

Planning Statement

8-10 Southampton Row and 1 Fisher
Street, London WC1B 4AE

Incorporating:

Regeneration Statement

Statement of Community Engagement

Planning Obligations Heads of Terms

May 2019

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Appendix 1: Alternative scheme design to address Policy H2 (Matthew Lloyd Architects)

Appendix 2: Previous statement of community involvement (Four Communications)

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Client
Idé Real Estate

Our reference
IDEL3000

May 2019

1. Introduction

1.1 This Planning Statement has been prepared on behalf of Idé Real Estate to support an application for planning permission for the following description of development at nos. 8-10 Southampton Row and no. 1 Fisher Street, London WC1B 4AE.

Change of use of 8-10 Southampton Row from temporary Crossrail offices (B1) (formerly a public house (A4) at basement, ground and first floor level and 9 x self-contained residential flats to upper floors (C3)) to an 85 bed hotel with ancillary restaurant and bar (C1), together with the erection of an 8 storey building at 1 Fisher Street containing 9 self-contained residential units and connecting to 8-10 Southampton Row, with internal and external alterations to 8-10 Southampton Row. Associated plant, refuse and cycle storage areas.

1.2 An associated application for Listed Building Consent has also been submitted.

1.3 The site is located in the Holborn & Covent Garden ward of the London Borough of Camden (LBC) and comprises:

- A Grade II listed building, sometimes known as Carlisle House, at nos. 8-10 Southampton Row;
- A Crossrail works site to the rear including an underground access and maintenance shaft plus headhouse at no. 1 Fisher Street.

1.4 The Grade II listed building at nos. 8-10 Fisher Street was originally designed and operated as a hotel but was later converted to residential use with a pub/ restaurant at ground floor level. It was purchased for use in Crossrail construction works and in recent years has been utilised as offices for Crossrail staff and facilities for workers constructing the underground railway.

1.5 Now that the Crossrail project is nearing completion (expected in 2020/21), an opportunity has arisen to redevelop the site. The TfL headhouse at the site has now been completed and the offices and facilities at Carlisle House will not be needed in due course.

1.6 The proposed development will deliver:

- 9no. residential units in replacement of those that previously existed on the site;
- a new hotel, providing high-quality visitor accommodation for visitors to central London;
- restoration of the Grade II listed building to its original use, including refurbishment both internally and externally to exemplary standards of conservation and design;

- a new contemporary extension of exemplary design to the rear of the Grade II listed building to provide modern hotel accommodation and high quality residential apartments, meeting modern standards;
 - incorporation of the existing Crossrail shaft, headhouse and associated plant into the new development, to allow for safe operation of the underground railway; and
 - economic growth and new employment opportunities at an important central London site that would otherwise fall vacant.
- 1.7 The Grade II listed property is in a state of internal disrepair and requires substantial investment in order to restore the interior and exterior and to bring the property back into worthwhile use. The site is also heavily constrained by the Crossrail shaft and the need to preserve access via the headhouse, which has significant impacts on the viability of development at the site.
- 1.8 Previous full planning and listed building consent applications for a hotel at the site were not supported by LBC officers and have now been withdrawn (refs: 2017/2914/P and 2017/2943/L). A new project team was appointed to take a fresh approach to the site. This new proposal seeks to address the contentious issues in the withdrawn applications by including 9no. residential units for market sale (as requested by LBC) and through a new design of the the rear new build extension.
- 1.9 The approach of the scheme architects, Matthew Lloyd Architects, to the site is to create a carefully considered contextually appropriate extension to the listed building which celebrates its architecture and provides a contemporary interpretation of its Edwardian style. Use of high quality materials, sensitive integration of old and new elements, and restoration of lost features will return this neglected building to its former glory while preserving other designated heritage assets.
- 1.10 The residential units re-provided on site will comprise one studio, six 1 bed and two 2 bed units and meet all relevant space and amenity standards in an integrated but distinct part of the new extension. The apartments will benefit from external amenity space and a double-height entrance lobby with access from Catton Street.
- 1.11 The development will deliver all the necessary planning requirements including sustainable urban drainage, London Plan-compliant levels of cycle storage, and no adverse impacts on neighbours. An electricity substation is provided at ground floor level with all plant contained at basement and rooftop and therefore invisible from the public realm.
- 1.12 The design and planning approach has been conceived in partnership with planning and design officers and LBC. Officers have welcomed the overall design approach to the scheme and the inclusion of 9no. residential units within the proposal. The plans have subsequently evolved further in response to officers' detailed comments.
- 1.13 The proposals were also considered by Camden's Design Review Panel in January 2019. The Panel supported the proposed design approach, which it considered to be a significant improvement on previous plans. The Panel stated that it was confident that

the development will be of the quality required in its sensitive setting. The Panel's detailed comments were assessed and incorporated into the submitted scheme where appropriate.

1.14 This Planning Statement has been prepared to assess the proposed development against the Development Plan and all other material planning considerations. This Statement should be read in conjunction with the documents outlined below, which form the planning and listed building submission:

- Planning Application Form, prepared by Turley
- Certificates and Notices, prepared by Turley
- CIL Form, prepared by Turley
- Cover Letter, prepared by Turley
- Location Plan, prepared by Matthew Lloyd Architects
- Existing Plans, Sections and Elevations (including Demolition Drawings), prepared by Matthew Lloyd Architects
- Proposed Plans, Sections and Elevations, prepared by Matthew Lloyd Architects
- Design and Access Statement (including Crime Impact Assessment, Accessibility Statement and Schedule of Works), prepared by Matthew Lloyd Architects
- Heritage Statement, prepared by The Heritage Collective
- Development Viability Report, prepared by Turley (to be submitted at a later date)
- Ecological Impact Assessment, prepared by Royal HaskoningDHV
- Energy Statement, prepared by RES
- Explanatory letter concerning Environmental Impact Assessment, prepared by Turley
- Flood Risk Assessment, prepared by Royal HaskoningDHV
- Site Waste Management Plan, prepared by Royal HaskoningDHV
- Townscape and Visual Impact Assessment, prepared by The Landscape Collective
- Transport, Servicing and Delivery Statement, prepared by Royal HaskoningDHV (a combined Transport Statement and Delivery and Servicing Management Plan)
- Travel Plan, prepared by Royal HaskoningDHV
- Contamination Assessment, prepared by WSP
- Waste Assessment, prepared by Royal HaskoningDHV

- Daylight and Sunlight Report, prepared by Consil
- Noise and Vibration Assessment, prepared by Royal HaskoningDHV
- Structural Report, prepared by WSP
- Air Quality Assessment, prepared by Royal HaskoningDHV
- Basement Impact Assessment (Methodology Statement and Screening), prepared by WSP and Idé Real Estate
- Draft Construction Management Plan, prepared by Idé Real Estate
- Lighting Assessment, prepared by Light Perceptions
- Sustainability Statement, prepared by Ensphere Group Ltd
- Employment and Training Strategy, prepared by Idé Real Estate
- SUDs Strategy, prepared by WSP
- Thermal Comfort Analysis, prepared by RES

1.15 It is considered that the planning application submission provides sufficient information in order to allow LBC to properly consider the application.

1.16 The structure of this Planning Statement is as follows:

- Chapter 2 – The site and its background
- Chapter 3 – Proposed development
- Chapter 4 – Pre-application advice
- Chapter 5 – Planning policy context
- Chapter 6 – Planning assessment
- Chapter 7 – Statement of community engagement
- Chapter 8 – Regeneration statement
- Chapter 9 – Planning obligations
- Chapter 10 – Summary and conclusions

1.17 Three appendices are included:

- Alternative scheme design to address Policy H2 (Matthew Lloyd Architects)
- Previous statement of community involvement (Four Communications)

- Summary of proposals engagement document (Matthew Lloyd Architects)

2. Site context

The site and surroundings

- 2.1 The site comprises a roughly rectangular plot between Fisher Street and Catton Street on Southampton Row. It can be divided into two distinct parts, namely the part occupied by the Grade II listed building at nos. 8-10 Southampton Row, and the part occupied by the Crossrail shaft and headhouse at no. 1 Fisher Street.

Nos. 8-10 Southampton Row

- 2.2 Nos. 8-10 Southampton Row, also known as Carlisle House, is an eight storey (plus two basement levels) Edwardian Baroque building within the Kingsway Conservation Area. The building is stone-faced and was constructed using a steel frame. It was originally built as the 'Tollard Royal Hotel' and Friendly Society Offices by Bradshaw Gass and Hope in 1905-06.
- 2.3 The plan form of the building gets gradually smaller as the higher storeys are reached with the top two floors comprising dormer storeys. The roofing and external facades include rich historical architectural expression and detailing including corner turrets, segmental pediments, pilasters and corncicing.
- 2.4 Various uses have occurred in the building since its construction as a hotel and offices. By the mid twentieth century it was operating as a bank and later the upper floors were converted to residential with a pub/ restaurant at ground floor level.
- 2.5 More recently, the building has contained Crossrail offices, canteen and welfare facilities for underground construction workers since it was purchased by London Underground in 2009. However, the higher storeys still show obvious signs of previous residential occupation albeit in a disused and dilapidated condition. Please see Appendix 1 for photographs of the site taken on 26 October 2018.
- 2.6 The building was listed in 1988 and the list entry notes it as an early example of a substantial building of steel framed construction. The interior is also noted as retaining its original staircase and panelling to the first floor. However, as described in the accompanying Heritage Statement, it is mostly internally devoid of significant historic features.
- 2.7 The rear of the building shows signs of rebuilding in the mid twentieth century and demolition of a rear extension took place ahead of the commencement of Crossrail works.

No. 1 Fisher Street

- 2.8 The Crossrail works site located at no.1 Fisher Street was constructed following the demolition of nos. 1-2 Fisher Street and nos. 2-6 Catton Street.
- 2.9 The plot is located directly above the new Crossrail underground railway and comprises an underground shaft and associated headhouse containing plant and machinery that were built over the opening. The shaft is needed for ventilation and emergency access to the underground railway and no basement construction can take place within its

boundaries. The headhouse must be incorporated into the proposed building envelope and the project architects have developed an approach which integrates this element skilfully whilst allow the necessary ventilation and access.

The surroundings

- 2.10 At the rear of the site to the east lies a UK Power Networks (UKPN) substation; to the north at nos. 12-42 Southampton is a site formerly occupied by Central St Martins School of Art and Design; and to the south is the L'Oscar hotel at nos. 2-6 Southampton Row.
- 2.11 Southampton Row forms part of a busy north-south corridor through central London (the A4200), linking Euston station with the Strand. Catton Street and Fisher Street are both narrow east-west streets with limited traffic that link Southampton Row with Proctor Street; Fisher Street has been closed during Crossrail construction.
- 2.12 Holborn underground station lies just 50m to the south at the junction of Southampton Row and High Holborn (the A40) and there are several bus routes through the surrounding streets, providing exceptional public transport connectivity. The PTAL is 6b, the highest possible level.
- 2.13 The wider area of Holborn is a busy and vibrant central London neighbourhood, located between the City and the West End, consisting of a wide mix of different uses including offices, retail, residential, hotels and public institutions. There are also more tranquil open spaces located close to the site including Red Lion Square, Bloomsbury Square Gardens and Lincoln's Inn Fields.

Conservation areas

- 2.14 The site is partly located within the Kingsway Conservation Area, which is a narrow linear strip running north-south along Kingsway and Southampton Row. Only Carlisle House is located within the conservation area; the rear part of the plot where the new extension is proposed to be located is outside the conservation area boundary.
- 2.15 The majority of buildings in the Kingsway conservation area were constructed in a relatively short period between 1900 and 1922 and provide examples of large scale Edwardian commercial architecture.
- 2.16 Surrounding the north of the Kingsway conservation area to the east and west is the Bloomsbury conservation area. To the south lies the Strand conservation area in the City of Westminster, and to the west is the Seven Dials conservation area.
- 2.17 Listed structures in the vicinity of the site include:
- Baptist Church House, Nos. 2-6 Southampton Row – Grade II*
 - (Former) Central St Martin's College of Art and Design, Southampton Row – Grade II*
 - Kingsway Tram Subway (northern section only), Southampton Row – Grade II
 - Nos. 15-24 Southampton Row – Grade II

- Nos. 25-35 and 35A and attached screen to Sicilian Avenue, Nos. 25-35 and 35 A, Southampton Row – Grade II
- The submitted Heritage Statement considers the significance of these conservation areas and listed buildings, including Carlisle House.

Planning history

- 2.18 The most recent planning and listed building consent application for the site was made in 2017 by the current applicant, Idé Real Estate. The proposal was for a 120 bed hotel within Carlisle House and an adjoining new 7-9 storey building to the rear (references: 2017/2943/L and 2017/2914/P).
- 2.19 The proposals were not supported by LBC officers due to the lack of inclusion of 9 no. replacement residential flats and concerns about the design of the new extension, in particular its integration with the host building. The application was withdrawn in late 2018 and the current proposal seeks to directly address the issues that led to officers' objections.
- 2.20 Planning consent was granted in 2015 for a 22 unit residential scheme that included a new 8/9 storey new building on the Fisher Street part of the site connected to Carlisle House solely at ground floor level (reference: 2013/1477/P). This planning permission was made by Crossrail and was never implemented; it is considered unviable.
- 2.21 Prior to this, approval was granted in 2009 for works associated with the construction of the Crossrail shaft following the passage of the Crossrail Act 2008 (reference: 2009/3243/P). This Act dis-applied Section 7 of the Planning (Listed Building and Conservation Areas) Act 1990 and meant that works authorised by the Act did not require Listed Building Consent.
- 2.22 The online records of LBC contain the following most significant planning applications at the site in the past decade:

Table 2.1: Selected planning history at Nos. 8-10 Southampton Row and No. 1 Fisher Street

LPA reference	Description of development	Decision	Date
2017/2943/L	Erection of a 7-9 storey building at 1 Fisher Street, connecting to 8-10 Southampton Row, with internal alterations to 8-10 Southampton Row. Associated plant, refuse and cycle storage areas in association with change of use of 8-10 Southampton Row from public house (A4) at basement, ground and first floor level and 9 x self-contained residential flats to upper floors (C3) to a 120 bed hotel with	Withdrawn	13 Nov 2018

	ancillary restaurant and bar (C1).		
2017/2914/P	Change of use of 8-10 Southampton Row from temporary Crossrail offices (B1) (formerly a public house (A4) at basement, ground and first floor level and 9 x self-contained residential flats to upper floors (C3)) to a 120 bed hotel with ancillary restaurant and bar (C1). Together with the erection of a 7-9 storey building at 1 Fisher Street, connecting to 8-10 Southampton Row, with internal alterations to 8-10 Southampton Row. Associated plant, refuse and cycle storage areas. This application is accompanied by an Environmental Statement.	Withdrawn	13 Nov 2018
2016/2985/P	Resumption of former lawful use of property as public house (A4) at basement, ground and first floor level and 9 x self-contained residential flats (C3) on the floors above (2-7).	Granted	2 Aug 2016
2013/1477/P	Development of Crossrail site for the erection of a part 8/part 9 storey building to provide 22 residential units (Class C3) namely 5 x 1-bedroom, 14 x 2-bedroom, 2 x 3-bedroom and 1 x 4-bedroom self-contained flats with associated entrances, refuse and cycle storage and substation; alterations to ground floor facade and screening of Crossrail head house building. This application is accompanied by an Environmental Statement.	Granted	5 Jan 2015
2009/3243/P	Request for approval of construction arrangements pursuant to the Crossrail Act (2008) Schedule 7 for enabling and works in connection with new ventilation and intervention shaft for Crossrail at Fisher Street including ground investigation	Granted	17 Sep 2009

works and works to mitigate settlement: namely road transport, handling of re-usable spoil and top soil, storage sites, screening, artificial lighting and suppression of dust and mud on highway.

P9603002R1	Change of use and associated works to dual uses, as defined within the Town and Country Planning (Use Classes) Order 1987: 1. Uses within Class A3 (food and drink) at basement, ground and first floors, with nine residential flats at second to seventh floors; or 2. A combination of Class A1 (162 sq.m) and Class A3 (212 sq.m) uses at basement and ground floors with Class B1 offices at first to seventh floors, as shown on drawing numbers HB214/1000, 1001A, 1002, 1003A, 2001C, 2002A and 2004.	Granted	28 Nov 1996
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Source: LBC online records

3. Proposed development

3.1 The proposed description of development is:

Change of use of 8-10 Southampton Row from temporary Crossrail offices (B1) (formerly a public house (A4) at basement, ground and first floor level and 9 x self-contained residential flats to upper floors (C3)) to an 85 bed hotel with ancillary restaurant and bar (C1), together with the erection of an 8 storey building at 1 Fisher Street containing 9 self-contained residential units and connecting to 8-10 Southampton Row, with internal and external alterations to 8-10 Southampton Row. Associated plant, refuse and cycle storage areas.

3.2 As illustrated in the accompanying Design and Access Statement, it is proposed to construct a contemporary rear extension to the Grade II listed building at nos. 8-10 Southampton Row. The new extension will be joined to the existing Edwardian structure and be built over the Crossrail headhouse utilising the existing piles that are located around the shaft.

Existing Grade II listed building

3.3 The Grade II listed building, Carlisle House, will include reception, public bar and back of house functions at ground floor level with entrances to the hotel and bar provided from Southampton Row.

3.4 A restaurant will be provided at first floor level and hotel on the upper floors (second to seventh) of the existing building. The basement levels will include plant, back of house, cycle storage (8 bicycle capacity) and staff changing facilities.

3.5 Carlisle House will be restored to its original use and will be once again a publically accessible building of note within the conservation area.

New extension

3.6 The new connected rear extension will predominantly consist of hotel rooms with the Crossrail headhouse and plant at ground and first floor levels. The new hotel landings will be accessed from the main staircase within the listed building.

3.7 Hotel rooms will be located at second to seventh floor levels with 85 keys delivered in total within both the Grade II listed building and the extension.

3.8 The south-east corner of the extension building will include the residential apartments with a dedicated entrance from Catton Street. The building will benefit from a double height lobby at the residential entrance. The residential entrance will be clearly legible but the architectural treatment of the building takes a unified approach in order to present a high quality coherent extension to the listed building.

3.9 The ground floor level includes bin store and cycle storage (18 bicycle capacity), both accessed from Catton Street, and an electricity substation accessed from Fisher Street. Hotel emergency means of escape is also provided on to Fisher Street. The staff

entrance is provided from Fisher Street with a further back of house entrance located on Catton Street.

- 3.10 The flats will be for market sale and are located from second to eight floors. As shown in the drawings, there is one unit on each level facing south, except for the seventh and eighth floors which will contain two apartments each, one facing north and the other facing south.
- 3.11 The eighth floor of the new extension will contain two plant rooms alongside the two aforementioned flats. The rooftop will include a plant enclosure plus photovoltaic panels on top of the lift overrun. The plant enclosure and plant rooms have been designed so they are not visible from the public realm and have no undue negative impact on the external appearance of the building.
- 3.12 A communal roof terrace will be built at rooftop level to provide outdoor amenity space for the residential occupiers, particularly those at higher levels. The terrace is set back from the building edge and its structure and users will not be visible from the public realm. The apartments at floors 2-5 will benefit from balconies in the south eastern corner of the building.
- 3.13 The Crossrail headhouse is of substantial size and has set an architectural challenge in presenting an appropriate frontage at ground floor. Activity on this frontage will be provided by the building entrances and the architectural approach to the head house, which features a metal screen with high quality materials and carefully conceived architectural detailing to incorporate the head house. This approach has been developed in partnership with LBC design officers. Access for TfL to the headhouse is provided from entrances on both Fisher Street and Catton Street.
- 3.14 A rainwater attenuation tank is included at sub surface level within previously excavated ground at the north eastern corner of the site.

Floorspace quantities

- 3.15 Proposed floorspace quantities are set out in the following table:

Table 3.1: Floorspace of proposed development

Use	Use class	Floorspace (sqm GIA)
Hotel	C1	4,321
Residential	C3	898

Opening hours

- 3.16 It is proposed to open the hotel restaurant and bar facilities as follows:
- Monday - Wednesday: Breakfast: 7am - 11am and then open from 12pm - 1am
 - Thursday & Friday: Breakfast: 7am - 11am and then open from 12pm - 2am

- Saturday: Breakfast: 7am - 11:30am and then open from 12pm - 2am
- Sunday: Breakfast: 7am - 11:30am and then open from 12pm - Midnight

Residential apartments

3.17 The unit mix and floorspace of the 9no. residential apartments are listed in the following table:

Table 3.2: Proposed residential apartments

Location	Type	Floorspace (sqm GIA)
Second floor	1no. x 1 bed	50
Third floor	1no. x 1 bed	50
Fourth floor	1no. x 1bed	50
Fifth floor	1no. x 1 bed	50
Sixth floor	1no. x 1 bed	50
Seventh floor	1no. x 1 bed	54
	1no. x studio	44
Eighth floor	2no. x 2 bed	62
		66

Design and conservation

3.18 The proposed development will include repairs and restoration to the external facades and rooftop of the listed building to bring heritage benefits to the building and conservation area. The currently dilapidated interior of the building will be extensively refurbished to create a high quality layout and finish that returns the building to its original hotel use.

3.19 As detailed in the Design and Access Statement Schedule of Works, a programme of restoration will be delivered to preserve and restore the limited number of remaining historic features, including:

- staircases and balustrades;
- timber panelling;
- windows;
- cornices and wall detailing;
- glazed brickwork, and
- fire place surrounds (where possible).

- 3.20 Internal works to the listed building will also include sympathetic improvements to create a high quality hotel, restaurant, bar and reception area. Some material will be removed to enable the development including a section of the catslide roof (which was substantially reconstructed in the 1990s) and 5th/6th floor staircase. Please refer to the submitted demolition plans.
- 3.21 The main staircase will be used to serve both the existing listed building and the new extension thereby recognising its historic role and importance while delivering an efficient internal plan form and circulation space. The primary importance of the building is its high quality exterior on the north, south and west elevations; the east elevation at the rear has been subject to significant alteration and is of lesser heritage interest. The redevelopment will secure the sustainable future of the building and reintroduce the level of beneficial activity and vibrancy, and public access, for which it was designed.
- 3.22 The new extension has been sensitively designed by Matthew Lloyd Architects to provide attractive elevations that respect the listed building and integrate with the surrounding conservation area context. It is notable that the massing of the proposal shares similarities with the next door L'Oscar hotel at Nos. 2-6 Southampton Row which provides a useful precedent. The design rationale and development is expressed within the Design and Access Statement submitted with this application.
- 3.23 Views of the rear turret on the northern elevation of the listed building from Red Lion Square are preserved by the proposed design, thereby maintaining an important local perspective of the heritage asset; this aspect of the design has evolved in partnership with design officers. Both rear turrets are given due prominence by the setback of the rear extension from the listed building and the design of the link element, as explained in the Design and Access Statement.
- 3.24 Integration of the old and new buildings is achieved sensitively and will celebrate the existing shape of the catslide roof at the rear of Carlisle House.
- 3.25 A memorial plaque to the deceased Crossrail worker sadly killed near the site during the construction of the railway will be included on the external façade to provide an appropriate memorial to this loss.

Environmental Impact Assessment

- 3.26 Submitted with this application is a letter written by Turley including legal advice from Town Legal and TfL Handover Certificate confirming that there is no longer a requirement for an Environmental Impact Assessment for development proposals at the site.

4. Pre-application advice

- 4.1 This planning application has benefited from extensive pre-application advice from LBC planning officers and design experts that has shaped the design of the revised scheme.
- 4.2 Following the withdrawal of the applicant's previous proposals for the site, the project team has benefitted from:
- 5 December 2018: formal pre-application meeting with officers (and follow-up formal advice letter);
 - 18 January 2018: a formal review meeting with Camden's Design Review Panel (and formal follow-up advice letter);
 - A series of workshop meetings held under a Planning Performance Agreement:
 - 6 March 2019: design meeting
 - 13 March 2019: non-design issues meeting
 - 27 March 2019: design meeting
 - Engagement via email on scheme details and revisions.

Initial pre-application advice meeting

- 4.3 An earlier version of the current proposals was submitted to the council for consideration in December 2018. A meeting was held between the applicant and the council's planning team on 5 December 2018.
- 4.4 Following the pre-application meeting, a formal letter of advice was provided by Seonaid Carr, Principal Planning Officer, dated 3 January 2019. The main points of the advice can be summarised as follows:
- (a) Land use
- (i) Amendment of the scheme to include 9no. residential units is welcomed.
 - (ii) In the site's location, Policy H2 of the Local Plan expects 50% of floorspace uplift to be self-contained housing. It is recognised that the site is constrained and therefore justification of why this is not possible will need to be provided for review.
- (b) Design
- (i) The new approach to design is welcomed and generally supported, particularly with regard to the relationship between the listed building and the contemporary extension. The detailed design of the facades and the materials will be key to securing a successfully designed building.

- (ii) Curves could be added to the corners of the new building to pick up the turrets of the listed building.
 - (iii) In respect of the link element of the building, the proposed approach works much better with the listed building than the previously proposed glass link and feels as though it would be a more honest way to extending the building.
 - (iv) Some reservations exist about the link element between listed building and new extension at the 7th and 8th floors. The width of the link should be reduced to allow views of the rear of the building.
 - (v) In terms of the ground floor activation, bringing the elevation down to the ground and wrapping the head house, is an improvement on the previous design. The detailing of this elevation should offer activation to these facades of the building.
- (c) Internal alterations to listed building
- (i) Two sets of chimney stacks within the listed building should be retained.
 - (ii) There will need to be a robust justification for breaking through the roof at the 5th floor to join the new building to the existing building.
- (d) Proposed residential units
- (i) The Council will take a flexible approach to assessing mix of dwelling sizes. Justification should be provided for not according with the mix of dwellings set out in policy H7 and a comparison should be made to the original mix on site.
 - (ii) It is expected that all units would accord with the space standards as set out in the London Plan.
 - (iii) With regard to daylight and sunlight, given the largely single aspect nature of the units a daylight and sunlight report will need to be provided to demonstrate that the proposed units will receive a sufficient level of light.
 - (iv) An acoustic report will need to be prepared in support of the application to demonstrate that the proposals accord with Policy A4.
 - (v) Residential windows within the flank elevation should be removed in case they prohibit development of the neighbouring site.
- (e) Basement excavation
- (i) If there is any lowering of the existing basement levels it is likely this would require a Basement Impact Assessment.
- (f) Transport

- (i) All new residential units will be car free and number of cycle parking spaces for the new residential units will need to be in accordance with the London Plan.
- (g) Sustainability
 - (i) Major applications will need to demonstrate how London Plan targets for carbon dioxide emission have been met.
- (h) Accessibility
 - (i) Proposals are expected to accord with Part M4(2) and M4(3) of Part L of the Building Regulations.
- (i) Waste
 - (i) The development will be required to include facilities for the storage and collection of waste and recycling.

Design Review Panel

4.5 Subsequent to the receipt of pre-application advice, the scheme was revised and presented to the Design Review Panel on 18 January 2019. The panel's key comments can be summarised as follows:

- (a) Architecture
 - (i) The panel was impressed both by the quality of the proposed restoration of the existing, listed building, and the designs for the new building, and strongly supports the more sophisticated approach taken by the current design team.
 - (ii) The panel supports the choice of materials.
 - (iii) Possible design revisions could be made to northern and southern elevations, brick colour palette, expression of the bays on the southern elevation, the width of piers, first floor uses.
- (b) Scale and massing
 - (i) The panel felt that the proposed height is appropriate for the site, and that the new building will sit well behind the listed building.
 - (ii) The architects should consider whether the sixth-floor cornice line can be lowered, to make the new building appear more subordinate to the listed building. The mansard roof could also be extended further down the building.
- (c) Junction with listed building

- (i) The residual triangular sections of roof that will remain visible between at the rear of the existing building, between the turrets and the new building, should be stripped away if possible.
 - (ii) The panel wonders whether white glazed brick should be used for the link section of the new building.
- (d) Internal layout
- (i) More communal hotel space could be located on the top floor and the air handling unit removed.
 - (ii) The panel supports the proposal to extend the existing staircase upwards, with the design becoming more delicate towards the top, and allowing more light in.
 - (iii) The panel suggests exploring how a more legible threshold could be created between the listed and the new building.
 - (iv) The east stairwell could be glazed as well as the west – and, if possible, naturally lit from above.
 - (v) The kitchen space should be large enough to service a restaurant of the size proposed
- (e) Residential units
- (i) The panel welcomes the inclusion of residential accommodation as part of the scheme, which will create highly desirable new homes.
 - (ii) Design revisions could include relocation of the residential bin store, refinement of the residential entrance, and an additional entrance from Fisher Street.
- (f) Green space
- (i) The proposed roof garden is small and could be planned as a wildlife corridor if made larger. Alternatively, more greenery could be provided around the perimeter of the roof.
- (g) Public realm
- (i) The architects could develop a public realm vision including a shared surface on both Fisher Street and Catton Street.

PPA workshops

Meeting on design issues (1) - 6 March 2013

- 4.6 Officers asked whether a sloped element on the link block be incorporated at sixth floor level to reflect the design of the existing catslide roof at the rear of Carlisle House.

- 4.7 If possible, the lift overrun adjacent to the link block should be removed. However, it was discussed that this would reduce top floor accessibility and the lift overrun could not be seen in any case. LBC accepted this position.
- 4.8 The ground floor metalwork proposal was noted as a creative way of addressing the headhouse louvre and airflow challenge. More details were requested.
- 4.9 The conservation officer asked questions about proposed glazing and brickwork but stated she was happy with the impact on the listed building.
- 4.10 The provision of windows on the east elevation may lead to rights of light issues in the future and should be removed.

Meeting on non-design issues – 13 March 2019

- 4.11 More details should be provided in a full planning application of the compromises, flaws and site constraints relevant to an alternative design that included 9no. residential units plus 50% of floorspace uplift.
- 4.12 A payment in lieu in respect of additional housing may be acceptable, subject to provision of the necessary information.
- 4.13 Support for pedestrianisation of Catton Street is welcome.
- 4.14 The proposed approach of providing an ancillary bar and restaurant would satisfy the loss of A4 use.
- 4.15 A further round of full public consultation is not necessary given this was carried out for the previous scheme and attracted very limited interest. Key local stakeholders should be engaged.
- 4.16 Advice on how to address policy requirements on EIA, basements, cycle parking, housing mix and servicing in a planning application.

Meeting on design issues (2) – 27 March 2019

- 4.17 LBC officers raised a series of queries concerning the detailed design of the proposals which covered:
 - the stepping back of brickwork at the rear elevation of Carlisle House;
 - the possible enclosure of a small amount of the stonework of the Carlisle House turrets within the new structure; the overall concept of the link element at high was nonetheless accepted;
 - the location of the residential entrance and whether this could be altered in conjunction with a rearrangement of the proposed bin store and lobby areas;
 - the potential for doors to open over the pavement;
 - the design of the metal grid proposed to cover the existing jumble of headhouse and entrances at ground floor level of the new extension;

- It was agreed that MLA would undertake further work on the relationship between the turret brickwork and the new building extension, the possibility of design revisions to the residential entrance and lobby area, and the ground floor metal screen

Response to pre-application advice

4.18 The applicant has sought to respond wherever possible to pre-application advice from council officers and DRP. Pre-application engagement has helped the evolution of the design and a series of procedural responses and key design changes were made during scheme development in response to this engagement. These are listed in detail in the Design and Access Statement, with some of the principal amendments below.

General

- 4.19 Provision of additional detailed information, including floor plans, of an alternative scheme of 9no. residential units plus 50% uplift of floorspace to demonstrate why such a scheme is undeliverable.
- 4.20 Provision of detailed development viability information to demonstrate why additional housing cannot be provided.
- 4.21 Engagement with key local stakeholders.

Listed building

- 4.22 Design amendments included:
- Retention of two sets of chimney stacks.

Link block

- 4.23 The following changes were made:
- Reductions in scale of the glazed connection point between Carlisle House and the new development to better reveal and reflect the existing catslide roof.
 - Alterations in angularity of the windows to celebrate the existing roof of the listed building.
 - Refinement of the design of the connection between listed building and link block to maintain the maximum exposure of the listed building's existing turrets.
 - Use of white glazed bricks.

Extension building

- 4.24 Alterations to the scheme comprised:
- Curves added to the corners of the building to better reveal the turrets of the listed building.
 - Residential windows within the flank elevation removed where they border the neighbouring UKPN site.

- Changes to the brick colour palette.
- Widened piers at ground level.
- Switching the bin store and residential entrance to provide a direct route through from the street to cycle storage area.
- Refinement of the residential entrance.
- Redesign of the ground floor metal screen.
- Increased legibility of the residential part of the building.

5. Planning policy

5.1 Planning applications are to be determined in accordance with the Development Plan (unless material considerations indicate otherwise)¹.

Adopted Development Plan

5.2 The adopted Development Plan for the site comprises:

- London Plan (2016)
- Camden Local Plan (2017)

5.3 The following documents are material considerations in the determination of this application:

- National Planning Policy Framework (NPPF) (2018)
- Planning Policy Guidance (PPG) (last updated 2019)
- LBC Supplementary Planning Documents and policy guidance
- Mayor of London's Supplementary Planning Guidance
- Draft London Plan (2018), as referred to below

Emerging Development Plan

5.4 The NPPF states that the weight that can be given to policies increases as a plan becomes more advanced and taking into account the extent of unresolved objections and the degree of consistency with the NPPF as a whole. More clarification is given in PPG, which states that a refusal on the grounds of prematurity will seldom be justified where the draft Local Plan has yet to be submitted for examination.

5.5 A new draft version of the London Plan (December 2017) was submitted for Examination in Public (EIP) in July 2018. The draft Plan places a strong emphasis on making the best use of land, including the prioritisation of the delivery of high-density places on brownfield land that is well-connected by existing or planned Tube and rail stations (Policy GG2).

5.6 The draft London Plan is anticipated to be adopted in Winter 2019/20. It is a material consideration for the purposes of this application and will gain planning weight as it proceeds through the examination and subsequent adoption process.

Neighbourhood planning

5.7 There is no adopted or emerging Neighbourhood Plan covering the site.

¹ See s70(2) of the Town and Country Planning Act 1990 (as amended) and s38(6) of the Planning and Compulsory Purchase Act (2004) (as amended).

Planning designations

5.8 The following planning policy designations are in place at the site:

- Central Activities Zone
- Holborn Growth Area
- Crossrail safeguarding area
- Kingsway Conservation Area
- Flood Zone 1

6. Planning assessment

- 6.1 This chapter assesses the proposed development in the context of the policies from the adopted Development Plan and other material considerations.

Principle of development

- 6.2 The site is located within the Central Activities Zone and the Holborn Growth Area. The Camden Local Plan directs significant growth to the location (Policy G1) and identifies this part of Holborn as suitable for a *“provision of a mix of land uses, with offices and housing as the predominant uses”* (para 2.31).
- 6.3 The proposed delivery of a mixed use scheme comprising a mix of uses, including residential, is fully compliant with the spatial strategy of the Local Plan. The site falls within an area identified for a *“concentration”* of growth (Policy G1) and thus it is important to optimise the development potential of the site, subject to compliance with other aspects of the Plan.
- 6.4 The proposed development will assist in sustaining and enhancing the distinctive environment and heritage of the CAZ, and contribute to its status as a visitor destination. This accords with Policy 2.10 of the current London Plan ‘Central Activities Zone – Strategic Priorities’ and Policy SD4 ‘The Central Activities Zone’ of the draft London Plan.

Hotel

- 6.5 More specifically, the Local Plan directs new visitor accommodation to Central London, particularly the growth areas of King’s Cross, Euston, Tottenham Court Road and Holborn (Policy E3 a). Moreover, new hotels must be easily reached by public transport (Policy E3 f). The proposed development of a hotel at the site is therefore fully aligned with LBC’s preferred approach to supporting tourism within the borough.
- 6.6 As recognised in the Local Plan, the London Plan sets a target of providing 40,000 net additional hotel rooms in London by 2036. The Working Paper also states that 37% of the expected increase in the number of rooms across Greater London will be met in Westminster, City of London and Camden. The new hotel will thus contribute to this important strategic policy goal.
- 6.7 The draft London Plan seeks to strengthen London’s visitor economy by ensuring a sufficient supply of visitor accommodation, which is referred to as *“serviced accommodation”* and includes hotels (Policy E10 ‘Visitor infrastructure’). It is estimated that London will need to build an additional 58,000 bedrooms of serviced accommodation by 2041, which is an increase on the current Plan’s expectations. The proposal will assist towards this objective.

Residential

- 6.8 Although there is currently no occupied housing at the site, it is acknowledged that the listed building previously contained nine flats as confirmed by the planning history. The revised proposals now include 9 no. residential units as requested by LBC during consideration of the previously withdrawn applications for the same site.

- 6.9 The proposal thus accords with Local Plan Policy H3 which resists development that would involve a net loss of residential floorspace, and Policy E3 i, which states that visitor accommodation must not lead to the loss of permanent residential accommodation.
- 6.10 Provision of 9no. homes at the site makes a new contribution to housing supply given that the previously existing residential units are not in a fit state to be re-occupied without substantial work and is thus supported by current London Plan Policy 2.2 'Increasing Housing Supply' and draft London Plan Policy H1 'Increasing housing supply'.

Restaurant and bar

- 6.11 The proposed delivery of a restaurant at first floor level of the listed building is considered appropriate and indeed beneficial given the central London location and the previous existence of a restaurant within the building. Delivering this new establishment will have heritage, economic and planning benefits for the locality, and improves the visitor offer of the CAZ in line with the policies mentioned above in paras 6.2-6.8.
- 6.12 A publicly accessible bar is proposed on the ground floor of the listed building. This replaces the public house that previously existed on the site prior to Crossrail works.
- 6.13 Local Plan Policy C4 'Public houses' seeks to protect public houses and resist proposals for their change of use or redevelopment unless a series of stringent tests are met. The re-provision of a public bar at the site thus accords with this policy and will add animation and vibrancy at street level on Southampton Row.
- 6.14 It is considered that the provision of the bar and restaurant is compliant with Local Plan Policy TC4 'Town centre uses' and will not cause harm to the character, function, vitality and viability of a centre, the local area or the amenity of neighbours.

Mixed use policy

- 6.15 Local Plan Policy H2 'Maximising the supply of self-contained housing from mixed-use schemes' states that in the central London area where development involves additional floorspace of more than 200sqm (GIA), the council will require 50% of all additional floorspace to be self-contained housing, subject however to the tests set out within the policy around the applicability and application of the policy.
- 6.16 The development site is located in the Central Activities Zone. The total floorspace is proposed to increase from 1,632 sqm (GIA) for the listed building and 238 sqm (GIA) for the Crossrail headhouse) to 5,219 sqm (GIA) for the completed scheme. Given the scale and location of the proposed development, Policy H2 needs to be considered.

Non-applicability of Policy H2 requirements

- 6.17 The wording of Policy H2 allows the Council to take a flexible approach to the requirement for housing as part of the mix of uses on a site, if any of the provisions of H2 (a)-(e) are enacted. We consider that parts (a), (b) and (d) of policy H2 are relevant and that, as such, the policy wording directs the council to take a flexible approach:

(a) *The character of the development, the site and the area*

The development is principally focused on the refurbishment and extension of a listed building originally constructed as a hotel. The provision of residential accommodation is inconsistent with this approach.

(b) *site size, and any constraints on developing the site for a mix of uses*

It is considered that the site is heavily constrained by the following factors:

- The presence of a Crossrail shaft and headhouse that severely limit the space available for development from basement to first floor level within the new extension, and which impacts on the overall internal space planning of the development.
- The physical constraints of the Edwardian listed building at Nos. 8-10 Southampton Row which limits scope for development to modern space standards.
- The high cost of refurbishment to the listed building which is in a poor state of internal decoration.
- The small scale of the 'island' site limited by roads on three sides and UKPN substation to the east.
- The requirement to re-provide nine self-contained residential units with their own core.
- The heritage context of the wider area, including the site's partial location in a conservation area and the presence of several listed buildings in the vicinity, and the consequent limitations on height and bulk.
- The inherent need to create a new hotel of a sufficient scale and appropriate specification and layout which will be a sustainable long-term business.

(d) *whether self-contained housing would be compatible with the character and operational requirements of the proposed non-residential use and other nearby uses*

Whilst there is no in principle issue with residential and hotel uses sharing a site there are operational inefficiencies which have been created by the accommodation of 9 residential units, including the need to provide a separate core, means of escape, cycle parking and refuse storage.

6.18 Camden Council planning officers have recognised that the site is constrained and that this has implications for application of Policy H2, as described above in the pre-application advice chapter.

6.19 It is considered that the range of unavoidable constraints in place at the site is highly unusual and indeed unique in the London Borough of Camden and perhaps across London and beyond.

- 6.20 The intention of sections a-e of Policy H2 is to recognise where the onerous requirements of this policy would be inappropriate to apply given the inhibiting effect that they would have upon the effective delivery of sustainable development.
- 6.21 It is considered that, based on the range and severity of the constraints at the site, Policy H2 does not impose any requirements for additional residential accommodation, or rather that the policy as worded directs the council to '*consider whether self-contained housing is required as part of a mix of uses taking into account [parts (a)-(e) of the policy]*'.
- 6.22 Nine residential units are proposed in order to replace the homes lost due to compulsory purchase by Crossrail, in response to pre-application advice; however, this has impacted upon the viability and operational efficiency of the hotel.
- 6.23 LBC has engaged in detailed discussions with the applicant, prior to the withdrawal of the previous applications for a hotel at the site and during pre-application discussions on the current application. LBC officers have set out their expectation of the re-provision of nine residential units at the site with suitable justification of why no more could be delivered. The applicant is now proposing these homes and the relevant justification in accordance with officer advice.

Provision of additional housing on site – design constraints

- 6.24 As described above, it is considered that the proper application of Policy H2 to the development scheme creates no requirement for additional housing at the site. The beyond the nine units proposed are provided in recognition of the existing units on site. Nevertheless, for reasons of completeness and in response to officer requests, the applicant has considered whether an alternative approach could deliver 50% new housing at the site, in addition to the nine units proposed, i.e. through the application of policy H2 without taking account of parts (a)-(e) of the policy.
- 6.25 Parts (f)-(j) of policy H2 set out criteria as to whether housing should be provided on site (or whether off site provision or a commuted sum would be more appropriate). These parts of the policy are engaged if it is established that housing is required as part of the mix of uses on site:
- f. the need to add to community safety by providing an active street frontage and natural surveillance;*
- g. the extent of any additional floorspace needed for an existing user;*
- h. the impact of a mix of uses on the efficiency and overall quantum of development;*
- i. the economics and financial viability of the development including any particular costs associated with it, having regard to any distinctive viability characteristics of particular sectors such as build-to-let housing; and*
- j. whether an alternative approach could better meet the objectives of this policy and the Local Plan.*

- 6.26 At the council's request, the applicant instructed Matthew Lloyd Architects to design an alternative hypothetical scheme for the site that seeks to deliver a hotel plus 50% residential on the floorspace uplift at the site (in addition to replacing the nine units already required to replace those lost to Crossrail).
- 6.27 Floorplans for the alternative scheme (including the architect's commentary) plus a schedule of accommodation are included in this document at Appendix 2.
- 6.28 The alternative scheme would deliver only 32 hotel bedrooms. Evidence will in due course be submitted with regards to the viability of the proposals; it is the applicant's initial commercial view that a 50% residential scheme will be unviable.
- 6.29 The alternative scheme would provide 36 residential units, as indicated in the schedule included in appendix 2. In accordance with Local Plan Policy H2 (part e), 50% affordable housing would be required given that 25 or more additional homes are proposed in the hypothetical scenario. Each tenure would require its own stair core, which further constrains development on the site.
- 6.30 The results of the study reveal that the consequences of introducing the extra residential units would be severe and unworkable in policy and design terms, particularly at ground floor level. The following issues would exist:
- Ground floor
 - No space would be available for a hotel bar (and therefore there would be no replacement for the A4 land use that previously existed at the site); this would have negative consequences in relation to CAZ and central London policy and with regards to the historic significance of the building.
 - No space would be available for an electricity substation. A substation is essential for the scale of development proposed; the proposed development would not therefore be deliverable
 - The ground floor of the listed building would be severely compromised in layout with historically open spaces subdivided to include back of house and bike storage within the listed building. It is considered that this would be unacceptable in terms of heritage and conservation.
 - An additional access point would be required in the historic façade of the listed building.
 - The additional residential bin store required would be distant from the residential entrance.
 - The existing residential cycle store would be too small to accommodate the additional number of cycles required. There is simply no space at ground floor to increase the size of the cycle store given the other competing requirements and the presence of the Crossrail shaft and headhouse.

- The ground floor back of house space would be too small to allow the hotel to be operational.
- First floor
 - No secondary means of escape can be provided from the first floor restaurant.
 - There would also be no space for a kitchen at first floor. The Camden DRP has already raised concerns regarding the size of the back of house for the restaurant so a further reduction is likely to exacerbate these worries. The applicant considers that this arrangement would not be workable for an operational hotel.
- Second –eighth floors
 - No secondary means of escape is available from hotel bedrooms. This is contrary to the requirements of hotel providers and Building Regulations.
 - A long corridor would be necessary in the centre of the building.
 - A high proportion of north west facing single aspect apartments would be inevitable due to the constraints of the site.
 - Apartment layouts would be very deep, with negative consequences for daylight and sunlight within these units, particularly given that the majority would be single aspect.
 - No external amenity space would be provided for the residential units.

6.31 In summary, an alternative scheme design providing 50% residential floorspace, would create unacceptable outcomes in terms of policy, design, safety and amenity. Such a scheme would not be permissible under the Development Plan, would be in breach of Building Control requirements and would not be deliverable or operable in either commercial or practical terms. Therefore, notwithstanding that we do not consider policy H2 requires residential units in this case, given the provisions of parts (a)-(e) of the policy, Parts h and i of Policy H2 have the effect that no additional residential development would be required on site and an off-site or commuted payment solution would be required instead.

Provision of additional housing off site

6.32 In accordance with the Camden Local Plan, should it be considered that additional residential floorspace is required on site under Policy H2 and this cannot be delivered onsite, then the housing should be provided at an alternative location offsite.

6.33 For the avoidance of doubt, the applicant does not consider that the requirements of Policy H2 apply for the proposed development given the factors identified earlier in this document. However, consideration has been given to whether housing could be provided off site at the request of council officers.

- 6.34 Camden Council considers that a requirement for additional housing generated in Holborn & Covent Garden Ward that cannot be delivered onsite should be delivered at “an alternative site nearby”. This is taken to mean within the same ward and, if this cannot be achieved, then the housing should be delivered in another ward south of Euston Road if possible.
- 6.35 The applicant, Idé Real Estate, owns no other property within any part of the London Borough of Camden and would therefore be unable to build additional housing in Holborn & Covent Garden ward or any other ward.
- 6.36 Furthermore, the development scheme as proposed is not anticipated to generate the funds necessary to purchase a site within any part of Camden that could deliver the circa 25 units that would be expected if the requirements of Policy H2 were invoked without application of parts (a)-(e). A Development Viability Report will be submitted in due course, which will review this matter.
- 6.37 In summary, it would be impossible for the applicant to provide additional offsite housing if the requirements of Policy H2 were imposed without application of the provisions set out in parts (a)-(e).

Provision of a payment in lieu of additional housing

- 6.38 The third stage of Camden’s policy for provision of additional housing is the payment of a financial sum to the borough’s affordable housing fund in lieu of delivery onsite or off site.
- 6.39 It is not considered that a payment is relevant given that Policy H2 directs the council to take a flexible approach given the site constraints. Nevertheless, the applicant has provided an accompanying Development Viability Report to assess the value that will be generated by the development scheme and determine what payment would be possible should Policy H2 be imposed.
- 6.40 The forthcoming Development Viability Report will establish whether the scheme can support a commuted payment and, if so, what amount would be viable.
- 6.41 In accordance with the NPPF and the Development Plan, additional planning obligations cannot be imposed on an otherwise acceptable scheme where the effect would be to make sustainable development unviable.
- 6.42 We understand that any commuted sum would be likely to be provide additional funds towards estate improvements under consideration in the locality.

Policy H2 – summary

- 6.43 Having considered the content of Local Plan Policy H2, it is considered that the requirement to provide 50% of floorspace uplift as residential cannot apply given the severe and unusual site specific constraints.
- 6.44 Even if this aspect of the policy were considered to apply, it has been demonstrated that the housing could not be provided onsite due to design, safety, amenity, heritage, policy, financial and operational constraints. Nor could the housing be provided offsite

as no suitable sites are available. A payment in lieu will be made if the Development Viability report concludes that this would be viable.

Affordable housing

- 6.45 The council's expectations for the provision of affordable housing are set out in Policy H4 of the Local Plan. More detailed information is also provided in Camden Planning Guidance on the application of the policy and its interaction with Policy H2.
- 6.46 Policy H4 requires affordable housing to be delivered where a development provides one or more additional homes or involves a total addition to residential floorspace of 100sqm GIA or more.
- 6.47 The proposal restores the previous nine flats to the site and therefore does not include an increase in unit numbers.
- 6.48 Based on analysis of the consented plans from planning approval reference P9603002R1 dating from 1996, there was 927 sqm (GIA) of residential floorspace previously onsite. The proposal now is for 811 sqm (GIA) of residential floorspace and therefore the 100sqm of additional floorspace policy is not triggered.
- 6.49 In summary, Policy H4 does not apply and there is no requirement for affordable housing at the site.

Residential standards

Space standards

- 6.50 Despite the identified site constraints, all the proposed units meet the minimum space standards set out in the London Plan (Table 3.3). This accords with Local Plan policy H6 b.

Accessibility

- 6.51 All units will be wheelchair accessible. This accords with Local Plan Policy H6, which seeks high quality accessible homes that are suitable for Camden's existing and future households. The policy requires 90% of new-build self-contained homes in each development to be accessible and adaptable in accordance with Building Regulation M4(2); and 10% to be suitable for occupation by a wheelchair user or easily adapted for occupation by a wheelchair user in accordance with Building Regulation M4(3).

External amenity space

- 6.52 The Mayor's Housing SPG expects external amenity space to be provided for each new residential unit.
- 6.53 A communal rooftop area is proposed to allow outdoor amenity space for all residential occupants. This terrace is substantially set back from the building and therefore will not present any concerns in terms of neighbouring amenity and will not affect the overall composition of the building. It will not be visible from street level.
- 6.54 Five of the units (from the second to the sixth floor) will also benefit from winter gardens, as shown on the drawings. The units that do not have winter gardens are at

seventh and eighth floor level and are therefore closest to the accessible rooftop terrace. External balconies would not be appropriate to the building given its heritage value.

Daylight and sunlight

- 6.55 The Mayor's Housing SPG states that single aspect dwellings should be limited in housing developments, and cautions that single aspect dwellings that are north facing should be avoided where possible (Standard 29).
- 6.56 The SPG also states that all homes should provide for direct sunlight to enter at least one habitable room for part of the day, and living areas and kitchen dining spaces should preferably receive direct sunlight (Standard 32).
- 6.57 However, the SPG is also clear that *"BRE guidelines on assessing daylight and sunlight should be applied sensitively to higher density development in London, particularly in central and urban settings, recognising the London Plan's strategic approach to optimise housing output (Policy 3.4) and the need to accommodate additional housing supply in locations with good accessibility suitable for higher density development (Policy 3.3). Quantitative standards on daylight and sunlight should not be applied rigidly, without carefully considering the location and context and standards experienced in broadly comparable housing typologies in London"* (para 2.3.47).
- 6.58 Seven of the apartments will be south facing and thus benefit from high levels of daylight and sunlight for much of the year. Only two units are proposed to be north facing, which is necessitated by the constraints of the site and the need to deliver a viable and functional hotel within the heavily-restricted building envelope.
- 6.59 Seven of the apartments will be dual aspect as they will each have a window with outlook to the east, as well as windows to either the north or south. There will be no north-facing single aspect units.
- 6.60 Two of the apartments will be single aspect, namely those at second and third floor levels. It is not possible to add a window on the east elevation to these flats due to the presence of the adjoining UKPN substation. However, these units are south facing and will benefit from acceptable levels of daylight and sunlight.
- 6.61 It is considered that all the apartments will provide high quality accommodation in accordance with the requirements of the Development Plan and associated guidance.
- 6.62 Submitted with this application for planning permission and listed building consent is a daylight and sunlight report prepared by Consil and dated 17 April 2019.
- 6.63 The daylight and sunlight report concludes that *"when assessed according to BRE principles, adequate levels of daylight and sunlight will be achieved"*.
- 6.64 It is noted that the greatest significance should be attached to daylight and sunlight within living rooms as it is less valued by occupants in bedrooms. Six of the nine living room/kitchens will exceed the BRE recommended minimum target Average Daylight Factor (ADF) of 2% for kitchens. The remaining three will exceed the minimum target

ADF of 1.5% for living rooms. This provides an acceptable standard of daylight within the most important living space.

- 6.65 The report also finds that all living room/kitchens will meet the recommended Annual Probable Sunlight Hours (APSH) figure given in the BRE report. Eight of the nine LKDs assessed will also comply with the recommended APSH during the winter months.
- 6.66 Moreover, *“whilst there are transgressions of the daylight and sunlight guidance to a number of the bedrooms, the occupiers of the flats would have good access to daylight and sunlight amenity in the living rooms”*.
- 6.67 In summary, the occupiers of the new residential units will benefit from daylight and sunlight levels that are acceptable in a new development and fully compliant with the expectations of the Development Plan and associated guidance.

Noise and vibration

- 6.68 Submitted with this application is an assessment that considers the acceptability of the proposals in terms of noise and vibration.
- 6.69 The assessment finds that the site is suitable for use as a hotel and residential apartments, subject to the provision of appropriate mitigation measures, as explained in the report.

Neighbouring amenity

- 6.70 The London Plan states that buildings should *“not cause unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings, in relation to privacy, overshadowing, wind and microclimate”* (Policy 7.6 ‘Architecture’ Bd).
- 6.71 Policy D1 ‘London’s form and characteristics’ of the draft London Plan expects the form and layout of a development proposal to *“deliver appropriate outlook, privacy and amenity”* (part A4).
- 6.72 LBC’s Local Plan states *“We will grant permission for development unless this causes unacceptable harm to amenity”* (Policy A1 ‘Managing the impact of development’). In relation to daylight and sunlight, the council will seek to ensure that the amenity of communities, occupiers and neighbours is protected, with one consideration being sunlight, daylight and overshadowing (part f).
- 6.73 The Camden Local Plan references the BRE guidance as a method for assessment of daylight and sunlight impacts. However, it is worth noting the NPPF stipulation that *“authorities should take a flexible approach in applying policies or guidance relating to daylight and sunlight, where they would otherwise inhibit making efficient use of a site (as long as the resulting scheme would provide acceptable living standards)”* (para 123c).
- 6.74 Submitted with this application for planning permission and listed building consent is a daylight and sunlight report prepared by Consil and dated 17 April 2019. The report notes that the Camden Local Plan references “occupiers” and “habitable spaces” when considering daylight and sunlight amenity and therefore there is no expectation to

assess hotel rooms within the proposed development or in neighbouring buildings. Furthermore, the report finds that there are no residential properties in the immediate vicinity of the site and therefore there is no requirement to assess any such habitable spaces.

- 6.75 In view of the lack of residential neighbours the proposed development is not considered to give rise to material amenity impacts on neighbouring properties.

Unit mix

- 6.76 The proposed residential unit mix is as follows:

- 1no. x studio
- 6no. x 1 bed apartment
- 2no. x 2 bed apartment

- 6.77 Policy H7 expects housing development to contribute to meeting the priorities set out in the Dwelling Size Priorities Table (part a) and to deliver a mix of large (3bed +) and small homes (b).

- 6.78 However, this policy also commits the council to taking *“a flexible approach to assessing the mix of dwelling sizes proposed in each development”*. Relevant criteria for this include *“site size, and any constraints on developing the site for a mix of homes of different sizes”* (part f) and *“the economics and financial viability of the development including any particular costs associated with it”* (part g).

- 6.79 As described above in section 6.17, the existence of a range of constraints at the site limits the ability of the applicant to provide larger size units in this scheme. It would not be possible to include any 3 bed+ units without significant implications for the viability of the hotel development and the efficient design of the residential accommodation primarily located in the south east corner of the site.

- 6.80 It is notable that the previous application for a hotel at the site envisaged a 120 room establishment and this has now been reduced to 85 rooms due to the inclusion of residential units at the request of LBC. To reduce the number of rooms even further would seriously jeopardise the viability of the hotel on such a constrained site.

- 6.81 Adding larger residential units would also require fundamental revisions to the layout of the visitor accommodation that would undermine the coherence of the proposed design and functionality of the new hotel.

- 6.82 Moreover, a flatted development in the very centre of busy part of a central London, with a bar and restaurant on site, is not a location typically associated with provision of family housing. It is more likely that 3 bed units would be unpopular for families with children and more likely to be sold to either wealthy professionals who would use additional bedrooms for guests and studies and/or landlords to let on a short-term basis to young sharers. It is therefore considered that requiring family sized accommodation would be inappropriate and counterproductive in this location.

6.83 Nevertheless, the scheme does provide 2no. x 2 bed units which are recognised in the Dwelling Size Priorities Table as being in high need.

6.84 The Local Plan also states that:

- *“the Council acknowledges that there is a need and/or demand for dwellings of every size”* (para 3.190);
- *“flexibility around dwelling sizes may also be required to achieve rational layout and the best possible accessibility arrangements”* (para 3.195); and
- *“the Council recognises that the rigid application of dwelling size priorities can prejudice the financial viability of a development”* (para 3.201).

6.85 Given all these factors, it is considered that the proposed development complies with the Development Plan’s requirements on unit mix, taking into account the site constraints and the overall benefits of the scheme.

Comparison of previous unit mix with proposed unit mix

6.86 Based on the approved drawings of the planning approval reference P9603002R1 from 1996, the unit mix on second-seventh floors at Nos. 8-10 Southampton Row was as follows:

- 2no. x 1 bed apartment
- 7no. x 2 bed apartment

6.87 It should be noted that there were no family sized units previously at the site when it was last in residential use. The proposed situation is the same as the former in terms of family-sized homes.

6.88 Although the proposed unit mix involves a reduction in two bed units in comparison to the former situation prior to Crossrail works, the proposed units will be of superior quality to the flats that previously existed in Carlisle House:

- **Accessibility.** The Carlisle House units suffered from serious problems of inaccessibility and access was reliant on an ability to climb narrow staircases on upper storeys. The proposed new apartments are fully accessible via level access and lift.
- **Amenity space.** The proposed units will all benefit from access to a rooftop terrace and the majority will have balcony areas in accordance with current Development Plan requirements. None of the Carlisle House units had any such external space.
- **Cycle storage.** No cycle storage was available at the Carlisle House flats while the new units will benefit from a purpose-built store at ground floor level.
- **Layout.** Carlisle House was not built for residential purposes and therefore the layout of some of the residential units was compromised by forcing partitions into a historic building. By contrast, the newly proposed units are designed as homes

and benefit from carefully considered layout that is appropriate for residential purposes.

- 6.89 While it is accepted that there is a reduction in overall residential floorspace and quantity of two bedroom units in the proposed development compared to the former situation, the applicant has determined that it would not be possible to increase either of these due to the constraints of financial viability.
- 6.90 Creating more two bed units would require a reduction in hotel floorspace that would render the proposed development unviable. The forthcoming Development Viability report is expected to demonstrate that further increases in residential floorspace and reductions in hotel space would prevent the development coming forward.

Design and conservation

Heritage

- 6.91 The application for planning permission and listed building consent is accompanied by a Heritage Statement, prepared by the Heritage Collective, which considers the significance of affected heritage assets and assesses the proposals against the relevant national, London and local policies.
- 6.92 The assessment reaches the following key conclusions:
- The development scheme will preserve as much of the original fabric of the listed building as possible and bring the building back into its optimum viable use. The new use will be in keeping with the historic function and thereby preserve the building's long term character.
 - The rear elevation has been heavily compromised but the proposed contemporary rear extension is in keeping with the surrounding built form. The link block forms an appropriate design response to link the old and new.
 - The size, bulk and design of the new development respect the setting of the listed building and the surrounding historic environment.
 - The historic fabric to be removed is the minimum necessary for a workable scheme and will result in less than substantial harm to the significance of the listed building. This is outweighed by the benefits of the scheme in accordance with paragraph 195-196 of the NPPF.
 - The overall design is of a high quality and makes a very constrained site work as a viable hotel and residential building.

Townscape

- 6.93 The application is also accompanied by a Townscape and Visual Appraisal, prepared by the Landscape Collective. This reaches the following conclusions:
- The character of the local townscape surrounding the site is mixed and diverse. Much of it will be substantially unaltered over the base line of the consented scheme following implementation of the proposed development.

- Numerous modern and contemporary buildings exist in the local townscape. The proposal involves a contemporary but classic design and will not introduce an unusual or alien element to the townscape. The effect will be minor and neutral in nature.
- The visual effects of the scheme are generally within the range of negligible to moderate with no major effects. It can be accommodated successfully into the existing fabric of the townscape.

Design

- 6.94 Local expectations for design and conservation are set out in Local Plan policies D1 and D2. Particular regard must be paid to the host listed building and the conservation area setting, including the presence of other listed buildings in the vicinity.
- 6.95 The current London Plan requires that architecture should make a positive contribution to a coherent public realm, streetscape and wider cityscape. It should incorporate the highest quality materials and design appropriate to its context (Policy 7.6 (A)). Moreover, buildings and structures should comprise details and materials that complement, not necessarily replicate, the local architectural character (Policy 7.6 (Bc)).
- 6.96 The draft London Plan requires that development “respond to local context by delivering buildings and spaces that are positioned and of a scale, appearance and shape that responds successfully to the identity and character of the locality, including to existing and emerging street hierarchy, building types, forms and proportions” (Policy D1 B 1). Furthermore, proposals should “be of high quality, with architecture that pays attention to detail, and gives thorough consideration to the practicality of use, flexibility, safety and building lifespan, through appropriate construction methods and the use of attractive, robust materials which weather and mature well” (Policy D1 B 2).
- 6.97 London Plan Policy 7.8 also states that “Development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail” (part D). Similar language is repeated in the draft London Plan Policy HC1 C.
- 6.98 The design rationale is explained in full detail within the Design and Access Statement prepared by Matthew Lloyd Architects. In summary:
- The extension is designed as a modern interpretation of the existing building and represents contextual design that is appropriate for the heritage context. Proportioned casement windows, masonry pilasters and decorative brickwork are used to provide visual interest and to create a dialogue with the listed building, maintaining the prominence of Carlisle House in views from the public realm and celebrating and enhancing the listed building.
 - The architects have recognised the need to unite the old and new architecture despite different floor heights. The proposal ensures integration by serving both elements from the historic staircase within Carlisle House. The parapet levels and other key features

and proportions of the listed building are also referenced within the facades of the extension through detailed design, including brickwork and fenestration patterns.

- Furthermore, the architecture protects the views of the turrets on the listed building and the masonry is setback to clearly celebrate these corners. This accords due prominence to the listed building and preserves key views of it from Red Lion Square and elsewhere.
 - The architects have taken design cues from the buildings on either side of the subject property. A stepping mansard is proposed on both principal elevations to ensure the rooftop form harmonises with the existing rooftop forms within the conservation area.
- 6.99 In summary, the architectural team has produced a carefully considered response to the listed building and the constrained site, which reflects, respects and enhances the conservation area setting. The design, materiality and finish will be of a high quality and fully accord with all aspects of Local Plan policies D1 and D2 and the heritage provisions of the NPPF. The proposals have been developed with the benefit of feedback from LBC officers and the Design Review Panel.

Transport

- 6.100 The London Plan and its new draft iteration both encourage sustainable transport and the prioritisation of walking, cycling and public transport over motor car use. LBC also seeks to encourage sustainable transport and the prioritisation of walking and cycling wherever possible.
- 6.101 The proposed development is sited in an exceptionally well connected location and most guests to the hotel will arrive by public transport. Moreover, policy-compliant accessible cycle storage with level access will be built for residential occupiers at ground floor level.
- 6.102 A Transport, Delivery and Servicing Statement is submitted with this application following a thorough assessment of the site and the trip generation caused by the proposed development. This finds that, due to the accessibility of the site, residual impacts on the transport network would not be severe and therefore comply with the NPPF. It concludes that the proposed development is acceptable in highway, traffic and transportation terms.
- 6.103 A Travel Plan has been submitted and would be implemented to encourage staff and hotel guests to travel by sustainable modes of transport.

Car parking

- 6.104 The current London Plan sets maximum standards for car parking provision in Table 6.2, although no specific standards are set for hotel use. Nevertheless, Policy 6.13 'Parking' states that in locations with high public transport accessibility, car-free developments should be promoted.
- 6.105 In Policy T6 'Car parking', the draft London Plan states that car-free development should be the starting point for all development proposals in places that are (or are planned to be) well-connected by public transport (section B).

- 6.106 The site is exceptionally well connected and benefits from a PTAL of 6b (the highest possible level). A car free development is thus supported.
- 6.107 Camden Local Plan Policy T2 'Parking and car-free development' states 'The Council will limit the availability of parking and require all new developments in the borough to be car-free.' A car free development, as proposed, is thus required under local planning policy. More details are provided in the accompanying Transport, Servicing and Delivery Statement.

Cycle parking

- 6.108 The Camden Local Plan seeks to promote cycling in the borough and ensure a safe and accessible environment for cyclists, including a commitment to meeting the minimum requirements of the London Plan (Policy T1).
- 6.109 Policy 6.13 of the current London Plan requires that new development should comply with the cycle parking standards in its Table 6.3.
- 6.110 The development will utilise two tier stands and provide 18 cycle storage spaces in the residential part of the building at ground floor level, and 8 in the hotel at basement level. This fully addresses Development Plan policy in respect of long stay spaces.
- 6.111 Cycle storage areas are accessible from the street either at ground floor level in the case of the residential units, or via a lift of adequate size in the case of the hotel. Showering and changing facilities are provided for hotel employees in the basement close to the cycle storage area, and in individual flats for users of the residential cycle parking.
- 6.112 As explained in the Transport, Servicing and Delivery Statement, the availability of short stay spaces in the locality has been assessed and advice from Highways officers is that additional spaces will be required. A contribution for ten short stay cycle spaces is therefore expected to be agreed through a Section 106 Agreement.

Coach parking

- 6.113 LBC has no specific planning policy concerning coach parking.
- 6.114 No coach parking spaces are proposed as the operator of the hotel would not be catering for coach party bookings. In addition, there are no meeting rooms or conference facilities proposed that could generate a large number of people.

Deliveries and servicing

- 6.115 Delivery and servicing arrangements are set out within the Design and Access Statement and the Transport, Servicing and Delivery Statement. This covers the contents that might be found in a typical Delivery and Servicing Management Plan.
- 6.116 Local Plan Policy A1 'Managing the impact of development' states that the council will consider transport impacts, including the use of Delivery and Servicing Management Plans when assessing applications. Policy T4 'Sustainable movement of goods and materials' states that the Council will promote the sustainable movement of goods and materials and seek to minimise the movement of goods and materials by road.

6.117 As explained in the Transport, Delivery and Servicing Statement, advice from the Highways Officer is that servicing of the proposed hotel can be undertaken on-street, on the north site of Catton Street, next to the service entrance.

Waste and recycling

6.118 The London Plan emphasises that new development should contribute to the minimisation of waste and maximisation of recycling (Policy 5.16). The draft London Plan also reflects this objective (Policy SI7).

6.119 LBC seeks to make Camden a low waste borough. The council will make sure that developments include facilities for the storage and collection of waste and recycling (Local Plan Policy CC5 'Waste' part d).

6.120 Camden's requirements for the storage of waste and the design of waste storage facilities are found in CPG1. These are explored in the submitted Waste Assessment, which finds that there is a wide range of facilities in the local area that has the capacity to deal with all of the wastes that are likely to be produced during operation of the new hotel and residential development.

6.121 Refuse and recycling facilities are provided in two waste storage areas accessed from Catton Street: one each for the hotel and residential parts of the development. These are shown in the Design and Access Statement and in the drawings for ground floor level. These are conveniently located and compliant with the council's expectations.

6.122 A site waste management plan is submitted with the application and will be updated once a hotel operator is confirmed.

Flooding and sustainable drainage

6.123 The site is located in flood zone 1; land and property in flood zone 1 have a low probability of flooding.

6.124 The NPPG and associated PPG set out expectations for management of flood risk. They aim to steer development away from areas of high flood risk and require sustainable urban drainage systems (SUDS) where possible.

6.125 The relevant policies from the current London Plan are Policy 5.3 'Sustainable design and construction', Policy 5.12 'Flood risk management' and Policy 5.13 'Sustainable drainage'. These policies seek to ensure high minimum standards of sustainability in building construction, require flood risk assessment where appropriate, and introduce SUDS to developments in line with the Plan's hierarchy for water run off. Equivalent requirements are included in the draft London Plan.

6.126 The Camden Local Plan reiterates similar policies to the London Plan in Policy CC3. The council has also identified areas at risk of flooding in its Surface Water Management Plan and Strategic Flood Risk Assessment, and reproduced in Map 6 of the Local Plan. The site is not located in any area of identified risk.

- 6.127 Submitted with this application is Flood Risk Assessment, prepared by Royal HaskoningDHV and dated 4 April 2019. Risk of flooding at the site is very low and the surface water runoff generated from the proposed re-development would be no more than the existing situation due to the site's existing 100% developed and impermeable nature. Surface water runoff will be attenuated using a combination of green roofs and attenuation tanks within the site. Overall, the report considers that the flood risk from redevelopment of the site is in line with policy requirements.
- 6.128 An Outline Drainage Strategy Report, prepared by wsp and dated March 2019 is also submitted with this application in order to optimise the use of SuDS where feasible to manage surface water run-off. Due to the measures included in the development, specifically the installation of green roofs, the report concludes that the surface water discharge rate will be significantly reduced to 2.0 l/s, compared with the current situation 28 l/s. Although the proposed foul flow rate is increased by 2.87 l/s, the combined discharge rate for both surface and foul is still a significant combined reduction of 24.13 l/s from existing conditions.
- 6.129 In summary, there is very low risk of flooding at the site and suitable measures will be implemented to improve sustainable drainage in line with policy expectations. The proposals comply with all relevant planning policy requirements.

Basements

- 6.130 Camden's approach to basement development is set out Local Plan Policy A5 and associated CPG.
- 6.131 Sub surface works are proposed as part of the development scheme. These comprise the insertion of a rainwater attenuation tank in previously excavated ground in the north east corner of the site and a small enlargement in the existing basement of Carlisle House to accommodate the required lifts.
- 6.132 The applicant has been advised by WSP that from a structural point of view the proposed buried structures are too far from adjacent neighbouring buildings for any of the proposed works to have a detrimental impact to the buildings. Moreover there are no impacts on amenity or the character of the area. Finally, there are no risks in terms of drainage or flooding given that the proposals are either solely relating to already excavated ground or of such small size to be *de minimis*.
- 6.133 Nevertheless, the submitted application includes a methodology statement and part of the council's proforma setting out proposed basement works and spoil removal, including an estimate of spoil volume and the required number of trucks in accordance with the council's expectations.

Sustainability

- 6.134 LBC seeks to encourage sustainability in design through a range of Local Plan policies which follow the lead of the London Plan:

- Policy CC1 ‘Climate change mitigation’ promotes zero carbon development and requires all development to reduce carbon dioxide emissions through following an energy hierarchy.
- Policy CC2 ‘Adapting to climate change’ expects application of the cooling hierarchy and for non-domestic developments of 500 sqm of floorspace or above to achieve “excellent” in BREEAM assessments.
- Policy CC3 ‘Water and flooding’ requires incorporation of water efficiency measures.
- Policy CC4 ‘Air quality’ aims to ensure that the impact of development on air quality is mitigated.

6.135 A comprehensive list of relevant national, London and local policies is provided in the Sustainability Statement submitted with this application.

6.136 Submitted with this application is an Energy Statement, prepared by TES, which assesses the future energy performance of the proposed development. The analysis looks to assess feasibility and incorporate passive design measures, efficient conditioning strategy and Low and Zero Carbon (LZC) technologies. It concludes that that the annual CO2 emissions of the scheme are predicted to be 26.85% below the regulated Target Emission Rate (TER) for the whole development.

6.137 A Sustainability Statement is also submitted in support of the application, prepared by Ensphere Group Ltd. This notes that a range of sustainable design features are proposed as part of the development to ensure minimal impact on the environment. Overall, the report concludes that the proposals are in line with the overarching principles of sustainable development and it is proposed to assess the scheme against BREEAM with a target rating of “Excellent”.

6.138 A Thermal Comfort Report, prepared by RES, is also supplied with this application. This shows thermal comfort is achieved even in extreme future weather conditions.

6.139 An Air Quality Assessment is also submitted with this application for planning permission and listed building consent. It finds that the residual impacts from both the construction and operation phases of the Proposed Development are considered to be not significant.

6.140 Overall, it is considered that the development will satisfactorily address the requirements of the Development Plan in respect of sustainable design.

Safety and security

6.141 Local Plan Policy C5 ‘Safety and security’ seeks to make Camden a safer place and tackle the threat of crime. Relevant further information is contained in ‘Secured by Design’ guidance.

- 6.142 The scheme architects have considered how to best respond to policy requirements and sought advice from the Metropolitan Police on the proposals. These considerations are detailed in the 'Secured by Design' section of the Design and Access Statement.
- 6.143 It is considered that the proposed scheme complies with all relevant policy on safety and security.

7. Statement of community engagement

Introduction

- 7.1 The applicant has undertaken a programme of engagement with local stakeholders since 2017 stretching across the two different applications for the site.
- 7.2 The objectives of the engagement were to keep stakeholders informed of the applicant's plans for the site and seek input on the evolution of the proposals. The goal of the applicant has been to deliver a development scheme that harmonises with the local area, meets local expectations and improves this part of Holborn.
- 7.3 The first round of engagement was undertaken in 2017 by Four Communications preceding the submission of an application for a 120 key hotel scheme (subsequently withdrawn in December 2018).
- 7.4 The second round of engagement was carried out in 2019 using bespoke materials created by the applicant, Matthew Lloyd Architects and Turley. This was a proportionate exercise with key local stakeholders to update them on the revised scheme and seek feedback.
- 7.5 In addition to the engagement organised by the applicant, a full public consultation was undertaken by Camden Council following submission of the application for the aforementioned 120 key scheme (refs: 2017/2914/P and 2017/2943/L). Comments received during this consultation have also informed the evolution of the proposals.
- 7.6 The following sections summarise the outcomes from these consultation exercises.

First round of engagement

- 7.7 The applicant's consultants for the withdrawn application, Four Communications, undertook a stakeholder audit which identified the ward councillors, the Cabinet Member for Planning and three local groups. A public exhibition was subsequently held at the hall at the Doubletree Hilton, Southampton Row in April 2017 in order to introduce plans for the site and obtain community letter. Invitees comprised the parties identified in the stakeholder audit plus local residents (800 newsletters were distributed to the local area).
- 7.8 Six exhibition boards were presented at the event with member of the project team on hand to explain the scheme, however, only 4 attendees visited and no feedback forms were returned.
- 7.9 The following topics were identified from conversations at the event:
 - **Existing site.** Virtually all attendees agreed that something should be done with the site.
 - **Design.** Most attendees liked the design and felt that it was in scale in keeping with the local area.

- **Construction.** Attendees wanted to find out whether construction would be happening straight away. More specifically, attendees wanted to know whether Catton/Fisher Street would be two-way after construction has finished.
- **Consultation.** A number of attendees were grateful to have the opportunity to see the plans especially before any application was submitted.

7.10 The previous Statement of Community Engagement, prepared by Four Communications, is included as an Appendix of this Planning Statement.

Statutory public consultation

7.11 Following submission of an application for planning permission and listed building consent at the site in June 2017 (refs: 2017/2914/P and 2017/2943/L), Camden Council ran a statutory public consultation on the proposals. This involved publication of notice in the local media, on street notification and email notice to registered parties.

7.12 As the council accepts comments up until the day of determination, the consultation was effectively open from summer 2016 until the application was withdrawn in December 2017.

7.13 Aside from responses from statutory consultees Thames Water, City of Westminster, and TfL, comments were received from a competing hotel business, L'Oscar, and The Victorian Society. No other comments are listed on Camden Council's online records.

7.14 The Victorian Society's comments can be summarised as follows:

- **Scale.** The scale is acceptable in principle.
- **Rear roofscape.** The steep raked roof of Carlisle House at the rear is of special interest and should be preserved.
- **Link.** The link block between Carlisle House and new extension should be reduced in scale to allow the rear of the listed building to be more clearly read and maintain the prominence of the corner turrets.
- **Materials.** The vibrant brass colour of the extension at higher levels is not appropriate. Use of brick would be more suitable.

7.15 The comments of L'Oscar Hotel, 2-6 Southampton Row, can be summarised as follows:

- **Land use.** The site should be returned to the uses that existed before the Crossrail Act, in particular at least nine residential units and a public house should be returned to the site.
- **Conservation.** The proposals will harm the listed building, particularly by removing the rear façade.
- **Highways.** A loading bay on Catton Street would risk vehicular and pedestrian safety and negatively impact the L'Oscar Hotel.

Second round of engagement

- 7.16 Discussions were held with LBC Camden officers at an early stage of the pre-application process to seek guidance on how best to engage local stakeholders prior to this planning submission. It was agreed that due to the programme already undertaken and the limited response, a proportionate approach should be taken ahead of submission of a further application. This should focus on providing updates to key stakeholders such as councillors and CAACs.
- 7.17 A summary of proposals was created to share the most recent details of the scheme with the key stakeholders and seek their feedback. This involved a description of the plans and CGIs of the design and is included as an appendix to this document. The summary of proposals was sent to ward councillors, the Cabinet Member for Planning, the Kingsway CAAC and the Bloomsbury CAAC.
- 7.18 Cllrs Awale Olad and Julian Fulbrook provided feedback that can be summarised as follows:
- **Housing.** The scheme should include social housing.

Current application proposals

- 7.19 The applicant and project team have sought to listen to feedback received at all stages of the engagement process (alongside advice from council officers) and incorporate constructive comments into the scheme where possible.
- 7.20 The following amendments to the scheme, and retention of supported aspects of previous design, are included in the proposals in line with feedback received from a range of sources:
- **Land use.** Nine residential units and a public bar are now included in the scheme.
 - **Scale.** The scale of the original proposals has broadly been maintained.
 - **Link.** The link between the old and new elements has been completely redesigned to reduce it in size, provide more perspective of the rear roof of Carlisle House and celebrate its form.
 - **Materials.** The new application includes a completely new palette of materials. The previously criticised brass colour at the extension has been removed and the primary material is now brick.
- 7.21 Unfortunately it has not been possible to respond positively to all comments received:
- **Housing.** Social housing is not included in the scheme as the nine residential units are replacing the private flats lost to Crossrail and do not comprise a new addition to the current lawful land uses in planning terms. There is thus no requirement for social housing under Camden Council planning policy. As described elsewhere in this document, it would also be impossible to include social housing in the current scheme due to site constraints, design constraints and financial viability. The

applicants nevertheless anticipate making a financial contribution in lieu of on-site housing under the provisions of policy H2, subject to viability.

8. Regeneration statement

- 8.1 This chapter addresses the Council's validation requirement for a Regeneration Statement, which is '*a supporting statement of any regeneration benefits from the proposed development*' and includes:
- details of any new jobs that might be created or supported;
 - the relative floor space totals for each proposed use;
 - any community benefits, and
 - reference to any regeneration strategies that might lie behind or be supported by the proposal.

Job creation

- 8.2 The proposed hotel is anticipated to have 75 Full Time Equivalent (FTE) jobs. This is based on an assessment by Idé Real Estate.
- 8.3 The HCA Employment Densities Guide (3rd edition) (2015) provides a further means to assess the potential employment generation from the hotel. The guide provides for a range of 1 employee per bed to 1 employee per 5 beds, dependent on the market positioning of the hotel. The proposed hotel will be towards the upscale or luxury end of the market and would therefore be expected to generate 1 employee per 1 bed or 1 employee per 2 beds, which gives a range of 43 to 85 employees.
- 8.4 In addition, the restaurant and bar would be expected to generate 1 FTE job for 15-20 sqm of floorspace (NIA) and this equates to 11 to 14 employees, based on the 70 sqm bar and 140 sqm restaurant.
- 8.5 The HCA guide would therefore suggest an employment range of 54 – 99 FTE jobs and this is in-line with Ide's expectation of 75 FTE jobs.
- 8.6 In addition it is anticipated that the construction phase of the development would create additional jobs during the anticipated 22-24 month construction programme.
- 8.7 There would also be indirect job support through local spending, during both the construction and operational phases of the development, which will be a further benefit for the local area.

Apprenticeships

- 8.8 Early construction cost estimates are currently around £27m which would equate to 9 new apprenticeships through Kings Cross Construction Skills Centre and Apprenticeships brokerage services.

Floorspace

8.9 The proposed mix of uses and associated floorspace is set out in full detail within the Design and Access Statement but in summary comprises a 4,321 sqm hotel (GIA) including the aforementioned 70 sqm bar and 140 sqm restaurant. In addition there will be 9no. residential units.

Community benefits

8.10 The following community benefits will be delivered:

- The development, during its construction and operational phases, will offer employment opportunities within the local area.
- The scheme will comply with the provisions of any Employment and Training obligations which may be secured as part of the planning legal agreement.
- The scheme will also contribute to infrastructure funding in the local area, through CIL and, if relevant, planning obligations.
- By providing a publically accessible restaurant and bar the scheme allows public access to this prominent listed building; this will also be a community benefit for those living and working in the area.
- The scheme will redevelop a site which is currently in an incomplete condition and will restore the listed building.

8.11 Taken as a whole these economic, social and environmental benefits indicate that the application will deliver sustainable development in line with national policy expectations.

Relevant Regeneration Strategies

8.12 There are no adopted Regeneration Strategies for the Holborn area.

8.13 Camden Local Plan policy E1 notes the importance of tourism as an employment generating use. Policy E3 more specifically sets out the importance of the visitor economy in Camden and supports the development of new visitor accommodation, including in the Holborn and Central London areas.

9. Planning obligations

9.1 Planning policy and associated guidance from London and local level have been considered in respect of relevant planning obligations potentially applicable to the proposed development.

CIL

9.2 The following CIL requirements will be relevant:

- Local CIL
- MCIL2

Section 106

9.3 The following draft heads of terms are expected to be negotiated with the local planning authority and secured via Section 106 legal agreement, subject to approval of the proposals and subject to viability:

- Financial contribution to additional residential floorspace
- Employment and business support
- Highways and public realm
- Community safety
- Contribution for short stay cycle spaces
- Legal and preparation charges
- Process and monitoring charges

10. Summary and conclusions

- 10.1 The proposed development will deliver a high-quality new hotel to boost Camden's visitor offer and provide new employment within an identified growth area. Following advice from Camden officers, the scheme now includes 9no. residential units to replace those lost to Crossrail. Furthermore, a new restaurant and bar of modest scale will be delivered for hotel guests and the general public to add vibrancy to this exceptionally well connected central London location and to encourage people to experience the listed building in its original use.
- 10.2 The listed building on the site will be returned to its original use with a full refurbishment undertaken both internally and externally. The currently rundown interior will be restored and the building will be given a new sustainable long-term use, to bring heritage benefits to the area in line with the requirements of the NPPF.
- 10.3 The design of the new rear extension has been carefully considered to respect the heritage context and provide a modern interpretation of the existing Edwardian building. Elevational treatments will integrate the old and new architecture and indeed enhance the setting of the listed building.
- 10.4 These benefits for Camden will be delivered on a heavily constrained site where the presence of a Crossrail shaft and Grade II listed building presents both a physical and financial challenge to the applicant in delivering a viable scheme.
- 10.5 Consultation and engagement has been undertaken with key stakeholders to inform the evolution of the scheme design and feedback received from a range of sources has informed the submitted proposals.
- 10.6 Significant wider regeneration benefits of the proposals have been identified. These include a range of social, economic and environmental benefits that will deliver sustainable development in central London and further afield.
- 10.7 It is considered that the proposals are in accordance with the relevant provisions of the Development Plan and indeed will deliver on key aspirations of the council, including the provision of visitor accommodation, provision of housing, and the refurbishment of a listed building. The proposals will add to the vibrant mix of uses with the CAZ.
- 10.8 Overall the proposed development is considered to deliver substantial planning and heritage benefits and will contribute to the implementation of the Development Plan and all relevant material considerations. Planning permission should be granted in order to bring the benefits of the new hotel, the new homes and the high quality buildings to London's residents and visitors.

Level access at this corner only

Ground Floor BOH space too small. historic open space subdivided. Away from lift

Platform lift, no space for lift overrun

Residential bin store distant from entrance

plant room access stair

NO SPACE FOR BAR

Bike store within listed building

historic facade

NO SPACE FOR SUBSTATION

Bins

Cycle store too small

BOH / delivery

Bins

Bins

Stepped access into reception

No space for hotel bar

Tight basement emergency exit stair

Extent of TfL access shaft below

Red line indicating TfL access shaft below - lift pits need to avoid this area

- Notes:
1. Do not scale from this drawing.
 2. All dimensions to be verified prior to the commencement of any work or the production of any shop drawings.
 3. Matthew Lloyd Architects (MLA) shall be notified in writing of any discrepancies.
 4. Survey and boundaries indicative only.
 5. Proposals are subject to utilities surveys and specialist consultants' input & coordination.
 6. Any areas indicated are approximate and indicative only.
 7. Where an item is covered by drawings in different scales the larger scale drawing is to be worked to.
 8. Drawing to be read in conjunction with relevant consultant's drawings and specifications.
 9. Where MLA services on a project do not include for site inspections and work surveys, MLA do not warrant that 'as built' issue drawings are a complete and accurate record of what has been built.

KEY

	GIA HOTEL - EXISTING CARLISLE HOUSE
	GIA HOTEL - NEW BUILD
	GIA PRIVATE APARTMENT
	GIA AFFORDABLE APARTMENT

Revisions:
PRELIMINARY

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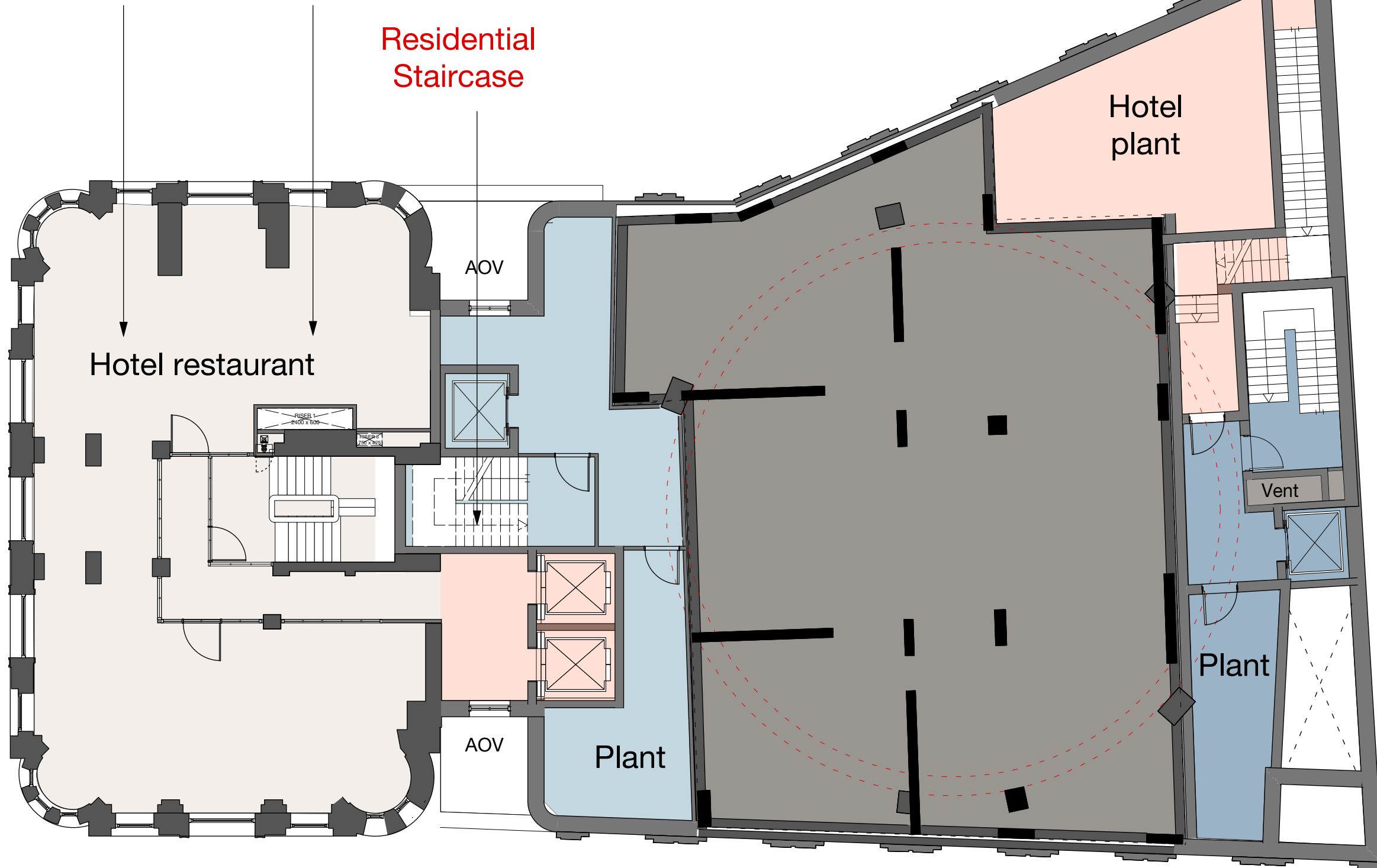
Original Sheet Size **A3**

Date: NOV 18	Scale: 1:200 @ A3	Drawn by: BM
Project: 8-10 Southampton Row		
Drawing title: Ground Floor Plan		
Reference: SRH	Dep. No: P-H2 200	Rev: -

No secondary means of escape

No space for a kitchen at this floor

plant room access stair



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	GIA HOTEL - NEW BUILD
	GIA PRIVATE APARTMENT
	GIA AFFORDABLE APARTMENT

Revisions:

PRELIMINARY

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Original Sheet Size **A3**

Date:	NOV 18	Scale:	1:200 @ A3	Drawn by:	BM
Project:	8-10 Southampton Row				
Drawing title:	1st Floor Plan				
Reference:	SRH	Dep. No.:	P-H2 201	Rev.:	-

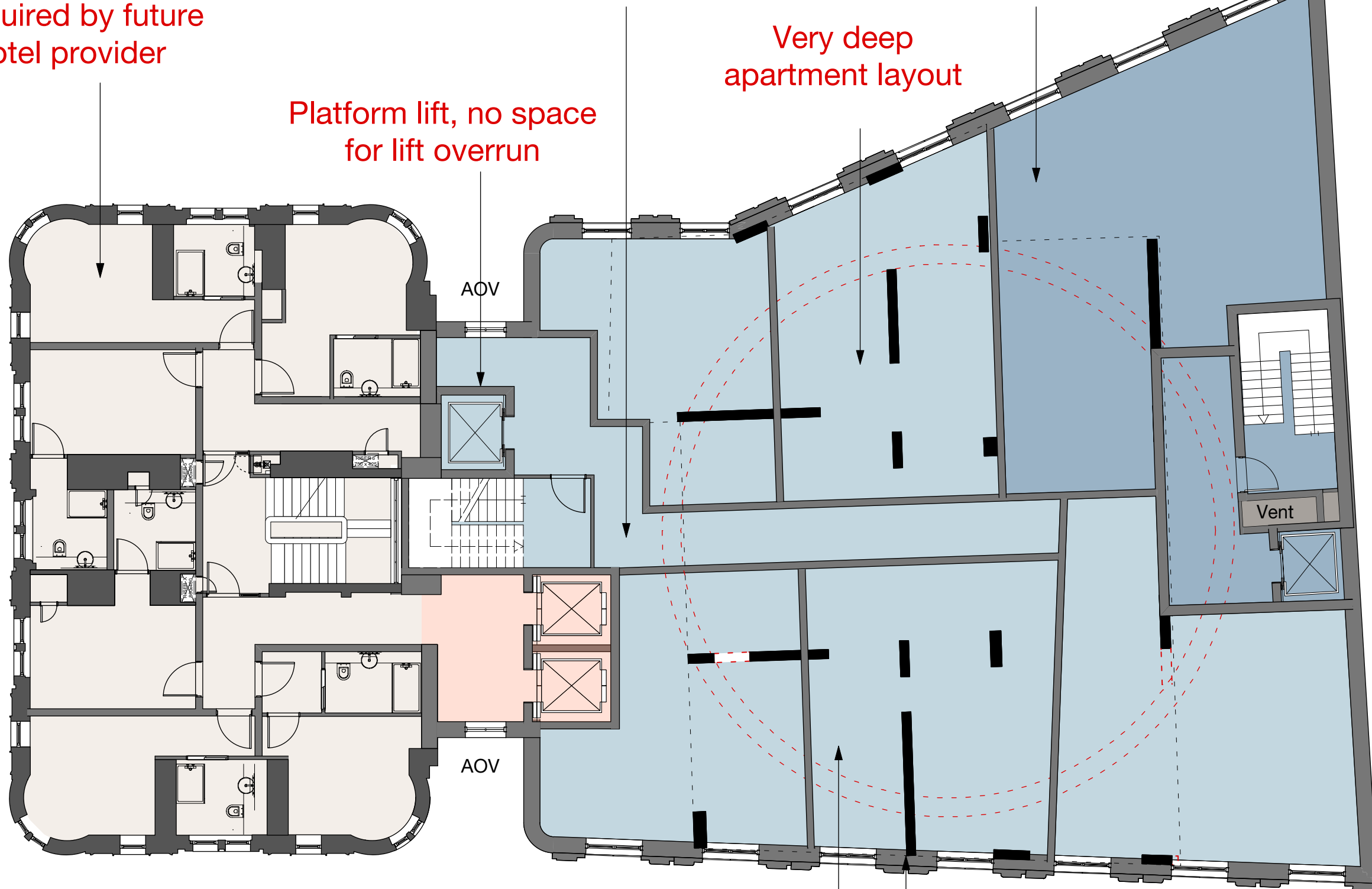
No secondary means of escape from hotel bedroom - required by future hotel provider

Long corridor with single means of escape (>7.5m) - requires sprinkler system

Northwest facing, single aspect apartments

Very deep apartment layout

Platform lift, no space for lift overrun



Fixed structural layout on this floor to bear load onto TfL headhouse

NOTE: no balconies or winter garden shown

Notes:

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KEY

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	GIA HOTEL - NEW BUILD
	GIA PRIVATE APARTMENT
	GIA AFFORDABLE APARTMENT

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Drawing title: 2nd Floor Plan		
Reference: SRH	Dep. No: P-H2 202	Rev: -

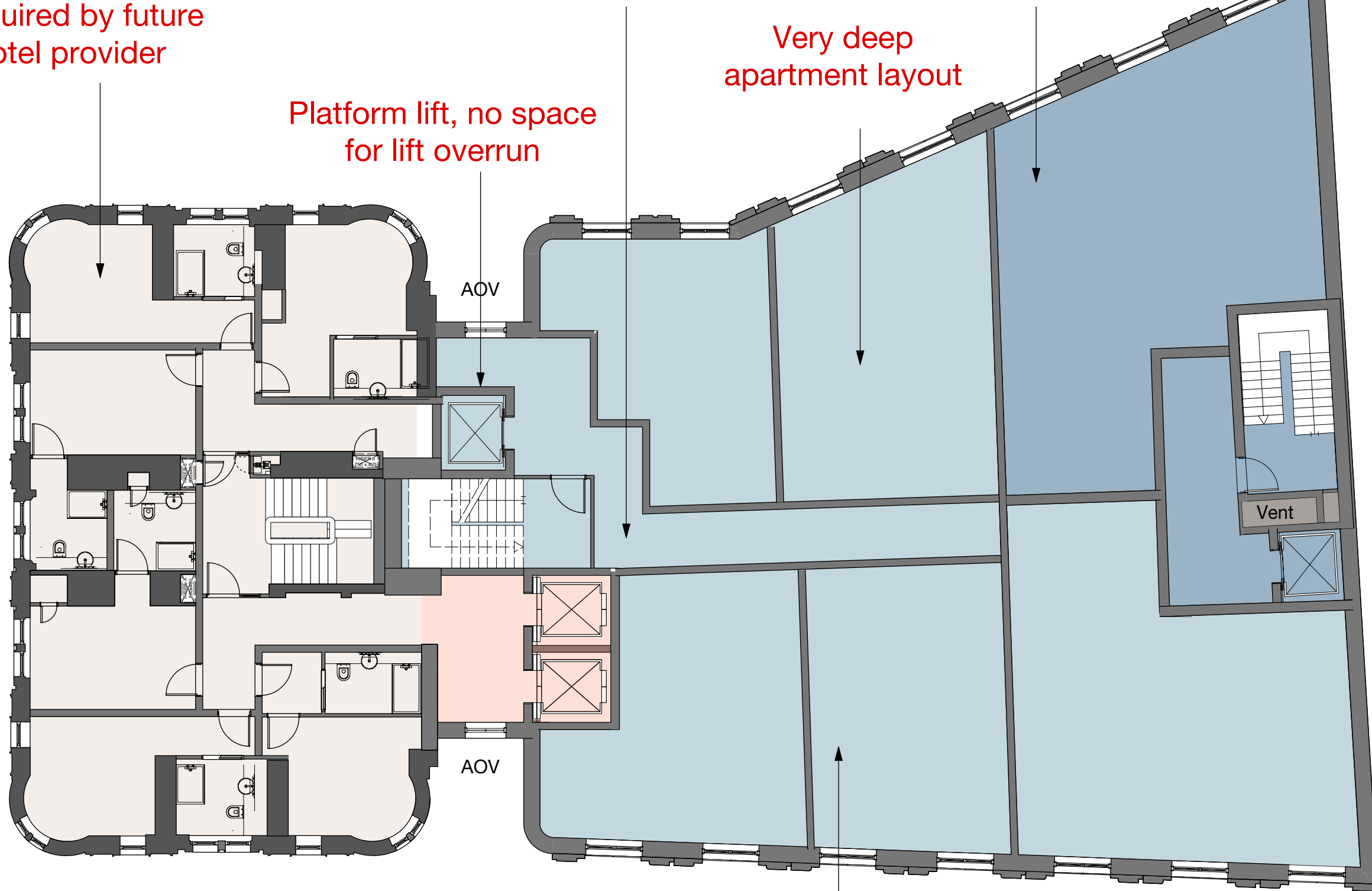
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Northwest facing, single aspect apartments

Very deep apartment layout

Platform lift, no space for lift overrun



NOTE: no balconies or winter garden shown

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Drawn by: BM

Project: 8-10 Southampton Row

Drawing title: 3rd Floor Plan

Reference: SRH

Dep. No: P-H2 203

Rev: -

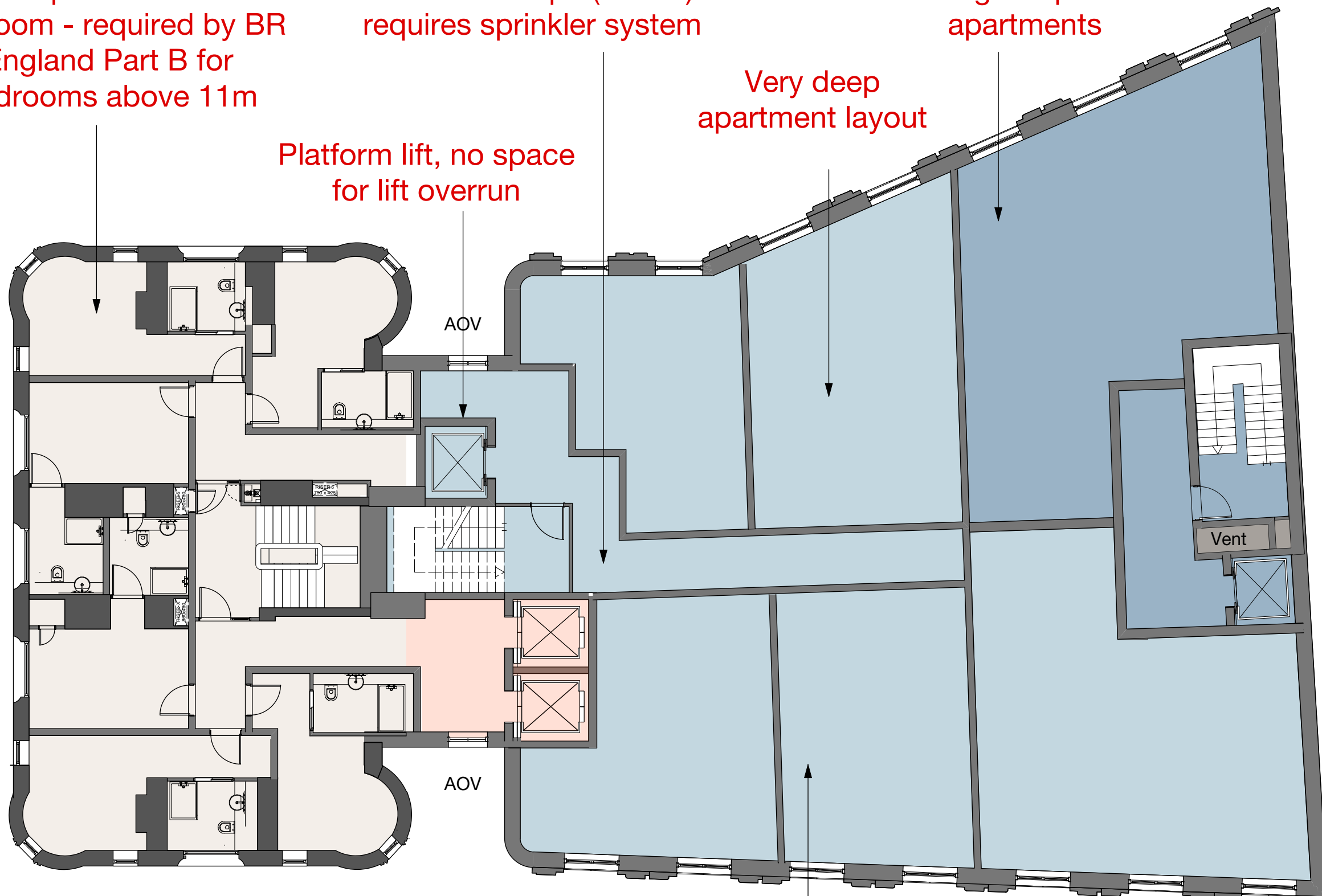
No secondary means of escape from hotel bedroom - required by BR England Part B for bedrooms above 11m

Long corridor with single means of escape (>7.5m) - requires sprinkler system

Northwest facing, single aspect apartments

Very deep apartment layout

Platform lift, no space for lift overrun



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Project:	8-10 Southampton Row				
Drawing title:	4th Floor Plan				
Reference:	SRH	Dep. No.:	P-H2 204	Rev.:	-

NOTE: no balconies or winter garden shown

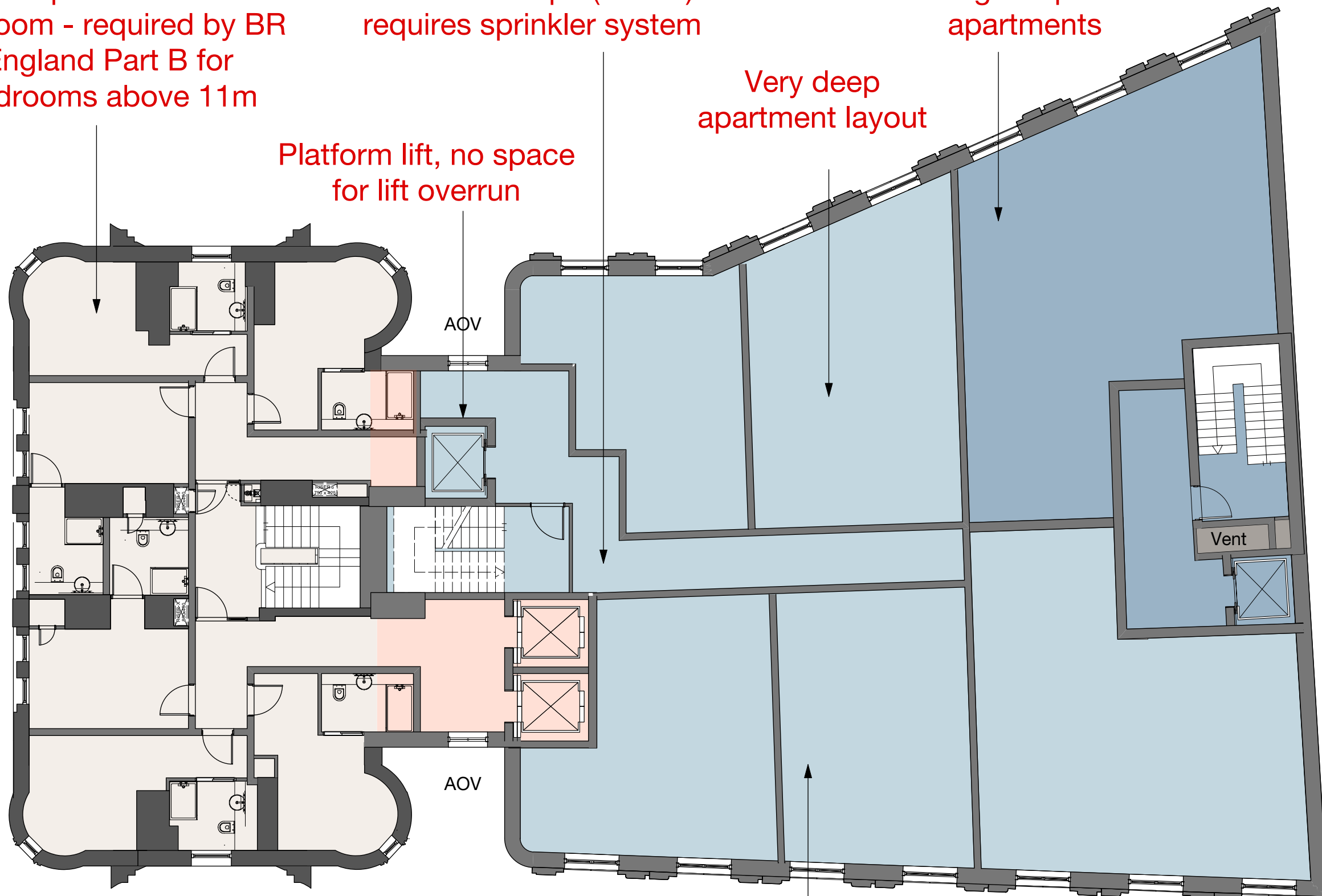
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Northwest facing, single aspect apartments

Very deep apartment layout

Platform lift, no space for lift overrun



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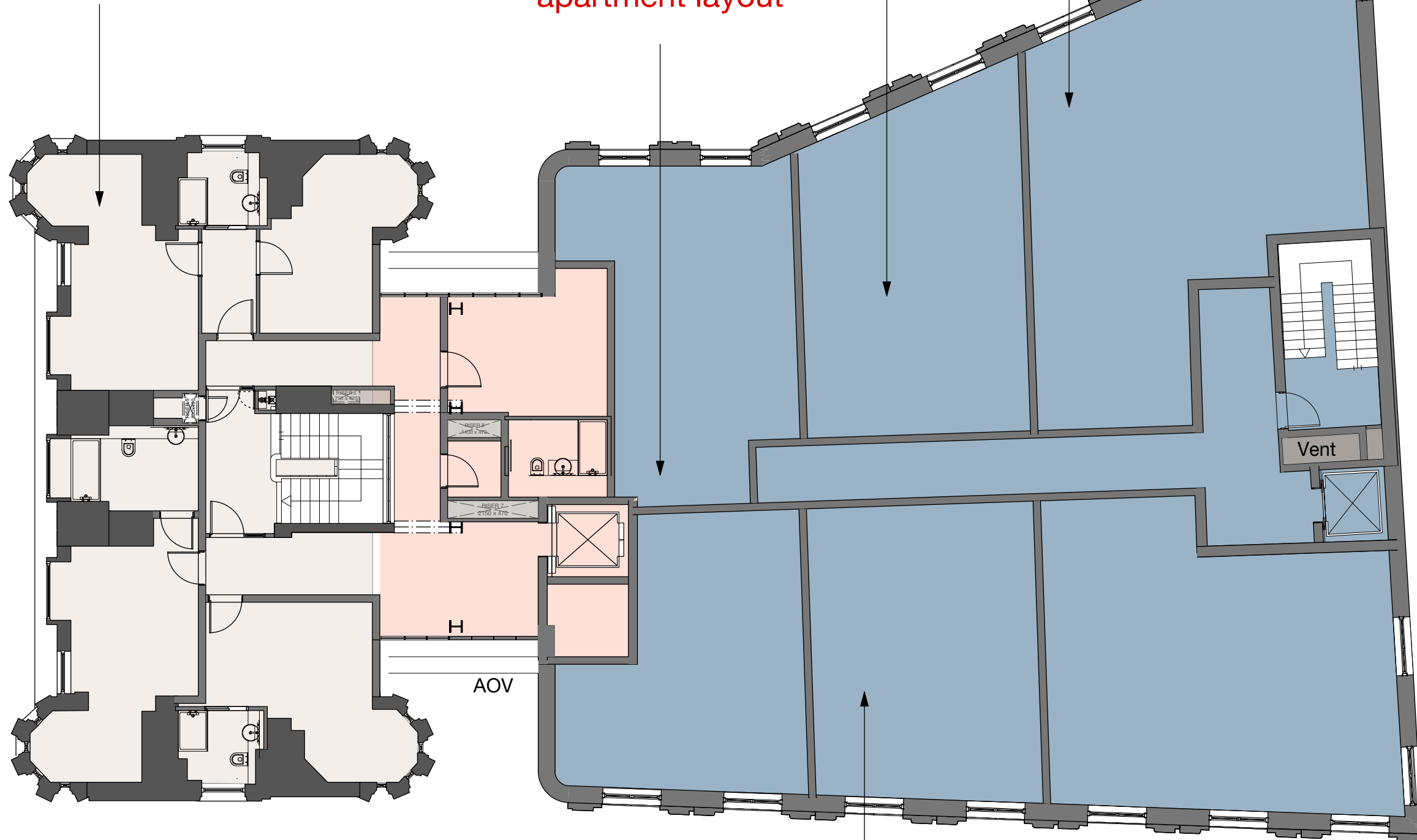
NOTE: no balconies or winter garden shown

No secondary means of escape from hotel bedroom - required by BR England Part B for bedrooms above 11m

Long corridor with single means of escape (13m) - requires sprinkler system

Northwest facing, single aspect apartments

Very deep apartment layout



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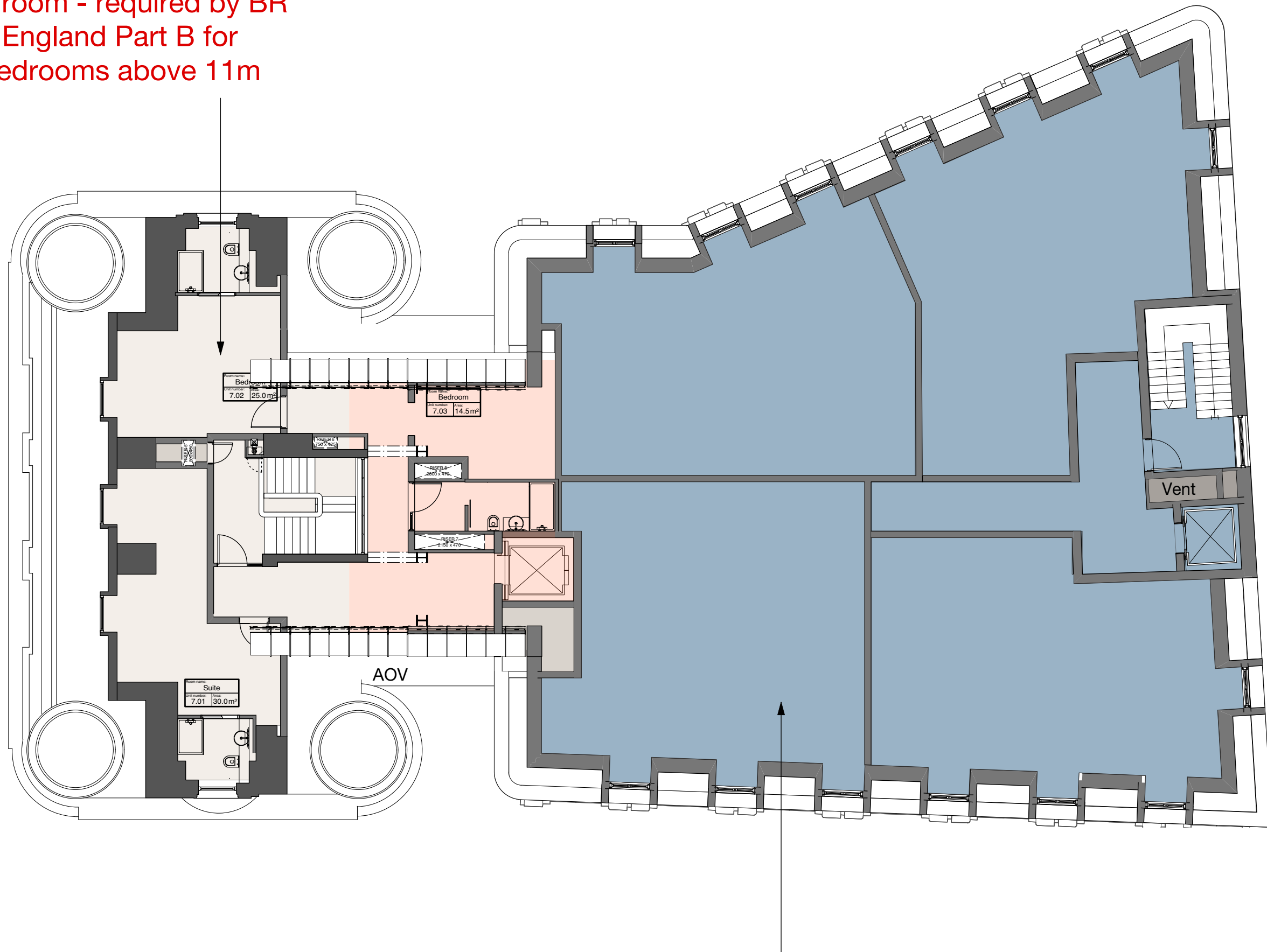
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Project:	8-10 Southampton Row				
Drawing title:	6th Floor Plan				
Reference:	SRH	Dep. No.:	P-H2 206	Rev.:	-

NOTE: no balconies or winter garden shown

No secondary means of escape from hotel bedroom - required by BR England Part B for bedrooms above 11m



NOTE: no balconies or winter garden shown

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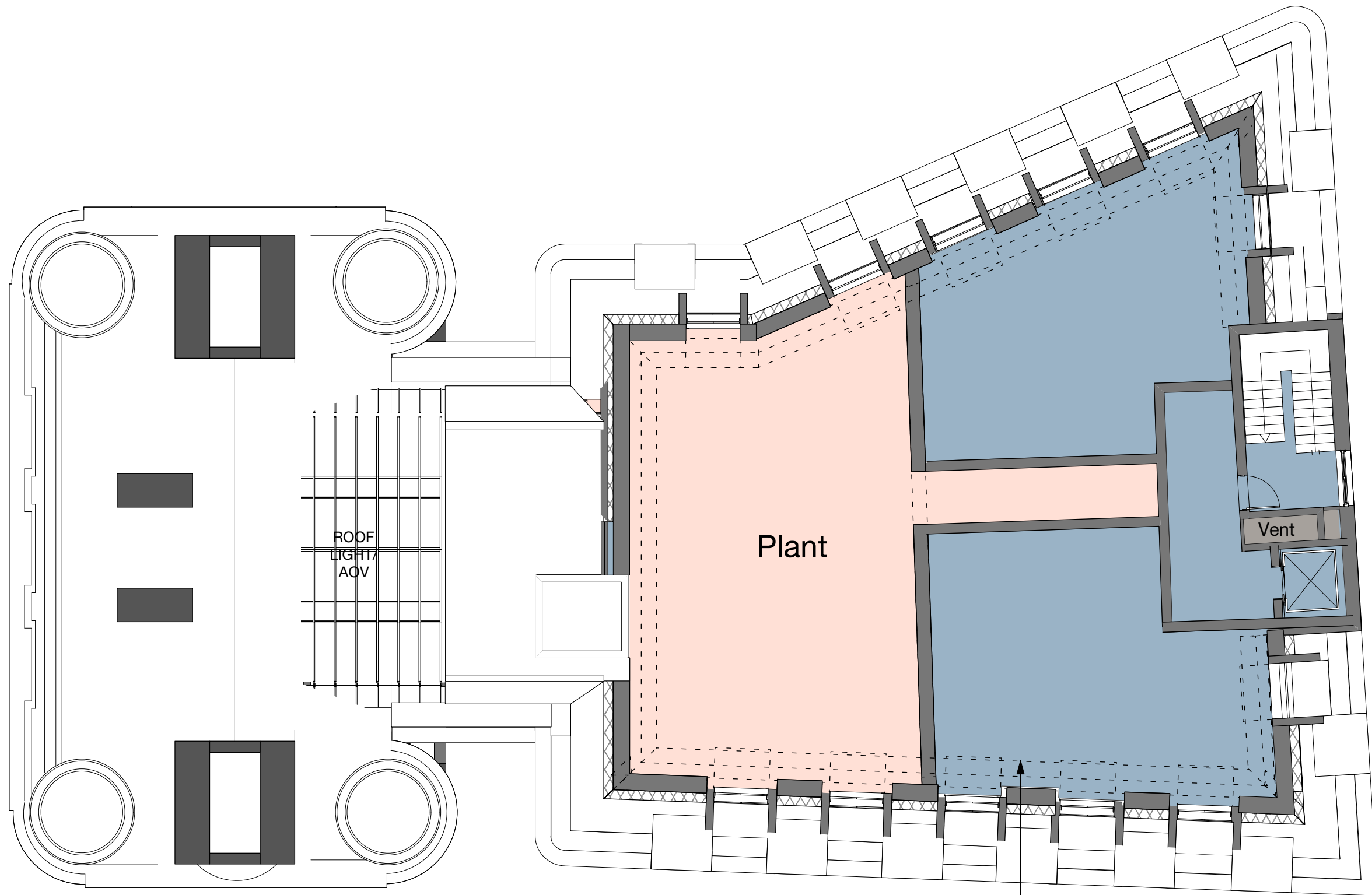


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Project: 8-10 Southampton Row

Drawing title: 7th Floor Plan

Reference: SRH Draw No: P-H2 207 Rev: -



NOTE: no balconies or winter garden shown

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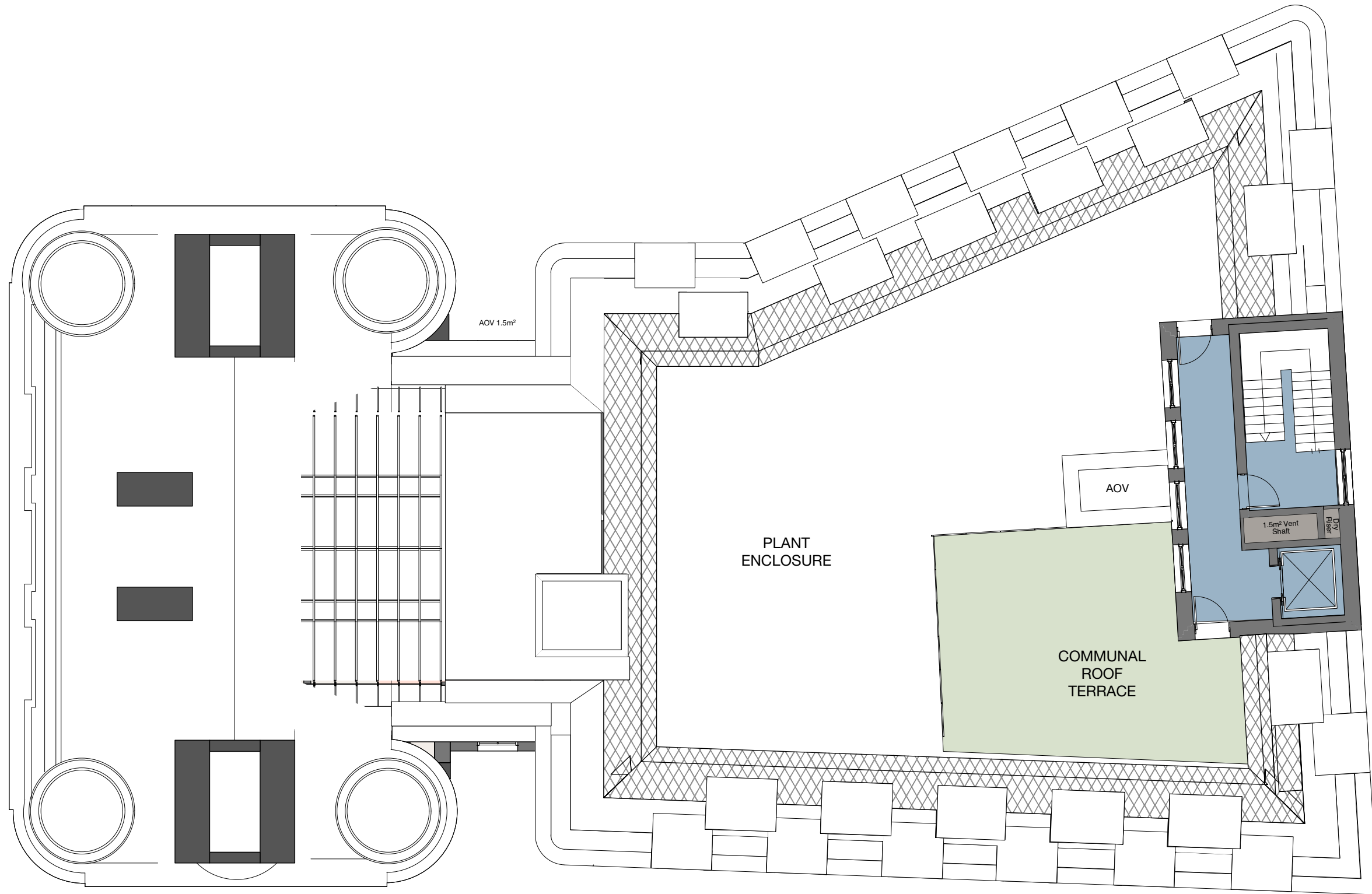
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Project:
8-10 Southampton Row

Drawing title:
8th Floor Plan

Reference: SRH	Dep. No.: P-H2 208	Rev.: -
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Drawing title:		
Roof Plan		
Reference:	Diag. No.:	Rev.:
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four

8-10 Southampton Row & 1 Fisher Street: Statement of Community Involvement

Idè Real Estate Ltd

May 2017

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four

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Executive summary

This Statement of Community Involvement summarises the public engagement that has been undertaken in relation to proposals for the redevelopment of the site at 8-10 Southampton Row & 1 Fisher Street (“the site”) for Idè Real Estate Ltd (“the applicant”). Idè Real Estate Ltd is the owner of the site. They are committed to bringing forward a proposal that restores the building back to its original use at a hotel.

Four Communications, a specialist public relations agency, were appointed by the applicant to develop and deliver a public consultation and community involvement strategy to inform the development proposals for the site. The brief was to attempt to involve and consult councillors, community and amenity groups, and local residents. Consultation activities for this application were carried out in conjunction with the project team’s engagement with the London Borough of Camden’s (LB Camden) planning officers.

Specifically, the proposals are to restore the current building at 8-10 Southampton Row and return it to its original hotel use. At the site at the rear, 1 Fisher Street, we want to create a seven storey quality development that will serve as part of the hotel.

The objectives of the consultation were to involve local people and groups in developing proposals for the site, ensure that the consultation was accessible to all, and help to create a development that meets the needs and aspirations of the local area. Consultation and engagement on the future of the site has included:

- **Public exhibition.** A public exhibition was held on Wednesday 19 April in the Doubletree Hilton Southampton Row. The venue is a short walk from the site and is well known to local residents.
- **Newsletters.** Circa 800 newsletters were delivered to properties in the vicinity of the site ahead of the public exhibition. These invited local residents to the event, provided some information about the proposals, and included contact details for the project team.
- **Briefings with stakeholders:** Four undertook a comprehensive stakeholder audit of the community around the site. Over the course of the project we have offered the relevant stakeholders briefings where appropriate.
- **Residents’ enquiries:** Throughout the consultation process, a dedicated telephone number, email and freepost address were supplied and managed by Four Communications, providing further information to residents, groups and other stakeholders on request.

Next steps

The project team is committed to ongoing consultation with local councillors, residents, businesses and groups. The dedicated email address and telephone number will remain active in case any members of the local community have questions or concerns.

In addition, we will write to stakeholders again to make sure they are aware that an application is going to be submitted – detailing the proposals clearly.

Introduction

The Statement of Community Involvement has been prepared by Four Communications, on behalf of the Applicant, to accompany a full planning application for the redevelopment of 8-10 Southampton Row and 1 Fisher Street.

The 8-10 Southampton Row and 1 Fisher Street development proposal is referred to in this Statement of Community Involvement as “the Development”. A full description of the Development is contained in the accompanying Planning Statement and Design and Access Statement.

This Statement of Community Involvement assesses the community engagement considerations associated with the Development and considers the Development in the context of national, regional and local planning policy and guidance. This document should be read in conjunction with the other documents, plans and technical studies submitted to accompany the planning application.

This report has been informed by Central Government Guidance with the National Planning Policy Framework (NPPF) 2012 on community involvement in planning as well as the OPDC’s Statement of Community Involvement (2017). It forms part of the supporting documentation informing the planning application.

Site context

This project consists of two separate sites - a Grade II listed building at 8-10 Southampton Row, then at the rear, 1 Fisher Street, a derelict site. The site sits between Fisher Street to the north, Southampton Row to the west and Catton Street to the south.

The building was originally constructed as the Tollard Royal Hotel and Friendly Society Offices by Bradshaw Gass and Hope in 1905-06. It is a flamboyant Edwardian Baroque commercial, stone faced, steel framed building, of six storeys plus two dormer storeys. By the mid 20th century the building incorporated a bank. After this it was occupied by a pub/restaurant on the ground and first floors. The most recent use of the building is as Crossrail offices (basement, ground first and second) with vacant upper floors.

Stakeholder audit

The project team actively sought to involve local stakeholders in the development of the scheme and to ensure that the needs and aspirations of neighbours were factored into the proposals. To that end, Four Communications undertook a detailed audit of the active community groups and organisations in the local area.

The following stakeholders have been offered one-to-one briefings on the scheme at times and dates convenient to them. The invitations were followed with telephone calls and emails where appropriate, they also received newsletters inviting them to the public exhibition.

Political Stakeholders

1. Cllr Julian Fullbrook (Holborn & Covent Garden ward)
2. Cllr Sue Vincent (Holborn & Covent Garden ward)
3. Cllr Awale Olad (Holborn & Covent Garden ward)
4. Cllr Phil Jones (Cabinet member for Regeneration, Transport & Planning)

Local Groups and Organisations

5. Bloomsbury Association
6. Holborn Community Association
7. Bloomsbury Conservation Committee

Consultation plan

Aims

The aims of the consultation and community involvement were to:

1. **Involve local people and groups in developing proposals for the site.** The applicant is committed to best practice in engaging with the local community on proposals for the site. The aim was to proactively involve individuals and groups to ensure that feedback could, where appropriate, be incorporated into the designs for the site.
2. **Ensure consultation was accessible to all.** We wanted to ensure that the public consultation was accessible to everyone, in particular:
 - **People with little prior knowledge of the planning system.** Ensure that the consultation was accessible to people whatever their level of understanding of the planning system. Public meetings were provided to ensure that people had the opportunity to understand the issues and have their questions answered.
 - **Disabled persons.** Ensure that all documents were available in accessible formats upon request and all meetings held in accessible premises.
3. **Support the development of a scheme that meets the needs and aspirations of the local area.** Ensure that through consultation and engagement with local residents, community groups, and councillors, the scheme respects the character of the local area and makes a positive contribution to the local area.

Consultation activity & outcomes

Public Exhibition

The public exhibition was held at the hall at the Doubletree Hilton, Southampton Row. The venue is fully accessible and a short walk from the site.

The table below summarises the details of the event.

Venue & times	The event was open to the public at the following venue, date and time: Date: Wednesday 19 April, 3.00pm to 7.15 pm Venue: Doubletree Hilton
Purpose	The event was held with the purpose of introducing the plans for the site, and to obtain feedback from the local community. Visitors had the opportunity to raise any questions or issues, and have these answered by the project team.
Publicity	Local residents were informed about the exhibition by an invitation letter distributed to the local area; circa 800 copies were distributed. A copy of the newsletter is included in <i>Appendix I</i> and the distribution map in <i>Appendix II</i> . Local groups were notified of the event via email.
Drop-in session content	The scheme was presented on six exhibition boards. Copies of the boards have been incorporated into this document as <i>Appendix III</i> . Members of the development team were available to explain the information presented and answer any questions.
Visitors to drop-in session	4 attendees visited the event, with 2 signing in.
Opportunity for feedback	All attendees were encouraged to leave feedback using questionnaires provided and to sign the visitors' book. Attendees could complete the questionnaire at the exhibition. Alternatively attendees had the option to take the form away and return it using the Freepost address provided. A blank copy of the questionnaire has been incorporated into <i>Appendix IV</i> .
Number of questionnaires completed	0 feedback forms were returned from the event.

Conclusion

The public exhibition was a forum for discussion between residents and members of the project team. Attendees typically stayed for 10 minutes or more, and had conversations with project team members. Overall, oral evidence showed support for the development proposals.

The main topic of discussion at the exhibition was the current condition of the site and how construction was going to be managed. There are a couple of sites going up in and around the local area and attendees wanted to know how they would relate.

In terms of the design, attendees generally welcomed the approach and liked the materials proposed. Most attendees felt that the height was in keeping with the local area and that, generally, the design was sensitive to the local surroundings.

The most prominent topics of conversation at the exhibition included:

1. **Existing site.** Virtually all attendees agreed that something should be done with the site.
2. **Design.** Most attendees liked the design and felt that it was in scale in keeping with the local area.
3. **Construction.** Attendees wanted to find out whether construction would be happening straight away. More specifically, attendees wanted to know whether Catton/Fisher Street would be two-way after construction has finished.
4. **Consultation.** A number of attendees were grateful to have the opportunity to see the plans especially before any application was submitted.

Next steps

The project team is committed to ongoing engagement, where appropriate, with local elected representatives, residents, businesses and community groups. The dedicated telephone and email address will remain in operation should any members of the local community have any questions.

We will also inform stakeholders of how the exhibition went and remain open to meeting them if required.

Appendices

Appendix I – Newsletter #1

Appendix II – Distribution map

Appendix III – Exhibition boards.....

Appendix IV – Exhibition questionnaire

Appendix I – Newsletter #1



PUBLIC EXHIBITION ON THE FUTURE OF 8-10 SOUTHAMPTON ROW

Dear Neighbour,

Idé Real Estate are working with award-winning Architects Dexter Moren on proposals to redevelop and restore 8-10 Southampton Row, bringing this vacant, Grade II listed building back into use.

We would like to receive feedback on our proposals; this will take place in the form of a public exhibition. Members of the project team will be on hand to answer any questions you may have. The exhibition will take place in the Bloomsbury room of the Hilton Doubletree hotel at 92 Southampton Row on April 19th 2017. Further information can be found overleaf.

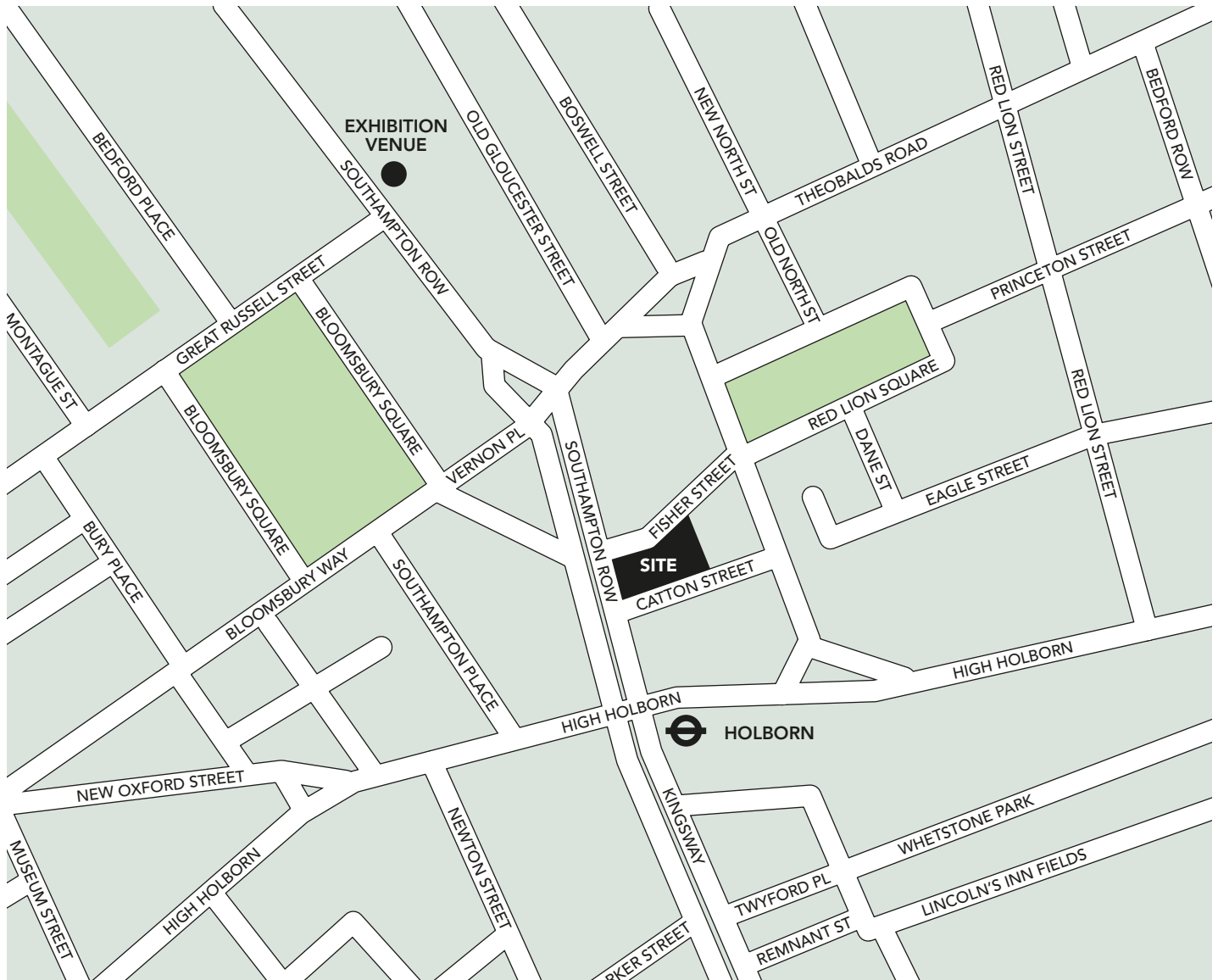
We hope you are able to make it along to the public exhibition. If you are not able to attend, but would like to be kept updated, please contact us using the details overleaf.

Yours sincerely,



Ronan Faherty





VISIT OUR PUBLIC EXHIBITION

This public exhibition will be an opportunity for you to see our proposals for the site. We are keen to get your feedback on these before we submit a planning application.

The details of the exhibition are as follows:

Venue Bloomsbury Room
Hilton Doubletree hotel
92 Southampton Row
London WC1B 4BH

Date 19th April 2017
3pm to 7.15pm

The venue is fully accessible.

CONTACT US

If you are unable to attend the exhibition, we would still like to hear from you.

Please contact us at:

T 020 3697 4299

E Southamptonrow@fourcommunications.com

Southampton Row Consultation
c/o Four Communications
20 St Thomas Street
London, SE1 9BF

Appendix II – Distribution Map



Appendix III – Exhibition Boards

WELCOME

WELCOME TO OUR PUBLIC EXHIBITION ON OUR PROPOSED REDEVELOPMENT OF BUILDINGS AT 8-10 SOUTHAMPTON ROW

Idé Real Estate are working with award-winning Architects Dexter Moren on proposals to redevelop and restore 8-10 Southampton Row, bringing this vacant building back into use.

This exhibition is an opportunity for you to see our proposals and for us to hear your views.

Members of the project team are on hand to answer any questions you may have. When you have finished looking around please take a moment to fill out our questionnaire.



THE TEAM



IDÉ REAL ESTATE

Idé Real Estate are property specialists in retail/leisure led mixed use assets and developments.

They use their understanding of the consumer and the occupier to create innovative, forward thinking destinations that are sustainable and fully integrate into the community they serve. Where people are delighted to live, work and play.



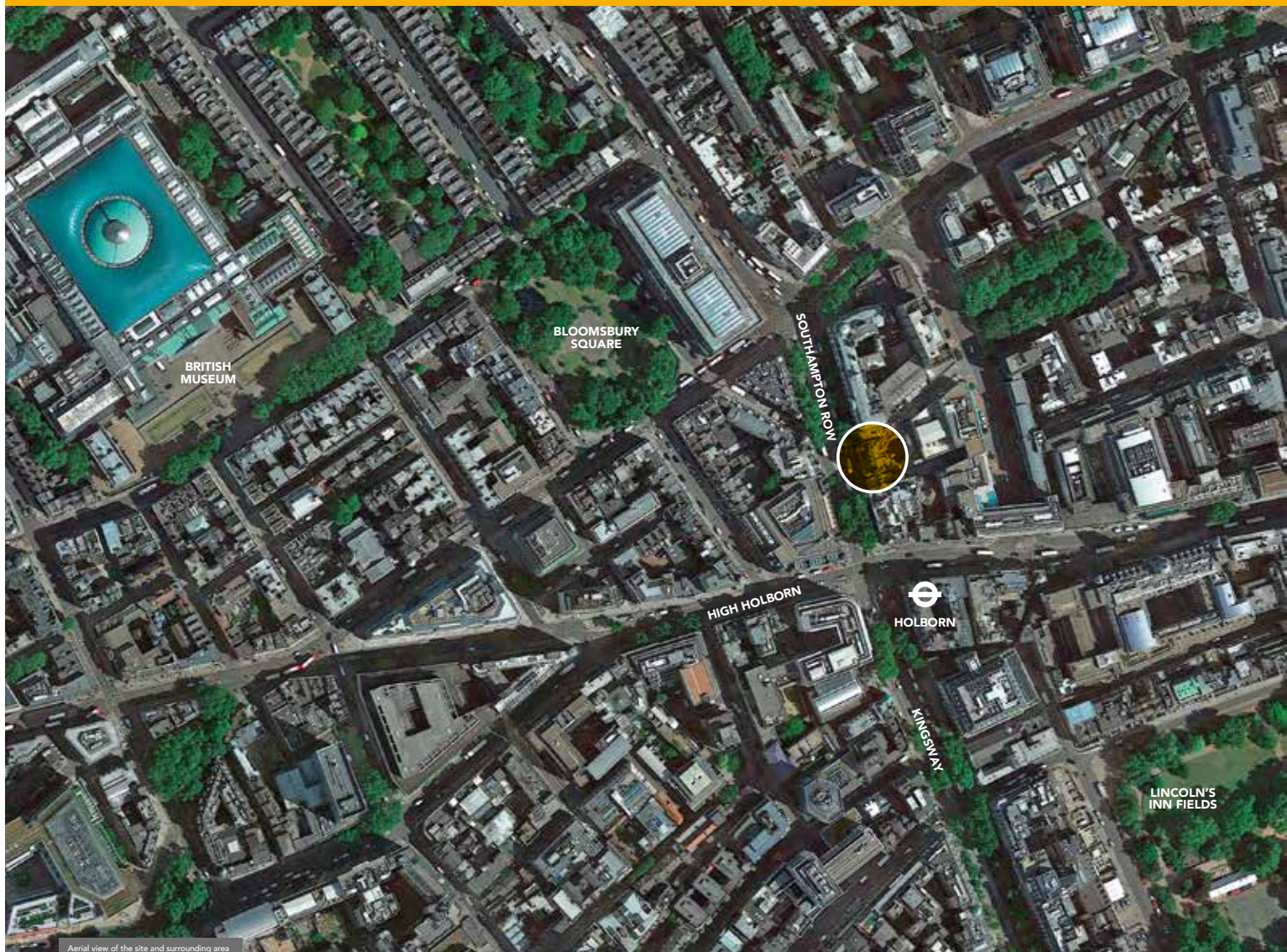
DEXTER MOREN ASSOCIATES

Dexter Moren Associates are an award winning practice of 55 architects and interior designers, based in London and working internationally.

Over the past 25 years in practice they have established a world renowned reputation as hospitality designers, and have been involved with more than 60 London hotel projects, including the Shangri La Hotel in The Shard, the Great Northern Hotel, Hilton Bankside, The Ampersand Hotel and the highly anticipated Curtain Hotel & Members Club opening shortly in Shoreditch.

They place their design-led ethos of 'creating places people want to stay' at the heart of every project they undertake.

THE SITE



Aerial view of the site and surrounding area

SITE

This project consists of two separate sites - a Grade II listed building at 8-10 Southampton Row, then at the rear, 1 Fisher Street, a derelict site. The site sits between Fisher Street to the north, Southampton Row to the west and Catton Street to the south.

SITE HISTORY

The building was originally constructed as the Tollard Royal Hotel and Friendly Society Offices by Bradshaw Gass and Hope in 1905-06.

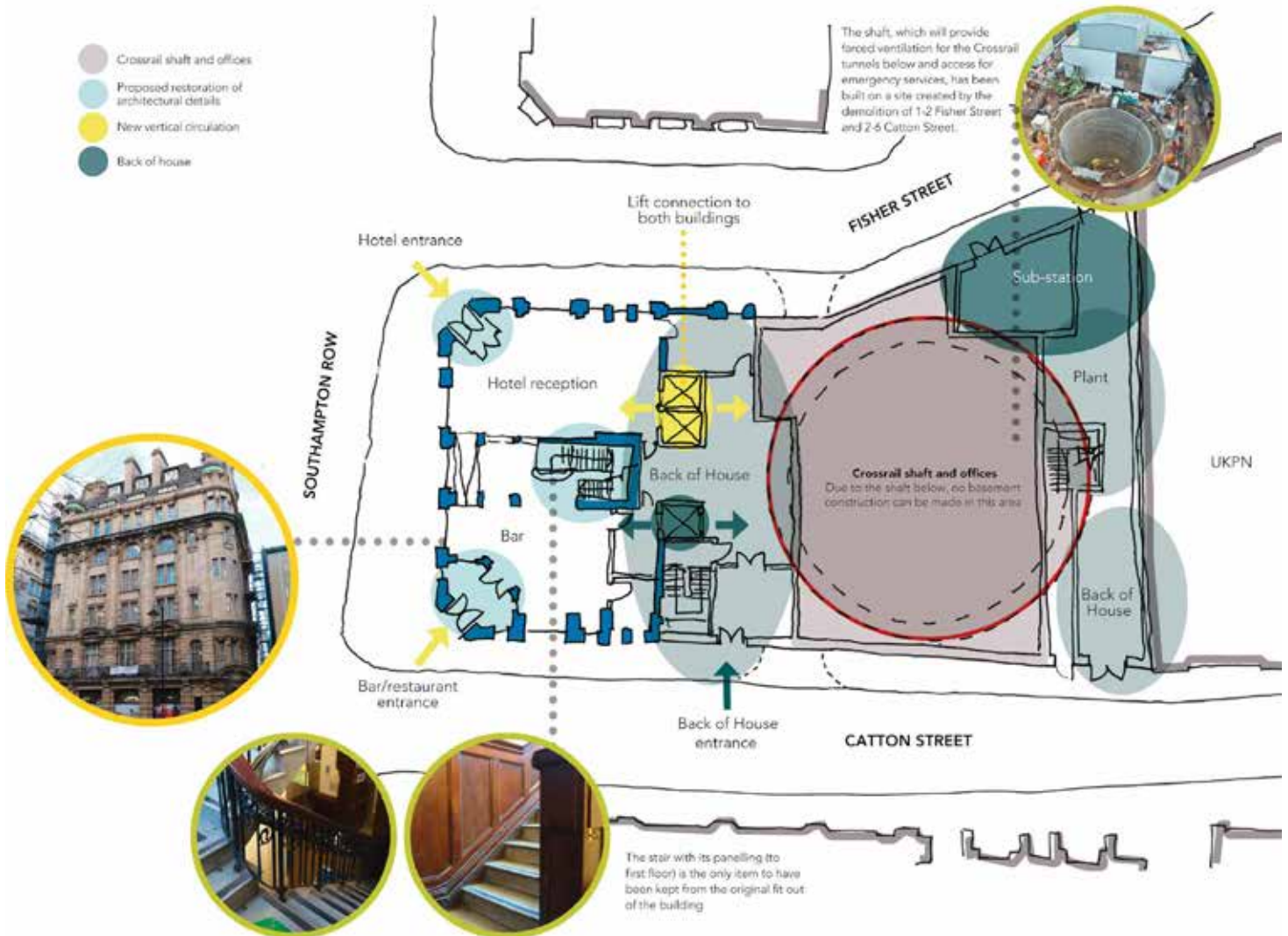
It is a flamboyant Edwardian Baroque commercial, stone faced, steel framed building, of six storeys plus two dormer storeys. By the mid 20th century the building incorporated a bank. After this it was occupied by a pub/restaurant on the ground and first floors.

The most recent use of the building is as Crossrail offices (basement, ground first and second) with vacant upper floors.



Illustration of the original building

CONSTRAINTS & OPPORTUNITIES



CONSTRAINTS

The key constraints for the site are as follows:

- **Listed status.** 8-10 Southampton Row is a listed building and we therefore need to be sensitive with our design.
- **Site location.** The site is located within the Kingsway conservation area and is surrounded by three streets. This, along with the heights of the surrounding buildings, are factors that we have had to consider in our design approach.
- **UKPN technical facility.** The proximity of the UKPN technical facility at the rear of the development site poses challenges to the scheme due to potential noise and vibration issues.
- **Crossrail.** The rear side of the ground floor area is occupied by the Crossrail head house building, which contains plant and machinery associated with the shaft. It also serves as an intervention and access for emergency services for the Crossrail network. Therefore the structural consideration for the OSD has to be developed to facilitate the head house building and shaft below.

OPPORTUNITIES

We feel this site has great potential and we see this as an opportunity to restore the existing Grade II listed building to its past glory and create an exciting new Premium Lifestyle Hotel. Please see the opportunities below:

- **Great location.** This is a great location for a new Premium Lifestyle Hotel. The site is in a highly accessible location close to public transport as well as top cultural, business and tourist amenities.
- **Restoration of a listed building.** This is a great opportunity to restore 8-10 Southampton Row to its original and intended use while combining it with the rear neighbouring site to create an exciting contemporary and efficient building that is sensitive to the building's history and surrounding area.
- **New restaurant and bar.** We see a great opportunity here to make the street level more engaging by creating a new restaurant and bar for the use of both local and international guests.

OUR PROPOSALS



Proposed view from Southampton Row towards Catton Street



Proposed ground floor plan

We are proposing to restore the current building at 8-10 Southampton Row and return it to its original hotel use. At the site at the rear we want to create a seven storey quality development that will serve as part of the hotel.

In summary, our proposals include:

- New high quality 125 room hotel
- Restoration of a Grade II listed building
- New sensitively designed building to the rear
- High quality materials
- New bar and restaurant
- Sensitive treatment of the Crossrail shaft
- Increased employment opportunities
- Sustainable development

We are conscious that our design should respond sensitively to its surroundings.

OUR PROPOSALS



Proposed Fisher Street elevation



Visual impact on Southampton Row



Visual impact on Southampton Row



Aerial view of proposed scheme

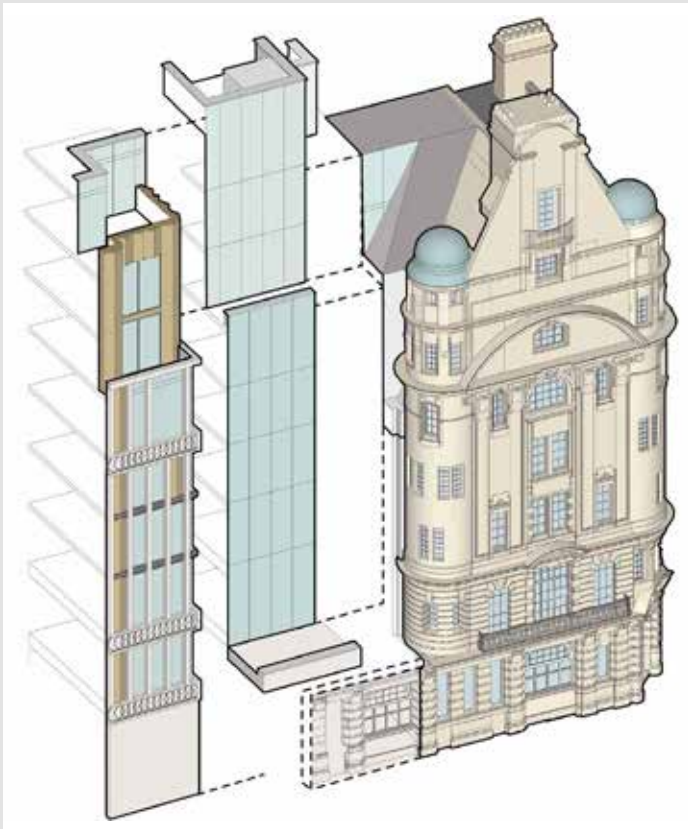


Restaurant precedent



Restaurant precedent

DESIGN APPROACH



Proposed link between buildings



Façade precedents



Material precedents



We are proposing a simple palette of materials: stone, glass and brass effect cladding with window frames to match. All materials have been chosen to complement and enhance the existing building.

The stone used in the lower floors will match 8-10 Southampton Row building (this is the predominant material in the surrounding buildings and in the Kingsway conservation area).

The brass metal for the upper floors will enhance and contrast adding visual interest while its shape adds a sense of depth and shadows by its changing colours. We will use glass to create a finer link in between both buildings.

As a whole, the concept of the proposed facade treatment of our extension takes subtle cues from the heritage of 8-10 Southampton Row rather than ignoring its existence. This together with the application of high quality palette of materials creates a contrasting and complementary new addition to the streetscape.

CONSTRUCTION



ACCESS, SERVICING AND DELIVERIES

- Level access at ground floor is provided for both hotel, bar and service entrances.
- Servicing and refuse collection will take place from Catton Street.

CONSTRUCTION

- A robust Construction Management Plan will be drawn up to minimise disruption. We are aware that careful management of construction issues is very important to local residents.
- We want to be a good neighbour and are therefore undertaking substantial research and preparation to keep disruption to a minimum.
- We will follow best practice guidelines for construction operating hours.
- Construction vehicles will not park or wait in nearby roads. They will be held in a remote location and when there is space they will be marshalled in by radio.
- To keep the site and area clean and tidy we will wash vehicles leaving the site, prevent dust and clean neighbouring streets when necessary.
- We will have regular meetings and newsletters for residents during construction. We will also have a dedicated point of contact who can meet residents and answer any questions.

NEXT STEPS



WE WANT TO HEAR YOUR VIEWS

Thank you for visiting our public exhibition for the restoration of 8-10 Southampton Row. We want to hear your views on our proposals on display today so please do not hesitate to fill in a feedback form.

We feel that our scheme responds sensitively to local surroundings and will make a positive contribution to the local area. In summary, our scheme will include:

- New high quality 125 room hotel
- Restoration of a Grade II listed building
- New sensitively designed building to the rear
- High quality materials
- New bar and restaurant
- Sensitive treatment of the Crossrail shaft
- Increased employment opportunities
- Sustainable development

NEXT STEPS

Following the exhibition we are meeting with the Council and will incorporate any feedback into our proposals where possible.

TIMELINE

Spring 2017	Consultation
Early summer	Submit application
Autumn	Decision at planning committee

Appendix IV – Feedback Questionnaire

TELL US WHAT YOU THINK

Thank you for coming to our drop-in session.

We would be grateful if you would take a few minutes to fill out this questionnaire. If you give us your details, we can keep you informed about the progress of this scheme. These will remain confidential.

YOUR CONTACT DETAILS

Name _____ Organisation _____

Address _____

Email _____ Telephone _____

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1 I welcome the proposals to restore the Grade II listed building	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 A stringent management operation plan is necessary to ensure the smooth running of the premises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 The materials used and design are of a high standard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 The architecture is sympathetic to surrounding area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have any other comments on any details of the proposals? Please write them below:

If you require more space please continue overleaf.

If you have any further queries, please contact us on:
T 020 3697 4281
E southamptonrow@fourcommunications.com

Four Communications will retain the information from this questionnaire on behalf of the applicant to allow you to receive regular updates on this development. If you do not wish to be kept informed, please tick this box



8-10 SOUTHAMPTON ROW & FISHER STREET

SUMMARY OF PROPOSALS

THE EXISTING SITE



Carlisle House - Southamptom Row facade



Carlisle House - rear facade seen from Fisher Street



TfL headhouse - Fisher Street looking east



Fixed column positions in TfL headhouse designed to take loading of new building above

Introduction

Idé Real Estate and Matthew Lloyd Architects are pleased to present a new proposal for the soon to be vacant Crossrail site at 8-10 Southamptom Row & 1 Fisher Street in Holborn.

Following feedback from Camden Council and a previous round of consultation, a new architectural team was appointed to reimagine previous plans for the site and include the 9 residential apartments that previously existed at the site before Crossrail.

As Crossrail approach the completion of their works at the site, we present our proposals to return the historic but neglected Carlisle House to its original use as a hotel, plus 9 high quality replacement homes to strengthen the vibrant mixed use character of Holborn.



Site location plan

The Site

The Site comprises an underground Crossrail access and maintenance shaft (and recently-completed TfL headhouse) plus a Grade II listed Edwardian building on Southamptom Row, known as Carlisle House. It is located in a thriving part of Holborn with exceptional transport links and close to valued open spaces such as Red Lion Square and Bloomsbury Square.

Any new development at this location must maintain the Crossrail shaft and TfL headhouse, which has a significant impact upon the design of the scheme, particularly at lower levels.

Carlisle House is a stone faced Grade II listed building noted for its early use of steel framed construction. It was constructed as the 'Tollard Royal Hotel' in 1905, and after various uses comprised 9 residential units and a pub at the time of the compulsory purchase by TfL in 2009. Under the Crossrail Act the building has undergone some structural changes and is currently used as a site office.

DESIGN PROPOSAL



Verified view - Red Lion Square looking west towards Fisher Street



Verified view - Southampton Row looking east towards Catton Street



Verified view - Southampton Row looking east towards Fisher Street



CGI - Catton Street Ground floor experience

The Proposal

Carlisle House and the adjacent Fisher Street site will be developed into a hotel with 85 bedrooms, a public restaurant and bar, and hotel reception facing Southampton Row. A residential block of 9 replacement apartments will be constructed as part of a new extension at the rear of the site, with entrance from Catton Street.

The design of the scheme has been carefully considered by Matthew Lloyd Architects to integrate the old and new through architecture, materials and massing. The result is a sensitive addition to the townscape that respects and reflects the context and the Grade II listed building.

DESIGN PROPOSAL



CGI - Southampton Row looking east towards Fisher Street



CGI - Heritage connection at high level

Next Steps

The new proposals for the site build on previous public engagement and respond to comments from Camden Council and others on a previous application for the site, withdrawn in December 2018.

Idé Real Estate and the project team welcome comments ahead of submission of a new planning application for the site. Please send any feedback to:

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oliver.jefferson@turley.co.uk

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84 Theobald's Road
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T 020 7851 4010