




---

**PLANNING STATEMENT  
IN SUPPORT OF A  
PLANNING  
APPLICATION**

---

In respect of

**2-16 SOUTHAM STREET,  
LONDON, W10**

On behalf of

**UK INVESTMENTS LTD**

EX DIR	HDC	TP	CAC	AD	CLU	AO AK
R.B. K.C.	20 DEC 2004				PLANNING	
N	C	SW	SE	APP	IO	REC
HBS			ARB	FPLN	DES	FEES

CgMs Ref: JNS/5259

Date: December 2004

PP 42857

<b>CONTENTS</b>		<b>PAGE(S)</b>
1.0	INTRODUCTION	3
2.0	SITE AND SURROUNDINGS	4
3.0	PLANNING HISTORY	6
4.0	POLICY CONTEXT	7
5.0	APPRAISAL	17
6.0	CONCLUSIONS	25

## 1.0 INTRODUCTION

- 1.1 This statement accompanies the full planning application submitted on behalf of UK Investments Ltd in relation to 2-16 Southam Street, London W10.
- 1.2 The application proposes the demolition of a three-storey building comprising 16 3-storey B1 units and the erection of a replacement mixed-use 4-storey building including basement parking spaces and a roof terrace.
- 1.3 The scheme will comprise a mix of Class B1 and residential units. 8 Class B1 units would be located to the rear of the premises, backing onto the railway line, arranged over the 4-storeys. Fronting Southam Street 10 residential units are proposed. At ground and first floor level there would be 5 x 2-storey residential units (Units 1-5). Units 6 -10 are arranged over the second and third floor. Each of the units comprises a kitchen/diner, W.C., and two bedrooms both with en-suite facilities.
- 1.4 Parking provision for 11 cars are proposed at basement level accessed from Southam Street. This includes one disabled parking space, and in addition there are two delivery bays and a cycle store.
- 1.5 The report describes the site and its surroundings (Section 2), the planning history (Section 3), the planning context in terms of relevant Government guidance, the London Plan adopted February 2004 and the Royal Borough of Kensington and Chelsea Unitary Development Plan, adopted 25<sup>th</sup> May 2002.

## 2.0 SITE AND SURROUNDINGS

### The Application Site

- 2.1 The site is roughly rectangular in shape and has an area of approximately 0.08ha. It is bound to the north by Southam Street, to the east by a 3-storey public house, to the south by a railway line and the west by the grounds of No 4 Southam Street.
- 2.2 The site currently comprises 16 Class B1 units. At the western end is a crossover onto Southam Street, which provides vehicular access to the rear of the site for servicing and parking.
- 2.3 The existing building comprises two storeys fronting Southam Street with a basement level. As depicted by cross-sectional drawing A170/008, due to a change in levels on the site and the mono-pitched roof which slopes from front to back, there are just two storeys at the rear, with the basement becoming the ground floor.

### The Surrounding Area

- 2.4 The immediate surrounding area around contains a mix of uses. Opposite and to the north of the site is a four storey residential block of flats, which is set back from the road by private amenity space at ground floor level.
- 2.5 To the west of the site along Adair Road, Appleford Road and beyond the land use is primarily residential. There is a mixture of storey heights ranging from 5 storeys adjacent to the site at the junction of Adair Road/Southam Street, 3/4 storeys beyond and two tower blocks, as depicted in drawing no A170/032 'Isometric 2'.
- 2.6 To the east of the site, directly adjacent, is a public house which lies on the corner of Southam Street and Golborne Road. Beyond this Golborne Road runs in a north-south direction and contains a mix of uses. To the north of the railway bridge are

retail frontages at ground floor level on both sides of the road with residential above. This area comprises numerous shops and services including pubs, restaurants, a library and a surgery. To the south of the railway bridge there are numerous other shops and services.

2.7 The majority of the remaining area is residential in character.

2.8 The site lies approximately 5 minutes walk away from Westbourne Park underground station. Regular bus services are also provided along Golborne Road, and there is a bus garage opposite Westbourne Park station.

### 3.0 PLANNING HISTORY

3.1 Planning permission was granted in 1987 for the erection of the existing building on the site comprising 16 light industrial workshops (TP/87/1817). There is no other relevant history.

## 4.0 POLICY CONTEXT

### Introduction

- 4.1 Section 54A of the Town & Country Planning Act 1990 requires that applications are to be determined in accordance with the development plan unless material considerations indicate otherwise.
- 4.2 The statutory development plan for this area is the Royal Borough of Kensington & Chelsea Unitary Development Plan (UDP), adopted 25th May 2002.
- 4.3 Prior to considering the development plan policies, I will first set out national and regional strategic policy guidance relevant to the consideration of this application.

### PPG1: General Policy & Principles (1997)

- 4.4 PPG1 sets out general guidance on planning policy. Paragraph 1 reaffirms the role of the planning system in so far as it should enable the provision of homes and buildings, investment and jobs in a way which is consistent with the principles of sustainable development.
- 4.5 Paragraph 5 states that new homes should use previously-developed areas in the most efficient way whilst making them more attractive places in which to live and work, minimising the need to travel.
- 4.6 Paragraph 7 states that regeneration and the re-use of previously-developed land are important supporting objectives for creating a sustainable pattern of development. It continues by stating that the Government is committed to:
- *concentrating development for uses which generate a large number of trips in places well served by public transport, especially in town centres, rather than in out of centre locations.*

- *preferring the development of land within urban areas, particularly on previously-developed sites, provided that this creates or maintains a good living environment*

4.7 Paragraphs 8-12 refer to mixed uses. Paragraph 8 states that mixed-use development can help create vitality and viability and reduce the need to travel. It goes on to suggest that local planning authorities should include policies in the development plan to promote and retain mixed uses particularly in town centres, in other areas highly accessible by means of transport other than the private car and in areas of major transport nodes.

4.8 Paragraph 9 states that major mixed-use developments which would attract a significant number of trips should be in locations which are well served by public transport, have adequate infrastructure and are properly integrated, in terms of land use and design, with surrounding areas.

4.9 Paragraph 11 states that in order to encourage mixed-use development, local planning authorities may need to adopt a flexible approach to planning standards, including the level of parking provision required and allowing increased densities.

4.10 Paragraph 24 states that in relation to housing, the key objectives for the location of development and the allocation of land are:

- *to ensure that the planning system identifies an adequate and continuous supply of housing land to meet future requirements which is both available and sustainable;*
- *to make effective use of land within urban areas, by allocating the maximum amount of housing to previously-developed sites within existing larger urban areas, which have access to a range of transport and other facilities, whilst protecting open space, playing fields and green spaces in cities and towns;*

4.11 Paragraphs 26 and 27 refer to the importance of town centres. Paragraph 26 states that town centres are important to the quality of life in towns and cities and play a



key role in delivering sustainable development. It states that the Government's objectives are therefore, inter alia:

- *to sustain and enhance the vitality and viability of town centres;*
- *to ensure the availability of a wide range of shops, employment services and facilities to which people have easy access by a choice of means of transport.*

**PPG3: Housing (2000)**

- 4.12 PPG3 provides guidance in relation to the provision of housing.
- 4.13 Paragraph 1 states that to promote more sustainable patterns of development and make better use of previously-developed land, the focus for additional housing should be in existing towns and cities.
- 4.14 Paragraph 2 states that local planning authorities should give priority to re-using previously-developed land whilst also creating sustainable patterns of development by exploiting accessibility to public transport, jobs, education and health facilities, shopping, leisure and local services.
- 4.15 Paragraph 11 makes reference to density and encourages the provision of housing to make efficient use of the land through more intensive development close to existing centres and public transport nodes. This paragraph also refers to parking standards and states that Councils should be more flexible in approving applications of these standards.
- 4.16 Paragraph 21 states that the Government is committed to providing more sustainable patterns of development by concentrating housing within urban areas and making more efficient use of land by maximising the re-use of previously-developed land.

- 4.17 Paragraph 47 places emphasis on the importance of seeking to exploit opportunities to locate housing developments around major nodes along good quality public transport corridors.
- 4.18 Paragraph 49 states that local authorities should promote developments which combine a mix of land uses, including housing, to not only accommodate new households but also bring new life into our towns and cities.
- 4.19 Paragraph 57 states that local planning authorities should avoid the inefficient use of land and that policies which place restrictive ceilings on the amount of housing that can be accommodated on a site should be avoided. Development should therefore seek greater intensity of development at places with good public transport accessibility such as city locations or around major nodes along good quality public transport corridors.
- 4.20 Paragraphs 59-62 refer to parking standards, and paragraph 60 states that standards for housing have become increasingly demanding and have been applied too rigidly, often as minimum standards. It continues by stating that developers should not be required to provide more car parking than they or potential occupiers might want, nor to provide off-street parking where there is no need, particularly in urban areas where public transport is available.

#### **PPG4: Industrial, Commercial Development and Small firms**

- 4.21 Paragraphs 14-19 relate to mixed-use. Paragraph 15 states that:

*It is now generally recognised that it may not be appropriate to separate industry and commerce - especially small scale developments - from the residential communities for whom they are a source of employment and services.*

### **PPG13: Transport (2001)**

4.22 The objectives of this guidance are to integrate planning and transport at national, regional, strategic and local levels. In paragraph 6 the guidance suggests that in considering planning applications, local authorities should accommodate housing principally within existing urban areas at a greater intensity of development at locations which are highly accessible by public transport, walking and cycling.

4.23 In relation to parking, paragraph 17 states that local authorities should revise their parking standards to allow for significantly lower levels of off-street parking provision, particularly for developments in locations where services are readily accessible by walking, cycling and public transport.

### **The London Plan**

4.24 The London Plan adopted in February 2004 provides the strategic framework for future development of London. The Mayor's vision which guides all the strategies in the plan is to develop London as an exemplary, sustainable world city, based on three interwoven themes:

- strong, diverse long term economic growth
- social inclusivity to give all Londoners the opportunity to share in London's future success
- fundamental improvements in London's environment and use of resources.

4.25 The plan recognises that there is considerable housing capacity in London to respond to both existing and future housing demand but more capacity can be achieved through redevelopment in applying higher densities. Boroughs should investigate additional source for housing capacity and identify further sites, applying higher densities where appropriate. Reference is made to Table 4B.1 which provides an

indication of the densities expected to be achieved for different types of developments in different locations. For a scheme of terraced houses and flats with moderate car parking provision and in areas with good accessibility the densities recommended are between 200-450 habitable rooms per hectare.

- 4.26 Reference is made to the fact that mixed-use development encourages reduction in the need to travel long distances, by including a balance of housing, employment, commercial and other community facilities in the same area. Mixed-uses can also help achieve, in terms of development, using the same space for one purpose. It contributes to vitality and safety by preventing areas becoming deserted and hostile. New development should create or enhance a mix of uses within large buildings, within the development and/or between the development and its surroundings.

*London is today experiencing phenomenal growth. This growth is without parallel in any other UK city. This rapid expansion, of population and jobs, stems from London's exceptional dynamism, attractiveness and advantages in the new era of economic globalisation. It poses unique opportunities - but also challenges - if the potential benefits are to be maximised and the city's environment, quality of life and historic character are to be preserved and improved.*

- 4.27 The plan recognises (paragraph 3A.16) that there is considerable housing capacity in London to accommodate both existing and future housing demand but that more capacity can be tapped through redevelopment and applying higher densities. The plan encourages boroughs to investigate additional sources of housing capacity and identify further sites, applying higher densities where appropriate.

- 4.28 In this context the plan continues:

*London needs to accommodate growth. This means making the best possible use of buildings and land, mixing uses at both small and large scales, and focusing development in the areas best served by public transport. Compact, intensive, mixed use development is only viable if buildings and spaces are carefully designed, both in themselves and in the way in which they integrate with and complement their surroundings.*

*The Mayor believes that the design of London's buildings and spaces is crucial to creating an exemplary sustainable world city.*

4.29 Policy 4B1 encourages the development of a compact city, and states:

*The Mayor will and Boroughs should encourage, support and require development to:*

- maximise the potential of sites*
- create or enhance the public realm*
- provide or enhance a mix of uses*
- be accessible, useable and permeable for all users*
- be sustainable, durable and adaptable*
- be safe for occupants and passers-by*
- respect local context and communities*
- are practical and legible*
- are attractive to look at and, where appropriate, inspire, excite and delight*
- respect London's built heritage*
- respect the natural environment*

4.30 The plan continues (paragraph 4B5):

*A compact city must maximise the potential of its sites. In order to absorb growth in population and jobs London must achieve more intensive development in the right places (see Policy 4B.3). It must be designed and managed to ensure long term efficient use, and in forms that are sensitive both to their own operational needs and to the surroundings. Design quality essential to this and poorly designed schemes will squander London's valuable resources and can blight the lives of users and neighbours.*

4.31 To this end Policy 4B3 (Maximising the potential of sites) states:

*The Mayor will and boroughs should ensure development proposals achieve the highest possible intensity of use compatible with local context, the design in principles in Policy 4B1 and with public transport capacity. Boroughs should develop residential and commercial density policies in their UDPs in line with this policy. Residential development should conform to the density ranges set out in Table 4B1. The Mayor will refuse permission for strategic referrals that under-use the potential of the site.*

**Royal Borough of Kensington & Chelsea Unitary Development Plan, adopted May 2002**

Site Allocations

- 4.32 The sites southern boundary, adjacent to the railway line, is shown as “Rail Safeguarding Line”. Furthermore, Golborne Road to the east of the site is shown as a “Local Distributer Road”. There are no specific allocations for the application site on the UDP Proposals Map.

Housing Policies

- 4.33 The Council’s strategic policies for housing seek to increase the dwelling stock (Policy STRAT 16) to maximize the residential capacity of the Borough in line with Strategic Guidance for London (Policy STRAT 17), to encourage new housing through the development of vacant or under-used land (Policy STRAT 18) and to seek to increase the amount and range of sizes and types of dwelling (Policy STRAT 19).
- 4.34 Policy H7 seeks, where appropriate to provide outdoor space in all new development.
- 4.35 Policy H18 seeks a mix of smaller units of one or two habitable rooms and larger units of 3 habitable rooms or more in schemes for residential development.
- 4.36 Policy H19 seeks an appropriate mix of dwellings within a scheme having regard to inter alia the physical character of the site and its setting, access to private gardens or communal garden squares for family units, the likely effect on demand for parking within the area, the surrounding composition and density of population and busy roads or railways lines nearby.

### Offices and Industry Policy

- 4.37 The Councils strategic policies in this regard include that the Council will seek to retain a range of business premises whilst giving priority to the provision of small business units, particularly small light industrial premises.
- 4.38 Policy E7 seeks to ensure that adequate provision is made for the proper storage of refuse associated with any business development.
- 4.39 Policy E8 states that the Council will resist the loss of existing general industrial uses where they have no significant adverse effect on residential amenity.
- 4.40 Policies E10 and E11 state that the Council are seeking to encourage business use proposals to provide a range of unit sizes, and encourage the provision of premises for the start-up and expansion of small businesses, particularly small light industrial businesses, in appropriate locations.
- 4.41 Policy E15 seeks the provision of light industrial premises as part of appropriate business development in North Kensington.
- 4.42 Policy E17 is seeking to normally resist the loss of light industrial uses in North Kensington.

### Transport Policies

- 4.43 Strategic Policy 23 seeks to support the reduction of road traffic movement within the metropolitan area, whilst Strategic Policy 25 aims to promote walking and to improve the pedestrian environment. The Council is also seeking to promote cycling and to provide comprehensively for cyclists (Strat 26).

- 4.44 Policy TR1 seeks to ensure that high trip-generating development is located in areas well served by public transport in conjunction with other policies of the plan.
- 4.45 Policy TR9 encourages the provision of cycle parking facilities in residential and commercial developments.
- 4.46 Policy TR35 states that new developments should be assessed on the impact they will make on public infrastructure, highways and the environment. Policy TR36 seeks to resist any development which will cause any material increase in traffic or parking, or in road congestion, cause a decrease to road safety or cause unacceptable environmental consequences.
- 4.47 Policy TR38 seeks to limit the number of off-street parking spaces provided in non-residential development to meet essential needs only, in accordance with specific standards and criteria.
- 4.48 Policy TR42 requires new residential development to include off-street parking up to the maximum standards adopted by the Council (1 space per dwelling under 5 habitable rooms and 2 spaces per dwelling over 5 habitable rooms (parking standards table 13.5.1)).



## 5.0 APPRAISAL

### Principle of Development

- 5.1 The proposal provides residential development on a sustainable site, supported by and in accordance with national, regional and local policy. It is a brownfield site, located within walking distance of bus services and underground stations.
- 5.2 The proposal accords with Government policy, the thrust of which is to make better use of land, by improving design, increasing densities and maximising the potential of brownfield sites. It is considered that this proposal fulfils all these criteria.
- 5.3 The proposed scheme involves a mixed use development comprising 8 Class B1 units at ground to third floor levels backing onto the railway line. The floorspace of the proposed B1 units is similar to the existing floor space. Consequently, although the number of units on the site has been reduced, the total amount of employment generating floorspace would remain the same.
- 5.4 The development is an excellent example of a sustainable mixed-use development of the type encouraged in recent Government guidance. The Government are particularly keen to promote mixed use developments within town centres to create vitality and viability and reduce the need to travel.
- 5.5 The scheme provides 11 car parking spaces at basement level with access from Southam Street. There are also 2 delivery bays for the B1 units and a disabled parking space. The level of car parking accords with the standards set out in the adopted development plan.

### **Residential Development**

- 5.6 The proposal seeks to introduce a residential element to the site, which is set within a predominantly residential area. This is consistent with Strategic Policy 16 which seeks to ensure that the contribution of the Royal Borough to the dwelling stock of Greater London is increased wherever appropriate. The increase in residential dwellings is also consistent with Strategic Policies 17, 18 and 19 relating to housing.
- 5.7 The scheme proposes 10 residential units consisting of 10 x 2 bedroom flats fronting and with pedestrian access from Southam Street. Units 1 – 5 are located on the ground and first floors, with kitchen/diner on the lower level and 2 bedrooms above. This layout is reversed in relation to proposed units 6 – 10, with the bedrooms located at second floor level, and the kitchen/dining area to these units located above at third floor level. This will ensure that any nuisance from sound transmission is kept to a minimum, in accordance with the Councils SPG on Housing Standards (July 2002).
- 5.8 The proposal is an example of a highly sustainable development, providing a mix of business and residential uses on a previously-developed site in an efficient way. This is consistent with paragraphs 1 and 7 of PPG1 and paragraphs 1 and 2 of PPG3 which relate to the re-use of land so as to allow accessibility to public transport, shopping, leisure, and local services where possible.

### **Noise and Vibration**

- 5.9 The residential units have been located at the front of the site, fronting Southam Street. The proposed B1 units to the rear of the site facing the railway line will create a “buffer” to the noise from the railway in order to protect the amenities of the occupier of the proposed residential units.

- 5.10 The noise survey carried out by SRL Ltd indicates that the site without development would fall within Noise Exposure Category C, which would indicate that residential development would not normally be appropriate without noise mitigation measures being put in place to ensure that noise levels likely to be experienced by future occupants are at an acceptable level. The report also shows that acceptable internal noise levels can be achieved with the use of suitable double glazing and ventilation, assuming standard cavity masonry external wall construction.
- 5.11 The noise and vibration assessment states that the use of appropriate materials in the construction of the building in relation to glazing and ventilation would provide “reasonable” sound insulation for habitable rooms on the Southam Street and west facing facades, and to the proposed business areas whether used as light industrial or office space.
- 5.12 A “reasonable” internal noise standard could be therefore achieved in accordance with PPG 24. The report states that designing to meet the “good” criterion would be unnecessary and impracticable.
- 5.13 In relation to vibration, the assessment suggests that the vibration values within the building are within the range of what is deemed to be a “low probability of adverse comment” and that no vibration mitigation measures are necessary for the site.
- 5.14 It is also considered that the proposed building will act as a barrier to assist in reducing the noise impact of the railway to existing residential properties beyond the application site itself.

### **Density**

- 5.15 The proposed development would result in a residential density of 380hrh which brings the development into the category of very high density as defined in the UDP. Policy H12 seeks to resist housing designed to very high densities unless necessary

for townscape reasons so as to comply with the policy set out in the Conservation and Development chapter of the UDP. However, paragraph 11 of PPG3 encourages higher density development close to town centres and transport nodes, with paragraph 57 emphasising that policies which place restrictive ceilings on the amount of housing that can be accommodated on a site should be avoided.

- 5.16 The London Plan also supports higher levels of density for new development as part of Objective 1, and Policy 4B.1 paragraph 3.10 of the London Plan and states that there is considerable housing capacity in London to accommodate both existing and future housing demand but that more capacity can be tapped through redevelopment and applying higher densities. Focusing development in areas served by public transport is a major part of Objective 1 of the plan to make the most sustainable and efficient use of space and leading to a high quality, compact city.
- 5.17 Policy 4B.1 of the plan seeks to maximise the potential of sites, create or enhance the public realm, provide or enhance a mix of uses and provide an accessible, usable and permeable development for all users. Policy 4B.3 seeks to create the highest possible intensity of use compatible with local context.
- 5.18 Table 4B.1 shows that for sites with medium accessibility (accessibility index 2-3) which this site is highlighted as on Map 9 of the adopted UDP, in an urban setting (defined as dense development with a mix of different uses and buildings of three to four storeys), the density of flat developments should be 300-450hrh and between 100-150dph.
- 5.19 The proposed densities of approximately 380hrh and 128dph fall mid-way within these recommended density ranges and accords with Policy H12, which allows such densities where this is necessary for townscape reasons. We consider that the proposed density of development is appropriate having regard to the sustainability of the location. The scheme makes full and effective use of the site in a manner which harmonises with the scale and appearance of surrounding development whilst also ensuring the protection of residential amenity. The density of the scheme has been

influenced by the characteristics of the site and development in the surrounding area, site's setting as part of the surrounding area, and accords with the Government's policy for maximising the use of brownfield sites.

### **Transport**

- 5.20 The proposed development provides 11 car parking spaces, including 1 disabled space, to enable 1 space per residential unit. There are also 2 delivery bays, and a secure cycle store.
- 5.21 The Council's parking standards in both the adopted UDP and SPG 8 (July 2004) highlight for purpose-built flats of up to 5 habitable rooms, car parking provision should be a maximum of 1 space per dwelling unit. The level of parking is therefore in accordance with these guidelines.
- 5.22 The guidance also advises that parking spaces for people with disabilities should be provided for all developments including flats at a rate of 10% of spaces, with a minimum of 1 space per development where parking spaces are provided. The provision of 1 disabled parking space is therefore also in accordance with Council guidelines. Secure bicycle parking has also been proposed within the basement area.
- 5.23 The proposal accords with Government policy to reduce car parking levels in areas where public transport is available. The scheme provides flats for non-family accommodation and therefore the demand for parking is likely to be reduced.
- 5.24 Access to the car parking/service area is from a similar position to that existing, at the eastern end of the site. The existing arrangement leads to a tarmac area to the rear of the site for both access, servicing and parking, which results in a cramped and awkward relationship. The application is seeking to maximise the site by providing Class B1 space in the location of this tarmac area and providing basement level parking, delivery bays and servicing.

### **Amenity Space**

- 5.25 A communal roof terrace incorporating planting is accessible for each of the residential units whilst the upper units, units 6 – 10, also have their own private garden space in the form of a terrace at third floor level fronting Southam Street.
- 5.26 Proposed units 6 and 7 offer 16 sq.m of private amenity space, units 8 and 9 would have 15 sq.m, and unit 10 would have 14 sq.m. The communal amenity space is approximately 272sq.m.
- 5.27 The proposal is consistent with the principles of policy H7 of the UDP, which seeks the provision of some outdoor and communal space in all new development. Due to the location of the site and its constraints, it is considered unsuitable for family accommodation

### **Overlooking**

- 5.28 There are no issues in relation to loss of privacy in relation to the Class B1 units as their outlook is over the railway line. Neither is there an issue in relation to overlooking to the public house adjacent to the proposal as no windows are proposed in the eastern elevation.
- 5.29 The western elevation proposes no fenestration at ground and first floor levels. At second floor level there is a window serving a bathroom, and a window serving a bedroom with the outlook across the ramp to the basement.
- 5.30 In relation to the proposed north elevation fronting Southam Street, kitchen/diners are proposed at ground floor level, bedrooms at first floor level, bedrooms at second floor level and kitchen/diners at third floor level. The distance from the proposed elevation to the façade of the existing building opposite at 32 Southam Street is

approximately 17m. This distance is considered acceptable and is similar to the distances between properties along Adair Road.

- 5.31 The proposed third storey is set back increasing the distance to the building opposite to approximately 20m. It is therefore considered that there will be no loss of amenity in relation to overlooking to existing dwellings.

### **Design Issues**

- 5.32 New development should respect the form, structure and urban grain of the locality. The existing pattern of arrangement and size of buildings and their plots to the north of Portobello Bridge is of long frontages utilising the full parameters of their respective plots, and are generally 3 – 5 storeys. The proposal seeks to respect this pattern by maximising the use of the site, providing a frontage and storey height which respects those existing.
- 5.33 The proposal would also assist in providing surveillance across an urban space and contribute to a more secure environment. The existing articulation of the frontage comprises 4 large, imposing entrance areas with 2 sets of double doors per entrance. There are only a few small windows, and it is considered that there is very little natural surveillance over the public highway and the existing development creates a “dead frontage”. The existing wholly business use also means that the building is unoccupied in the evening resulting in even lower levels of security.
- 5.34 The proposal will provide a continuous frontage with openings at all levels which will overlook the footpath. The proposed doors and windows enhance the human scale and aim to maximise both surveillance and safety.
- 5.35 At the rear of the site, the current situation is of a car parking area which has no surveillance, and in particular during non-working hours is not considered to be a safe and secure environment. The proposal seeks to extend the building to the rear

boundary and consequently there will be no dead space and no problems of security at the rear of the premises.

5.36 The building line will be set forward from that which exists at present, and will follow that of the public house. This will also contribute to enhancing the natural surveillance of the site and surroundings.

5.37 In relation to massing, as expressed in the architects design statement, the north elevation proposes a residential context, and is of four storeys high reflecting that of the adjacent public house and general height of buildings within the area. On the south elevation the full height of the building is visible, and the five storeys include the basement parking with the appearance of a light industrial context.

5.38 This has been reflected in the use of materials. The residential frontage incorporates hardwood cladding, self-coloured render, and steel framed glazing with external hardwood shutters. The employment use frontage comprises entirely of fibre cement louvers reflecting its industrial nature. The louvred cladding comprises fixed and sliding sections and provides interest to the constantly changeable frontage, dependant upon whether the shutters are open or closed, as highlighted on drawing no A170/022 'Proposed South Elevation'.

5.39 The height and scale of the proposal is in proportion to that of adjoining buildings and those within the surrounding area, and in proportion to the street width. The frontage length is not excessively long and is in proportion to the building height.



## 6.0 CONCLUSIONS

- 6.1 The proposed development comprises a mix of commercial and residential units on a previously-developed site. It provides a sustainable form of development at an appropriate density, which will enhance the existing townscape.
- 6.2 The site is in a sustainable location in close proximity to various forms of public transport. Off-street parking facilities are proposed in accordance with the Council's standards.
- 6.3 There will be no loss of B1 floorspace, as the proposal will provide a level of employment generating floorspace similar to that which exists at present, whilst maximising the use of the site by providing residential development.
- 6.4 The design of the proposal will assist in acting as a buffer for both existing residential development and that proposed. The noise report accompanying the application confirms that the levels of noise exposure are acceptable for residential development on this site.
- 6.5 The proposal provides for a high standard of contemporary design, with each elevation responding to its respective use in relation to scale, height, massing and materials.
- 6.6 The proposal has been designed to respect the amenity of existing occupiers and it is considered that the scheme will enhance the vitality of the area and provide more security.
- 6.7 We therefore commend the scheme and trust it will be considered favourably by the local planning authority.