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15.03.2020

Design and Access Statement

Dear Sir/Madam at the planning department of the Camden Borough,

We are writing to you in regards to **3 Goodge Place, Fitzrovia, London, W1T 4SB** to request your kind consideration for the approval of this application of which the details are listed in this statement.

Address:

3 Goodge Place, Fitzrovia, London, W1T 4SB

- a) We are writing to you in regards to Plot 3 Goodge Place W1T to request your kind consideration for the approval of this application of which the details are listed in this statement.
- b) As per the advice of the planning team at Camden Council, we have done our homework and used your service of Pre-Application Advice, and have had a written report from your planning department, which should be found attached to this planning application. Date 26/02/2018 with a reference No of: 2017/6469/PRE and was generated by Mr Ben Farrant.
- c) Based on the report we have received from you; all the plans have been amended accordingly and all the other necessary reports/documents to meet all the requirements of Camden planning department.
- d) As we all are aware that Camden Council has always been seeking to maximise the supply of additional homes in the borough, so we would like to support the plans of the council and develop this plot and change it from it being a run-down site and not being used in the best ways to it becoming a four-storey building that has two three bedroom residential units, and one commercial unit on the ground floor that has a basement underneath it.
- e) The plan is to contribute to the borough by developing additional residential units in order to lessen the current pressure on homes and create modern accommodation to the locals.
- f) We believe if the planning permission is granted, we will be able to complete the erection of the proposed building within 18 months from the date the permission is granted.
- g) Please note that the attached drawings have been created with accurate measurements and are to scale.
- h) As per your written advice, we will ensure the development looks similar to the ones next to it so is in keeping with the tradition and the current look of the road.



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Proposal:

- i) The proposal is to demolish of existing -run down- two storey (plus basement) commercial building (B1 use) with replacement 5 storey (plus basement) mixed use building. The basement and ground floor are proposed for commercial use (A1, A2 & B1) with the four floors above for 2 x 3 bed flats.

Existing Site Description:

- j) The existing building of 3 Goodge Place, Fitzrovia, London W1T4SB has three levels; basement which has been used as a storage area, a ground floor used as a garage, and the first floor used as a storage area.
- k) The existing small building is very old and run down, it has not been in use for decades and requires major restoration work should we decide to use it in its current shape, hence, the idea of redeveloping the plot.
- l) The site is a two storey (plus basement) building sited on the eastern side of Goodge Place (off Goodge Street). The building is currently vacant and has been so for 20-30 years.
- m) The surrounding buildings are larger in scale, being typically five storeys, and are largely residential in nature.
- n) The property is within the Charlotte Street Conservation Area, with the street noted as having one of the most consistent Georgian characters in the Conservation Area Appraisal and Management Plan.
- o) The street has a number of listed buildings and positive contributors. Whilst the application site is not noted as a 'detractor' within the Conservation Area Appraisal and Management Plan, and your planning officer who visited the site and generated the report of the pre-app considers it to detract from the character and appearance of the conservation area in its current state (Please see the report and pictures attached).

The photo below shows the existing building marked in red.



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Relevant planning history:

- p) None directly applicable to this site.

Proposed Use:

q) **Ground floor:**

Given the surrounding ground floor uses and the recommendation of the planning dept at Camden, we are happy to propose a range of uses in Classes A1, A2 and B1 for the ground floor, and as stated in your report, this would be most appropriate in this location.

r) **Upper floors:**

Given that this area consists primarily of residential units above ground floor level, the encouragement of the planning dept at Camden as stated in your report, and the fact that this residential use is also encouraged in accordance with the Fitzrovia Area Action Plan, we propose a residential use for the upper floors.

Design & Heritage:

- s) We understand that the Council's design policies are aimed at achieving the highest standard of design in all developments. Policy D1 requires alterations to consider the character, setting, context, and the form and scale of neighbouring buildings; the quality of materials to be used; and the character and proportions of the existing area. Policy D2 additionally states that the Council will only permit development within conservation areas that preserves or enhances the character and appearance of the area, and whilst it is not noted as a detractor within the Conservation Area Appraisal and Management Plan
- t) The site in its current existing shape and state -with no doubt- fails to make any positive contribution to the character, appearance or historic interest of the Charlotte Street Conservation Area, hence, we firmly believe that the redevelopment of this site therefore represents a great opportunity to provide a high quality development improving the overall character and appearance of this part of Goodge Place.
- u) The proposed building seeks to provide a more cohesive and visually engaging frontage to the ground floor whilst improving the access into the building and the internal circulation areas.
- v) The introduction of a shop on the ground floor with its proposed design would provide the building with a more coherent design that would enhance the existing appearance of the building, especially that it will match the other shops on the same road. Furthermore, it will provide an amenity to the neighbourhood instead of it being at present an unused old garage with an old garage shutter.



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- w) The Victorian Georgian sash timber windows to the upper floors would enhance the look and appearance of the road instead of the current awful looking windows to the first floor of the existing storage.
- x) Using London brick in the proposed development will contribute to the area's originality and historical character as recommended by Camden Planning dept in the pre-application report.
- y) As advised in your report, we have made the design of the front building exactly matching the existing building next to it, i.e. with only three floors shown to the front and stepped arrangement shown to the back.
- z) The basement already exists, but it will be altered to match what is in the proposed drawings.

Unit Mix:

- aa) We understand that policy H6 requires a good mix of residential units, stressing the importance of 2 beds and larger units, which are required within the Borough, and in order to comply with what has been recommended in your report, we are proposing to build two duplex residential units on the upper floors; each unit consists of three bedrooms.

Quality of Accommodation:

- bb) The units would all be dual aspect facing the north-east and south-west which would allow good access to daylight and sunlight. The flats would also allow an acceptable level of outlook, particularly to the front, and whilst the outlook to the rear would be limited given the proximity of neighbouring properties, we confirm that this is similar to the outlook received at neighbouring properties and your report confirms that on this basis it is considered to be acceptable.
- cc) Whilst no amenity space could be provided for the units, and given the central London location, on balance we have made sure that a good quality of internal living space and accommodation as recommended in your report.
- dd) A lot of attention has been paid to the stacking while designing the proposed building, and we hope what we are proposing is acceptable.

Impact on neighbouring amenity:

- ee) In order to demonstrate compliance with the recommendations of the BRE guide on daylight and sunlight, and as requested in your report, we have enclosed a daylight/sunlight report with this application; the conclusion of which confirms the following:



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- ff) The daylight and sunlight assessments show that the vast majority of windows assessed will experience small reductions that are within the BRE guidelines and any effect is therefore unlikely to be noticeable to the occupants.
- gg) Some windows to 53 Charlotte Street and 50 Goodge Street may experience percentage reductions that are beyond the BRE guidance but due to the fact they experience only a small actual reduction, and potential room uses, these effects have been deemed as small.
- hh) We are therefore of the view that the reductions of daylight and sunlight are not materially adverse in the context of Camden's planning policy and the impacts can therefore be considered acceptable.
- ii) Whilst noise from construction may cause some disturbance to neighbouring properties, we will ensure that the hours of operation at the site would be restricted to 08.00- and 18.00-hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays.

Transport

- jj) We understand that Policy T1 of the Camden Local Plan requires developments to provide cycle parking facilities in accordance with the minimum requirements of the London Plan and the design requirements outlined in CPG7. Cycle storage would be required for each unit (1 per studio/1 bed, 2 per 2 bed or larger) to comply with these policies and the London Plan. However, given the constraints of the site, an on-site cycle storage provision may not be achievable; in this instance, we are happy to fully cooperate if the Transport Team may request a payment in lieu of on-site provision.
- kk) And as policy T2 of the Camden Local Plan states that the Council will limit the availability of parking and require all new developments in the borough to be car-free, we understand that the council will not issue on-street parking permits in connection with new development and we confirm that we will use legal agreements to ensure that future occupants are aware that they are not entitled to on- street parking permits. We are also happy to go on the route of s106 legal agreement for Car-free development.

Community Infrastructure Levy (CIL)

- ll) We are also aware that this proposal will be liable for the Mayoral CIL and Camden CIL as new residential units are being created and that this would be collected by Camden after the scheme is implemented and could be subject to surcharges.

Shopfront design and materials:

- mm) This is to confirm that the shopfront as shown on the amended drawings, will exactly match the shopfronts of the next-door shops design and materials. This is to aim to make the design of the shopfront in keeping with the current design of the area.
- nn) The frame of the front door for the shop as well as the frame of the glass panel will be of treated hardwood timber and the colour of it will also be black like the ones next door. Please see picture below:



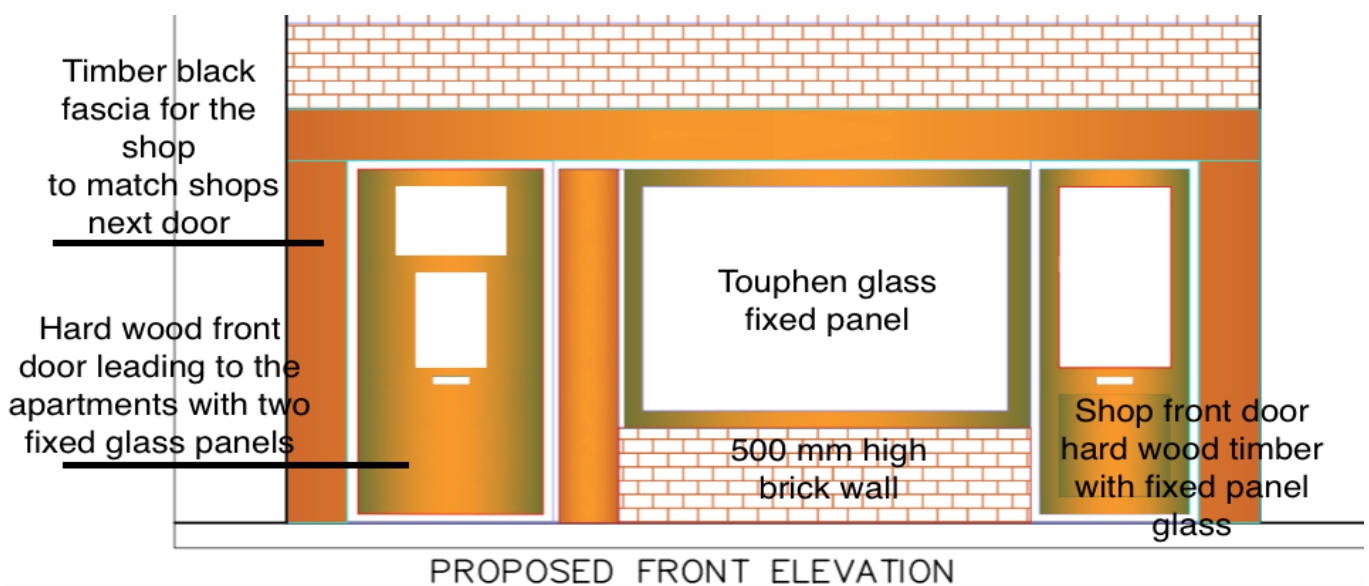
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Existing and true photo of the shopfront and next-door shopfronts



Details of the proposed shopfront



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Sustainability:

oo) We understand that energy efficient design is of a great importance, and that it requires an integrated approach to solar gain, access to daylight, adequate insulation and thermal materials, ventilation, heating and control systems, so we will do our utmost best to have all these factors into account when redeveloping this site, and we aim to achieve by the following:

Making the most of sunlight:

- 1- The proposed building layout has been designed with its proposed number of windows and their size in such a way to achieve both cohesion with the rest of the buildings on the same road as well as to maximise sunlight and daylight while taking into account other factors such as overheating and privacy, especially that windows are from both south and north sides; this will help gaining an adequate amount of sunlight into the rooms which will as a result help immensely in the using natural source of warmth.
- 2- The fact that we the design of the proposed development has a flat roof like the adjoining buildings will allow us to have renewable energy technologies installed such as solar panels; this will with no doubt enhance the efficiency of the energy within the building.

Making the most of daylight

- 1- The carefully designed windows from both sides of the proposed development back and front also contributes to both the cohesion with the adjoining existing buildings on the road, as well as it helps to maximise the amount of daylight entering the rooms to meet the needs of the intended use, and it helps minimise the need of using artificial lighting

Allowing Natural cooling

- 1- The fact that the windows in the proposed design are openable will help allowing air to be drawn into the building which will help in natural cooling during summer time.
- 2- The carefully designed layouts of the internal dwellings will with no doubt help aiding circulation within the proposed dwellings.
- 3- We will be using the stack ventilation system in order to further help allowing cool air into the dwellings during hot weather.
- 4- Ensuring a high thermal performance is one of the most effective ways to ensure a development is energy efficient, hence, we will ensure that the to be used contractor uses the best thermal insulation that exceeds the building regulation requirements and that they install it without any gaps to reduce heat loss.



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- 5- We also plan to use a gas heating system as it is more carbon efficient than systems which use electricity unless the Camden planning specifies otherwise.

Other means for energy efficiency:

- 1- We will ensure that high efficiency lighting with controlled sensors, e.g. timers, movement sensors and photo sensors, will be used in the proposed development, which will adjust the brightness of the light depending on the natural light level.
- 2- In addition to point 1 we will use zoned lighting, heating and cooling with individual control for better efficiency.
- 3- We will also ensure that all appliances provided to the proposed dwellings are of A+ rated.

pp) This proposed development will have efficient water systems with the appropriate appliances in order to achieve a maximum internal water use of 105 litres per person/day.

Waste:

qq) Since there is no space available outside the proposed building for the waste bins, a special designated place within the proposed development for the waste bins has been put in place, so each dwelling will have its own recycling bin and the general waste bin. Please see the drawings, and they will have adequate access in order to take the wheelie bins to the outside of the building in the day of waste collection.

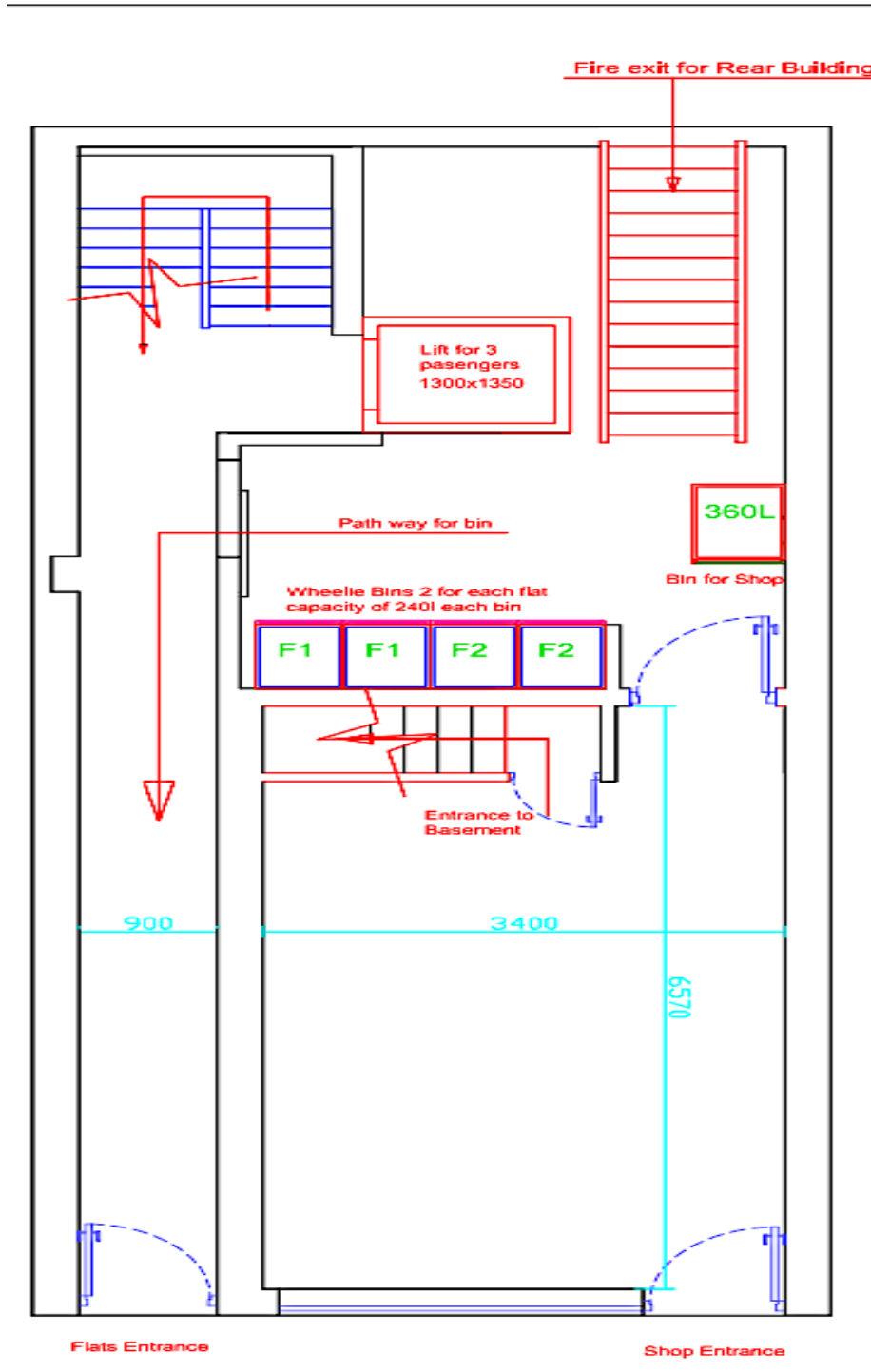
The following drawing shows how and where the wheelie bins have been located in the proposed design



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PROPOSED GROUND FLOOR PLAN



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We hope that your careful consideration to our application will result in granting us the approval for this application, and in case there is any important amendment needed to help this application get approved, then we will be grateful if you may kindly write to us and we shall respond immediately with the amended drawings as required.

In case you wish to contact us, please do not hesitate to contact us on the contact details below.

The following documents are included with the submission of this full planning application:

1. Completed application form
2. An ordnance survey-based location plan at 1:1250 scale denoting the application site in red
3. All the necessary plans and drawings that are related to this application.
4. Design and Access statement
5. Daylight/Sunlight Assessment report.

Kindest regards
Mr M Zarzour