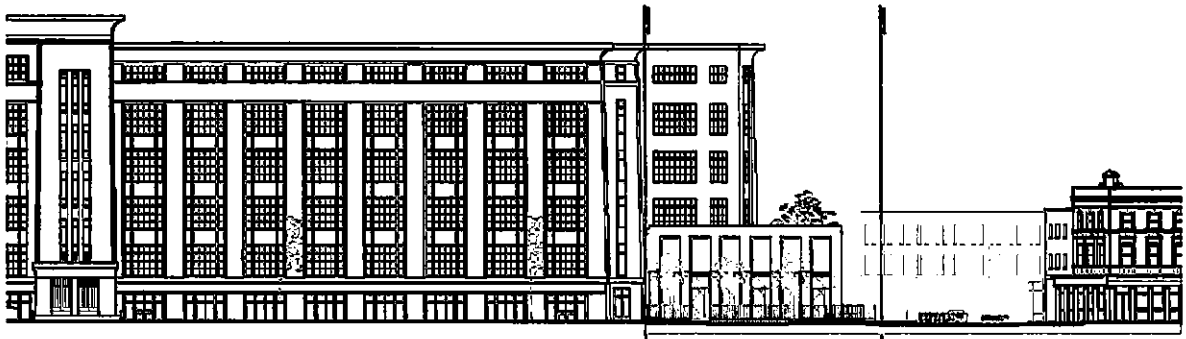


**Design and Access Statement for Planning Application at
the site to the corner of Greater London House,
Hampstead Road, London NW1 7QY**

PLANS APPROVED



CONTENTS

1. Introduction

2. Site Description

3. Character Analysis

4. Planning History

5. Consultation Process

6. Proposal

7. Design

- 7.1 Use
- 7.2 Amount
- 7.3 Layout
- 7.4 Scale
- 7.5 Appearance
- 7.6 Landscaping

8. Access

- 8.1 Vehicular and Transport Links
- 8.2 Inclusive Access

9. Other Considerations

- 9.1 Protected Species
- 9.2 Contamination
- 9.3 Noise Pollution
- 9.4 Refuse Store
- 9.5 Security
- 9.6 Daylight
- 9.7 Sustainable Elements

10. Summary

11. Pre-planning Consultation- Design Process

Appendix 1 Product Literature and Specification for Portland Stone cladding (Jordans Whitbed)

Appendix 2 PTAL Rating Details Report and Summary Report

1. Introduction

This design and access statement is in support of the planning application for a Change of Use and erection of a two storey building on the site to the corner of Greater London House, NW1 7QY, for a new Café/ Restaurant development (Class A3 Use) on the ground and first floors.

The current proposal is based on a thorough investigation of the site, considering aspects like overall site conditions, location, prevalent and desired uses in the area, transport requirements and links, etc.

This statement also includes the assessment of the significance of the existing building and its context in the Camden Town Conservation Area. It describes our design intentions and proposal for the above-named project with regard to preserving and enhancing the character of the area with a sympathetic design proposal for the site.

Ongoing talks including a pre-planning meeting with Camden Planning Department prior to submission of the proposal provided valuable guidance in addressing the various design questions. During meetings and discussions with Planning Officers Mr Neil Cleary, Ms Elaine Quigley, Ms Bethany Arbery and Heritage and Conservation Officer Mr Charles Rose, various aspects of the design were discussed and adapted in line with current policies and recommendations. The discussions included, but were not limited to, topics like the overall design, desired uses in the location, elevational treatment including materials to be used on elevations, window sizes and patterns, refuse and recycling, bicycle stores and sustainability criteria. We have also considered the concerns set out in the Pre-application Meeting Report (Ref: 2008/0340/NEW) for a previous proposal (by other agents) for this site prior to having any design consultations.

2. Site Description

This proposal relates to the corner site to Greater London House located at the junction of Mornington Crescent and Hampstead Road (Cobden Junction). The corner site was formerly occupied by a petrol filling station classified as a Sui Generis Use. It became redundant in 1996 and is currently vacant and enclosed by hoardings.

The site is situated opposite Mornington Crescent LRT underground station and on the fringes of Camden town centre and forms part of the Neighbourhood renewal area and TFL red route.



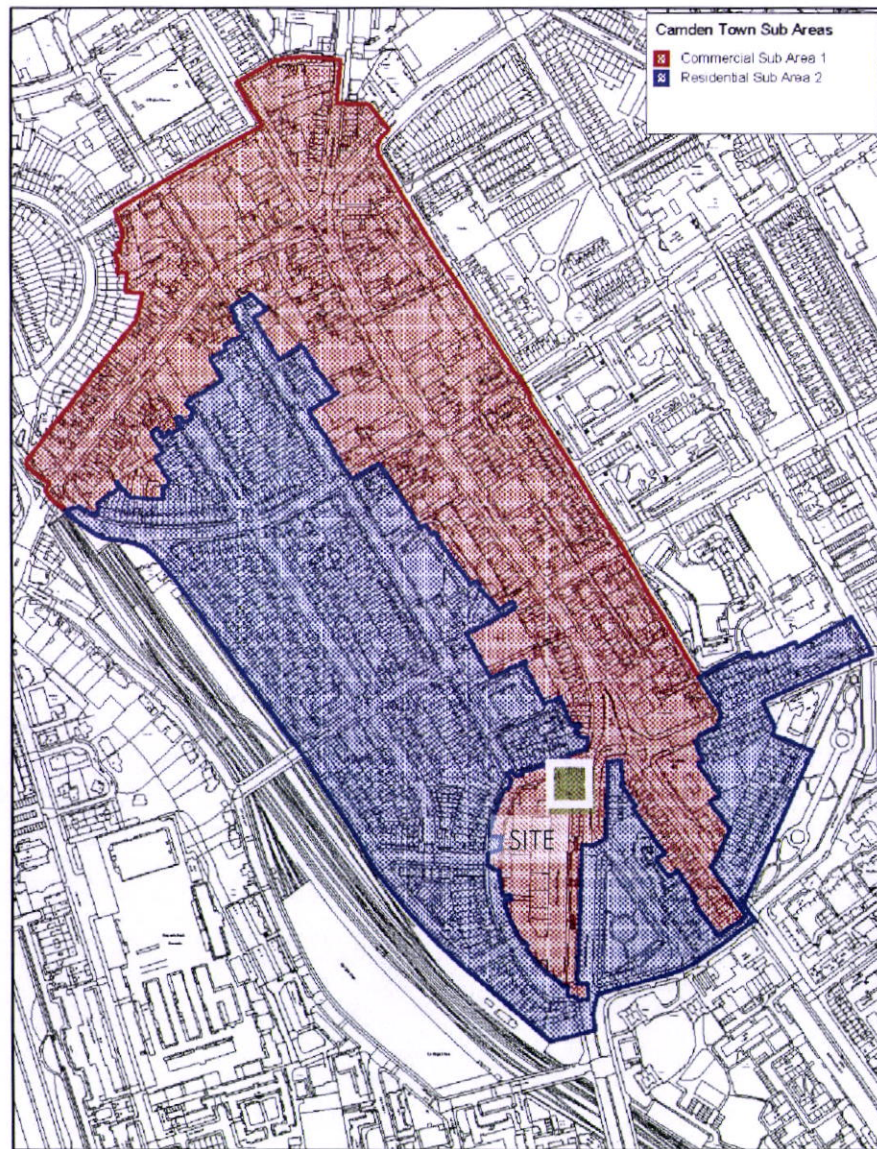
(Existing Site plan and Site photographs)

3. Character Analysis

The site lies within Camden Town Conservation Area and is identified within Camden Town Sub Area 1 (Commercial).

The distinct quality of Camden Town is that "there is an overall 19th century architectural and historic character and appearance throughout." (*Camden Town Conservation Area Appraisal and Management Strategy*).

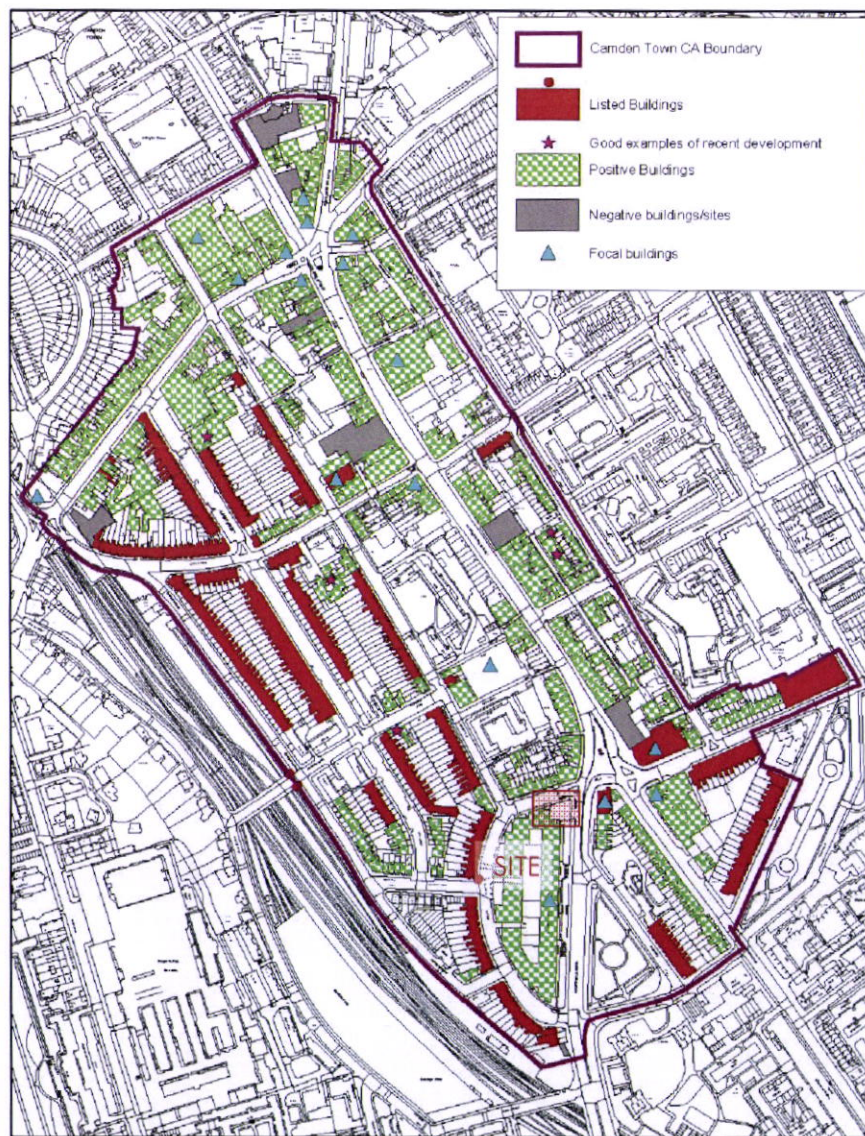
"The commercial sub area consists of a traditional wide shopping street linking the busy junction at Mornington Crescent to the eclectic and lively town centre at the heart of Camden Town...This retail and commercial area is powerfully urban in character...The buildings reflect the diverse and changing architectural styles...Terraces of flat fronted early to mid 19th century houses now fronted by shops, mid Victorian stucco terraces, Victorian Gothic buildings, late Victorian and Edwardian red brick parades four and five storeys high with decorative gables, imposing banks, places of entertainment and public houses occupying key focal sites, and 20th century buildings all contribute to the wide ranging variety of architectural styles." (*Camden Town Conservation Area Appraisal and Management Strategy*).



Camden Town Conservation Area map: Sub Areas 2006

The site sits on the corner to Greater London House, the largest building in the Conservation Area and dominating the west side of Hampstead Road. The character of the streets surrounding the site is essentially defined by buildings along Hampstead Road and Mornington Crescent, listed and unlisted, that is considered to make a positive contribution to the character and appearance of this Conservation Area.

"Positive buildings are defined as buildings that make a positive contribution to the character of conservation areas and general presumption in favour of retaining all positive buildings. These buildings are identified on the townscape appraisal map." (*Appendix 2 – Positive Buildings, Camden Town Conservation Area Appraisal and Management Strategy*). Buildings that are considered to be examples of high quality modern or distinctive design can also be judged as making a positive contribution to the character of an area as set out in PPG15.



Camden Town Conservation Area Map: Townscape Appraisal 2006

Greater London House is identified as a positive building as well as a focal building in terms of key views and approaches and formal vistas in the Conservation Areas. It was built as the Carreras Tobacco Factory, on the former Mornington Crescent Gardens in 1926. It was converted in 1998 to offices where many important architectural features were reinstated, including the flamboyant Egyptian giant order and gigantic bronze cats flanking the entrance.

Mornington Crescent, also a key vista in the Conservation Area comprises three curved terraces grouped in a crescent form around communal gardens. No.'s 1-35 Mornington Crescent are listed buildings and were 'developed as a formal piece of early 19th century town planning.' No.'s 37-46 Mornington Crescent on the north side are positive buildings and predate no.'s 1-35 and follow a 'simple cubic pattern of house,' dating from the 1820's or earlier.

The petrol filling station to the corner site became redundant in 1996 and was used as a car port for some years after. The corner site is currently a vacant gap site, enclosed in hoardings and in need of upgrading to correct the visual deficiencies of the current site within this conservation area.

We consider this site to detract from the visual quality of the street and Conservation Area. It necessitates a development that tries to address these concerns so as to complement and respect the character of the area.

4. Planning History

Application No. Description

8700596	Planning application for erection of an additional 9000sqm of office floor space (Refused in July 1987)
8700597	Planning application for erection of an additional 5000sqm of office floor space (Refused in July 1987)
PEX0000506	Planning application (submitted in June 2000) for the erection of a building on basement, ground and 5 storeys linked to Greater London House for retail (Class A1) use on the basement and ground floors with office use within Class B1 on the upper floors (Withdrawn)
2003/1526/P	Planning application (submitted in August 2008) for the erection of a 4 storey extension to office building (Class B1) on former petrol filling station land, to provide a restaurant (Class A3) at basement and ground floor levels with offices (Class B1) above. (Withdrawn)
2006/5309/P	Planning application (submitted in December 2006) for the erection of a part single storey and part two storey building plus basement for use as a restaurant and coffee shop (Use Class A3). (Withdrawn)
2008/0340/NEW	Pre-Planning application (meeting date March 2008) for the erection of a five storey building to provide A1/A3 retail/restaurant use at basement and ground floor level and B1 office accommodation at ground to fifth floor.

5. Consultation Process

This application involved an extensive consultation process undertaken with Camden Council Planning Department. This process helped us to draft and ultimately lead to a proposal which sits subserviently to the adjoining building, Greater London House, and enhances and compliments the use of this site and the area.

This application has effectively undertaken all the recommendations made by the Council from pre-planning consultations and ongoing correspondence with Planning Officers Mr Neil Cleary, Ms Elaine Quigley, Ms Bethany Arbery, Heritage and Conservation Officer Mr Charles Rose and District Surveyor Mr Peter Connell, and addressed all the concerns pertaining to any development on this site. (Refer to section 9.0: Pre-planning consultation).

6. Proposal

The proposal is for the Change of Use and a new development comprising the erection of a two storey Class A3 Unit (Café/Restaurant use) with an internal floor area of 256.0 sqm at ground and first floor levels, with the provision of an external landscaped area to the front of the site.

This proposal is in accordance with the relevant Local Development Framework Camden Development Policies 2010-2025, the relevant Core Strategy Policies, and further to discussions during our consultation process with Camden Council. The proposal has also been designed in accordance with approved document B and M of the Building Regulations.

The Local Development Framework Camden Development Policies 2010-2025 have been addressed and include the following:

- DP1 – Mixed use development
- DP12 – Supporting strong centres and managing the impact of food, drink, entertainment and other town centre uses
- DP16 – The transport implications of development
- DP17 – Walking, cycling and public transport
- DP22 – Promoting sustainable design and construction
- DP24 – Securing high quality design
- DP25 – Conserving Camden's Heritage
- DP28 – Noise and Vibration

The Core Strategy Policies have been addressed and include the following:

- **Core Strategy Policy 1** – Distribution of growth (Section 1, Location and management of Camden's growth)
- **Core Strategy Policy 3** – Other highly accessible areas (Section 1, Location and management of Camden's growth)
- **Core Strategy Policy 5** – Managing the impact of growth and development (Section 1, Location and management of Camden's growth)
- **Core Strategy Policy 7** – Promoting Camden's centres and shops (Section 2, Meeting Camden's needs - Providing homes, jobs and facilities)
- **Core Strategy Policy 11** – Promoting sustainable and efficient travel (Section 3 – A sustainable and attractive Camden – Tackling climate change and improving and protecting Camden's environment and quality of life)
- **Core Strategy Policy 13** – Tackling climate change through promoting higher environmental standards (Section 3 – A sustainable and attractive Camden – Tackling climate change and improving and protecting Camden's environment and quality of life)
- **Core Strategy Policy 14** – Promoting high quality places and conserving our heritage (Section 3 – A sustainable and attractive Camden – Tackling climate change and improving and protecting Camden's environment and quality of life)
- **Core Strategy Policy 17** – Making Camden a safer place (Section 3 – A sustainable and attractive Camden)
- **Core Strategy Policy 18** – Dealing with our waste and encouraging recycling (Section 3 – A sustainable and attractive Camden)

Other local planning documents have been considered and are as follows:

- PPS5 (Planning Policy Statement 5) – Planning for the Historic Environment
- PPG15 (Planning Policy Guidance Note 15) – Planning and the Historic Environment
- CPG 1 (Camden Planning Guidance 1) – Design
- CPG 3 (Camden Planning Guidance 3) – Sustainability
- CPG 5 (Camden Planning Guidance 5) – Town centres, retail and employment

7. Design

7.1 Use

The existing site is currently a vacant site and enclosed by hoardings. It was formerly used as a petrol filling station, classified as a Sui Generis Use.

The existing uses in the area are a mixture of commercial and retail uses along Hampstead Road and residential uses along Mornington Crescent. The site is flanked by the existing offices occupying a six storey building (Greater London House) on the south and west boundaries.

The existing site detracts from the appearance of the area and makes no positive social or economic contribution.

The proposed development houses a Café/Restaurant at ground and first floor levels in line with the desired uses in the immediate site context. The proposal adds Class A3 Use (Gross area: 256.0 sqm) to maximise the potential of the site while still being mindful of its surroundings in regards to bulk and appearance.

The site is in a prominent location in Camden on the fringes of a defined town centre, with the proposed use providing an active frontage, employment opportunities and encouraging natural surveillance throughout the hours of operation. Furthermore, the proposed use is coherent with the character and local amenity, and will further add to its vitality.

Policy DP1 Mixed Use Development (Local Development Framework, Camden Development Policies 2010-2025) suggests a requirement for a mix of uses and provision of 50% housing for any development with more than 200 sqm of floor area.

It also notes, "In considering whether a mix of uses should be sought, whether it can practically be achieved on the site, the most appropriate mix of uses, and the scale and nature of any contribution to the supply of housing and other secondary uses, the Council will take into account:

a) the character of the development, the site and the area; b) site size, the extent of the additional floor space, and constraints on including a mix of uses; c) the need for an active street frontage and natural surveillance; and d) any other planning objectives considered to be a priority for the site."

We have discussed the proposal (addition of A3 commercial floor space) with regards to the above policy with Planning Officers Mr Neil Cleary and Ms Bethany Arbery. It was agreed that considering the size of the development and the existing site context, the provision for housing (or a mix use development) on this site would be inappropriate and the proposed use is best suited for this site.

The proposed A3 Use development in this location has been designed to be of a size and nature compatible with the site, character and the surroundings.

Policies DP12 and CS7 states that the council will promote successful and vibrant centres throughout the borough to serve the needs of residents by making sure that food, drink, entertainment and other town centre uses does not cause harm to the vitality and viability of a centre, 'the quality of life of local people or the character of the area and its other uses and activities.'

We consider this site an appropriate location for an A3 Use development as it would promote sustainable and efficient travel, provide public benefits and take into account amenity and community safety within Camden Town. It was also agreed with Planning Officer Ms Elaine Quigley that details of employment will be subject to the end user. With adequate controls regarding the opening hours, numbers of staff, servicing and refuse arrangements, and noise levels from any plant equipment required, the proposal can operate without having a harmful impact on the residents and the local area. Please see Section 8 –

Access, Section 9.3 Noise Pollution, Section 9.4 Refuse Store, Section 9.5 Security and Section 9.7 Sustainable Element of this document.

7.2 Amount

The proposal includes a two storey addition to the corner site adjoining the six storey building (Greater London House) to house a Café/Restaurant at ground and first floor levels. The site supports the proposed addition in line with the neighbouring properties so as to enhance the visual continuity of the streetscape along Hampstead Road and thereby integrate the building on the subject site better into its surroundings.

Net Area Schedule:

A3 commercial unit: **256.0 sqm**

Ground Floor: **128.0 sqm**

Seating area: 68.0 sqm

Kitchen/ Store: 14.5 sqm

Toilets, Disabled WC 12.0 sqm

First Floor: **128.0 sqm**

Seating area: 68.0 sqm

Office: 7.0 sqm

Toilets 15.0 sqm

7.3 Layout

The proposed footprint follows the building line of Greater London House along Hampstead Road and the site boundary along Mornington Crescent to provide an open space to the front of the site, in line with the existing adjoining building, Greater London House.

The layout is designed to provide seating areas to the front of the site overlooking Hampstead Road, with the provision of service areas i.e. kitchen/store, servery, toilets etc. to the rear section of the proposed building. The proposed fenestration of the north and east elevations have been designed to provide adequate daylight/sunlight at ground and first floor levels through well proportioned full height glazing.

The development will facilitate an improved pedestrian environment thereby improving the experience of the streetscape. The proposed external landscaped area to the street frontage will further encourage passersby to enjoy the atmosphere around Camden Town:

"...a key element of the distinctive character and appearance of the commercial part of the Camden Town Conservation Area is its variety and eclecticism." (Part 2: Management Strategy, New Development, Camden Town Conservation Area Appraisal and Management Strategy).

The new building has taken into consideration Disabled Access requirements, providing an ambulant disabled staircase to access first floor, level access entrances, a ramped access (1:15 gradient) from the public pavement in addition to a disabled toilet at ground floor level as agreed with District Surveyor Mr Peter Connell.

There is no provision for a lift to this scheme due to all available facilities on ground floor. This has been discussed and confirmed by Mr Peter Connell of Camden Building Control via email and following a meeting at Camden Council on 12th August 2011.

Entrance along Mornington Crescent is designed to be used as a service entrance as well as a secondary means of access for the commercial unit.

The proposal seeks to improve attractiveness of the area and not harm its appearance and amenity in any respect.

7.4 Scale

The scale, height and massing of the new development is sympathetic to the surrounding buildings within Camden Town Conservation Area. It sits comfortably in the corner site, subordinate to the height of Greater London House along Hampstead Road and is lower than the residential buildings along Morning Crescent.

The proposal has addressed the change in levels following a full site survey (by others) with the required information on the existing levels.

The overall scale of the building is designed so that the proposed building does not restrict daylight/sunlight to the neighbouring properties.

It has been demonstrated that this proposal would be suitable with the relationship to its neighbouring properties and we consider this proposal not to be detrimental to the street scene or over development of the site.

7.5 Appearance

The site is currently a vacant, contaminated 'Brownfield' site, which detracts from the appearance of the wider area in townscape terms. It thus represents an opportunity for an imaginative and high-quality new building to enhance the area in terms of townscape and use of amenity.

The appearance of the proposed development respects the immediate neighbourhood and has been designed to be visually unobtrusive to the site context by virtue of its proportions, fenestration pattern and style.

The proposal corrects most of the visual deficiencies of the site to make it coherent with the neighbouring properties while attributing a definite character to the corner. The proposed scheme also introduces a sympathetic fenestration pattern and window-design to be more in keeping with the style of the existing building (Greater London House), following its scale and proportions.

The new design proposal aims to address the concerns set out in the Pre-application Meeting Report (Ref:2008/0340/NEW) for the proposal that was previously submitted by other Agents for this site in order to respond to the immediate site context (Greater London House) and enhance the character and appearance of this Conservation Area.

Our proposal adopts a more harmonious approach to the appearance and elevations of the building so as to preserve and enhance the character of the area following discussions with Camden Planning Department.

The proposed works will be of a high standard and incorporate the use of high quality materials that are sympathetic to the character and appearance of this Conservation Area.

The proposed building further justifies the redevelopment of this vacant dilapidated site by replacing it with a two storey building which is clearly subordinate to Greater London House to form a clearly defined distinctive corner building that would contribute positively to the 'variety and distinctiveness' of this Conservation Area.

The proposal also reflects upon the elemental grid (approx. ratio 1:2) of Greater London House and interprets it within the two storey Portland stone finish structure forming the ground and first floors. This grid is incorporated along the front as well as side sections of the proposed building while retaining the functional aspects of the design. Refer to Appendix 1: Product Literature and Specification for Portland Stone cladding (Jordans Whitbed) and the sample provided.



(Proportional Study: Greater London House facade and proposed elevation)



(Greater London House facade and the proposed elevation)

The elemental grid (approx. ratio 1:2) extends out to the front of the site, to form a colonnade structure which acts as an ancillary space to the proposed use. The pre-planning report suggested an outdoor landscaped use for the site. We have therefore provided a large gated landscaped area that can be used during the opening hours of the unit.

The design uses contextual elements, materials and proportions of openings in a contemporary fashion to produce a uniform, harmonious, sympathetic and yet an interesting building of modern appearance to mark the corner of an important junction in the Conservation Area.

The front elevation is an extension of the surface of the adjoining Greater London House with deeply recessed glazed windows of similar proportions, so as to provide a strong yet uniform and harmonious structure to end the long frontage along this section of the street.



(Precedents for proposed finishes: Portland Stone finish and Glazed shop front detail)

The railings along the perimeter of the site have also been designed as a modern interpretation of the existing railings at Greater London House. This has been approved by Heritage and Conservation Officer Mr Charles Rose via email on 20.09.2011.

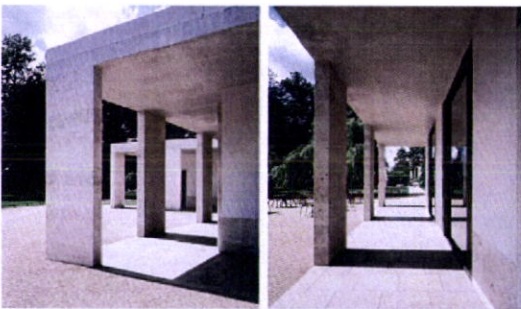
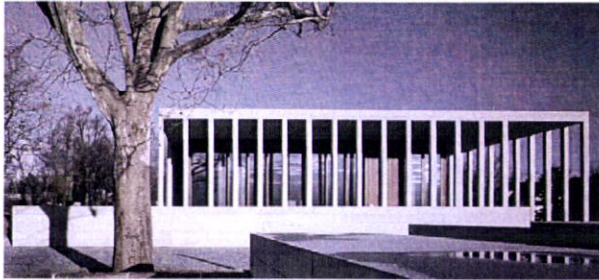
The proposal has been developed in light of the site's Conservation Area setting, the setting of the grade II listed Mornington Crescent Underground station and the adjoining Greater London House.

"Many conservation areas include gap sites, or buildings that make no positive contribution to, or indeed detract from, the character or appearance of the area; their replacement should be a stimulus to imaginative, high quality design, and seen as an opportunity to enhance the area. What is important is not that new buildings should directly imitate earlier styles, but that they should be designed with respect for their context, as part of a larger or whole which has a well-established character and appearance of its own." (Planning Policy Guidance 15, section 4.17, Planning and the Historic Environment).

The design of the new restaurant/cafe has been designed to reflect this to respect the character of the area and the architectural unity and integrity of the existing buildings to create an attractive frontage and encourage a more vibrant and active street scene.

We have avoided a pastiche or landmark building, instead creating a building that sits comfortably alongside Greater London House respectful of its scale, bulk and mass.

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Precedents for the proposed development:
Museum of Modern Literature, Marback
30 Finsbury Square, London
Chiswick House Cafe, London

7.6 Landscaping

The landscaping responds to the requirements of a central urban location and the uses on site.

The trees around the site contribute to the visual amenities of the area. *Please refer to the Arboricultural Report carried out (by Andrew Day Arboricultural Consultancy) in accordance with British Standards including details of the required tree protection measures to be implemented during construction works.*

Entrances to the A3 commercial unit will all be accessible through attractive hard and soft landscaping, they will be well-lit and clearly marked. External lighting with the use of different landscaping materials will guide visitors past landscaped areas to the generous glazed entrance doors.

The Camden Town Conservation Area Appraisal and Management Strategy identifies this retail and commercial area to have 'an absence of public open spaces and soft landscaping.'

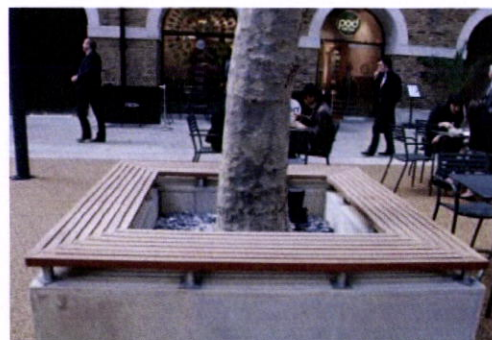
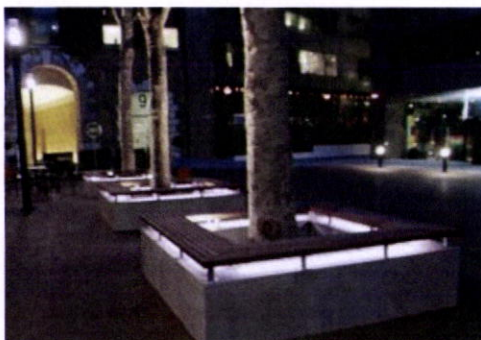
The development together with the external landscaped area that provides facilities for external seating at ground floor level and soft landscaping to the front of the site introduces a sustainable element to the scheme to provide an amenity space for the customers, residents and workers, and contributes to public realm improvement.

This will "build on Camden Town's success and strong identity in order to develop a unique, vibrant, safe and diverse centre, which offers something for everyone throughout the day and evening, whilst also creating an environment which provides a high standard of amenity for residents." (Section 3.4, Camden Planning Guidance 5, Town Centres, Retail and Employment).

The provision of an Extensive Green Roof to the flat roof further supports biodiversity in the local context.



(Bauder Green roof systems)



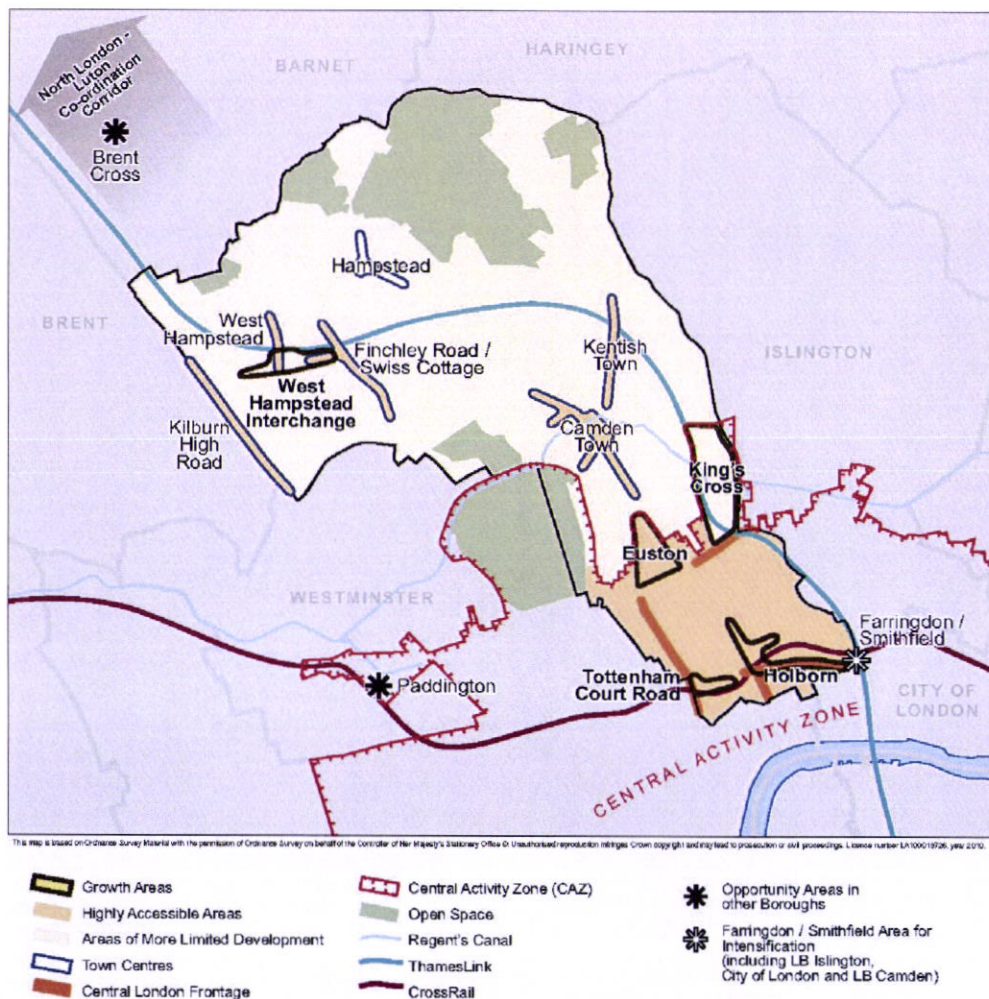
(Precedents for the proposed outdoor seating area at the front of the site)

8 Access

8.1 Vehicular and Transport Links

The development is served well by public transport with the PTAL level of 6b. (Refer to Appendix 2: PTAL Study Summary Report and Details Report). A number of buses pass along the main frontage of the property that is set back by several meters from the main road. The site is located opposite the Mornington Crescent Station (underground) and within a few minutes walking distance from Euston Stations.

The proposed scheme supports the need for more transport by bicycle on London's roads by providing 5 bicycle parking spaces to the front of the site to promote sustainable and efficient travel within Camden. There is no provision for car parking spaces to this application due to the number of transport options within this highly accessible location just outside the town centre of Camden Town.



Map 1: Key Diagram showing the town centre of Camden Town as a highly accessible area. (Camden Core Strategy 2010 – Section 1: Location and Management of Camden's growth)

8.2 Inclusive Access

The proposal includes A3 commercial space (Café/ Restaurant) at ground and first floor level. It is easily accessible from Hampstead Road as well as Mornington Crescent for disabled users by providing a ramped access (gradient 1:15) as well as a stepped approach from the pavement level to comply with Building Regulations requirements.

9 Other Considerations

9.1 Protected Species

Having carried out a visual inspection, there is no evidence of protected wildlife occupying the space.

9.2 Contamination

The site is identified as having potential land contamination as a result of its former use as a petrol filling station. To ensure that there is no detrimental impact to the users of our proposed development, an appropriate site investigation/ contamination test has been carried out and a report including any recommendations for remediation would be implemented prior to any construction works taking place.

Please refer to the Site Investigation Report carried out by Ground Engineering Ltd (Report Reference No.: C12464).

9.3 Noise Pollution

Adequate measures will be taken to shield the unit from the traffic including the provision of sufficient acoustic design.

The plant room if required will be located within the existing basement plant area of Greater London House. This will result in minimal or no sound impact to the neighbouring properties 'and does not cause harm to the character, vitality and viability of a centre, the local area or the amenity of the neighbours.' (Policy DP12 - Supporting strong centres and managing the impact of food, drink, entertainment and other town centre uses).

It was agreed with Planning Officer Ms Elaine Quigley that noise level requirements could form part of the planning conditions following a successful application.

9.4 Refuse Store

Further to our discussions at the pre planning meetings, the secure refuse enclosure with recycling facility located along the north boundary has been omitted from the proposal due to security concerns arising from the recess allowed for the provision of a separate refuse store, as agreed with Planning Officers Ms Elaine Quigley and Mr Charles Rose.

The refuse and recycling collection for the proposed commercial unit will therefore be collected on a daily basis by a private contractor to provide the waste collection service and would be directly accessible from the street level along Mornington Crescent.

9.5 Security

If required, surveillance cameras will be located at pivotal points as advised by the local authorities and crime prevention officers.

Secure perimeter railing and the installation of gates to clearly define the boundaries of the site and to prevent unauthorised access to the site have been incorporated.

9.6 Daylight

The footprint of the proposed building is designed to be in line with the adjoining building, Greater London House to the front of the site. The overall height/scale of the building is maintained so that the proposed building does not restrict daylight/ sunlight to the Greater London House or neighbouring properties along Mornington Crescent.

9.7 Sustainable Elements

Policies DP22 (Promoting sustainable design and construction), CS13 (Tackling climate change through promoting higher environmental standards) and CPG3 (Sustainability) advises that all new developments would be required to be designed to minimise carbon dioxide emissions and take measures to minimise the effects of climate change, reduce water consumption and reduce energy use.

A holistic approach is adopted to achieve a low energy, low carbon building design that is sustainable. The commercial areas of the building will target to achieve a BREEAM Excellent rating as a benchmark and has been evaluated under BREEAM New Construction; Retail 2011.

The following features of the development help achieve the aspired BREEAM score:

- The design team will target to achieve maximum points through the BREEAM Management points by following guidance according to BRE recommendations
- Health and well-being of the building users to achieve good rating.
- The energy strategy to achieve in excess of 25 % improvement in the TER and achieving an EPC rating of above B. Use of renewable energy through ground source heat pumps shall maximize the chances of achieving this.
- Water efficiency to be maximized to gain water credits under BREEAM
- Materials to be responsibly sourced and to have high ratings in the Green Guide

Please refer to the Energy Statement and BREEAM 2011 Pre-assessment carried out by Mendic Waring Ltd (Building Services Engineering Consultants) submitted as part of this application illustrating the Indicative BREEAM rating excellent and Indicative minimum standards level excellent.

The provision of an Extensive Green Roof to the flat roof further supports biodiversity in the local context.

10.0 Summary

The proposed development, in terms of the policies mentioned, will encourage the design and use within the area and help to increase the supply of sustainable commercial uses within the borough. The design, layout and proportions will provide good spaces for the users without materially impacting on the adjoining neighbours.

This application has addressed the Camden councils UDP policies, relevant supplementary planning guidance notes, relevant Building Regulations Approved Documents, as well as all the concerns arising from planning consultation undertaken so far.

Through comprehensive consultation with Camden Planning Department, we are confident that this proposal convenes the expected guidelines and standards proposed by the Council, adding value to the area, benefiting the community and equally satisfying the client.

Planning Officer Ms Elaine Quigley and Heritage and Conservation Officer Mr Charles Rose have confirmed that they are happy to support our proposal for approval further to our ongoing further to ongoing consultations.

We would hope that this application will be considered for approval as this application clearly demonstrates the need for a new proposal to regenerate the site whilst being sympathetic to its neighbouring properties as identified in the pre- planning report for a proposed development on this site.

The proposal enhances the characteristic uses of the street, as these are believed to be essential to the preservation of the character of an area and part of the process of place shaping.

11.0 Pre-Planning Consultation - Design Process

- Discussions with Planning Officer Ms Bethany Arbery of Camden Planning Department provided informal advice based on her involvement in the original pre-planning meeting report for the proposed development on the corner site to Greater London House submitted previously by other agents (ref.: 2008/0340/NEW)

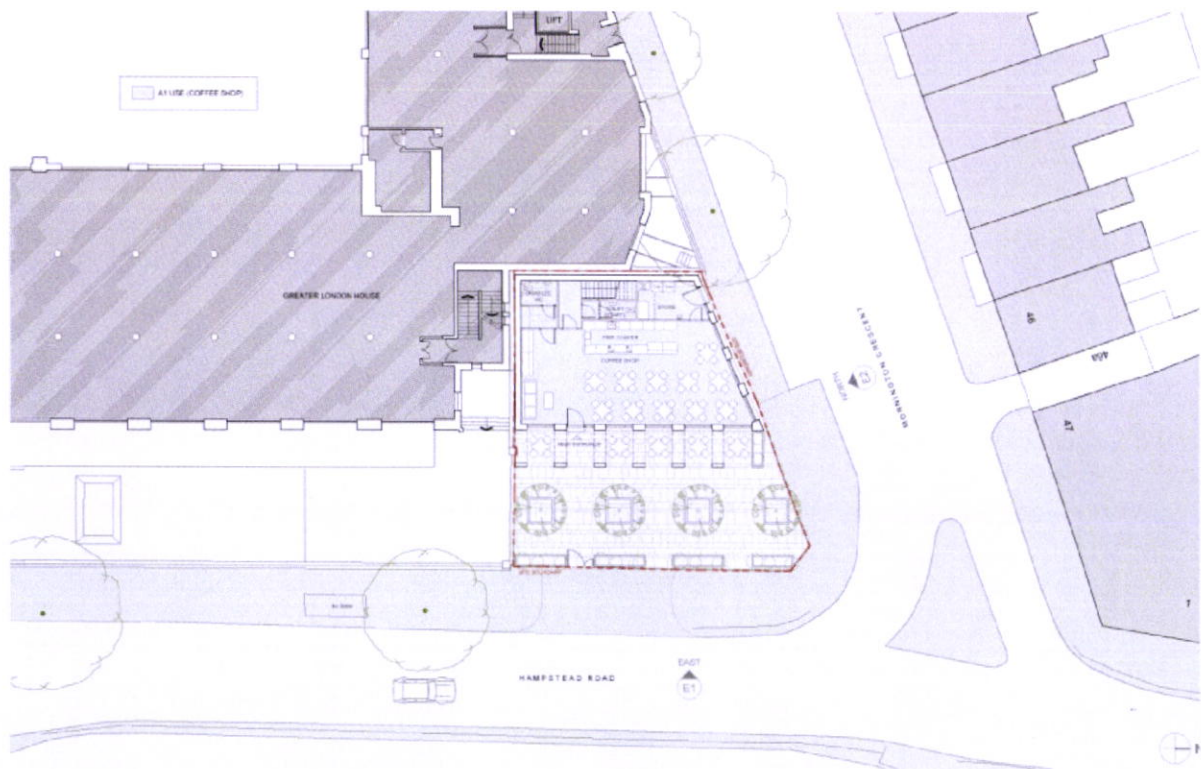
31.05.2011 (Pre-planning feasibility study):

Sketch layout plans and elevations issued to review:

- Principle of proposed coffee shop use development on site.
- General siting, layout and scale of the proposal.

Proposal included:

- A two storey development housing 1 unit (coffee shop)
- Provision of internal seating, external seating areas accessed from the main road to the front of the site, ambulant disabled stair, and service areas including store, servery and WCs to the rear of the proposed building



Proposed Ground Floor plan



Proposed First Floor plan



Proposed Side Elevation (North)

Proposed Front Elevation (East)

V I V E N D I
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3D block model for the proposed Coffee Shop development

This was followed by a pre-planning meeting (03.06.2011) at the Camden Planning Department with Planning Officer Mr Neil Cleary:

- Positive comments and no objections to the redevelopment of the site into proposed coffee shop unit.
- Proportions of the proposal to be designed in relation to Greater London House to sit more comfortably in the street scene.
- It was discussed and agreed that the proposal does not need to provide affordable housing in accordance with the policy as the corner site is not suitable.

This was followed by another pre-planning meeting (12.08.2011) at the Camden Planning Department with Planning Officer Ms Elaine Quigley and Heritage and Conservation Officer Mr Charles Rose (which was followed by email correspondence):

- Redevelopment of the site into proposed restaurant/cafe unit (Class A3) considered appropriate
- Proportions of the facades are acceptable in relation to Greater London House
- Design of the railings (front boundary treatment) of the proposal as an interpretation of the original railings to Greater London House was agreed with Mr Charles Rose
- Concerns regarding the recessed area to the rear of the site for refuse/recycling store and collection from Mornington Crescent. It was discussed and agreed that there is no need to recess the door forming the secondary means of escape in order to prevent unauthorised use.

This was followed by another pre-planning meeting (12.08.2011) at the Camden Building Control Department with District Surveyor Mr Peter Connell:

- It was discussed and agreed that there is no need for a lift due to all available facilities on ground floor
- Concerns regarding the recessed area to the rear of the site for refuse/recycling store and collection from Mornington Crescent. It was discussed and agreed that the secondary means of escape will open inwardly and the recessed service entrance to be flush and in line with the proposed facade.

**Appendix I – Product Literature and Specification for Portland Stone
cladding (Jordans Whitbed)**

[search](#)[site map](#)[contact us](#)[stones overview](#)[Bowers Roach](#)[Bowers Whitbed](#)[Bowers Basebed](#)[Grove Whitbed](#)[Jordans Roach](#)[Jordans Whitbed](#)[Fancy Beach Whitbed](#)[Jordans Basebed](#)

Jordans Whitbed

Quarry Report No. 64: Autumn 2011

Bowers Quarry & Mine, Portland

Stock

Maximum Block SizesOverall Size 6.48m³

Length 4.00m

Bed Height 2.50m

Average Block SizesOverall Size 0.89m³

Length 1.17m

Bed Height 0.81m

Availability

Current Availability(0-3 months) 250-750m³**Future Availability**(3-12 months) 1500-3000m³

Description

Shell Content

Typical/Clean Whitbed Predominantly grey with some white shell fragments. A mixture of large and small shells.

Shell Distribution

The shells are randomly distributed with bedding being predominantly horizontal. The larger shells are often towards the bottom of the stone.

Texture

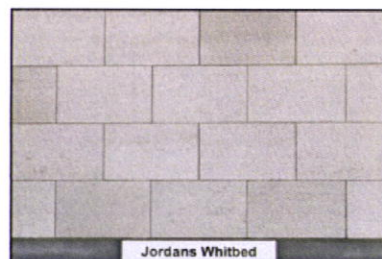
This Whitbed has a fine texture with relatively few shell voids.

Colour

Typical Portland colour, creamy/white.

[Click here to view CE certificate \(internal\)](#)[Click here to view CE certificate \(external\)](#)

Click below for a dynamic close up



Jordans Whitbed Technical Data

This technical data sheet was compiled by the Building Research Establishment (BRE) at the request of Albion Stone and is updated by Albion Stone to incorporate current test results. The 866 tests have been carried out in accordance with current European standards by the BRE on Albion Stone's behalf, or by other accredited testing houses. The early test data that pre-dates the introduction of Euro-codes has been included providing the test methods were very similar. The work carried out by the BRE on this technical data sheet has been undertaken as a paid commission and does not represent an endorsement of the stone by the BRE.

This data includes the Lowest and Highest Expected Values (LEV & HEV) using the statistical calculations from the Euro-codes. We are confident that these results give a good indication of the stones value, but as it is a natural material we, like other stone producers, are unable to guarantee individual results for specific stones. Instead, we recommend that an appropriate factor of safety is used to ensure satisfactory performance. Annex 1 of the Technical Manual provides further information, but we suggest that a suitably qualified stone consultant with geological and testing experience is employed to provide further information

Petrography

The stone was classified as a moderately sorted, moderately compacted, clast supported Oosparite Limestone. The clasts were predominantly composed of ooliths, but mollusc shell and echinoderm fragments and quartz were also present. The matrix was composed of sparitic syntaxial carbonate and some micritic carbonate. There was a moderate to high abundance of open voidage space. There was possibly some evidence of sedimentary bedding by the preferred alignment of elongate clasts

(For a full Petrographic description of this stone, please contact us on 01737 771772 or email sales@albionstone.com)

Strength

Compression - BS EN 1926

Lowest Expected Value 35.53 Mpa

Highest Expected Value 61.06 Mpa

Average: 47.04 Mpa from 26 tests

Flexural Strength - BS EN 13161

Lowest Expected Value 3.92 Mpa

Highest Expected Value 8.93 Mpa

Average: 6.11 Mpa from 72 tests

Breaking Load at Dowel Hole - BS EN 13364:2002

Specimen Thickness (mm)	Mean Breaking Load (N)	Lowest Expected Value (N) / Highest Expected Value (N)
30	667	548 / 803
40	1191	941 / 1489
50	1860	1498 / 2298
60	2249	1810 / 2764

75	4667	3749 / 5668
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Durability

Salt Crystallisation - BS EN 12370

Lowest Expected Value 0.00%

Highest Expected Value 6.14%

Average: 2.03%

Water Absorption - BS EN 13755

Lowest Expected Value 3.88%

Highest Expected Value 9.01%

Average: 6.05% from 36 tests

Density - BS EN 1936

Lowest Expected Value 2,003 kg/m³

Highest Expected Value 2,321 kg/m³

Average: 2,158 kg/m³ from 47 tests

Porosity - BS EN 1936

Lowest Expected Value 13.57%

Highest Expected Value 26.23%

Average: 19.17% from 64 tests

Saturation Coefficient - BS EN 1936

Lowest Expected Value 0.56

Highest Expected Value 0.92

Average: 0.73 from 22 tests

Flooring / Paving

These flooring / paving results are not from the Jordans Quarry but the nearby Independent Quarry, but the stones from the two sites are very similar and only Easton Lane separates the sites and at their closest point are only metres away from each other.

Abrasion Resistance - EN14157

Lowest Expected Value 20.55

Highest Expected Value 28.99

Average: 24.48 from 9 tests

Slip Resistance - TRRL Pendulum Test: Grit 120 (Flooring)

Lowest Expected Value 69

Highest Expected Value 87

Wet Average value 77 from 48 tests

Lowest Expected Value 87

Highest Expected Value 95

Dry Average value 91 from 24 tests

Internal Flooring

Jordans Whitbed is suitable for all flooring applications up to semi-intensive use such as shops and offices with estimated visitor numbers of 5,000,000 with a service life without significant wear of 20 years. The slip resistance results of over 40 demonstrate that the stone will be safe in all applications.

Technical summary

Prepared by: Dr T Yates, BRE (Building Research Establishment)

Durability and Weathering

It is important that the results from the sodium sulphate crystallisation tests are not viewed in isolation. They should be considered with the results from the porosity and water absorption tests and the performance of the stone in existing buildings. Stone from the Portland Whitbed is traditionally acknowledged as generally being a very durable building stone and it has been used extensively in many towns and cities in the UK. Comparing the results for the Whitbed Stone from Jordans Quarry to those collected from buildings, exposure trials and tests on quarry samples collected by BRE during the last 70 years shows that this stone compares very well with the traditional view of Portland Whitbed. Previous research at BRE has shown that Portland limestone which has a low saturation coefficient (<0.72), a low microporosity (<11.0 of the stone by volume) and an open oolitic structure generally performs well over long periods when used on buildings. The results summarised on these sheets show that the limited number of samples tested meet these criteria. The average crystallisation test results show the stone to be Class C which BRE Report 141 suggests is suitable for most uses including where exposure conditions are to be more severe, for example high concentrations of sulphur dioxide or severe frosts, or where a long life is required (for example >50 years). In all cases it is important that the detailing of the stonework is designed to offer the maximum protection from rainwater and rainwater runoff.

Based on current research it seems likely that the stone would weather at a rate of between 1 and 2 mm per 100 years but it could be greater in severe exposures.

(Weathering rates are based on the BRE interpretation of historical data dating from 1932)

top of page

portland stone - naturally

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Appendix 2 – PTAL Rating Details Report and Summary Report