Planning Statement

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326 Kensal Road
London W10 5BZ

April 2016
## Contents

1. **INTRODUCTION** ................................................................................................................. 1  
2. **THE SITE AND SURROUNDING CONTEXT** ................................................................. 3  
3. **THE PROPOSED DEVELOPMENT** ................................................................................. 10  
4. **PLANNING POLICY FRAMEWORK** ............................................................................. 13  
5. **SITE SUITABILITY AND USE** ................................................................................... 16  
6. **DESIGN MATTERS** ....................................................................................................... 24  
7. **TRANSPORT AND MOVEMENT** ............................................................................. 27  
8. **ENVIRONMENTAL CONSIDERATIONS** ..................................................................... 30  
9. **PLANNING OBLIGATIONS** ....................................................................................... 35  
10. **CONCLUSIONS** .......................................................................................................... 37  

### Appendices

- **APPENDIX 1 - PLANNING HISTORY**  
- **APPENDIX 2 - SCHEDULE OF PLANNING POLICIES**
1. INTRODUCTION

1.1 This Planning Statement (the “Statement”) has been prepared by Bilfinger GVA and is submitted in support of the application made by Conqueror SARL c/o Resolution Property (the “Applicant”) seeking planning permission for the redevelopment of 326 Kensal Road, London W10 5BZ, also known as Saga Centre and Old Gramophone Works (the “Site”).

1.2 The proposals seek to deliver a high quality office-led mixed use development which will nearly double the quantum of employment space on the site and includes the introduction of 25 residential units and new areas of public open space. The description of the proposed development (‘the Development’) is set out below:

‘Refurbishment and extension of the existing Saga Centre, demolition of all other buildings and redevelopment to provide 8,662 sq m (GIA) of office floorspace (Class B1), 3,164 sq m (GIA) of residential floorspace (Class C3), 113 sq m (GIA) café/restaurant use (Class A1-A4) ancillary servicing and refuse areas, plant, car and cycle parking up to 1,674 sq m (GIA) together with landscaping and all other associated works.’

1.3 The Development is described in greater detail in Section 3 of this Statement.

1.4 This Statement demonstrates the planning case in support of the proposals in the context of relevant national, regional and local planning policy, and other relevant guidance.

1.5 This Statement should be read in conjunction with the accompanying drawings and accommodation schedules submitted as part of the application, as well as the following application documents:

- The Covering Letter (Bilfinger GVA);
- Application Form (Bilfinger GVA);
- S.106 Heads of Terms (Section 9) and S.106 Obligations Calculator (Bilfinger GVA);
- CIL Form and CIL Calculator (Bilfinger GVA);
- Financial Viability Assessment (Bilfinger GVA);
- Design and Access Statement including Landscaping Strategy (Studio RHE);
- Heritage and Townscape Visual Impact Assessment (Waterman Infrastructure & Environment Ltd)
• Acoustic Assessment (Sharps Redmore Acoustic Consultants)
• Air Quality Assessment (AECOM Infrastructure & Environment Ltd)
• Archaeology Desk Based Assessment (Mills Whipp Projects Ltd)
• Construction Method Statement and Structural Report (including Phases 1 and 2 Geotechnical Investigations and Report (Heyne Tillet Steel Ltd)
• Daylight and Sunlight Report (Point 2 Surveyors)
• Energy and Sustainability Statement (Atelier Ten)
• Environmental Risk Assessment (Waterman Infrastructure & Environment Ltd)
• Ecological Appraisal (Aecom Infrastructure & Environment UK Ltd)
• Transport Assessment (Waterman Infrastructure & Environment Ltd)
• Travel Plan Framework (Waterman Infrastructure & Environment Ltd)
• Servicing and Delivery Management Plan Framework (Waterman Infrastructure & Environment Ltd)
• Construction Traffic Management Plan Proforma (Kier)
• Management of Noise, Dust and Vibration (Kier)
• Surface Water Management Plan (Heyne Tillet Steel Ltd)
• Statement of Community Involvement (Bilfinger GVA)
• Undertaking to reimburse the Council’s reasonable legal costs

1.6 The final application proposals are the result of a comprehensive pre-application consultation exercise with the Royal Borough of Kensington and Chelsea (RBKC) over a 12 month period.

1.7 During that time, the design team have met with Council officers on five separate occasions to discuss the planning and design issues and which has resulted in numerous positive changes as the scheme has evolved. The scheme has also been presented to the Architectural Appraisal Panel (AAP) on two occasions, each time receiving largely positive feedback. The consultation advice that has been received and how the scheme has responded that advice is detailed within the accompanying Design and Access Statement.
2. **THE SITE AND SURROUNDING CONTEXT**

**The Site**

2.1 The application Site measures 0.3 hectares (3,045 sqm) and is located in the northern part of the Royal Borough of Kensington and Chelsea within the Goldthorpe ward.

2.2 The Site is bounded by the Paddington Arm of the Grand Union Canal and is adjacent to the Canal Walk to the north, Adela Street to the east, Kensal Road to the south and industrial premises to the west including Corporation Yard, a Grade II listed former refuse transfer depot. An adjacent two storey building at 316 - 324 comprising office units occupies the remaining Kensal Road frontage of this block and is currently subject to a separate planning application for redevelopment by a separate owner and applicant (further details below). Portobello Lofts, a recent residential development overlooking the Grand Union Canal, is also immediately to the west of the Site.

2.3 The Site currently comprises three main buildings which contain up to 80 employment premises (Class B1) and a self-storage facility (Class B8) totalling 5,430 sqm (GIA). The majority of the existing buildings on site have very limited architectural quality, although all buildings are brick built with some visual references to its industrial past.

2.4 The current site has a total lettable area of 4,029 sqm which is utilised by a variety of tenants in different sectors:

![Let Area Chart]

- **Music**: 27%
- **Fashion**: 14%
- **Art/Design/Interiors**: 26%
- **TV & Media**: 12%
- **Miscellaneous**: 21%

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2.5 The Saga Centre, which fronts onto Kensal Road, was constructed in c.1926 and consists of four storeys and has a saw tooth pitched roof. The Saga Centre is located on the Kensal Road frontage and extends to the rear of the Site along its western boundary and adjoins a 3½ storey brick building which fronts onto the canal.

2.6 A separate two storey horizontal block subdivided into workshop units known as the Old Gramophone Works backs onto the Grand Union Canal, bounded by Adela Street to the east. The building is an over basement structure, constructed in c. 1935. Like the Saga Centre, the building retains few original features but is recognisable by the two stairs and lift cores that protrude from the roof by two storeys which is a remnant of an unfinished building project.

2.7 The building that occupies the north-western corner of the Site, is a simple brick built building known as the Cube, thought to be named after its square base, which was originally constructed in c.1900. Originally thought to be associated with the adjacent canal, the building’s use changed over the years and now consists of offices.

2.8 The Shed is the smallest building on site, consisting of two storeys, and is located between and connected to the Saga Centre and the Cube. It is believed that the building was constructed around a similar time to the Cube (c.1900) and has been significantly altered throughout its life.

2.9 This part of north Kensington is not a conservation area and there are no listed buildings on site. The Queens Park Conservation Area is located to the north within the neighbouring borough of Westminster. In regards to other designated heritage assets, there is a Grade II listed building immediately to the west of the site at Corporation Yard (formally known as Paddington Vestry Transfer Depot), a Grade II listed building (Kensal House) and a Grade I listed Kensal Green (All Souls) Cemetery are also located top the north-west of the site. The setting of these designated heritage assets have been carefully taken into account throughout the design evolution of the scheme.

The Grand Union Canal which is situated directly to the north is designated as a Site of Nature Conservation Importance.

2.10 Vehicular access to the Site is provided from Adela Street with secondary access from Kensal Road for pedestrians and service vehicles. Two separate areas of surface car parking is currently on site totalling 17 spaces, including 10 within the existing servicing yard.
leased to a courier company which occupy part of the neighbouring building at 316 – 324 Kensal Road.

2.11 The Site has a Public Transport Accessibility Level (PTAL) rating of 4, which is classed as ‘good’ although it closely boarders a Level 5 area, classed as ‘very good’. Kensal Road and Ladbroke Grove are both served by several bus routes. The site is served by six bus services (23, 52, 70, 228, 316 and 452) with the nearest bus stop directly opposite the site on Kensal Road. Multiple tube and railway stations are within walking distance, with Kensal Rise (15 minutes) and Kensal Green (10 minutes) to the north and north-west respectively, Ladbroke Grove (14 minutes) to the south and Westbourne Park (10 minutes) to the east. TfL bicycle docks are located nearby at Ladbroke Grove and Tavistock Gardens. On site, there are no existing secure cycle parking facilities.

2.12 In terms of the planning history for the Site, there have been no recent planning applications submitted to the Council that are relevant to the development proposals. However, the neighbouring site, 316 - 324 Kensal Road, had an application for residential and commercial use withdrawn in 2012. Following some minor changes, the application was recently re-submitted for consideration. The scheme includes 2,796 sqm of commercial floorspace and 17 residential units, representing 43% of the total floor area.

2.13 The planning history of the site and surrounding sites is included in Appendix 1 of this Statement.

Surrounding Context

2.14 The Site sits on the northern fringe of the Royal Borough of Kensington and Chelsea, within an area of regeneration as set out in the RBKC Core Strategy.

2.15 The Site is located within the Kensal Employment Zone. It is the largest of the 3 employment zones in the Borough, catering for small offices and light industrial firms engaged in media, design, printing, publishing, and communications. The Council specifically highlight a cluster of firms engaged in creative and cultural industries, such as recording media, advertising, and visual arts and crafts, and state that “these strengths should be expanded upon”.

2.16 The Site is in an area that can reasonably be described as having a mixed land use character. Beyond the Paddington Arm of the Grand Union Canal, where the borough
boundary with Westminster runs to the north, is predominately residential use. Across Kensal Road to the south, there are a number of Council apartment blocks and a new residential development comprising 6 – 7 storeys in height. The Ark Brunel Primary Academy is also located just beyond Kensal Road to the south.
3. THE PROPOSED DEVELOPMENT

3.1 The scheme proposes a progressive mixed-use development which will nearly double the amount of employment floorspace providing a unique opportunity for small and medium sized enterprises (SMEs) and start-up businesses. The scheme will also provide up to 25 new homes which will add to the vibrancy of the new employment hub that the proposals seek to create.

3.2 The quantum of proposed uses and parking in the development is set out in Table 3.1 below:

<table>
<thead>
<tr>
<th>Table 3.1 - Proposed Floorspace</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Use</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Residential (C3)</td>
</tr>
<tr>
<td>Ancillary Residential (C3)</td>
</tr>
<tr>
<td>Commercial (B1, A1-A4)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Ancillary Commercial (B1, A1 - A4)</td>
</tr>
<tr>
<td>Storage (B8)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Parking Provision</th>
<th><strong>Existing</strong></th>
<th><strong>Proposed</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Car Parking</td>
<td>17 spaces</td>
<td>3 (wheelchair accessible spaces available in garages on Adela Street)</td>
</tr>
<tr>
<td>Cycle Parking</td>
<td>0</td>
<td>165 spaces (50 residential, 104 commercial and 11 visitor)</td>
</tr>
</tbody>
</table>
Employment Offer

3.3 Since 1998, Resolution Property has managed over 20 million square feet of predominantly office, retail, residential and mixed-use sectors across the UK and Europe.

3.4 To support the diverse nature of SMEs in London’s economy, Resolution Property seek to continually invest in their property portfolio to ensure they are delivering office space at an appropriate scale to meet demand. The applicant is seeking to invest in the area and is committed to developing out the scheme if consented.

3.5 The Royal Borough of Kensington and Chelsea is considered an attractive borough in London as an office location, reflected in 2013’s availability levels at just 3.4%, compared to the West End’s 3.6%. There is a demand for 50,000 sqm of office space by 2031. The Site currently provides 5,430 sqm (GIA) of commercial space, with the scheme proposing an increase to 8,775 sqm (GIA), 10,047 sqm (GIA) when including associated ancillary areas which is nearly double.

Residential Provision

3.6 The development proposals aim to deliver a range and mix of unit types and sizes across tenures, all of which will provide a high quality residential environment. Table 3.2 below includes details of the proposed residential accommodation. Further information regarding the financial circumstances of the development is presented in the accompanying Viability Report.

Table 3.2 - Proposed Residential Accommodation

<table>
<thead>
<tr>
<th>Unit Type</th>
<th>Homes</th>
<th>Total (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 bed</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td>2 bed</td>
<td>14</td>
<td>56</td>
</tr>
<tr>
<td>3 bed</td>
<td>7</td>
<td>28</td>
</tr>
<tr>
<td>Total</td>
<td>25</td>
<td>100</td>
</tr>
</tbody>
</table>
Design

3.7 The proposals seek to create an office-led mixed use development of exemplary quality, reflective of its context in the Kensal Employment Zone. The concept of the Development aims to produce an architecture that draws inspiration and reinvents the existing eclectic industrial form to capture and conjure up a memory of place.

3.8 It comprises one building with 3 distinct sections ranging from 5 - 7 storeys. The scheme provides a solid and robust commercial podium that relates to the general massing of the neighbouring buildings and above that, a set-back and heavily articulated, vertically expressive architecture to create a residential ‘village’ with a distinct and clear separation of form & materials between the two elements. The main cladding material for the proposed buildings is a mixture of brick, glazing and zinc cladding. All buildings incorporate an industrial feel.

3.9 Another primary aim of the proposed scheme is to create a sense of place through the linking of the existing Saga Centre underpass and courtyard with the yard behind the Old Gramophone Works to create a new public realm surrounding the buildings. The introduction of a café along the canal towpath will encourage the public, workers and residents alike to utilise this space to provide much needed activity.

Consultation

3.10 A public exhibition was held on site on 4th November 2015 and the Statement of Community Involvement which accompanies this application provides further details. Feedback from the consultation was largely positive with significant levels of support shown for the principle of the redevelopment and the accompanying public realm improvements, as well as the increased provision of workspace and improved access to the canal side.
4. PLANNING POLICY FRAMEWORK

4.1 This purpose of this section is to identify the national, regional and local planning policy context relevant to the determination of the application for the Development, and against which the proposals have had regard to during the design development stages.

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

4.3 The adopted Development Plan for the Site comprises the London Plan 2015 (Consolidated with Alterations since 2011) and the Royal Borough of Kensington and Chelsea (RBKC) Local Plan. Together these documents provide spatial policies, development management policies and site allocations to guide and manage development in the Borough. There is also a range of topic related Supplementary Planning Documents and Guidance prepared by the GLA and RBKC that is referred to where appropriate.

National Planning Policy and Guidance

4.4 The National Planning Policy Framework (NPPF), published 27 March 2012, sets out Central Government planning policies for England and how these are expected to be applied. It is supported by National Planning Policy Guidance (NPPG), launched as an online resource on 6th March 2014, which seeks to provide further detail, clarification and guidance on national policy contained within the NPPF. The NPPG brings together and updates the previous raft of PPG documents into one online resource.

4.5 The NPPF sets out a presumption in favour of sustainable development (Para 14). This means that development which is sustainable should be approved without delay (Para 15). The guidance is referred to within the accompanying supporting application documents where relevant and appropriate.

4.6 The NPPF also states the importance of identifying opportunities for business growth in particular areas (Para 160). Furthermore, the NPPF emphasises the need for the encouragement of mixed-use developments (Para 37) and the need for a wide choice of high quality homes (Para 47).
Regional Planning Policy and Guidance

4.7 The London Plan, recently updated in March 2015, is the spatial development strategy for Greater London and is consolidated with all alterations since 2011. The London Plan is an expression of national policy, tailored to meet London’s specialist planning priorities.

4.8 To improve London’s competitiveness on a global scale, as well as addressing the wider objectives of the London Plan including enhancing the City’s varied attractions for businesses of all types and sizes, Policy 4.2 (Offices) states the Mayor and London Boroughs will strive to support mixed use developments and the redevelopment of office provision.

4.9 Further policies also highlight the focus on retaining London’s position as a global economy. Policy 2.1 (London in its global, European and United Kingdom context) aims to ensure London’s role globally for business, innovation and creative, with the development of London supporting the economic development of both Europe and the United Kingdom.

4.10 The forecasted population growth in London is significantly exceeding previously anticipated levels and the London Plan states that the only prudent course of action is to plan for continued growth. It states that London is in need of more homes in order to promote opportunity and choice for all Londoners.

4.11 Policy 3.3 (Increasing Housing Supply) focuses on the importance of Borough’s seeking to achieve, and possibly exceed their respective minimum average housing targets. For the Royal Borough of Kensington and Chelsea, the annual housing target is 733 homes, with 7,330 expected to be built by 2025.

4.12 Policy 3.4 (Optimising Housing Potential) and Policy 3.5 (Quality and Design of Housing Developments) reinforces the importance of homes reflecting their surrounding context and character.

Local Planning Policy

4.13 The RBKC Consolidated Local Plan comprises the Extant Policies from the UDP (2002), and the adopted Proposals Map (2010). A list of the relevant local planning policies is attached at Appendix 2.
Planning Policy Designations

London Plan Designations

4.14 The site falls within the Kensal Canalside Opportunity Area, which has been identified as an area with significant capacity for new homes and jobs, due to its existing and potentially improved public transport accessibility.

4.15 Kensal Canalside Opportunity Area has been identified as having potential for significant potential for development and regeneration in north Kensington. Between 2009 and 2031, the indicative employment capacity has been estimated to be 2,000, and the minimum number of potential homes 3,500.

Local Plan Designations

4.16 The site has the following designations:

- Kensal Employment Zone; and
- Kensal Canalside Opportunity Area
- Site of Nature Conservation Importance (Grand Union Canal)
5. **SITE SUITABILITY AND USE**

5.1 This Section assesses the principle of redevelopment and the suitability of the proposed commercial and residential use.

**Priorities for Growth and Sustainable Development**

5.2 The NPPF seeks to proactively drive and support sustainable economic development to deliver the homes and business units that the country needs by encouraging the effective use of previously developed land and by promoting mixed use development (Para 17).

5.3 The regional objectives for growth are explicitly set out within the updated version of the London Plan (March 2015) which seek to:

- Promote the growth of a sustainable and diverse economy across all of London, through the provision of suitable and sufficient workspaces for a range of businesses in terms of size and type.
- Promote London as a suitable location for European and other international businesses (Policy 4.1).
- Increase housing supply and realise brownfield housing capacity (Policy 3.3)
- Optimise housing output (Policy 3.4).
- Promote mixed and balanced communities (Policy 3.10).
- Support high density development relative to accessibility and public transport capacity (Policy 6.1).

5.4 The Mayor encourages the renewal and modernisation of the office stock in viable locations in both inner and outer London and urges boroughs to manage changes of surplus office space to other uses, providing overall capacity is sustained to meet London’s long-term office needs.

5.5 The Site is located within the Kensal Canalside Opportunity Area and is therefore an area which is required to accommodate a substantial number of new jobs and homes with London Plan policy seeking to maximise potential. Accordingly, the Kensal Canalside Opportunity Area is allocated as needing to provide a minimum of 3,500 new homes and has an indicative employment capacity of 2,000.
5.6 The London Plan states that Boroughs should seek to achieve and exceed the minimum annual average housing target, augmented with additional housing capacity to reduce the gap between local and strategic housing need and supply. In this regard, town centres, opportunity and intensification areas, and other large sites are expected to provide a significant increment to the housing supply.

5.7 The minimum annual net housing target for the Royal Borough of Kensington and Chelsea is 1,264 homes.

**Local Objectives for Development**

5.8 The Core Strategy aims to deliver the London Plan’s growth agenda and housing targets with the promotion of regeneration and environmental sustainability in the Kensal area (Policy CP 5). In addition, Policy CP 2 (North Kensington) focuses on encouraging regeneration and development in North Kensington, where the Site is located. Core Policy 1 (Quanta of Development) shapes the Council’s aims to provide a minimum net additional 585 dwellings per annum and 60,000 sqm of office floorspace by 2028.

5.9 The proposal responds to the Local Plan’s overarching vision for the Borough over the next 20 years, by providing increased levels of office space and numbers of residential units. Vision CV1 states that by 2028 North Kensington regeneration will provide up to 3,000 new homes, whilst enhancing the Borough’s national and international reputation with the provision of offices focused on attracting businesses in the creative industry.

5.10 The Site’s mixed-use development supports the CV5 Vision for Kensal in 2028 which suggests that the area will be a high density, mixed-use area. Specifically, sites along the canal will be maximised with over 2,500 dwellings, offices and a range of community facilities. There is an aspiration for development in the employment zone to fulfil its function as a valuable asset for small and medium industries, particularly the cultural and creative industries. The proposal through its provision of adaptable and flexible workspaces for SME’s with unique spaces such as a recording studio and event space seeks to target media and tech focused businesses to support the potential to retain existing businesses in the area.
5.11 The proposed scheme accords with Policy CO 2 (Strategic objective for Fostering Vitality) due to its mixed use nature, fulfilling the objective’s aim of enhancing the Borough’s residential mix whilst encouraging a variety of cultural, creative and commercial uses.

**Principle of the Development**

5.12 This Site is situated in the Kensal Employment Zone which seeks to ensure that there is a range of business premises to allow local businesses to grow and thrive. Under Policy CF 5, proposals should promote:

- The protection of existing employment uses ensuring that there is no net loss of floorspace; and
- Small flexible businesses and workshops capable of accommodating a range of unit sizes.

5.13 In accordance with the policy objectives for the area, the applicant is seeking the delivery of an enhanced quantum and quality of employment floorspace that will suit the needs of small business aimed at the creative industries and greatly benefit the local area. The spaces will be flexible and adaptable to meet changing business needs.

5.14 The redevelopment proposals fully comply with the ambitions for the Kensal area to create a new mixed use community, complementing and enhancing the existing mixed use function of the area. The proposals will encourage much needed activation along Kensal Road and the canalside and has the potential to deliver a vibrant ‘employment hub’ given the critical mass of the desired type of office space proposed.

5.15 Whilst it is acknowledged that residential uses are generally resisted in Employment Zones, it is noted that the underlining policy objective is to ensure that the function and character of the employment area is not undermined or compromised by the introduction of other uses. The policy does not state that residential uses are ‘unacceptable’, as demonstrated by other schemes comprising residential uses that have been consented in the Employment Zone.

5.16 Given the highly mixed use nature of the surrounding area and presence of an existing residential community within the Employment Zone, it is considered that the
provision of some ancillary residential development that remains secondary to the employment hub would complement the existing mixed-use character of the zone and complement its function by bringing life and vibrancy after office hours. The introduction of 25 residential uses would certainly not undermine the character and function of the Kensal Employment Zone and would therefore meet the test of this policy.

5.17 The Council has advised that the ‘minimum necessary’ amount of residential use should only be considered acceptable, to be determined by a Viability Assessment. This approach of using viability as a means of setting the quantum of housing could inadvertently restrict the development potential of sites which is not in accordance with planning policy, particularly within Opportunity Areas such as this. However, the Viability Assessment submitted with the scheme successfully demonstrates that the proposed quantum of residential is absolutely necessary to deliver the significant uplift in office floorspace on-site and therefore the residential development is purely an enabling use. This has been agreed with officers at the pre-application stage.

5.18 In summary, the principle of this sustainable development is wholly supported by national, regional and local planning policy.

Employment Space Provision

5.19 The scheme seeks to deliver 8,775 sqm (GIA) of commercial floorspace with a focus on provision for small and medium sized local businesses as encouraged by Policy CP 5 and CF 5. This will result in an increase of 4,002 sqm (GIA) of commercial floorspace in comparison to the existing amount available on-site. Overall, the proposal will deliver a 76% uplift in employment generating floorspace, which represents a significant benefit.

5.20 The ongoing transformation of the office environment is seen primarily as a shift from a controlled space characterised by hierarchy, corporate values and formal materials to a more adaptable, informal space predicated to the needs and activities of the worker. Work is less structured around predictable careers or ‘jobs for life’ and a new generation seek the freedoms and empowerment of freelancers whether self-employed or not. In turn the physical boundaries between home, work and leisure spaces have dissolved allowing activities once exclusively housed in one space to be carried out in others. The proposal responds to these changes through a design that
fosters a new culture of the workspace - one that is informal, textured, comfortable, complex and varying. The design seeks to offer a plethora of spaces to accommodate the increasingly wide spectrum of activities that could now be defined as ‘work’ and provide an aesthetic language that embodies these new values.

5.21 Due to the much higher employment ratios for the type of office space that is being provided (at 1 employee per 8 sqm), it is estimated that the scheme when completed could cater for over 800 jobs based on a NIA of 6,454 sqm.

5.22 The proposal will deliver a range of unit types and sizes to suit a wide range of local businesses and are designed to be flexible and adaptable so that the building can respond positively to changing circumstances of individual businesses and employment market demands. This type of employment offer is not found in many places within the Royal Borough, meaning that this would be seen as a flagship development that could be a catalyst for further employment and investment opportunities within the Kensal Road area and Employment Zone.

5.23 The redevelopment and provision of office space that the scheme provides reflects Policy CP 5 (Kensal), which states that the Council aims to encourage future regeneration of Kensal by insisting developments positively contribute to the regeneration of the area whilst resisting those which undermine the role of the employment zone. The retention of the iconic Saga Centre and the use of the site as predominantly office-led supports Policy CP 3 (Places), which describes the Council’s aspirations to protect, promote and enhance local distinctiveness and economic success within the borough.

5.24 The scheme’s focus on the retention of the creative-based business tenants that currently occupy the Site supports Policy CF 6, which promotes the cultural and creative industry work-spaces.

5.25 The proposal is therefore entirely in accordance with the relevant national, regional and local planning policies and guidance and would be of invaluable benefit to the Royal Borough.
**Housing Provision**

5.26 The provision of a modest quantum of residential development within an employment-led mixed use proposal would both deliver much needed new homes and assist in optimising the employment potential of the site in accordance with policies CH1 and CH5.

**Residential Mix**

5.27 Of the residential units provided, the majority of units are 2 beds (56%). To ensure a mixed and balanced community, a generous amount of 3 bed units are also provided (28%) as well as a smaller proportion of 1 beds (16%) to cater for a variety of residents (see Table 3.2).

**Affordable Housing**

5.28 The adopted London Plan states that the maximum reasonable amount of affordable housing should be sought (Policies 3.12) and in negotiating affordable housing, LPA’s should have regard to the need to encourage rather than restrain residential development (Policy 3.3) and create mixed balanced communities (Policy 3.9).

5.29 Local policy CH2 (k) requires that affordable housing units should be provided on site. Policy CH2 (p) states that the Council’s expectation is that 50% of the gross external floorspace (over the 800 sq m threshold) should be affordable housing. Where this level cannot be provided, the maximum reasonable amount is normally required to be delivered, demonstrated through a viability assessment.

5.30 It has been agreed with officers during pre-application discussions that no affordable housing would be required in this instance as the proposed housing is coming forward in an enabling capacity only for the employment-led development. The housing will be maximising the quality and quantity of the office space being delivered.

5.31 Three scenarios were tested regarding the provision of affordable housing on site: across the site at 10%, in the Saga Centre only and a policy compliant quantum in the Saga Centre and Old Gramophone Works. A viability assessment has been undertaken and concludes that the scheme cannot support any affordable housing. This is a consequence of delivering a significant quantum of employment floorspace.
Residential Quality

5.32 The Development will deliver high quality new homes of an exemplar standard.

5.33 All units will significantly exceed the minimum flats sizes set out in the London Plan and will include the provision of 10% Wheelchair Accessible Homes and compliance with Secure by Design Standards, as supported by Policy CH 2 (Housing Diversity).

5.34 All of the units will have their own private balcony and have access to communal amenity space, with some units having access to a generous roof-top terrace area. All units within the Development be at minimum double aspect (48%; 12 units), with 11 units triple aspect (44%) and 2 units quadruple aspect (8%). All units have a high level of privacy due to the articulated façade, with all living rooms north, west or east to avoid overlooking to any adjacent properties.

5.35 The Development has been tested against BRE Guidelines on sunlight, daylight, privacy and amenity matters. A comprehensive assessment is provided within the supporting Daylight and Sunlight Report which accompanies the application and a summary is provided in Section 8 of this Statement.

5.36 In summary, the Development accords with applicable and comparable planning policy and standards and guidance, and in particular, the London Plan (Policies 3.5 & 3.8), and the Local Plan (Policy CH2).

Density

5.37 In line with the CV 6 Vision for Kensal in 2028, the Scheme helps to deliver a density that optimises the capacity of the site in accordance with land use demands and through being responsive to its local context.

5.38 The Site is located within a ‘Central’ area of high transport accessibility (PTAL ratings of 4 to 6) and within an Opportunity Area where residential and non-residential outputs should be maximised.

5.39 Table 3.2 of the London Plan (2015) sets out appropriate density ranges for development in such locations, advising that 650 - 1100 habitable rooms per hectare and 140 – 290 units per hectare is an acceptable range for schemes where there are more than 3 habitable rooms per unit on average. As a result of the high proportion of
employment floorspace within the scheme, the residential density is very low at 83 dwellings per hectare.

5.40 However, the employment density of the scheme has been maximised in accordance with the objectives of the Employment Zone policy and is therefore considered appropriate.
6. **DESIGN MATTERS**

6.1 This Section should be read in conjunction with a number of supporting application documents including the application drawings, Design and Access Statement (DAS) and the Heritage, Townscape and Visual Impact Assessment (HTVIA).

**Design Principles**

6.2 Achieving high quality design is an overarching planning policy objective. The importance of achieving a vibrant mixed-use development that will set a benchmark in quality of design and sustainability has been a key element of the design principles for the Development.

6.3 The Development has been subject of extensive pre-application discussions with RBKC and has been positively reviewed on two separate occasions by the Architectural Appraisal Panel (AAP).

6.4 There are a number of fundamental design principles that underpin the Development which are described in detail within the Design and Access Statement and are summarised below:

- Creates an identity for the Development that is unique, but appropriate for the area and its uses.
- Establish a clear system of private and public spaces, linkages and movement creating visual & physical connections through the Site that will create active, populated spaces and a unique sense of place.
- Produce an architecture that draws inspiration and reinvents the existing eclectic industrial form to capture and conjure up a memory of place.
- Create a solid, robust commercial podium that relates to the general massing of the neighbouring buildings. Above that, a set-back and heavily articulated, vertically expressive architecture that will house the residential ‘village’ to create a distinct and clear separation of form & materials between the two elements.
- Deliver office space of the highest quality designed to meet the demands of the modern workplace and create a vibrant employment hub.
**Townscape and Heritage**

6.5 The proposal to retain, enhance and reinvent the existing Saga Centre as employment premises will provide a strong front door to the development and bring a sense of eclectic character, history and local distinctiveness.

6.6 The design aims to ‘reinvent’ its industrial heritage, whilst at the same time continuing its contribution to the Kensal Employment Zone, and emphasise its long association with the record industry through public art and the provision of appropriate office facilities. This is in accordance with Strategic Objective CO 2, which focuses on enhancing the Borough’s cultural, creative and commercial uses and Policies CL 1 and CL2 focusing on context, character and design quality.

6.7 The Site is not in a London Strategic Viewing Corridor, but is situated within TCA 1: Kensal Road Character Area, which has been assessed to be of Low sensitivity.

6.8 A Heritage, Townscape and Visual Impact Assessment has been carried out which concludes that ultimately the proposed scheme will benefit the Site and its surrounding area. The new buildings would be set back progressively as the height increases, reducing any impact from the increased massing, in accordance with the Local Plan Policy CL12.

6.9 The Development has had particular regard to the setting of the adjacent listed buildings which is explained in more detail within the DAS and HTVIA. It retains a brick exterior to reflect the Site’s industrial heritage and follows the footprint of the original buildings.

**Public Realm, Open Space and Amenity Space**

6.10 The landscape and public realm proposals are set out within the Design and Access Statement at Appendix 1.

6.11 The enhancement of the existing internal courtyard and mews arrangements, alongside the provision of the new public access link to the Grand Union Canal and the higher quality public realm along the towpath all contribute positively to the surrounding landscape and will create a unique sense of place that can be enjoyed both during and after office hours.
6.12 The Mayor’s Housing SPG outlines that a minimum of 5 sqm of private outdoor space should be provided for 1-2 person dwellings and an extra 1 sqm should be provided for each additional occupant, which are standards that the development will significantly exceed through the provision of balconies for both the offices facing the canal and for residents through the provision of both private balconies and communal terraces.

6.13 The provision of the new public access point to the Canal towpath will provide residents and office workers alike with the ability to enjoy a unique setting along the waterfront.

Basements

6.14 Both the Old Gramophone Works and the Saga Centre are built over existing basements. All alterations and extensions to these existing basements will be fully compliant with Policy CL 7 of the Local Plan. The basement will extend underneath the newly created mews. No mature trees are proposed as part of the landscape design and it has therefore been agreed with officers that a 1 metre soil depth is not necessary in this instance. Further details of the basement constructions works are included in the Construction Method Statement.
7. TRANSPORT AND MOVEMENT

7.1 This section assesses the key transport aspects of the proposal and should be read in conjunction with the Transport Assessment (TA) prepared by Watermans which is submitted in support of the application.

7.2 At all levels within the planning policy framework there is a strong presumption in favour of reducing the need to travel, particularly by private car, and encouraging more sustainable modes of transport, this has been the approach adopted by the Development. The site has a PTAL level of 4 (good) although it closely borders a level 5 area (very good).

7.3 Section 5 of the TA provides a detailed assessment of relevant planning policy for transport and highways. In summary, the analysis of the expected modal split of the Site has indicated that the predominant modes of travel will be via public transport and walking, and that the expected uplift in persons would not significantly affect the local public transport network. It concludes that the Development can be accommodated without detriment to vehicular flows and road safety on the surrounding highway network.

7.4 The submitted Travel Plans provide a framework for delivering the vision for sustainable travel in and around the Site and identifies the potential measures that may be introduced to promote alternative means of travel other than by private car such as walking, cycling and public transport in accordance with national policy.

Car Parking

7.5 The Development includes the provision of 3 car parking spaces for disabled users. This will be a significant reduction on parking facilities currently available on site (17 spaces) leading to fewer vehicle movements which will be of benefit to the local highway network. The scheme also supports Strategic Objective CO 7 which aims to contribute to the mitigation of, and adaptation to, climate change, and the reduction of carbon dioxide emissions through fewer car journeys, whilst improving air and noise quality within the Borough.
7.6 The disabled bays will be allocated to those residents entitled to use a Blue Badge. It is acknowledged that residents of the development will be restricted from applying for Residents' Parking Permits in the local area.

7.7 If there are less than 3 Blue Badge holders living or working in the development who want to use a space, the parking spaces could be temporarily allocated on a first come first served basis. This proposed arrangement could be secured by a Parking Management Plan to be required by a planning condition.

**Cycle Parking**

7.8 The provision of 165 cycle spaces on site supports the Council’s policy on improving alternatives to car use (Policy CT1) and is in accordance with the London Plan (2015) standards. 50 of these will be for the residential use, 104 spaces will be for office users and 11 for visitors to the Site. Shower and changing facilities are also provided.

**Servicing and Refuse Collection**

7.9 The existing Saga Centre is serviced from Kensal Road at various points along the road for deliveries and refuse collection at present, as evidenced by the Transport Assessment. The area outside the Saga Centre is not designated as a formal loading bay but with no loading restrictions at this location supported by single yellow lines across the site frontage, on-street servicing naturally occurs and on a regular basis. The internal courtyard adjacent to the Saga Centre can currently be accessed by servicing vehicles.

7.10 It is understood that the Old Gramophone Works which accommodates a B8 storage use generates the need for large delivery vehicles. The existing building is primarily serviced on-street from Adela Street. The existing vehicle yard is owned by the applicant but leased to the neighbouring occupiers at 316 – 324 Kensal Road who operate a courier business. As a result, there is a significant numbers of delivery vehicles occupying this area at all times of the day which are well in excess of the 10 designated car parking spaces provided.

7.11 The servicing arrangements for the new development are proposed to be significantly enhanced and rationalised. Servicing will be primarily undertaken from the designated off-street servicing bay provided within the shared surface courtyard.
accessed from Adela Street. It is envisaged that there will be some secondary servicing occurring on-street along the northern side of Kensal Road adjacent to the Saga Centre entrance and passageway.

7.12 For the commercial elements of the development, the Saga Centre is expected to be predominantly serviced from the northern side of Kensal Road given its proximity to the entrance to this building, similar to the existing arrangement. The new office development at the Old Gramophone Works will be serviced from the eastern side of the site via the designated off-street servicing bay. An appropriate booking schedule will be in use for this bay and future occupiers of the commercial element of the scheme will be required to use this as per the terms of their individual leases.

7.13 The residential units will have very limited servicing requirements, with only the occasional delivery (estimated to be 6 per day) plus a weekly refuse collection. The majority of the residential deliveries will be undertaken from Adela Street via the off-street designated servicing bay allowing deliveries close to the residential cores that are accessed from the communal courtyard.

7.14 Separate refuse stores will be provided for the residential and commercial units which will be collected by the on-site management team and taken to the correct stores for easy collection by the refuse contractors. Refuse can be collected from a point on Kensal Road adjacent to the Saga Centre entrance (as this currently occurs with the existing properties) and from Adela Street servicing area. It is envisaged that both of these locations will be required, although the predominant use will be from Adela Street servicing area. It is anticipated that the refuse will be collected before the morning peak hour (i.e. prior to 7am).

7.15 In summary, it is considered that the proposed transport, access, parking and servicing arrangements are fully in accordance with national and regional policy objectives and local policies CT1 and CR7.
8. **ENVIRONMENTAL CONSIDERATIONS**

8.1 The following sections cover the key environmental impacts of the development. The impacts are measured against relevant adopted and emerging policy.

**Energy and Sustainability**

8.2 The Energy and Sustainability Statement submitted with the application prepared by Atelier Ten provides a detailed assessment of the proposals and refers to the relevant national, regional and local planning policy requirements and objectives.

8.3 The new building is designed to reduce carbon emissions, based on the London Plan energy hierarchy of Be Lean, Be Clean, and Be Green.

8.4 A 200 m² photovoltaic (PV) array will cover most of the available non-shaded roof surfaces. It is estimated that the PV panels alone will reduce the total carbon emissions of the development by 6.7% compared to the Part L 2013 compliant baseline.

8.5 The proposed closed-loop vertical boreholes ground source heat pump (GSHP) system, with an output of 610kW, will cover the full building heating and cooling load and part of the domestic hot water demand. It is estimated that this system can reduce 10.4% of the development's total carbon emissions compared to the Part L 2013 compliant baseline.

8.6 The installation of ground source heat pumps and photovoltaics together is able to reduce the annual regulated CO₂ emissions by an estimated 17.1% compared to the Part L 2013 compliant baseline.

8.7 It is estimated that the proposed energy strategy for the development is able to achieve an overall 36.9% carbon emissions reduction compared to Part L 2013 compliant baseline which is in excess of the 35% London Plan target.

8.8 Capped-off pipe connection points and space allowance will be provided for heat exchangers in the basement plantroom for connection to a potential future District Heating Network (DHN). The proposed building services are compatible to connect directly to a DHN once this becomes available.
The design team has adopted a BREEAM “Very Good” target for the new and refurbished non-domestic parts of the development and Code for Sustainable Code (CSH) Level 4 (or equivalent) as target for the domestic accommodation in line with Local Plan policies.

A Sustainable Urban Drainage system (SUDs) is proposed for the development. The Surface Water Management Plan submitted with the application considers the SUDS hierarchy and as a result, attenuation is found to be the most feasible option for this type of development, providing 155m³ at basement level.

A pre-development enquiry response from Thames Water confirmed that there is sufficient capacity in their sewer to receive foul water flows from the development site. Surface Water from the site will be discharged into the public sewer as the option to discharge into the watercourse or via a soakaway device are not safe or feasible.

It has been demonstrated that the Site seeks to make the fullest contribution to minimising carbon dioxide emissions and incorporating sustainability measures and therefore accords with planning policy.

**Daylight and Sunlight**

Daylight, sunlight and overshadowing assessments of the development have been carried out in accordance with the BRE Guidelines by Point 2 Surveyors and their findings are set out in detail within the accompanying Daylight and Sunlight Report.

The Development is proposed to be progressed in a manner which is in keeping with similar emerging regeneration schemes in the area and will inevitably result in alterations to the daylight and sunlight amenity of some of the existing surrounding properties which derogate from BRE guidance. The BRE Guidelines are predicated upon amenity levels within a sub-urban environment. For this reason the Guidelines themselves suggest that they be viewed flexibly when being applied to developments in more urban locations such as the Site.

The effect of the Proposed Development has been assessed in both an existing v proposed and cumulative v proposed, which assumes the prior construction of the 316-324 Kensal Road submission scheme.
The analysis results show that, whilst the proposed Development will cause some alterations to the daylight and sunlight amenity of the surrounding residential properties which are beyond those recommended by the BRE, many of these are as a result of low baseline values caused by the properties’ inherent architectural features such as balconies and unusual window design. The retained amenity values are considered to be commensurate with those in residential properties in similar urban locations.

Should the 316-324 Kensal Road submission scheme be built prior to the proposed Development, the analysis shows that, whilst the windows within a few of the properties will experience some small additional alteration in their levels of sky visibility, these VSC alterations would not materially affect the overall levels of amenity within the rooms served by those windows. The levels of daylight amenity within the residential units within the proposed Development will all be fully BRE and British Standards compliant.

**Noise**

An acoustic assessment has been undertaken by Sharps Redmore which has concluded that with the recommended glazing performances, the internal noise criteria would be achieved and complies with BS 8233:2014. Early advice has been provided in regards to the dividing partitions between the residential dwellings and commercial units by specifying appropriate sound insulation performance criteria in response to a request from the Environmental Health Officer at the pre-application stage.

Compliance with the proposed mechanical services plant noise condition will ensure that noise from externally sited mechanical services plant and equipment in the plant room and meet the acoustic requirements. It is considered at this early stage of planning that a compliant design can be implemented onsite that would satisfy both current policies and recommended design criteria.

Overall, the proposed development is considered to be acceptable in terms of noise and therefore complies with the relevant planning policies, namely London Plan Policy 7.5 and Core Strategy Policy CE 6.
**Air Quality**

8.21 The proposed Development is located within an Air Quality Management Area (AQMA). The site suitability assessment has shown that there are no exceedences of the long or short-term objectives for NO2, PM10 or PM2.5 at proposed sensitive receptors within the proposed Development site. The site is therefore considered suitable for intended use.

8.22 The results of the Air Quality Neutral Assessment show that overall, the proposed scheme is air quality neutral for transport and building emissions when compared with emission benchmarks.

8.23 The proposed Development has considered the proposed boilers emission limits to meet those in the GLA’s SPG for Sustainable Design and Construction.

8.24 The overall impact of the proposed development on local air quality is considered negligible.

8.25 The construction phase dust risk assessment showed that with no mitigation, there is a low to medium risk of impacts on amenity and health from emissions of dust during four phases of the construction work considered, namely demolition, earthworks, construction and trackout. The effects of the construction phase activities are predicted to be negligible.

8.26 In summary, the assessment demonstrates that the development would be suitable for its proposed residential use in air quality terms and be air quality neutral in accordance with London Plan policy 7.14. The development would also accord with London Plan Policies 3.2 and 5.3, Core Strategy Policy CE 5 and the Air Quality SPD (2009) from the Local Development Framework.

**Archaeology**

8.27 The Archaeological Desk Based Assessment was carried out to identify the Site’s archaeological potential and to consider the development’s potential impact on buried remains.

8.28 The Site does not lie within a Designated Archaeological Area as defined in Schedule Ancient Monuments & Archaeological Areas Act 1979 or a Designated...
Archaeological Area as defined by the Royal Borough of Kensington and Chelsea. In addition, the Site does not contain any Scheduled Ancient Monuments.

8.29 Assessment of the Site’s geology, topography and known archaeology within the study area suggests that there is a low potential for existence of significant archaeology.

8.30 No further archaeological investigations are required for the Site.

**Biodiversity and Ecology**

8.31 An ecological and biodiversity assessment has been submitted with the application which concludes that the Site is of negligible ecological value, as it comprises mainly of building and hard standing with a limited semi-natural habitat.

8.32 Due to the Site’s close proximity to the Grand Union Canal, appropriate control measures should be put in place to avoid potential impacts on the canal.

8.33 The proposed development is therefore considered to adhere to the relevant adopted national, regional and local policy, namely London Plan Policies 7.19 and 7.21, Core Strategy Policy SC4 and the London ‘Local Biodiversity Action Plan’ (LBAP).

8.34 The Landscape Report accompanying this application provides further detail into the general landscaping strategy of the propose development, as well as the Contractor responsibilities as mentioned in the BREEAM Ecology report.

**Land Contamination**

8.35 A Preliminary Environmental Risk Assessment for ground contamination has been undertaken by Waterman Infrastructure & Environment Limited. The potential pollutant linkages were identified for the Site using a Preliminary Conceptual Model and it is concluded that given the proposed end use for commercial and residential purposes, the overall risk rating without mitigation is assessed as Medium.

8.36 It recommends that post-determination, an intrusive Site Investigation should be undertaken and then used to prepare a Generic Quantitative Risk Assessment. It states that a Construction Environmental Management Plan (CEMP) should be
prepared detailing mitigation measures to reduce fugitive emissions during the construction works.

8.37 A Phase 2 Geoenvironmental Investigation was also carried out in order to establish the condition of the ground on Site and to provide recommendations in regards to foundation design and other relevant geoenvironmental matters for the proposed scheme.

8.38 Three boreholes and four trial pits were carried out, alongside a programme of both on Site and laboratory testing. These investigations concluded that piled foundations are considered the most appropriate approach for the scheme. Further information is provided in the accompanying Phase 2 Geoenvironmental Investigation report which is appended to the Construction Management Plan.
9. **PLANNING OBLIGATIONS**

9.1 In respect of the negotiation of planning obligations associated with development, Regulation 122 (2) of the Community Infrastructure Levy Regulations states that: “A planning obligation may only constitute a reason for granting planning permission for the development if the obligation is—

   a) Necessary to make the development acceptable in planning terms;
   b) Directly related to the development; and
   c) Fairly and reasonably related in scale and kind to the development.”

9.2 Paragraph 204 of the NPPF states that planning obligations should only be sought where they meet all of the tests outlined in Regulation 122 of the Community Infrastructure Regulations, as set out above.

9.3 It is anticipated that an appropriate package of Section 106 contributions, which will be subject to viability, will continue to be discussed with officers following submission of the planning application, in accordance with Policy C1.

9.4 The Mayoral CIL has been calculated as £409,150 and RBKC Borough CIL has been calculated as £348,040, totalling £757,190. The CIL Calculator is included with the submission.

**Draft S.106 Heads of Terms**

9.5 The Draft Heads of Terms are included below as agreed with RBKC at the pre-application stage:

1. Improvements to footway on Adela Street by removing redundant vehicle access points and the re-instatement of the continuous footway;
2. Provision of ramped access route through the site linking the canal to Kensal Road to be accessible to the public all the time;
3. Agreement that no future occupiers of the residential units would be eligible to apply for a resident’s parking permit;
5. Construction Training contribution.
9.6 For the preparation, negotiation and completion of the S.106 Agreement an undertaking to reimburse the reasonable legal fees properly incurred by the RBKC has been submitted with the application as requested.
10. CONCLUSIONS

10.1 The application seeks permission for an office-led mixed use development of exemplary design quality which will nearly double the quantum of employment space on the Site, creating a vibrant employment hub which integrates new areas of public open space, new public access to the Grand Union Canal and includes 25 high quality residential apartments.

10.2 The Development will provide a unique opportunity for small and medium sized enterprises (SMEs) within the Employment Zone that is not commonly found within RBKC with the modern workspace aimed at the creative, tech and media industries that have been historically associated with Site, which is encouraged by Policies CP 5 and CF 5.

10.3 The scheme seeks to deliver 8,775 sqm (GIA) of commercial floorspace which will deliver a 76% uplift in employment generating floorspace, which represents a significant benefit. Due to the much higher employment ratios for the type of office space that is being provided (at 1 employee per 8 sqm), it is estimated that the scheme when completed could cater for over 800 jobs based on a NIA of 6,454 sqm.

10.4 Housing delivery has been identified as the most significant planning priority for London and the delivery of 25 new homes has enabled the maximum quantum of employment space to be delivered and it will make an important contribution to the Council’s housing targets.

10.5 The design of the scheme has been positively received by RBKC officers and Members of the AAP during pre-application discussions and it is considered that the buildings will form a distinctive and respectful piece of architecture that will enhance the local townscape and the overall character and appearance of the area, as well as reflect the Site’s industrial and music heritage.

10.6 The Development encourages more sustainable modes of transport by providing only disabled car parking and 165 cycle parking spaces in accordance with London Plan requirements. In summary, the analysis of scheme has concluded that the Development would not significantly affect the local public transport network and can be accommodated without detriment to vehicular flows and road safety on the surrounding highway network.
10.7 The Development seeks to make the fullest contribution to minimising carbon dioxide emissions and will achieve a 36.9% reduction compared to Part L 2013 compliant baseline.

10.8 The proposals for this sustainable redevelopment which are fully in accordance with the overall objectives of national, regional and local policy guidance as demonstrated in this Planning Statement will bring significant benefits to the area and should be considered favourably.
APPENDIX 1

Planning History

This application is being submitted following several planning applications for the surrounding sites.

On site

<table>
<thead>
<tr>
<th>Application number</th>
<th>Description</th>
<th>Status</th>
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<tbody>
<tr>
<td>PP/08/00426</td>
<td>Use of Unit B (vacant B1 office space) on the second floor for mixed B1 (office) and D1 (dance studio) use.</td>
<td>Validated 27.11.07, Granted 16.04.08</td>
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<tr>
<td>PP/07/01567</td>
<td>Alterations to south elevation of the rear of the building including the erection of a fire escape and landing.</td>
<td>Validated 13.06.07, Granted 03.08.07</td>
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Surrounding sites

316-324 Kensal Road

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<th>Application number</th>
<th>Description</th>
<th>Status</th>
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<tbody>
<tr>
<td>PP/15/08131</td>
<td>Demolition of two storeys Class B1 (office use) commercial property and redevelopment comprising rebuild into mixed use Class B1 (office use) commercial and residential market housing.</td>
<td>Validated 06.01.16</td>
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<tr>
<td>PP/14/08376</td>
<td>Demolition of two storeys B1 commercial property and redevelopment creating mixed use B1 commercial and residential market housing.</td>
<td>Validated 28.11.14, Withdrawn 27.02.15</td>
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### 253-259 Kensal Road

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<tbody>
<tr>
<td>PP/13/06196</td>
<td>Demolition and commercial laundry and residential buildings and erection of a part four, part five storey with basement mixed-use development comprising 3,345 sqm of flexible office, studio and workshop space (Use Class B1(a)(b)(c)) and 5,267 sqm of student accommodation in the form of 147 cluster rooms and 30 studio rooms (Use Class C2).</td>
<td>Validated 23.10.13, Granted, subject to S106 01.05.14</td>
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<tr>
<td>PP/13/01307</td>
<td>Demolition of commercial laundry and 2 residential buildings and erection of a part 4, part 5 storey with basement development comprising 367 sqm of retail use, 2965 sqm of flexible office, studio and workshop space and 189 bed student accommodation.</td>
<td>Validated 08.03.13, Refused at Appeal 11.06.13</td>
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### 321-335 Kensal Road

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<tbody>
<tr>
<td>PP/15/07513</td>
<td>Demolition of existing buildings and development of a part 9, part 8, part 6 and part 5 storey mixed use building to provide 7,177 sqm (GEA) of Class B1 office floorspace and 185 sqm (GEA) of Class A1/A3 retail/restaurant use and associated works (MAJOR APPLICATION)</td>
<td>Validated 25.11.15</td>
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<tr>
<td>PP/07/01345</td>
<td>Erection of mixed use development providing 21,776 sqm of floorspace, comprising 9,895 sqm employment floorspace (Use Class B1), 1,005 sqm retail floorspace (within Use Classes A1/A2/A3/A4), 10,876 sqm residential floorspace (equating to 145 flats) with associated parking and landscaping.</td>
<td>Validated 21.05.07, Granted, subject to S106 04.01.12</td>
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### 196-208 Kensal Road

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<tr>
<td>PP/12/02856</td>
<td>Change of use of part ground floor of Emily House and James Hill House, from B1 Office and C2 Residential Institution to D1 Non-Residential Institution, to provide a day centre.</td>
<td>Validated 02.07.12</td>
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<td>Granted, subject to S106 20.12.12</td>
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### Grand Union Centre, West Row

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<tr>
<td>PP/13/03805</td>
<td>Approval of Reserved Matters set out in Condition 3 of Outline Planning Permission PP/13/00860 (Variation of condition 4 of planning permission PP/07/01345 (Erection of mixed use development providing 21,776 sqm of floorspace, comprising 9,895sqm employment floorspace (Use Class B1), 1,005sqm retail floorspace (within Use Classes A1/A2/A3/A4), 10,876sqm residential floorspace (equating to 145 flats) with associated parking and landscaping (SITE B)</td>
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<td>Granted 10.10.13</td>
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### 275 Kensal Road

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<tr>
<td>PP/13/00369</td>
<td>Change of use of rear part of ground floor of premises from office (Use Class B1) to a 2-bedroom residential unit (Use Class C3) facilitated by refurbishment of ground floor and erection of first floor level rear extension and roof terrace.</td>
<td>Validated 15.01.13</td>
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<td></td>
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<td>Refused 12.03.13</td>
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<tr>
<td>Application number</td>
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<tr>
<td>PP/09/01388</td>
<td>Demolition of existing single storey building and part fourth storey industrial sheds; erection of two set back floors of flexible workspace (Class B1 Use) on existing Canalot building and seven storey building comprising flexible workspace (Class B1 Use) and student residential ancillary facilities on ground floor and six floors of student accommodation (Sui Generis) (5th and 6th floors set back), together with access and works incidental to the development. Units 59, 61, 63, 124-125.</td>
<td>Validated 18.03.09</td>
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# APPENDIX 2

## Schedule of Key Planning Policies

<table>
<thead>
<tr>
<th>Category</th>
<th>Consolidated Local Plan</th>
<th>London Plan</th>
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<tr>
<td>Kensal</td>
<td>CP5</td>
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<tr>
<td>General townscape</td>
<td>CL1, CL2, CL11, CL12, CR1, CR5, CE4</td>
<td>2.9, 2.18, 5.10, 7.6, 7.19</td>
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<td>Fostering vitality</td>
<td>CO2</td>
<td>7.1, 7.2, 7.5, 7.24, 7.25, 7.27, 7.30</td>
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<tr>
<td>Heritage assets</td>
<td>CL3</td>
<td>7.4, 7.8</td>
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<td>Office provision</td>
<td>CF5, CF6</td>
<td>4.1, 4.2, 4.3, 4.12</td>
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<td>Local shopping and other facilities</td>
<td>CK2, CR7, CO1, CT1, CF1</td>
<td>3.16, 4.8, 4.9</td>
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<td>Housing Provision</td>
<td>CH1, CH2, CL5, CE6</td>
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