bridge on Kentish Town Road. It is north of Britannia Junction in Camden Town’s central commercial zone. It occupies the eastern side of Kentish Town Road on the former site of the 4 storey Art Deco ABC bakery building (built in 1939 and demolished in the 1980s to make way for the Sainsbury’s development). The existing building is part of the 1980s Sainsbury’s supermarket development on Camden Road designed by Nicholas Grimshaw Architects.

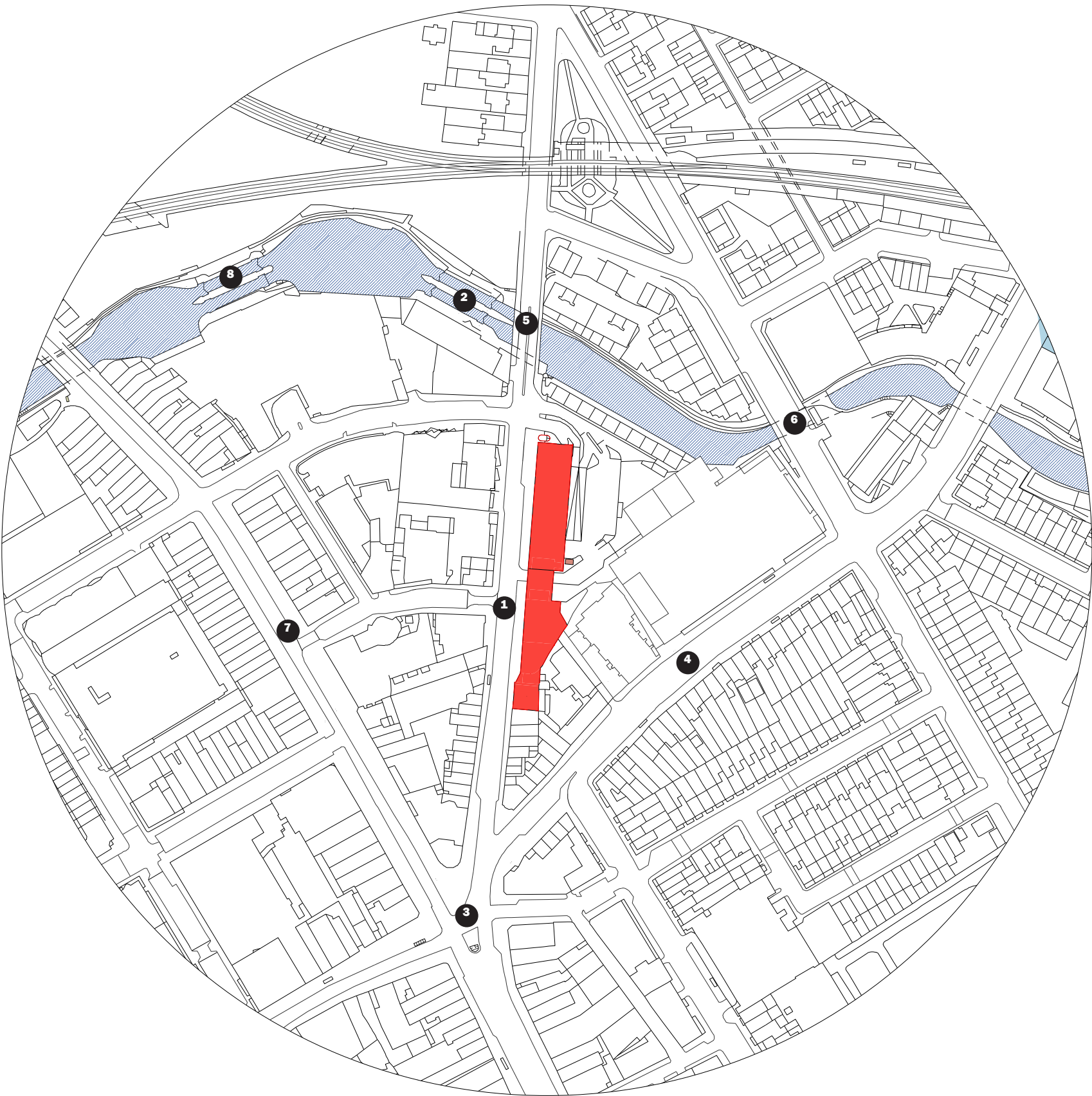
The Grand Union House site is precisely defined by the footprint of the existing building. This footprint exactly defines the limits of the owner’s long leasehold property and does not continue below ground. Grand Union House sits above the Sainsbury’s Supermarket car park. It abuts St Michaels Church yard to the south east and No.10-12 Kentish Town Road to the south.

The site sits within the Regents Canal Conservation Area and adjacent to the Camden Town Conservation Area.



Left: Existing view looking south along Kentish Town Road

Right: Site plan



1. Kentish Town Road

2. Kentish Town Lock

3. Britannia Junction

4. Camden Road
5. Kentish Town Bridge

6. Camden Bridge

7. Camden Street

8. Hawley Wharf

Not to scale

N

Site



Above: Existing view looking north along Kentish Town Road