

Development Management Forum

100 Avenue Road



The Site



The Site

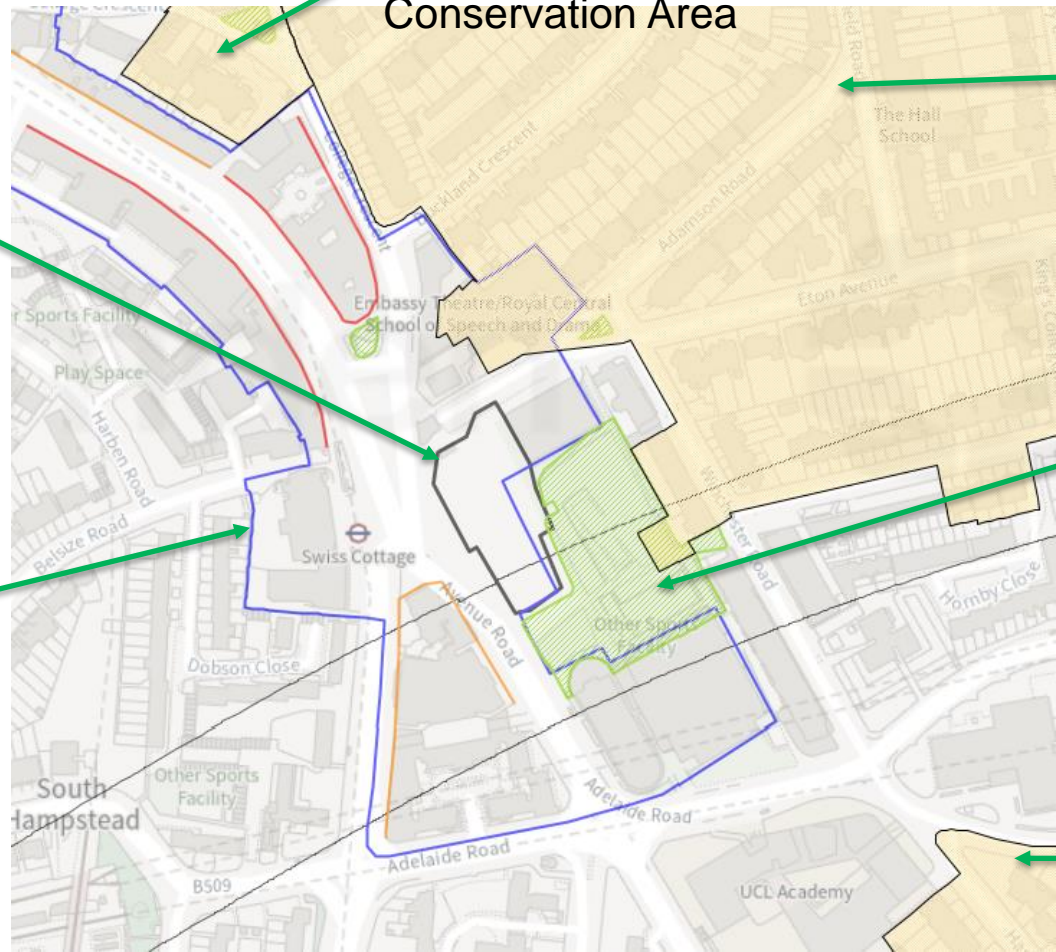


Site Designations Map

Fitzjohns
Netherhall
Conservation Area

Belsize Park
Conservation
Area

Site allocated for
development in
draft Local Plan
(W11)

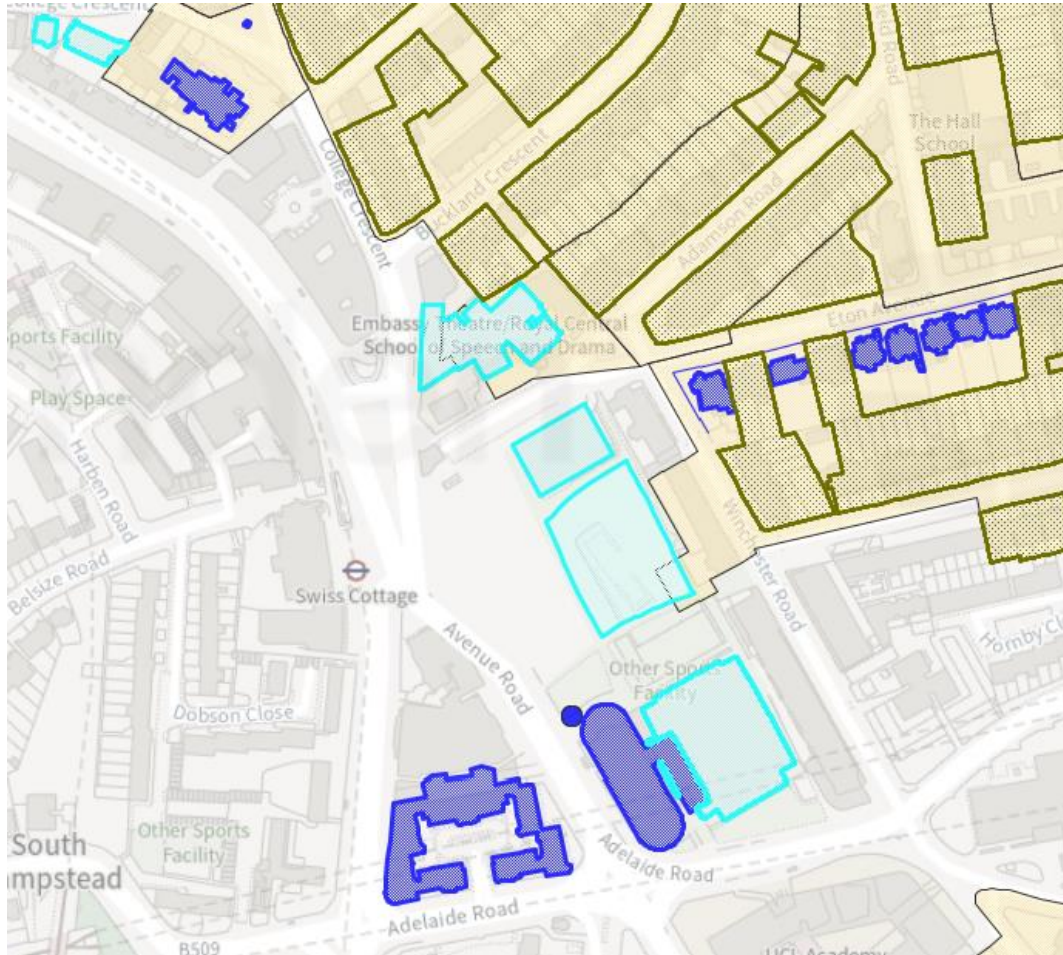


Public Open
Space

Boundary of
Town
Centre

Elsworthy
Conservation
Area

Local Heritage



- Light blue – Locally listed
- Dark blue – Grade II listed
- Yellow – Conservation Area

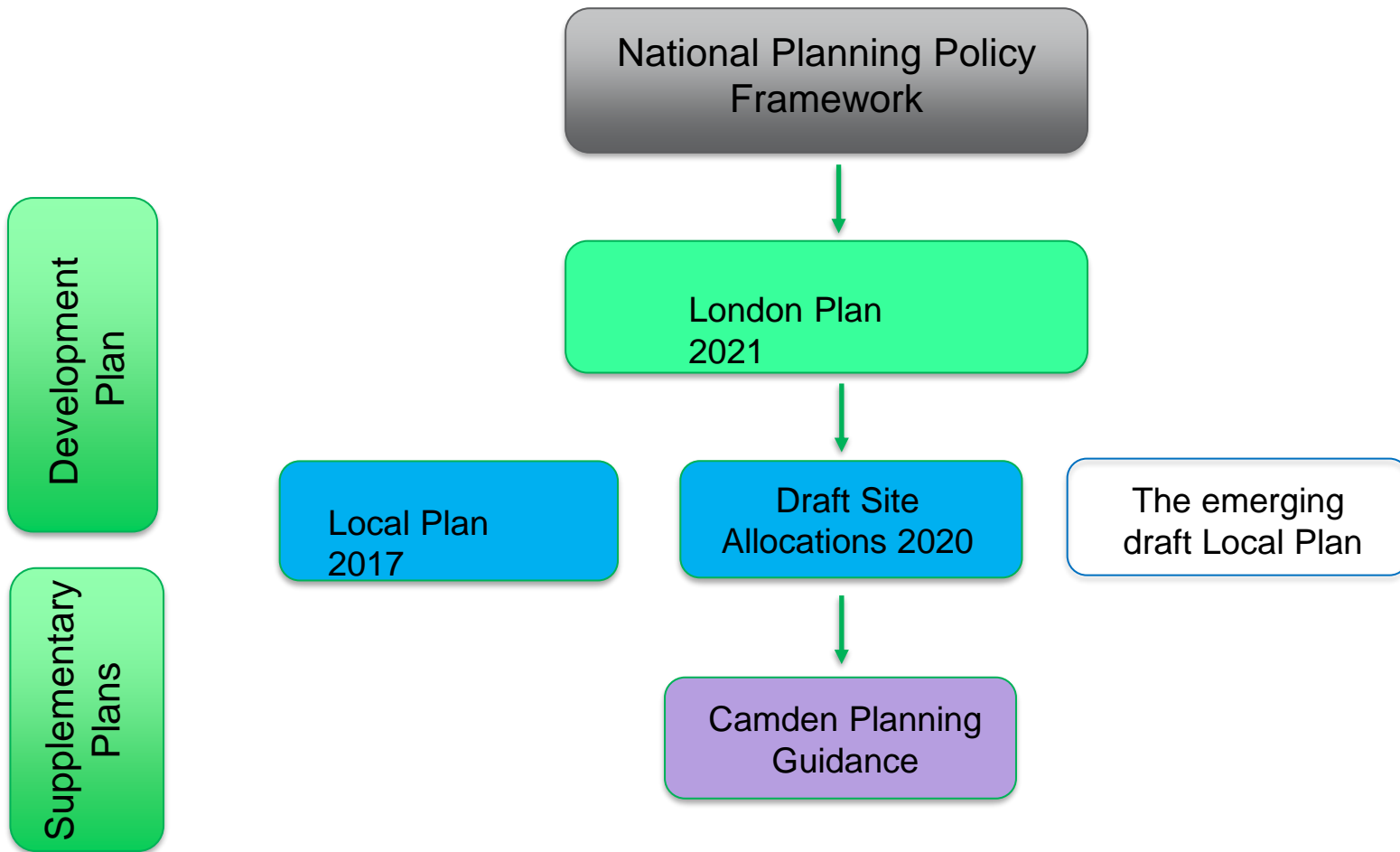
Proposal

Minor material amendment application for alterations to planning permission granted in 2016.

Mixed-use development comprising:

- Two buildings of 7 & 24 storeys with updated design
- 236 residential units (30% affordable housing)
- 1,250sqm commercial and 650sqm community space
- Public realm improvements

Planning Decision Making Framework



Main Planning Considerations

- **Land use** (provision of housing, affordable housing and appropriate commercial and community uses)
- **Design and heritage** (impact on neighbouring Conservation Areas and listed buildings, the street, height and massing, architectural quality)
- **Public realm and adjacent park** (layout, security, usage)
- **Energy and sustainability** (carbon reduction, energy efficiency)
- **Transport and highway impacts** (construction, cycle parking, servicing)
- **Community benefits** (contributions to employment and training, public realm management)

100 Avenue Road

Camden Development Management Forum 23.09.24

September 2024

1016-CPA-ZZ-ZZ-RP-A-0900

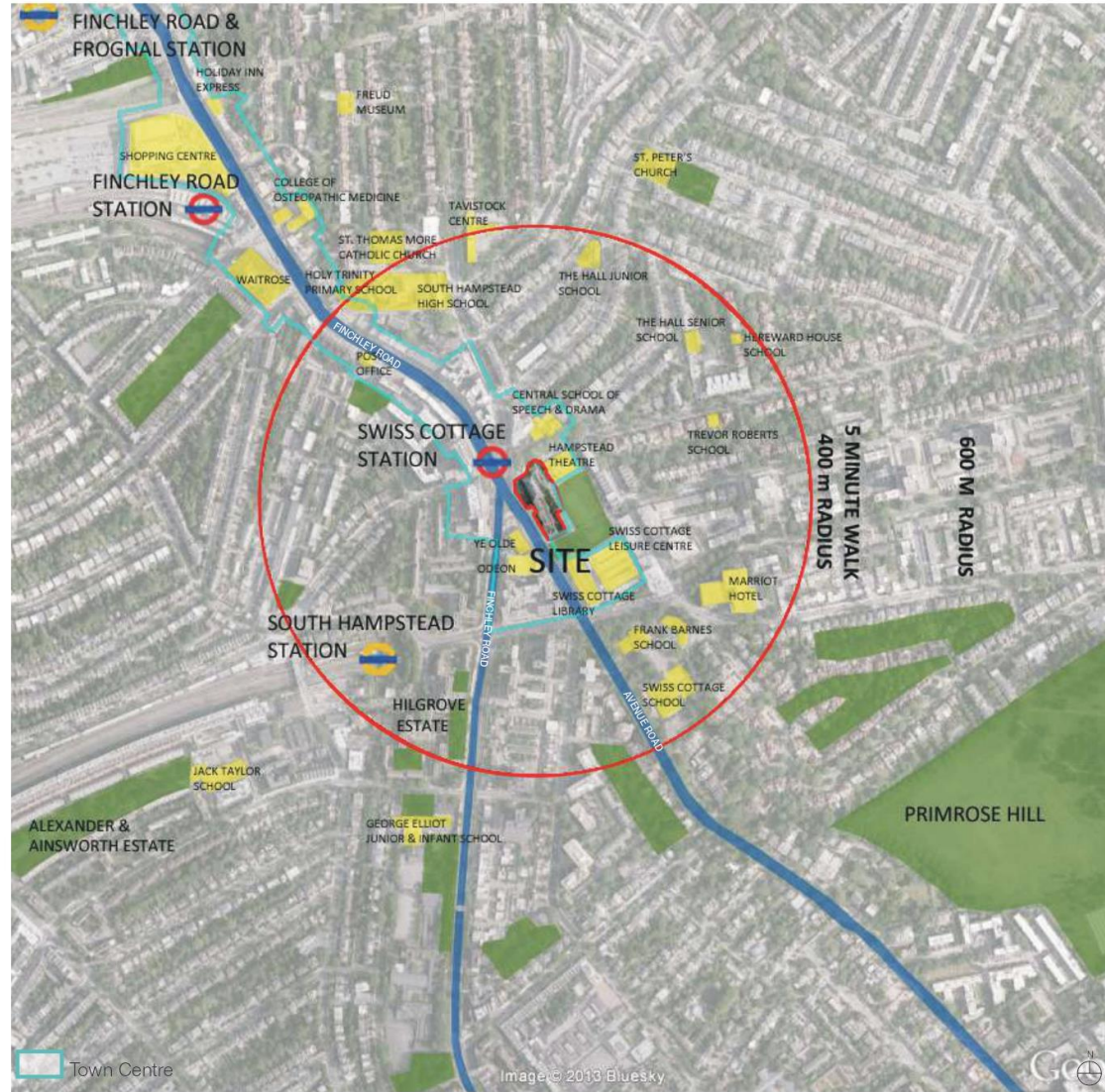
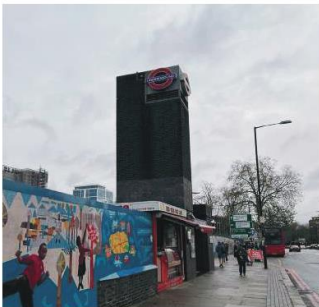


REGAL

**CARTWRIGHT
PICKARD**

1.1

Site Location



1.2

Consented Scheme Visuals



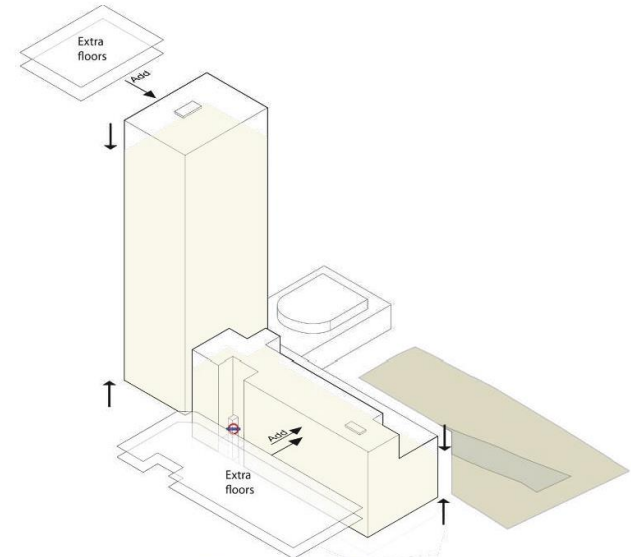
1.3

Aims and Objectives

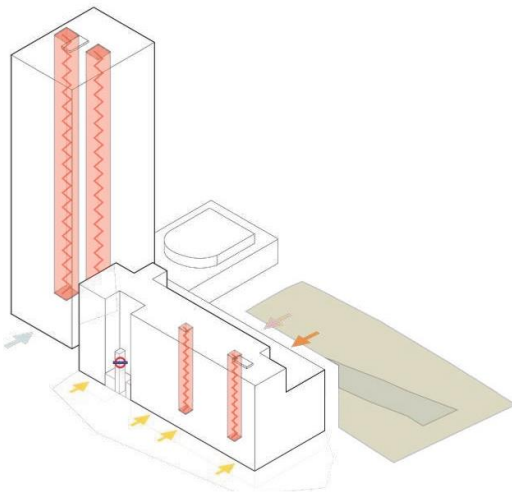
Planning permission was granted in 2016 for the redevelopment of Avenue Road to deliver 184 build to rent homes, ground floor commercial uses and landscaping.

The previous developer implemented the permission through the demolition of the previous building on site.

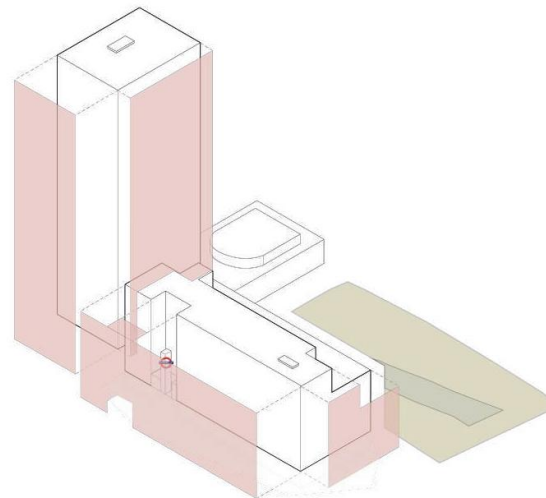
Work stalled on site following the construction of the basement. Regal acquired the site earlier this year, and are seeking to deliver permission and secure enhancements to the scheme:



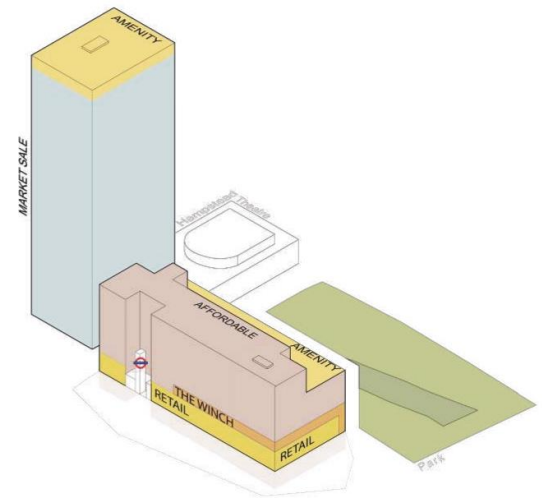
Improved Floor to Floor Efficiencies



Layout Rationalisation & Second Cores



Review of Facade Design



Emerging Design Concept

1.4

Local Character

Arts & Crafts revival



Victorian tiled paths

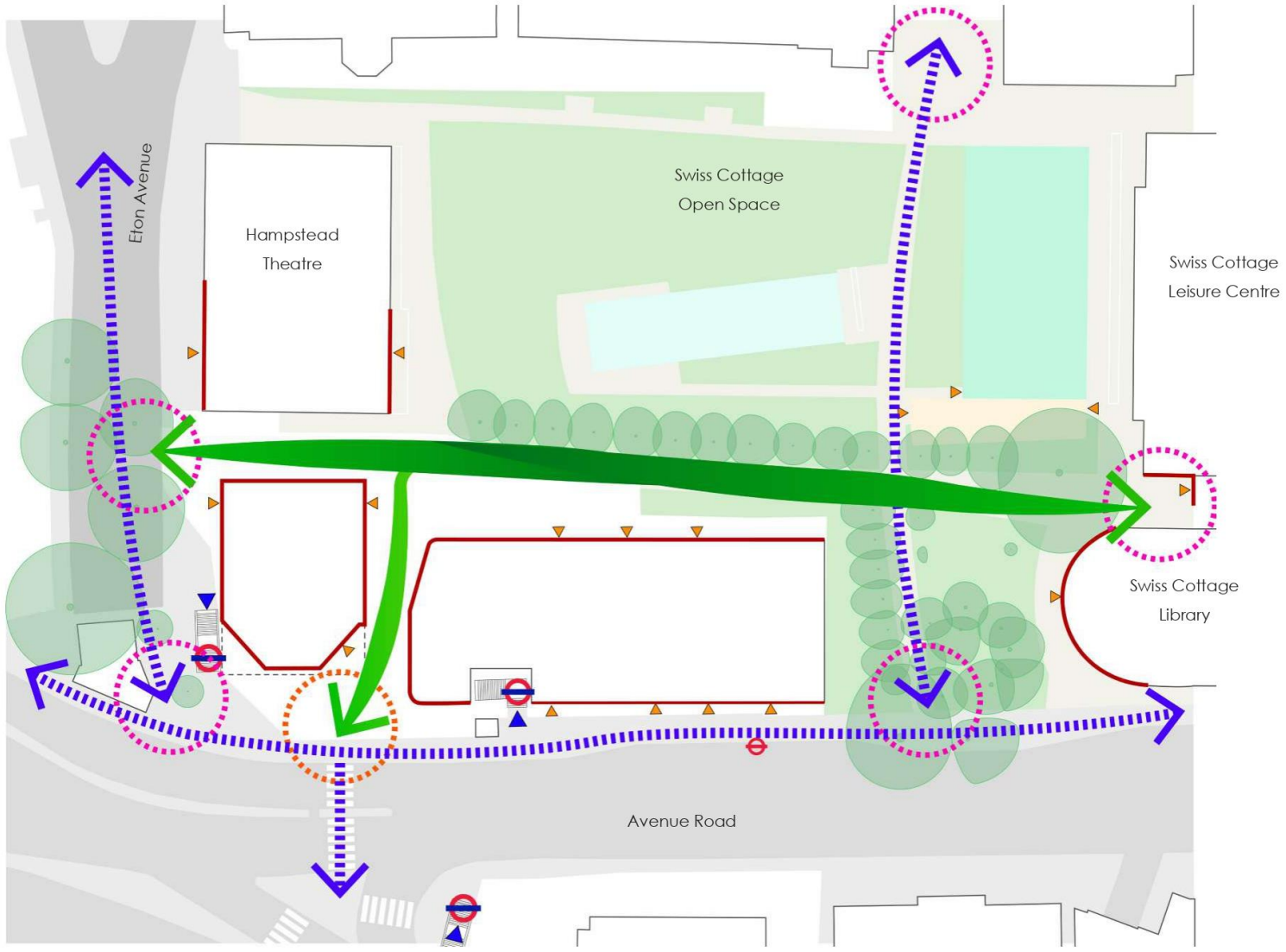


Various brick colours

Green & serene character

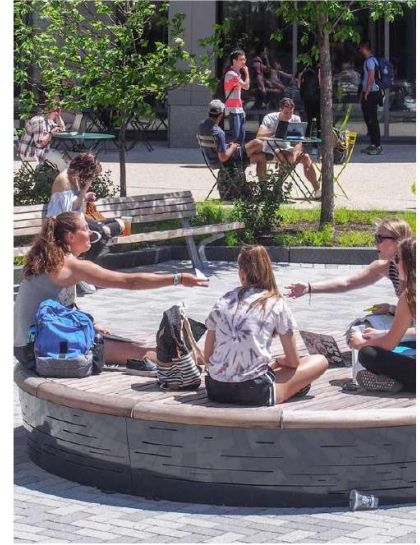
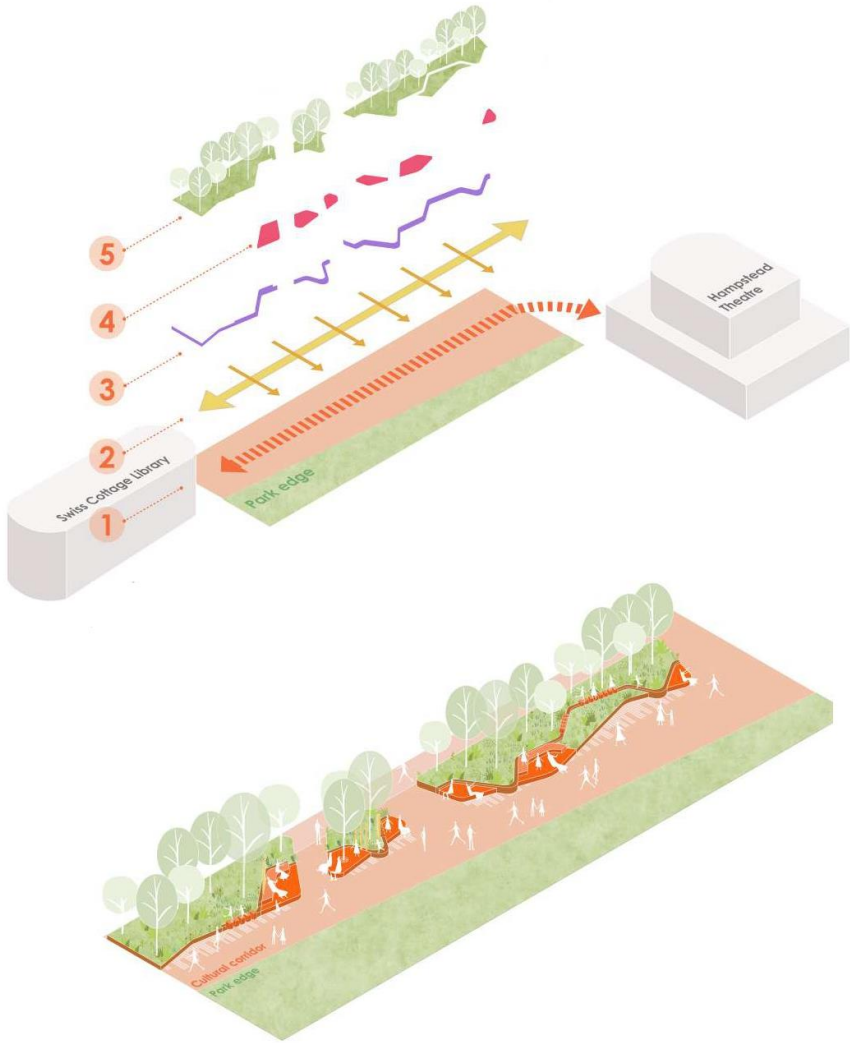


1.5 Green Links and Frontages



1.6

Landscape narrative - Cultural corridor

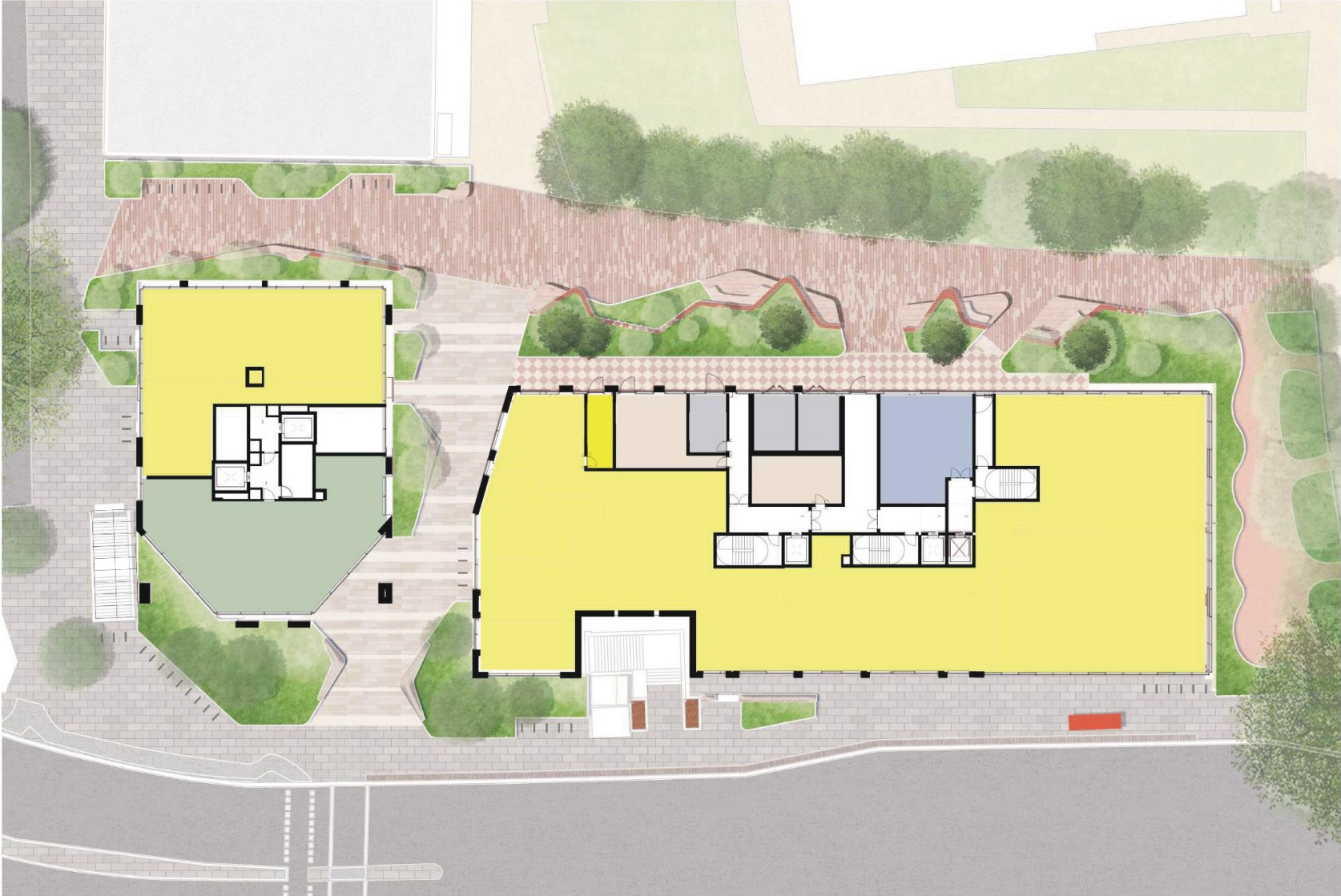


1.7 Landscape Concept Image



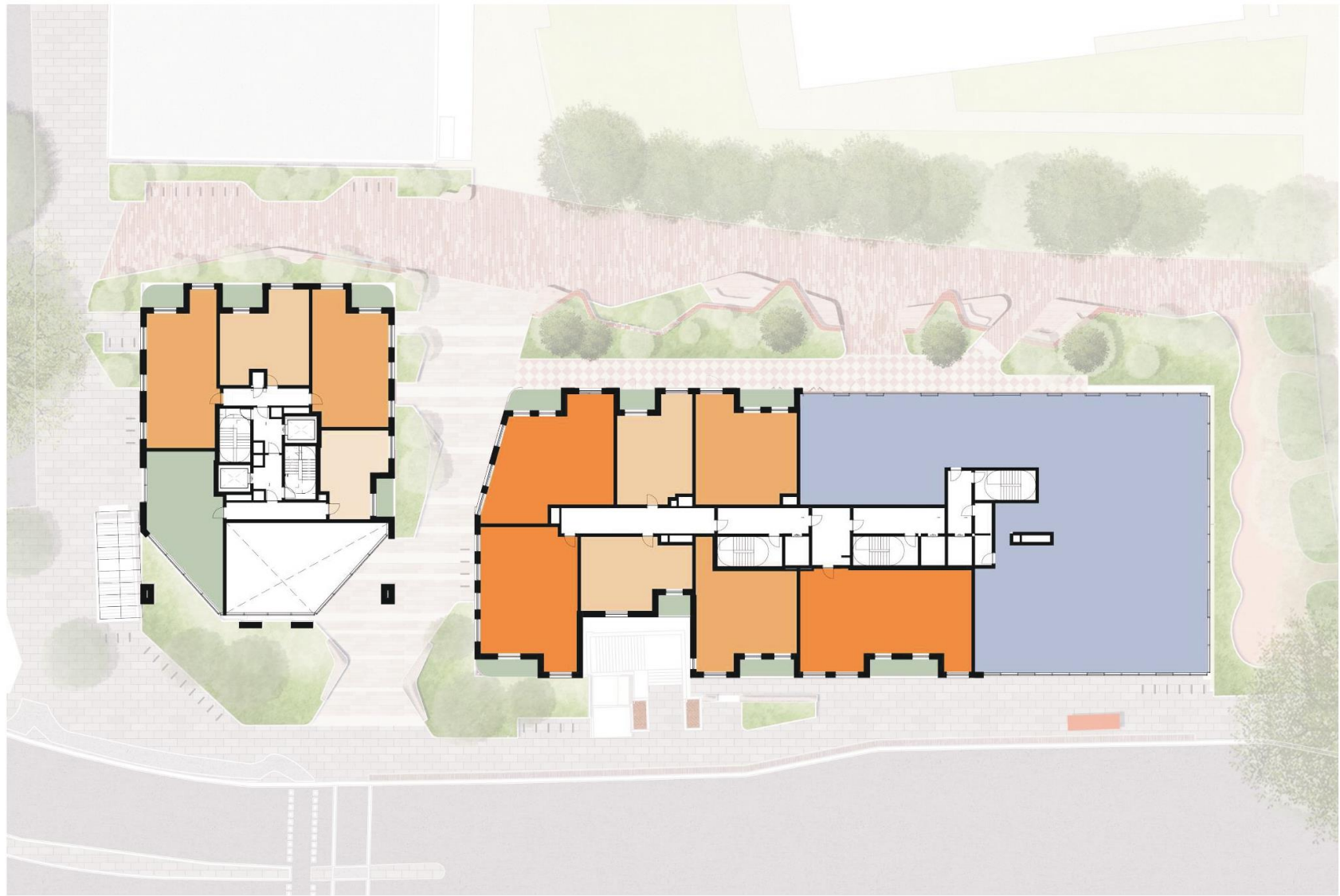
1.8

Ground Floor Level



1.9

First Floor Plan

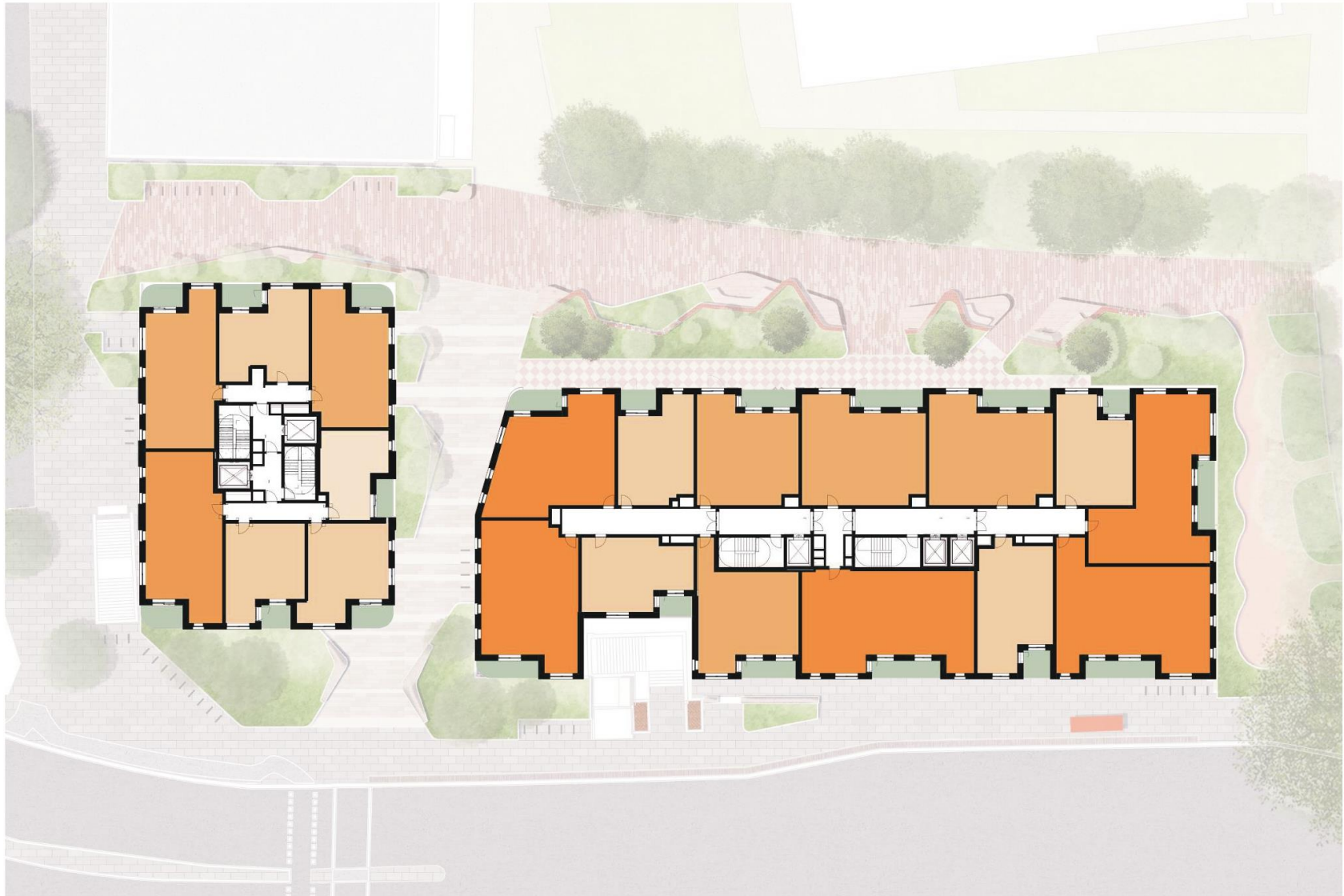


- Studio
- 1B2P
- 2B4P
- 3B6P
- Balcony
- The Winch



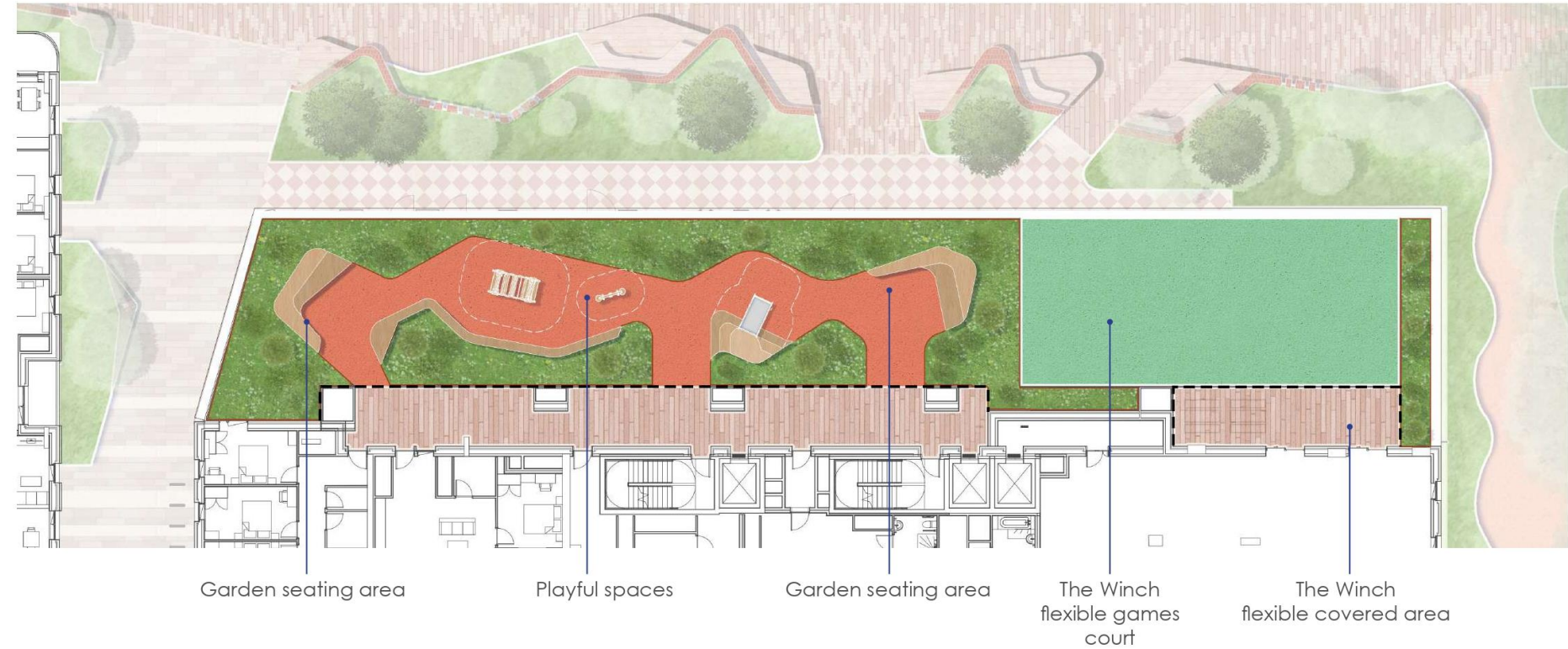
1.10

Typical Floor Plan



1.11

Podium Terrace Plan



1.12

Material & Character Study



1.14

Facade Composition Study

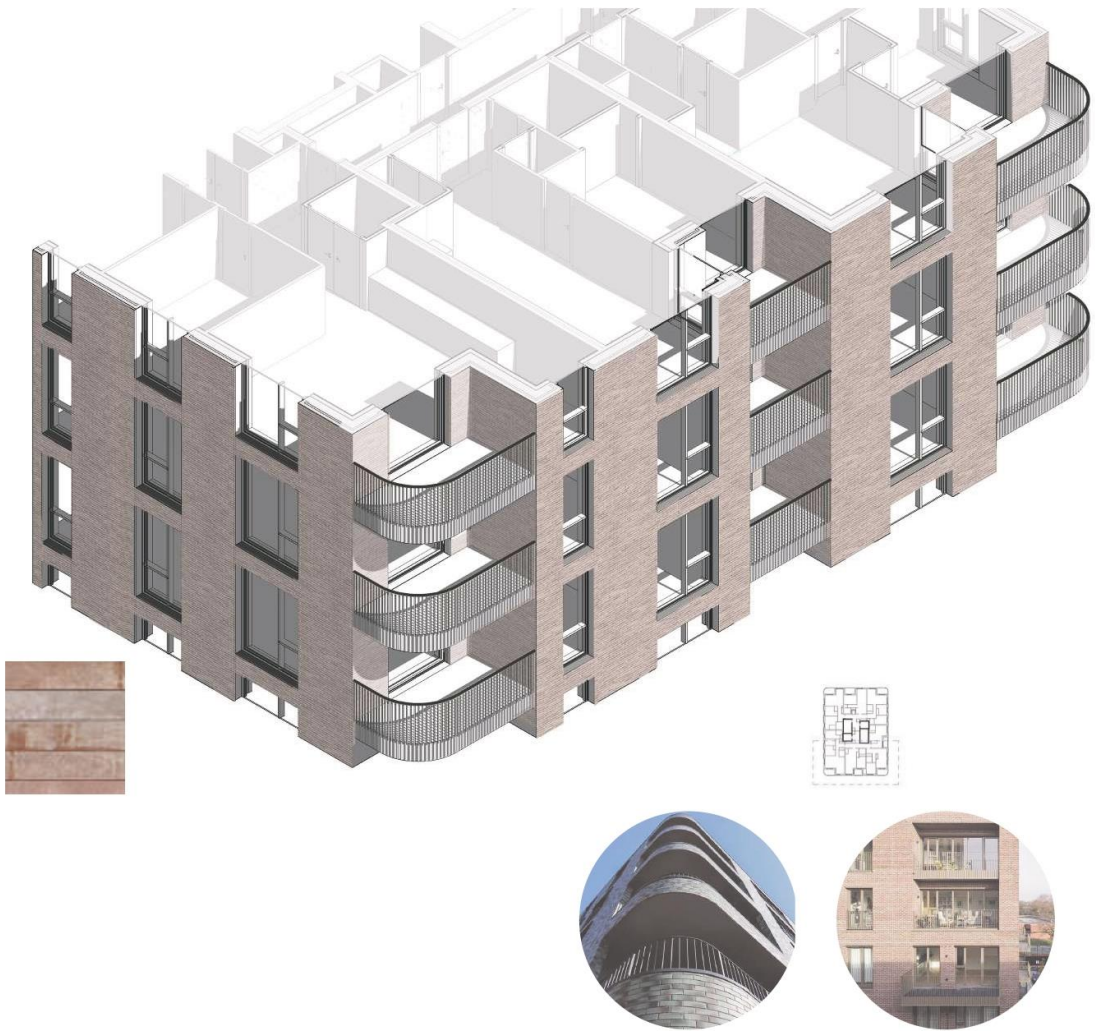


1.15 Tower - Ground Bay Study



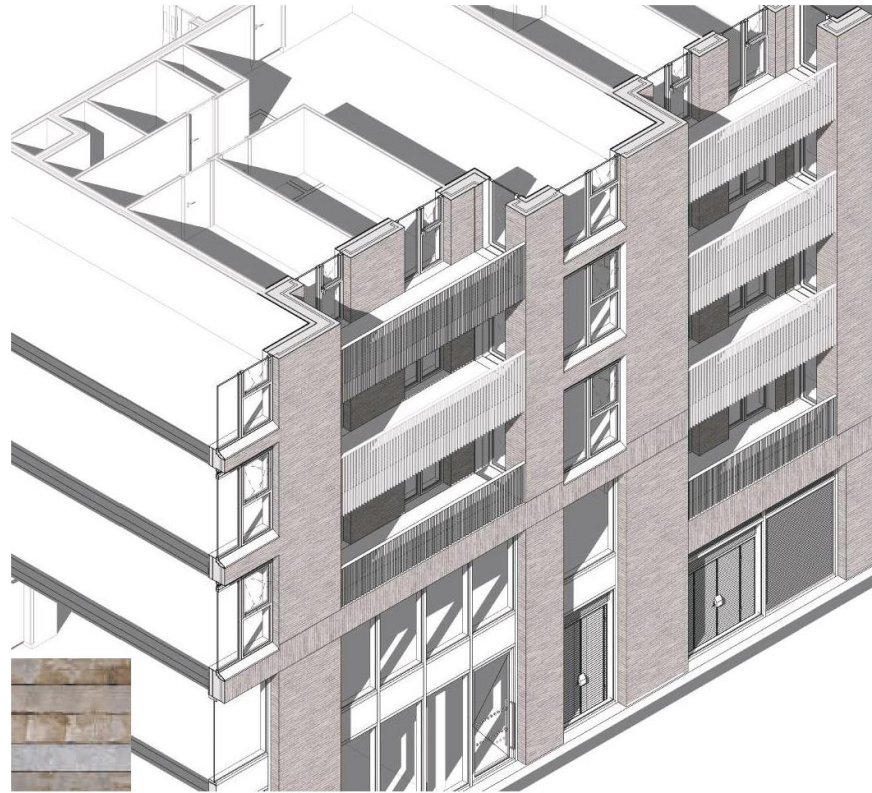
1.16

Tower - Typical Bay Study



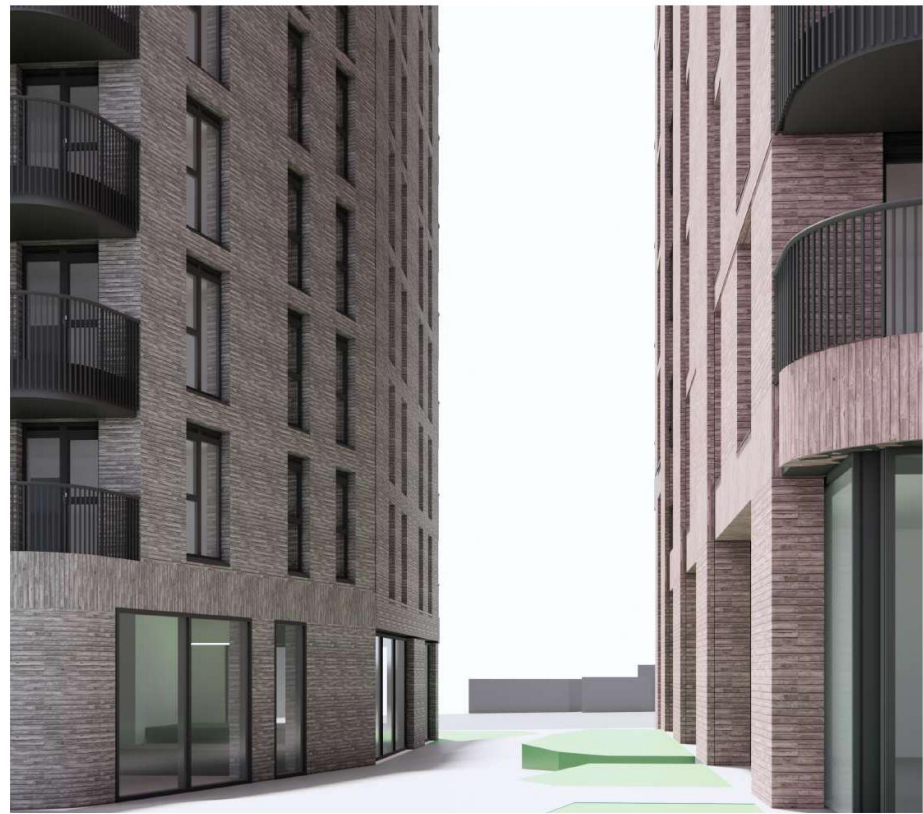
1.17

Lower Block - Typical Bay Study

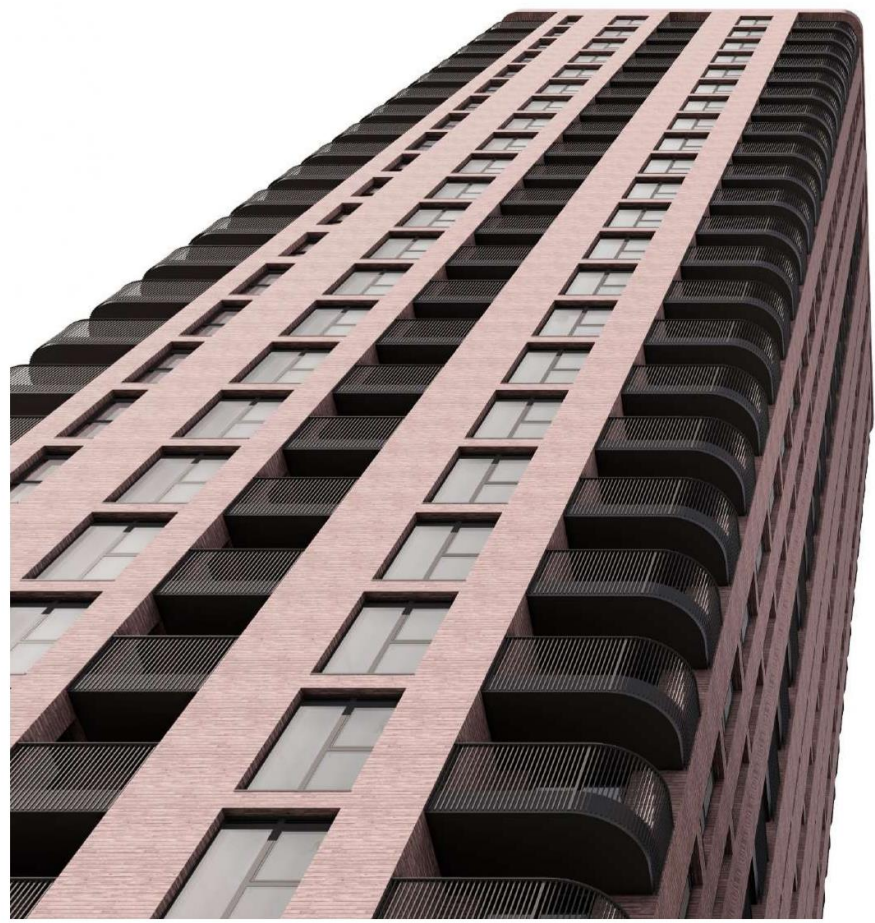


1.18

WIP Views

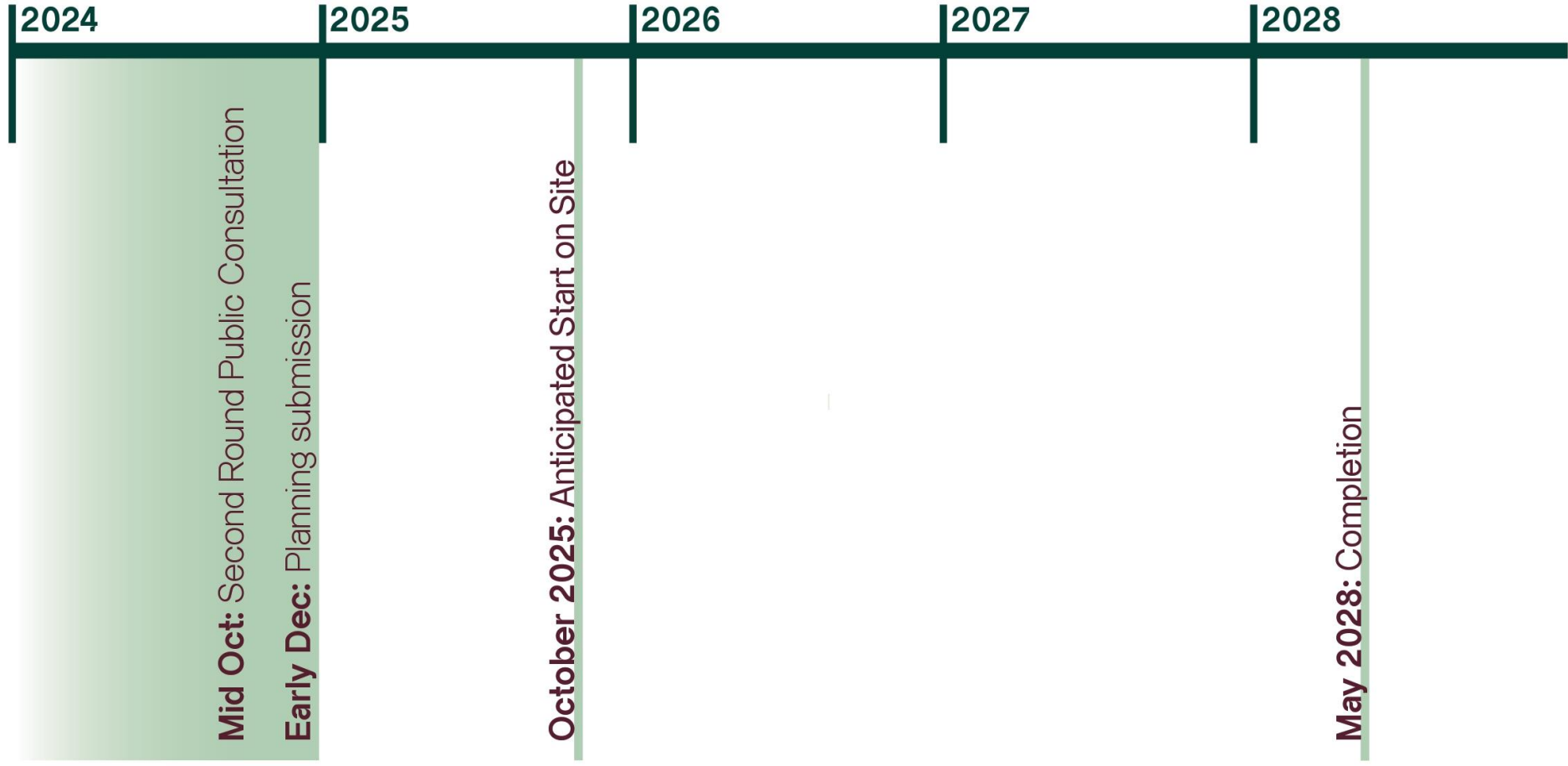


1.19
WIP Views



1.20

Next Steps Timeline



Ongoing: Pre-App & Design Development

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