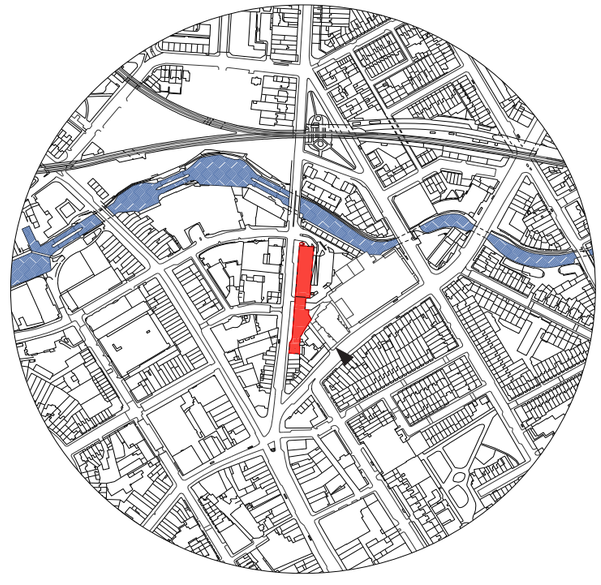
Distant Range View 14 - Ettwein Bridges summary comments

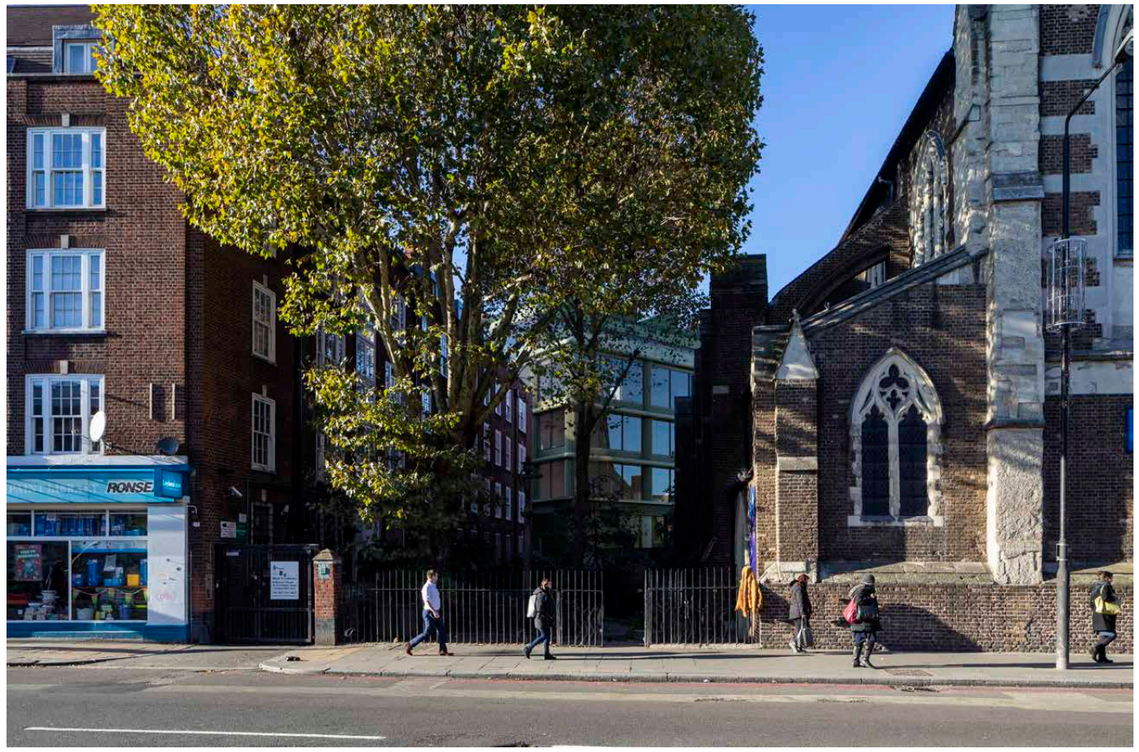
St. Michael's Church has an urban character thanks to its setting. It sits tightly among its neighbours, encircled by Sainsbury's supermarket and local shops and flats. To the south of the Church is a small churchyard comprising of a garden space fronting Camden Road. The front garden has several mature trees and sitting areas. The trees separate the garden from the busy Camden Road and create a valuable small green space in the centre of Camden

.

The full height of the southern half of the 4-storey commercial building will be visible from this location. It will overlook the enclosed churchyard just to the south of the Church. The green tonality of the green anodized cladding will blend well together with the mature trees in the churchyard This will help to further set the building into the background, allowing the Church to remain the focal point of the view.

The setting of the Church and the churchyard will be significantly enhanced through the removal of the existing blank elevation of GUH comprising unsympathetic blank horizontal metal cladding. The whole churchyard is surrounded by a curtilage listed brick wall with iron railings on the Camden Road street front. There will be no physical changes to these.





Left: Existing view from Camden Road.
Right: Proposed view from Camden Road (AVR3)

10 Townscape views

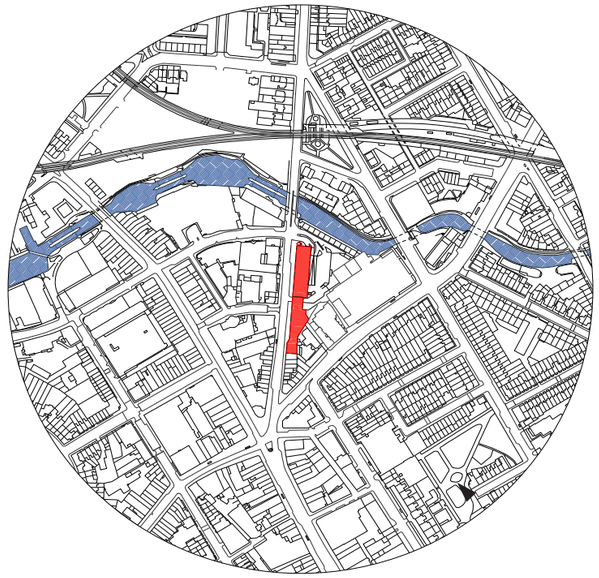
Distant Range View 15 - Ettwein Bridges summary comments

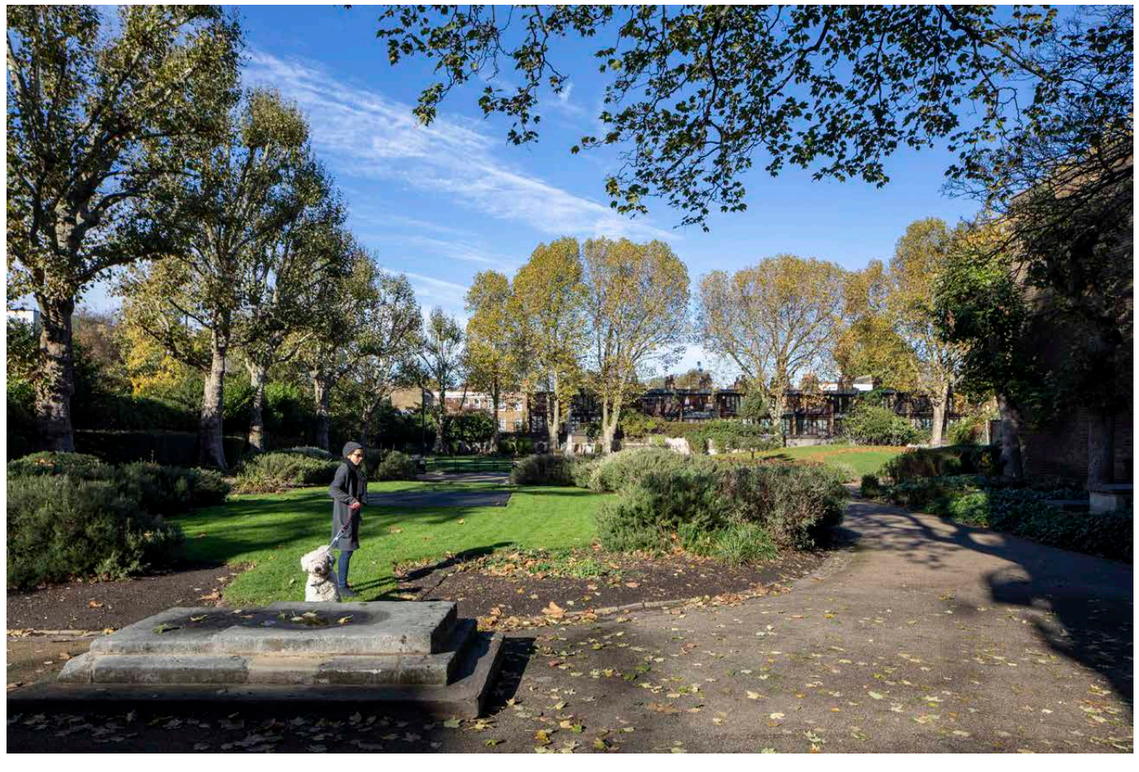
The view location is at the southern section of St. Martin's Gardens (Pratt Street entrance side) looking NW towards the Site.

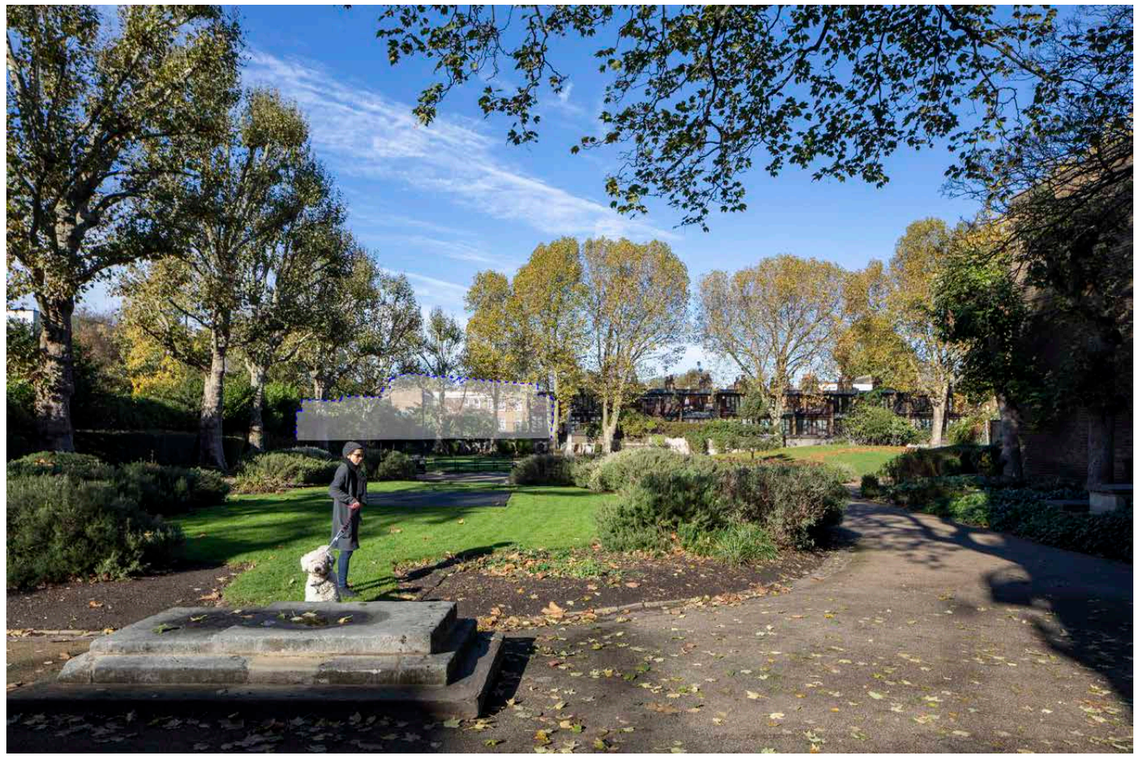
While St. Martin's Gardens is an important and welcome oasis of public realm within this part of Camden, it is enclosed on three sides by terraced housing and is not immediately noticeable in the tight-knit urban grain. The main portion of public space is focused around St. Martins' Gardens and All Saints Orthodox Church on the opposite side of Camden Street to the east.

The visibility of the townscape beyond the northern boundary of the Gardens is somewhat increased during winter months albeit the branches of the mature trees along the north boundary still partly obscure views beyond. There are no tall elements visible beyond the boundary walls of the garden in the background of the view.

The proposed development will not have any effect on the historic significance of the Gardens.







Left: Existing view from St Martin's Gardens.
Right: Proposed view from St Martin's Gardens (AVR2).

11 Technical Assessment

11.1 Inclusive Accessibility

During the design development process a series of consultations provided input into access and circulation strategies to ensure an efficient and inclusive approach. These consultations included Camden's Access Officer, a Building Control Approved Inspector, a Design for Fire Consultant and Vertical Transportation Engineer.

The proposals demonstrate a high level of inclusive design. Each aspect of arriving, entering and using the building has been carefully considered during the design process, including activities within retail units, offices and homes.

All provisions are designed to meet the requirements of the Building Regulations Approved Documents M and K. Access and escape provision within the office have been designed to meet BS9999;2017. The residential component complies with BS9991;2015.. Elevator capacity has been designed in accordance with BS EN81-70:2003 to ensure adequate car dimensions for type AB&C wheelchairs.

The key provisions for the development include:

- Incorporation of the principles for inclusive design wherever possible.
- Accessible routes to all local pedestrian routes and public transport.
- All floors of both buildings are accessible via lift. All lifts are accessible level from the street.
- The 6 dwellings will be designed to meet requirement M4(1) – Visitable dwellings of the Building Regulations. In particular the following provisions are provided:
  - + The building is fully accessible from the street with parking directly in front on street
  - + The lift complies with BS EN 81-70 Type 1&2 and is accessible to wheelchair users and an assistant
  - + Circulation between all rooms in each dwelling is step-free
  - + At least one WC within each dwelling is designed to be accessible to a wheelchair user.
  - + Light switches and sockets are accessible to those with reduced reach
- All 6 dwellings meet the 16 criterion for Lifetime Homes.
- Escape provisions are suitable for independent escape

In summary, the proposals for Grand Union House and 16 Kentish Town Road adopts the following inclusive design approaches:

- Placing people at the heart of the design process.
- Acknowledging diversity and difference.
- Offering choice where a single design solution cannot accommodate all users.
- Providing for flexibility in use.
- Providing a building and environment that is convenient and enjoyable to use.
- Following design guidance given in the relevant British Standards and other currently published good practice guidance about meeting the needs of disabled people.

Vehicular Access

Vehicular Access into the development site is via Kentish Town Road. Kentish Town Road is one way at the south and two way at the north until Hawley Crescent. Vehicles from both directions access the site via the Sainsbury's car park entrance. The development will have little additional material impact on the volume of traffic around the site. The commercial and residential developments are car free. There will be no new on-site parking for either.

Pedestrian Access

The proposed pedestrian access points to the residential, office and retail aspects of the site will be provided from Kentish Town Road. There will be separate pedestrian access points for each of the retail units, as well as separate office and residential lobbies.

A future pedestrian crossing could be proposed south of the service road exit, enhancing the pedestrian accessibility from the potential development at Buck Street for a proposed new exit from Camden Town Underground Station.

Pedestrian movement within the site will be of improved quality with the provision of an attractive open space, well maintained and legible pathways, lighting, and providing natural surveillance.

Access to Public Transport

The site is designated with a PTAL rating of 6, with exceptional links to public transport.

The site is very close to Camden Town Underground Station with links on both the Bank and Charing Cross branches of the Northern line. It is within a 5 minute walk of Camden Road overground services on the North London line. The development will be within the immediate vicinity of 5 bus stops with services to over 15 final destinations around London.

11.2 Provisions for Cycling

The site is conveniently placed within an efficient network of on and off-road cycle routes. To the south-west of the Site, routes lead to Regents Park and Primrose Hill, providing cyclists with a safe and scenic throughway to Central London. There are recommended roads for cycling which lead to Euston, St Pancras and Kings Cross Stations towards the south east, and various routes into the London Borough of Hackney further afield. Routes to the north of the site provide direct access to Hampstead Heath and Finsbury Park.

The nearest Santander cycle hire docking points are located on Hawley Crescent, Greenland Road and Arlington Road. These are shown on Figure 3-4, while Table 3-1 details each docking point within 500m radius of the site.

The proposed 77 long-stay office and retail cycle parking provision will be covered and secure; located on the mezzanine floor and therefore secure and sheltered. A platform lift and a single access stair with associated ramp is provided for access to the commercial long-stay cycle parking which will be provided in the form of high density cycle hoops.

The 10 residential long-stay cycle parking is located on the ground floor and provided in the form of Dutch two tier rack with 2.5m clear infront of the racks for access.

The cycle parking provision will adhere to LBC and Draft London Plan cycle parking standards for all land uses. Figures have been calculated based on the proposed areas:

- 275sqm of Flexible Retail and Restaurant/ Cafe (class A1/A3)
- 263sqm of Flexible Retail, Restaurant/Cafe and Leisure (A1, A3 and or D2)
- 5,254 sqm of office floor space
- 6 residential units.
-

Long Stay cycle parking figures total:87

- 77 office, Flexible Retail and Leisure cycle parking.
- 10 Residential cycle parking.

Short Stay cycke parking figures total: 42

- 30 Flexible Retail and Leisure cycle parking.
- 11 Office cycle parking
- 1 Residential cycle parking
-

Showers, changing facilities and lockers will be provided separately for the retail and office uses.

11.3 Parking

The development will be 'car-free' apart from 12 car parking spaces that have to be maintained as part of a lease with 12 nearby existing residential properties at Grand Union Walk.

LBC's Local Plan states that parking for disabled people for both residential and non-residential developments should be provided where it can be demonstrated as necessary. This takes into account existing availability of on-street parking for Blue Badge holders. There are on street spaces near to the site which Blue Badge holders can use for free with a two hour time limit. These are within appropriate distance of the entrances of the residential, office and retail elements of building. Therefore there is no need to provide Blue Badge car parking on Site for customers or visitors, but there will be a requirement for employees.

In addition, one Blue Badge bay will be provided on street on Kentish Town Road for employees or who may require the space. As a result one 'paid for' parking bay may be relocated further south on Kentish Town Road,.

On street Parking

Five parking bays are provided on street to the northeast of the Site on Kentish Town Road (31m), and four parking bays (26m) are provided on street to the southeast of the site, measuring 6m each also on Kentish Town Road. An additional blue badge bay to augment the existing blue badge space on Kentish Town Road will be added.

In order to accommodate servicing vehicles on Kentish Town Road and the proposed crossing as part of a Camden Town station redevelopment, a number of parking bays have been repositioned at the southern end of the development. No parking bays have been lost as a result of the proposed reconfiguration of on street parking bays.

11.4 Waste Management

Refuse collection for the existing site is currently undertaken on Kentish Town Road outside the Site, and therefore will continue to do so for the proposed residential and commercial development.

Waste storage areas will be provided separately for residential and commercial uses with refuse presentation areas at ground floor. The waste stores are designed in accordance with Camden guidance and located within a convenient distance of the public highway for collection by contractors.

Residents will be responsible for transporting their waste from their own apartments directly to the residential waste store on the ground floor. The residential waste will be collected on a weekly basis by LBC waste collection operatives who will wheel out the bins to the refuse vehicle on Kentish Town Road. For the small retail units, the commercial occupiers will be required to provide waste storage areas within their premises. The waste storage areas will be where the waste produced by the individual retail units will be sorted prior to collection. On collection days the collection operatives will collect the waste directly from the smaller retail units to the refuse vehicle parked on Kentish Town Road. The office and larger retail units will utilise the communal refuse yard which will be collected twice weekly. There is a clear path between the communal refuse yard and the location of the refuse vehicle on Kentish Town Road and bins can be brought out to a collection point prior to collection to ensure the dragging distance is kept to a minimum.

A Waste Management Strategy has been produced for the development and submitted as part of the application. It summarises relevant policy and guidance documents, forecasts the volume of household and com-mercial waste produced and provides details of the storage areas and the strategy for collection.

11.5 Deliveries & Servicing

It is proposed to undertake all servicing on street. Servicing vehicles travelling on Kentish Town Road will be able to pull up on street and service the office, retail and residential elements of the building.

Deliveries to Sainsbury's would continue to take place in the Sainsbury's Delivery Yard via Hawley Crescent.

11.6 Fire Strategy

The fire safety design will follow the recommendations of BS 9999:2017 for the relevant risk profiles. This is based on the occupancy characteristics, fire growth rate and provision of sprinklers throughout. Where applicable, the fire engineered solutions will be based on BS 7974 guidance as recommended in BS 9999:2017.

A two-staged evacuation approach has been assumed as the most appropriate for a commercial building of this size and use. With this approach, there is an investigation period before the fire alarm sounders are activated. The fire alarm should only be raised when a manual call point is activated, or the fire is confirmed by a member of staff, or the investigation period expires without the false alarm being confirmed, or on coincidence fire detection (i.e. the activation of two or more different fire detectors).

Sprinklers will be provided throughout the commercial office building. Sufficient stairs and exits are provided to allow all occupants to safely evacuate. Travel distances will be within the maximum limit stated in BS999-2017. The office floors are served via three stairs i.e. the north, central and the south stair. The north and central stairs are retained from the previous building and the south stair is new-built. The fourth floor is only served by the north and south stairs. The existing north and central stair will discharge direct to outside. The south stair discharges in the office reception at ground floor. Should a fire break out in the reception that affects this stair, the north and central stairs provide more than the minimum escape capacity for the overall occupancy of the building.

Compartmentation will be provided as appropriate to contain a fire and prevent it from spreading.

The residential block is a considered a three-storey single stair building in design for fire terms. It comprising two apartments per floor. The basis of design used is BS9991:2015.

An automatic Fire Detection and Alarm system will be included. The residential flats will operate a 'defend in place' evacuation strategy. Compartmentation will be provided as appropriate to contain a fire and prevent it from spreading. Each apartment will contain a protected entrance hall that provides access to every room within 9m of the apartment entrance. The apartments open directly to the common stair. An automatic opening vent is provided at the head of the stair. The stair serving the building discharges direct to outside and ancillary accommodation is accessed from the street

11.7 Security

The Metropolitan Police have been consulted in order to understand the security measures required for a scheme of this nature in such a central location such as Camden Town. This area suffers from an excess of crime and anti-social behaviour. The Police are well acquainted with the particular challenges here. We have consulted the local Designing Out Crime Officer.

The security and safety of the site will be improved when ground floor activity and passive surveillance over-looks the yard. The current open car park will be replaced with enclosed parking. The vehicular entrance to the car park will be protected by solid security gates activated only by key-fob or key pad. The automated gates to the residential parking will be timed so that no tailgating intruders can follow. All areas in and around the site will be under surveillance from CCTV. Sufficient lighting will illuminate all access and enclosed areas. The passageway to the Sainsbury's Yard in particular will be brightly lit to improve the sense of safety and security.

Office Building

Key-fob access control will record entry digitally to the office lobby. Key fob will also control and record access to the mezzanine cycle storage and WCs. The cycle storage area will be monitored with CCTV.

Residential Building

The residential building will target 'Secured by Design – Silver 'accreditation' to benefit residents and the operating housing association.

The entrance door to the ground floor residential lobby will comply with either British Standard PAS 24-1, LPS 1175SR2 or St5 issue 3BR2 for robust-ness. Key-fob access control will record entries digitally. A video entry phone system to each dwelling will also control entry. Doors to individual residential units meet PAS24:2016. All windows will meet BS 7950 in order to meet Secured by Design requirements on ground and first floor levels.

Cycle racks are separated from the bin store by a secondary gate to prevent unwarranted entry. Refuse collection access will also be via a key fob. The access door will have a single leaf, locking into a secure frame and be on a closer. This will ensure that no unwarranted access after bins have been collected.

11.8 Flood Risk

Flood Risk within the area has been assessed and mitigated where appropriate. This Flood Risk Assessment informs the BREEAM NC 2018 assessment from a flood risk and drainage perspective (Pol 03 criteria).

The site is shown in the EA Flood Maps as being located within Flood Zone 1, which based on the NPPF, is classified as having a 'negligible' probability of tidal and fluvial flooding. Other potential sources of flooding have been investigated however no significant sources of flooding have been identified apart from a low risk of surface water flooding.

The surface water strategy is to drain the site as its currently draining as there is no scope to incorporate attenuation. This in turn will not increase the risk of surface water flooding occurring on or offsite.

Based on the flood risk and coastal planning practice guidance (2014) (Table 3: Flood risk vulnerability and flood zone 'compatibility') as the site is located within Flood Zone 1 and classified as a more vulnerable development, development is appropriate and the site can be considered as sequentially acceptable. The exception test does not need to be applied as the site is sequentially acceptable.

Fluvial and Tidal Floor Risk

All of the main rivers located in the London Borough of Camden are now culverted and incorporated into the Thames Water Sewer Network. Therefore from a fluvial and tidal flood risk perspective the site is at negligible risk of flooding.

Ground Water Floor Risk

The appended mapping in the LBC Strategic Flood Risk Assessment shows that the site is not located within an area of increased susceptibility in elevated groundwater. The site is also not located in an area that has ex-perienced either an EA groundwater flood incident or a LBC historic groundwater flood incident. Therefore, from a groundwater flood risk perspective the site is deemed to be at a negligible risk.

Impact of Climate Change on the Development

The site is located in Flood Zone 1, away from the floodplain. As a result, fluvial or tidal flooding within a climate change scenario is highly unlikely The probability of surface water flooding is expected to increase over time as a consequence of climate change, as rainfall intensity in extreme events is expected to increase. However, the potential impact of flooding is mitigated by the commercial "less vulnerable" usage on the ground floor. Threshold drains and levels falling away from entrances will reduce the potential risk of surface water flooding on site now and in the future.

Surface Water Flooding

Based on 'long term flood risk information' mapping there are areas at risk of surface water flooding present within and immediately adjacent to the site. Any High risk of flooding is localised to the highway, which sits outside the development extent and is due to the natural low spot of the road. Considering the expected kerb heights, such flooding is unlikely to directly affect the development proposal. The EA flood mapping assumes that there are minimal highway/public sewer systems in place. It therefore indicates a worst case scenario.

Based on a review of the SFRA/SWMP there have been no reports of surface water flooding occurring. The Site is not located in either a Local Flood Risk Zone or a Critical Drainage Area. Based on our assessment there is a low/medium risk of surface water flooding occurring on site.

Surface Water Drainage

The proposed scheme utilises the existing concrete structure from the foundations to level one. The structural system prioritises and maximises the floor space possible on the existing foundations.

Adding a green roof or blue roof attenuation will not be possible as it would require strengthening works to be undertaken to the internal columns between basement and ground level. These works would be disruptive and would render the scheme undeliverable due to the impact on the basement operation.

There is no scope within the existing structure to incorporate any surface water attenuation, and due to lease restrictions regarding access under the ground as set out above, providing attenuation within the new build area is also restricted. Therefore, it is proposed that the development will mimic existing discharge rates with no formal attenuation proposed. Surface water will discharge as the same rate as existing as there is currently no scope to incorporate surface water attenuation within the plot.

The development will not be increasing the rate of surface water runoff into the public sewer system where it is where the existing plot currently drains, therefore no increased risk to the local public network or third parties will occur.
The foul and surface water from the site will discharge to the local Thames Water (TW) combined sewer which sits within Kentish Town Road.

11.9 Facade Maintenance

Cleaning and maintenance of the office building windows will be undertaken via irrigated window cleaning poles operated from street level. These are effective up to 4 stories in height. This approach avoids the need to inconvenience office occupiers when cleaning windows from the interior. The street pavements are sufficiently deep (at 4-6m) to avoid inconvenience to pedestrians. The use of self-clean glass will reduce the amount of cleaning needed. Penthouse windows can be cleaned from the terraces. As detailed design progresses the design team will also look to incorporate tilt and turn windows where possible.

MEWP and/or abseiling may be required for less frequent office façade maintenance such as window replacement. If these methods are used the street pavements may need to be cordoned off. This will be subject to local authority restriction. The contractors undertaking this work will need to produce a comprehensive health & safety and works methodology for approval by the LPA prior to work commencement.

All shop fronts will incorporate integrated, recessed security shutters to help resist crime. Retail windows will be laminated for the protection of the public. In the event of a retail window breakage the lamination will keep the window in place until such time as a repair can be effected.

All residential windows are tile and turn and can be cleaned from the interior.

11.10 Daylight and Sunlight

Detailed technical analysis has been undertaken to quantify the effect of the proposed works at Grand Union House upon the daylight and sunlight amenity of the neighbouring properties.

Grand Union House is currently a modest, two-storey office building and is generally lower than its surrounding urban context. The building is actually lower than the ABC bakery building which stood before it. The 1980s development of the site saw a significant reduction in built urban density on such a central plot. As a result, many of the neighbouring properties now benefit from unusually high levels of daylight amenity considering their urban location.

In such an environment it is challenging to design a buildable form which responds suitably to both the urban environment and residential neighbours without breaching BRE Guidance, which is essentially designed for a two-storey environment in the suburbs. In fact, the BRE Guidelines are not fixed numerical limits but suggested guidelines. They are intended to be interpreted flexibly and appropriately in consideration of each urban situation.

The impact on neighbouring properties can be divided into the following categories:

- Those that will be fully BRE compliant following construction of the Proposed Scheme
- One property that would not normally warrant assessment in daylight or sunlight terms in respect of non-residential status but tested for other reasons in APSH terms. The property in question entirely satisfies BRE APSH criteria.
- Those that breach BRE daylight and sunlight guidance within the reasonable tolerance permitted by the BRE by virtue of either:
    i) the isolated nature of the breaches
    ii) the architecture of the neighbour contributing to the issue
    iii) good retained levels of daylight and sunlight
    iv) high levels of compliance in at least one of the two daylight methodologies as set out by the BRE
    v) the transient (therefore less sensitive) usage of the rooms assessed:
- Those that comprise part of an emerging TfL scheme and are due to be replaced through future redevelopment. The overall effect upon these properties is considered acceptable when one considers:
    i) The urban context,
    ii) The current low-density site, which inevitably brings about technical breaches
    iii) The fact that these properties are likely to be redeveloped in the near future and that there will be adequate opportunity to create a well daylit building, notwithstanding implementation of the Proposed Scheme (based on an indicative ADF daylight assessment of the emerging TFL scheme).

A full study and technical analysis has been undertaken and is reported in detailin the Daylight Sunlight Report submitted as part of this planning application. However, in summary the project's impact on neighbouring properties is considering its central urban location..

11 Technical Assessment

11.11 Energy and Sustainability

BREAAM

A BREEAM Pre-assessment has been carried out for the proposed development. The current indicative score of 71% equates to a rating of 'Excellent'. As requested by Camden Local Plan, all the minimum standards required per category for Energy, Water and Materials have been met or exceeded.

Optimising the Use of Land

The Proposed Development is optimising the use of the existing site. 100% of the development is located on previously developed land. It is optimising both the density and amenity space of the development. Access to private and communal amenity spaces for tenants has the potential for individual food growing. Grand Union House will increase the social and economic value of the local area while aiming to minimise its environmental impacts as much as possible.

Transportation & Accessibility

The development is extremely well located for access to excellent public transport options. The development provides ample cycle spaces, on-site changing facilities, lockers and showers. Low carbon modes of transportation such as the Santander Cycle Hire are easily accessible. The development will be 'car-free' and will have no negative impact on the neighbouring traffic congestion.

Materials

The materials used will have a low embodied energy. All timber used will be sustainably sourced from accredited FSC or PEFC sources. A compliant BREEAM LCA has been carried out to establish the embodied carbon footprint of the development over a 60-year lifecycle. Various design options to reduce carbon has been considered. The specified external materials will have low toxicity to humans and the environment. They will be durable to cater for their level of use and exposure. The design maximises the use of pre-fabricated materials.

Water Efficiency

The design maximises water saving measures. These include the use of water saving fixtures and fittings, optimised water management through leak detection, reduced water flow rates and the installation of water meters in all tenant and residential units. Residential units are designed to meet the water consumption rate of 105 l/p/d.

Water meters will be installed and it will encourage residents to monitor and reduce their water consumption. In non-residential areas water meters will be linked to a central Building Management System which will enable monitoring and evaluation of water usage by the building management team. Proximity controls will be installed in the office toilet blocks to ensure that water supply is turned off when toilets are not in use.

Energy & CO_2 Emissions

Grand Union House and no16 Kentish Town Road will make a significant contribution towards the GLA and Camden's target to decrease national carbon dioxide emissions. It will reduce its carbon emission by 110.92T CO_2 per annum, a 35% saving following the London's Plan energy hierarchy.

Measures include an optimally angled rooftop photovoltaic array. Both buildings are designed to achieve optimum energy performance and incorporate the following features.

Grand Union House

- A high performance facade - highly insulated and airtight.
- The facade is future proofed for fresh air ventilation when air quality improves.
- Generous daylit staircases with views reduce lift use.
- Highly energy-efficient services plant.
- Excellent natural daylighting and a narrow footprint reduce lighting needs.
- Low energy lighting.
- Daylight and motion lighting controls.
- A Centralised heating system. Heating and cooling will be provided for the tenants' use via chilled and low temperature hot water plate heat exchanges.
- Air Source Heat Pumps will meet space heating and hot water needs.
- An energy centre designed for connection into a future district heating network.
- A PV array on the saw tooth roof.

No 16 Kentish Town Road

- A high performance facade - highly insulated and airtight.
- High efficiency combination boilers.
- Low energy lighting.
- A PV array located on the roof.

Waste

The design ensures that both construction and the operational waste is managed in accordance with the waste hierarchy. Most of the excavation and demolition waste will be reused or recycled. 80% of the volume of non-hazardous waste will be diverted from landfill. The building designs provide ample internal space for the storage of recycled, compostable and waste materials.

Climate Change Adaptation

The development has been carefully designed to take the likely impacts of climate change into account. It has reduced its external heat rejection to the atmosphere. It incorporates planting wherever possible to combat the effects of climate change. It has reduced its reliance on air conditioning systems by using solar control glazing, mechanical ventilation and reducing internal heat gains.

Pollution Management

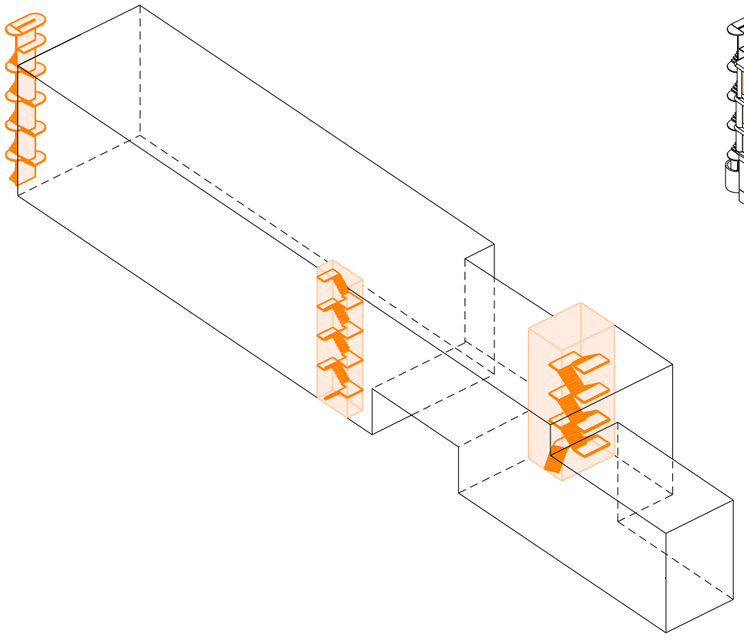
The development will minimise sources of noise and vibration. Dust and other air pollution will also be minimised during construction, enforced through the Considerate Contractors Scheme (CCS). An air quality assessment has been carried out to identify and minimise the impact on air quality and minimise air pollutants. All external lighting will be designed in compliance with the ILE guidance note. Sustainable measures control surface water runoff.

Health & Wellbeing

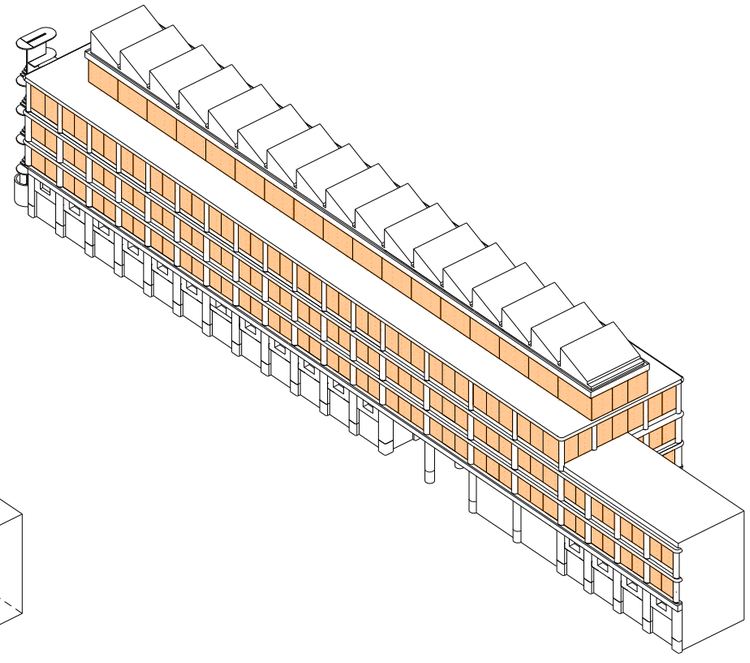
The development has included a variety of initiatives to provide a healthy and safe environment to people working in and visiting the development. The layout of ciculation encourages healthy activity. Ventilation levels will exceed the regulatory minimums. The choice of materials has favoured low volatile organic compounds or chemical components. Careful acoustic design will promote well-being. The building layout will be inclusive and accessible to all ages and physical abilities. It will incorporate the principles of 'Secured by Design' to help design out crime.

Ecology & Biodiversity

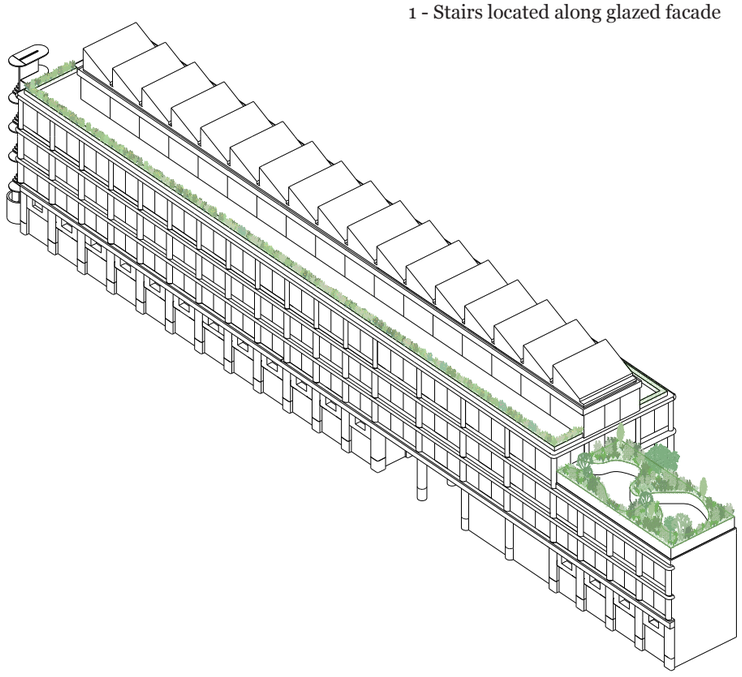
Local biodiversity will be enhanced through the introduction of carefully designed new natural landscape. New habitats will improve the site's current ecological value. The street, yard and rooftops will include planted gardens. Bee hives will also be located on the rooftop.



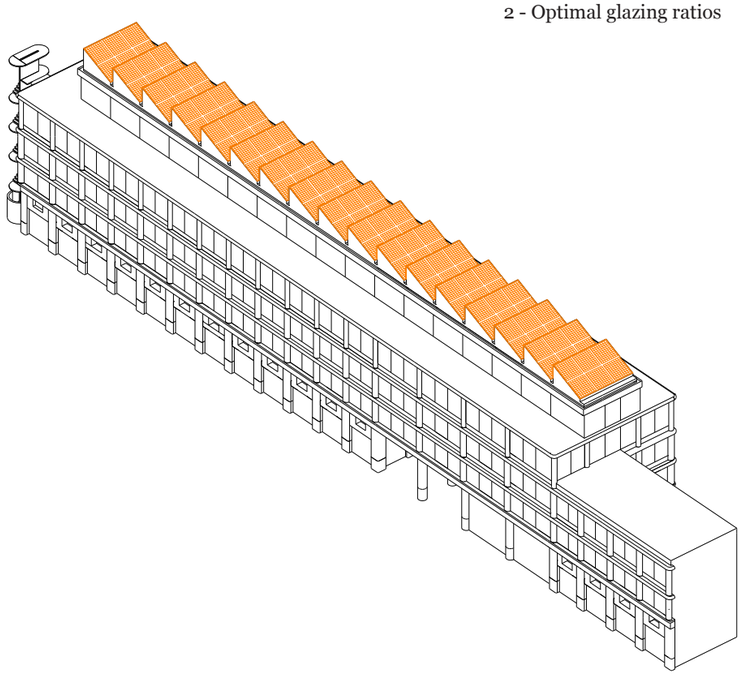
1 - Stairs located along glazed facade



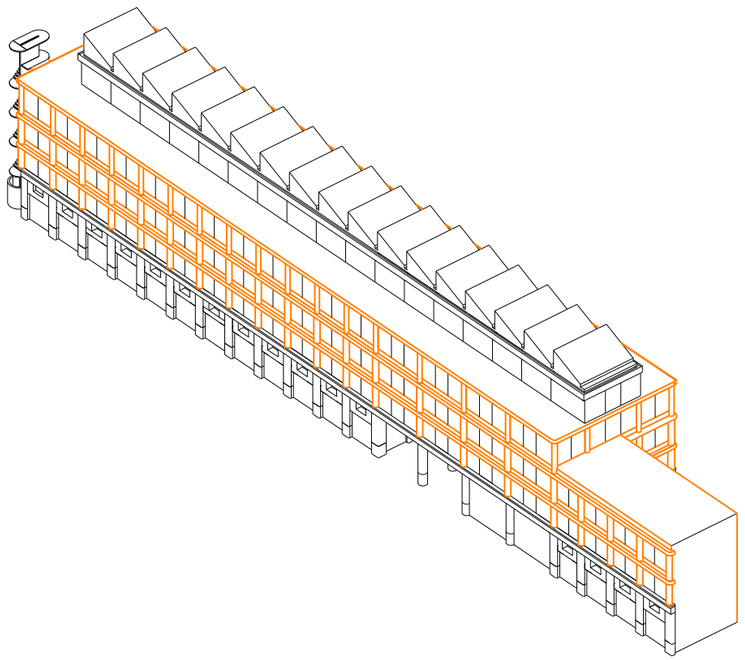
2 - Optimal glazing ratios



3 - Ecology and Biodiversity



4 - Photovoltaic roof panels



5 - Shaded deep set facade

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12 Community Involvement

The adjacent landowners are Sainsbury's and the Diocese of London. Our process has extensively and positively engaged with both organisations over several years. We have looked beyond the limits of the site to identify broader public realm enhancements. Our application includes a vision for the future of the site that has been shared with these neighbours. The project has the opportunity to act as a catalyst for wider change.

The project's construction programme does not align with either Sainsbury's or the Church. The proposals contained within this application will support the delivery of future proposed public realm enhancements. The potential relocation of resident's car parking would make an important contribution to the improvement of the public realm and may be an opportunity in the future.

A public exhibition of the proposals was held within the existing building on Thursday 1st November and Saturday 4th November. The exhibition included vision for Grand Union House presented in an exhibition. Members of the design team were available to answer questions.

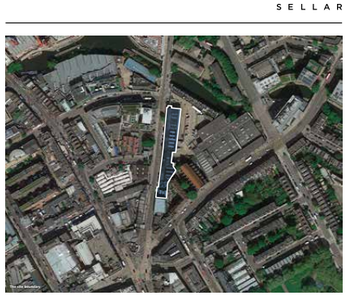
50 people attended the exhibition over the two days including residents of Barnes House and Grand Union Walk, tenants of the existing building and local residents, workers and business owners. Representatives from Castlehaven Community Association, Camden Town Unlimited, Camden Gardens, Kentish Town Neighbourhood Forum, Trinity United Reformed Church and members of the congregation of St Michael's Church also attended the consultation.

Residents and stakeholders recognised that the existing building presents significant negative issues. Its replacement was welcomed. In general it was considered that the proposed re-development would make a positive contribution to the surrounding area. Anti-social behaviour is an acute issue in this area. Consultees felt that the proposed improvements to the public realm would have a beneficial effect. Consultees felt that the design reflects Camden's character. New ground floor active uses, office space, and affordable housing, was welcomed. Visitors welcomed the re-use of the building to improve Camden's commercial office offer..

Details of the consultation and engagement process are covered in further detail within the Statement of Community prepared by Four Communications and submitted as part of the Application.

We consulted the London Borough of Camden during the development of these proposals. A series of Pre-Application meetings were held including several local authority departments. The project has also been reviewed by Camden's Design Review Panel. Key aspects of the project have been refined as a result of these consultations including decisions regarding overall size of the development, massing and the public realm. In support of Camden's Statement of Community Involvement 2016 and in accordance with Paragraph 40 of the National Planning Policy Framework 2018 we have also consulted neighbours, several Conservation Area Advisory Committees and other local groups. Such consultation is not obligatory but has also usefully informed the project.

Right: Panels presented at the public exhibition



SELLAR

WELCOME

WELCOME TO OUR COMMUNITY CONSULTATION EVENT ON PROPOSALS FOR GRAND UNION HOUSE

We are excited to share with you our proposals for the redevelopment of Grand Union House.

The key features of our proposals include:

- High quality office space
- Six new affordable homes
- New independent local shops
- New street frontage bringing activity to Kentish Town Road

Thank you for attending the first of our upcoming public consultation events. After you have finished viewing the proposals, we would be grateful if you could fill out a feedback form. Our project team is on hand to discuss the proposals and answer any questions you may have.

Proposals for Grand Union House

SELLAR

THE TEAM

SELLAR

Delivering landmark schemes in London for over 20 years, Sellar is an award-winning property company, located in the heart of London. Sellar's development focus is concentrated in London, where the company is recognised for delivering exceptional, design-led projects with a commitment to quality. Projects, ranging from small, discreet buildings to iconic landmarks, are all unique.

ANDREW PHILLIPS

We have appointed Andrew Phillips Architects (AP) to deliver a project that enhances Camden Town.

AP is committed to an approach of collaboration when developing designs, especially understanding the importance of improved public space for occupiers and local residents.

Proposals for Grand Union House

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EXISTING SITE AND CONTEXT

THE EXISTING BUILDING

The existing building is dated, unattractive and does not meet modern office occupiers' requirements. Its current closed and barricaded appearance detracts from the local area, and undermines the site's location in the centre of Camden Town and within the Camden Town and Regents Canal Conservation Areas.

The proposed development presents an important opportunity to deliver a regenerative office-led mixed-use development that will enhance this prominent location in the centre of Camden Town.

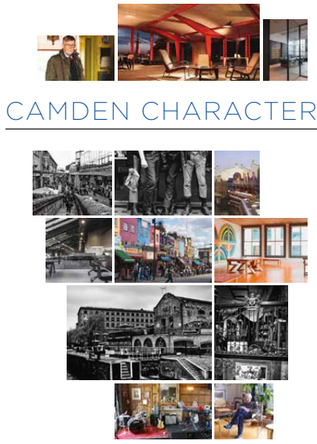
SURROUNDING CONTEXT

The site sits just north of Camden Town tube station and will be located adjacent to the proposed new TfL Camden Town tube station entrance/ exit located on Buck Street.

At present, there is a considerable amount of anti-social behaviour that takes place within and around the site, which makes it feel generally unsafe.

Given the prominence of the site, adjacent to the new Camden Town tube station, which will be used by millions of residents, workers and visitors each year, we are committed to improving the site in a way that reduces these issues and makes it a welcoming destination and an attractive part of the wider neighbourhood.

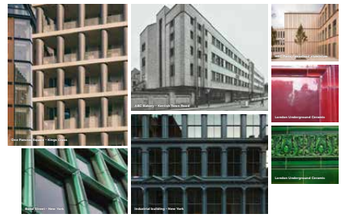
Proposals for Grand Union House



SELLAR

CAMDEN CHARACTER

Proposals for Grand Union House



SELLAR

DESIGN INFLUENCES

Andrew Phillips Architects (AP) have developed initial plans for the redevelopment of Grand Union House.

AP are seeking to deliver an exemplar design that celebrates Camden's unique character. Grand Union House will hold a range of businesses including start ups in the creative sphere and young creative entrepreneurs who appreciate Camden's spirit.

AP's material palette draws from local influences, to create a landmark building in the centre of Camden Town. The deeply coloured glazed ceramics proposed at street level are often seen on industrial and public buildings in busy streets, such as London Underground Stations and Public Houses.

These proposals for Grand Union House have been inspired by the robust elegance of early industrial buildings, such as the original ABC Bakery on this site.

Sustainability is at the centre of the approach:

- The heavy raft foundation of the 1930s ABC Bakery is to be re-used for the third time.
- The concrete columns and upper slab built in the 1980s will also be recycled.
- There will be no need for new concrete construction. A lightweight superstructure of wood and steel is proposed.

Proposals for Grand Union House

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OUR PRINCIPLES

Every development is driven by different principles, ensuring we take into account the borough, site context and local environment.

The following principles have guided our approach and will continue to do so as we finalise our plans.

HIGH QUALITY OFFICE SPACE

Provision of high quality office space in this central location, which supports the creation of new jobs in the area.

AFFORDABLE HOMES

Provision of much needed affordable housing to help meet LB Camden's housing requirements.

SMALL RETAIL UNITS

Creating a new local retail offer, targeted at small independent retailers.

IMPROVEMENTS TO THE PUBLIC REALM

Sellar's vision is to ultimately enhance the site to minimise anti-social behaviour and bring more activity to currently underutilised site. Improvements to the public realm will be implemented at a later stage and will not form part of the current planning application.

CONTRIBUTING TO CAMDEN TOWN

Our proposals have been developed taking into account the existing and evolving context of the centre of Camden Town, notably the new Camden Town tube station, the Hawley Wharf development and the recently permitted market at Buck Street. We hope that our proposals will act as a catalyst for further improvements to the surrounding area.

Proposals for Grand Union House

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PUBLIC REALM

Camden Town is a global landmark and destination. The look and feel when you arrive in Camden is important to residents, businesses and visitors alike. We know that our site has a role to play in making this area the best it can be.

AN ACTIVE GROUND FLOOR FRONTAGE

At street level the proposed development would reactivate the existing dead frontages, providing new retail space and office entrances to create a vibrant and active ground floor frontage. Kentish Town Road will also benefit from pavement works and new trees and planters. Increased activity around the site, as well as improved security within the surrounding public realm, will reduce the likelihood of anti-social behaviour.

RETAIL SPACE

The provision of small retail units at the ground floor will bring activity to the streetscene. Sellar are proposing small retail units for independent retailers, creating a new local retail offer.

WIDENED PEDESTRIAN ROUTE

The existing route through the site at ground floor level will be widened as part of the proposals, improving the pedestrian experience. This will improve east-west connections through Camden Town.

ANTI-SOCIAL BEHAVIOUR

There have been issues of anti-social behaviour, such as vandalism, around Grand Union House. Widened pedestrian routes and street lighting on and around the site will create a place for people to visit, increasing security and reducing the likelihood of anti-social behaviour around the site.

Proposals for Grand Union House

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NEW HOMES AND OFFICE SPACE

The redevelopment of Grand Union House will create modern workspace alongside affordable housing, complemented by thoughtfully designed public realm.

NEXT GENERATION OFFICE SPACE

The way people work is changing and nowhere is this more evident than in Camden. Increasingly people and businesses are looking for flexible or 'co-working' space rather than traditional offices.

Our designs are guided by an understanding of what the 'makers and creators' of today are looking for.

- Flexible floorplates to cater for a diverse range of businesses
- An environment that promotes health and wellbeing
- External amenity space on level three and a rooftop terrace
- Hi-tech workspaces that are fit for the future

NEW HOMES

As part of our contribution to Camden, we want to help deliver more affordable housing in the borough. Our proposals include:

- Policy compliant provision of six affordable homes, or 35% of the scheme to support LBC's initiative to provide more housing in the borough
- Dedicated private amenity space
- Cycle parking facilities for residents

Proposals for Grand Union House

SELLAR

THANK YOU

We hope you share our enthusiasm about the proposed redevelopment of Grand Union House. Our proposals will deliver:

- Modern new offices to attract a diverse range of occupiers
- Much needed affordable homes
- New, independent local shops with welcoming street frontages
- Improvements to the public realm and pedestrian experience
- A safer, more attractive development in the heart of Camden Town.

We want to hear your views, so please take a minute to speak to our team and fill in a feedback form. After reviewing your comments, we will be developing our detailed plans, ahead of submitting a planning application.

We will be presenting these proposals to the community at a second event in the coming months. We hope to see you there.

TIMELINE

Late 2018 Anticipated submission of a planning application and further public event

Spring 2019 Anticipated planning decision

Autumn 2019 Anticipated start of construction work

Late 2021 Anticipated completion and opening of the new building

WEBSITE

If you would like to look at these boards again or share them with anyone else, they will be available on our project website: **www.sellar-camden.co.uk**

Proposals for Grand Union House

13 Planning Policy Overview

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the Statutory Development Plan unless material considerations indicate otherwise.

Planning policy operates at national, regional and local levels. At a national level, Central Government adopted the National Planning Policy Framework (NPPF) in July 2018. The statutory development plan for the site comprises at a regional level the London Plan (Consolidated with Alterations since 2011) (March 2016), and at the local level the Camden Local Plan (July 2017).

National Guidance – The National Planning Policy Framework (NPPF), July 2018
The Ministry of Housing, Communities and Local Government published the revised National Planning Policy Framework on 24 July 2018. This is the first revision of the National Planning Policy Framework since 2012.

The NPPF sets out the Government's economic, environmental and social planning policies for England. It summarises, in a single document, all previous national planning policy advice (contained within PPG and PPS). Taken together, these policies articulate the Government's vision of sustainable development, which should be interpreted and applied locally to meet local aspirations.

The document also sets out the Government's requirements for the planning system only to the extent that it is relevant, proportionate and necessary to do so. It provides a framework within which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities.

Planning Practice Guidance (PPG) (March 2014)
In March 2014, the Department for Communities and Local Government (DCLG) launched the web-based Planning Practice Guidance (PPG) resource. This aims to provide guidance which is useable in an up-to-date and accessible manner. With regard to decision taking, the PPG is a material consideration in the determination of planning applications.

Regional Planning Policy – The London Plan (consolidated with alterations since 2011) (2016)

The London Plan is the overall strategic plan for Greater London, setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20–25 years. The London Plan forms the London-wide policy context within which the boroughs set their local planning agendas and forms part of the Statutory Development Plan.

In March 2016 the Mayor published Minor Alterations to the London Plan (MALPs) to align the London Plan with the national housing standards as set out in the Housing Standards Policy Transitional Statement and national car parking.
The following GLA Supplementary Planning Guidance documents are also material considerations:
- Affordable Housing and Viability (August 2017);
- Housing (March 2016);
- Town Centres (July 2014);
- Accessible London: Achieving an Inclusive Environment (October 2014);
- Shaping Neighbourhoods: Character and Context (June 2014);
- Sustainable Design and Construction (April 2014); and
- The Control of Dust and Emissions during Construction and Demolition (July 2014).

Local Planning Policy – Camden Local Plan (2017)
Camden Local Plan was adopted by London Borough of Camden on 3 July 2017. This replaced the Council's Core Strategy and Development Policies Document. The following Camden Planning Guidance documents are considered to be of relevance in terms of this application:
- CPG Housing (Interim);
- CPG 2 Housing May 2016 (updated March 2018);
- CPG Amenity;
- CPG Biodiversity;
- CPG Employment Sites and Business Premises; and
- CPG Town Centres.

Camden Town Underground Station Site SPD (2007) is also of relevance to this application.
Emerging Policy
Consultation took place on the draft New London Plan between 1 December 2017 and 2 March 2018. The Mayor's Minor Suggested Changes to the London Plan were published on 13 August 2018. Adoption of the plan is targeted for late 2019 / early 2020. Once adopted, this will supersede the current London Plan. However, as the document is in the early stages and is yet to go through the Examination in Public process, limited weight has been given to the draft policies at this stage.

14 Project Team

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