



9-12 New College Parade

PLANNING STATEMENT

December 2022

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1. INTRODUCTION

- 1.1 This Planning Statement been prepared on behalf of New College Ltd (the “Applicant”) as part of an application to London Borough of Camden (“LBC or the “Council”) for detailed planning permission (the “Application”) for the redevelopment of 9-12 New College Parade (the “Site”).
- 1.2 The proposal looks to deliver a 44-room boutique hotel that will act as a high quality and active new building within the New College Parade section of Finchley Road Town Centre. In addition to hotel use it is proposed to introduce six residential units at fifth and sixth floor and active retail space at ground and basement level.
- 1.3 The Proposed Development, through the provision of a new boutique hotel, new homes and retail space, represents a key opportunity to deliver the following economic, social and environmental public and placemaking benefits:
- Optimisation of the Site through a development introducing appropriate uses in this defined commercial parade location.
 - Introduction of a new boutique hotel in a highly sustainable location and of an appropriate size in this location, and the provision of a retail space designed to meet local residential, visitor and worker needs.
 - Delivery of new homes that will contribute towards Camden’s housing targets and meeting identified local needs.
 - Delivery of a new building of the highest architectural quality, designed by award winning London-based architects, representing an appropriate response to the character of the area.
 - Building upon the highly accessible location with an existing excellent level of public transport (PTAL 6a), to deliver a car-free development.
 - Supporting and creating full-time equivalent new employment opportunities associated with the proposed hotel and retail uses, with further jobs created over the 18 – 24 months construction period.

- An associated economic benefit associated with those staying in the hotel (and from on-site workers during the operational phase) generating expenditure in the local area and supporting additional economic activity linked to supply chain activity.
- Supporting local initiatives as part of Community Infrastructure (CIL) payments and further investment through business rates contributions for local and regional benefit.

Content of the Planning Application Submission

1.4 The following documents have been submitted in support of this application:

- Application Form and Certificates
- Planning Statement
- Site Location Plan / Existing and Proposed Plans and Drawings
- Design and Access Statement
- Daylight and Sunlight Report
- Transport Assessment
- Draft Travel Plan
- Draft Delivery and Servicing Management Plan
- Operational Waste Management Plan
- Construction Management Plan
- Energy Statement
- Sustainability Statement (Including Preliminary BREEAM Assessment)
- Pre-Demolition Audit
- Noise Impact and Exposure Assessment
- Air Quality Assessment
- Flood Risk Assessment
- Structural Report (Including Basement Impact Assessment)
- Statement of Community Involvement

1.5 The remainder of this Planning Statement comprises the following sections:

- Section 2.0: Site Context.
- Section 3.0: Planning History.
- Section 4.0: Pre-Application Discussions and Consultation.
- Section 5.0: Application Proposals.
- Section 6.0: Planning Policy Framework and Overview.
- Section 7.0: Planning Policy Assessment.
- Section 8.0: Conclusions.

2. SITE CONTEXT

- 2.1. This section describes the Site, the existing building and the surrounding area. More details and supporting photographs are included within the Design and Access Statement ('DAS'), prepared by Kyson.
- 2.2. The Site comprises a 2-storey building and basement providing 305 sqm GIA of restaurant and retail space at basement level, 255 sqm GIA restaurant and retail at ground floor 226 sqm GIA of assumed office space at first floor level.
- 2.3. The immediate surroundings consist primarily of residential units with ground floor retail, commercial and service uses fronting Finchley Road. To the rear of the site is a recently completed residential development, as well as the grade II listed Palmers Lodge.
- 2.4. The Site is located within the New College Parade section of Finchley Road Town Centre, which is a defined 'town centre' in policy terms¹.
- 2.5. The site has a PTAL rating of 6a, indicating the best possible connectivity. This is largely due to its proximity to Finchley Road and Swiss Cottage underground stations. More broadly speaking, the Site's accessibility can be summarised by the following:
 - Underground: The site is located circa 250m from Swiss Cottage tube station, which services both the Jubilee and Metropolitan lines. Also nearby are Finchley Road and Frognal Station which serve overground services and are circa 700m from the site.
 - Bus: Finchley road is services by numerous bus routes including; the 31 from Bayham Street to White City Bus Station, the N28 from Bayham Street to Mapleton Crescent, N31 from Bayham Street to Clapham Junction Station, the 13 from North Finchley Bus Station to Victoria Station, the 113 from Edgware Bus Station to Marble Arch Station, the 187 from Central Middlesex Hospital to O2 Centre, the 268 from Golders Green Station to O2 Centre, the C11 from Archway

¹ Referring to LBC's retail centres hierarchy (Local Plan Policy TC1) and the NPPF (Paragraph 86).

Station to Brent Cross Shopping Centre, the N113 from Edgware Bus Station to Northumberland Avenue / Trafalgar Square.

- 2.6. The Site is not located within a conservation area. It sits south of the southern boundary of the Fitzjohn/Netherhall Conservation Area. Views towards the Site from within the Conservation Area are obscured and there is therefore no harm caused to its setting. To the west of the Site, across from Finchley Road, sits the South Hampstead Conservation Area. The existing building / properties at 9-12 New College Parade are not considered to contribute to the setting of either Conservation Area.
- 2.7. Buildings in the surrounding context along Finchley Road typically span from two to seven storeys in height in the immediate context, and up to sixteen storeys further out. The immediate parade comprises materially taller buildings than the existing height on the Site and this is influenced the height and massing approach taken in the proposed design. This is set out in further detail in the DAS.

3. PLANNING HISTORY

3.1. The Site has a limited planning history. A summary of the permissions associated with the Site is set out in the table below, although due to the age and nature of these planning permissions they are not considered to be of relevance with respect to the Proposed Development.

Site Planning History

Reference	Description	Decision
2013/8191/P	Erection of 5 storey mixed use building with basement floor to provide commercial uses (Classes A1/A3) at ground and basement floor levels and provision of 9 residential units on upper floors (4 x 1, 4 x 2, 1 x 3 bed) including communal garden at 1st floor level and rear terraces at 1st-4th floor levels, following the demolition of existing two storey commercial building.	Granted 30/01/2015
TP101319/15515	The erection of twelve flats at third floor level over shops, offices and flats at Nos. 1-12 New College Parade, Finchley Road, Hampstead.	Granted 06/08/1964
TP101319/19372	Alterations to shops and basements at Nos. 1-12 New College Parade, Finchley Road, Hampstead.	Granted 18/04/1963
TP/101319/5174	Change of use from Office units (class B1) to conversion to three flats (class C3) at first floor.	Granted 02/08/1963

4. PRE-APPLICATION DISCUSSIONS & CONSULTATION

- 4.1. A pre-application meeting was held with LBC on 5th May 2022 to discuss the proposals. Following this initial meeting, further discussions were held with LBC officers. As part of these meetings, advice was provided in relation to the principle of redevelopment, the land uses proposed, the approach to design and transports. Other planning matters were also discussed and direction given in terms of the requirements in any future planning application.
- 4.2. Following pre-application discussions, and as set out in LBC's written advice, it was advised that the proposals need to include self-contained housing² (with the pre-application scheme being hotel and retail only). This has been addressed through the provision of six residential units within the Proposed Development.
- 4.3. LBC officers also stated that the proposed hotel development exceeded the maximum size allowed in this location, on the basis that it represents 'large-scale tourism development'³. However, officers explained that a hotel use could be supported subject to a reduction in the size of the hotel. This has been addressed as part of the Proposed Development.
- 4.4. The third matter relayed by LBC officers was that further work needs to be done in relation to the potential retention, or at least partial retention, of the existing building, noting that this would be preferable in terms of sustainability and design / heritage. Officers expressed that if demolition is proposed then this would "*need to be fully justified*". Supporting material provides this justification.
- 4.5. LBC Officers, during the pre-application discussions, expressed their support for the principle of the redevelopment of the Site and recognised the ability to add height to the existing building in this location. Whilst some material was shared, LBC officers expressed the need to see final daylight and sunlight information, and this is submitted with this application. Overall, and as stated earlier, the principle of the proposed hotel use was deemed acceptable, subject to providing self-contained housing within the proposal.

² Referring to Local Plan Policy H1

³ Referring to Local Plan Policy E3

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- 4.6. Following amendments to the scheme (to address the comments made), the updated scheme was discussed with LBC officers in advance of the submission of this application.
- 4.7. Kanda have led the public consultation for the scheme, with the application comprising of a Statement of Community Involvement to summarise the process. Community engagement included letters distributed to key stakeholders and nearby residents and businesses from the project team, a dedicated consultation website with a vision book where residents could provide their feedback through an online survey, supported by an online meeting with one key stakeholder.

5. APPLICATION PROPOSALS

Description of Development

- 5.1. The proposal looks to deliver a 44-room boutique hotel that will act as a high quality and active new building within the New College Parade section of Finchley Road Town Centre. In addition to the proposed hotel use the scheme provides six residential units at fifth and sixth floor and flexible retail space at ground and basement level.
- 5.2. The hotel extends to 1,207 sqm GIA of floorspace (Class C1), comprising the 44 rooms and circulation and back of house space. As stated, the Proposed Development will also comprise of 349 sqm GIA of retail floorspace (Class E) at basement and ground floor / street level, and six residential units⁴ (Class C3) on the fifth and sixth floor.
- 5.3. The Proposed Development also includes shared support space, including cycle storage (providing 20 spaces across separate uses), plant space and shared hotel / residential reception and lobby. In total, the proposed new building comprises 2,315 sqm GIA.
- 5.4. Further detail, including area breakdowns, is set out in the DAS, prepared by Kyson.

⁴ 4x 1 beds and 2x 3 beds

6. PLANNING POLICY FRAMEWORK AND OVERVIEW

- 6.1. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires development proposals to be determined in accordance with the Development Plan unless other material considerations indicate otherwise. The Development Plan for the Site comprises the Camden Local Plan (and Policies Map) ('Local Plan') (July 2017) and the London Plan (March 2021). Alongside the Development Plan, the National Planning Policy Framework ('NPPF') (July 2021) is a material consideration as is the online National Planning Practice Guidance ('NPPG'), the National Design Guide and Supplementary Planning Guidance (SPG).
- 6.2. This section assesses the relevant planning policy and guidance at national, regional and local levels, and specific topics relevant to the assessment of the Proposed Development in planning terms.
- 6.3. The planning topics considered to be of relevance to the consideration of the application, and addressed in detail in Section 7 of this Planning Statement, comprise the following:
- Principle of Development and Land Use
 - Design Approach
 - Transport / Highways
 - Amenity
 - Energy and Sustainability
- 6.4. This section sets out an overview of the planning policy framework and guidance of relevance to the Proposed Development and identifies planning designations that relate to the Site.

National Planning Policy

- 6.5. The NPPF focusses on the delivery of sustainable development and requires that there is a presumption in favour of sustainable development. The core planning principles include, amongst others, to drive and support development and to promote an effective use of land that makes as much use as possible of previously developed land

(paragraph 119), and that decisions should look to optimise the potential of sites (paragraph 130).

- 6.6. The NPPF explicitly supports new development that supports new housing development, including on in fill sites (Paragraphs 60, 62, 68, 69), and supports main town centre uses, including hotels, retail and residential⁵, in appropriate town centre locations (Paragraph 86).
- 6.7. The NPPF notes that Proposed Development that accords with an up-to-date Development Plan should be approved without delay (paragraph 11c).

Regional Planning Policy

- 6.8. The London Plan is the principal land use and planning guidance for London and, as previously established, forms part of the Development Plan. It sets out the spatial strategy and policy context for how and where growth should be accommodated across London. These objectives include:
- Optimising the development of previously developed land (Policy D3);
 - Promoting development in areas accessible by public transport (Policy T1);
 - Supporting mixed-use development that strengthens communities and local economies (PolicySD9);
 - Promoting town centre⁶ vitality and viability (Policy SD6); and
 - Delivering new housing (Policy H1).

Local Planning Policy

- 6.9. The Local Plan is the key policy document for determining planning applications in the Borough. The Proposed Development complies with the strategic objectives of the Local Plan in so far as it supports sustainable economic growth and job creation and

⁵ Referring to Annex 2 (Glossary) of the NPPF.

⁶ Recognising that the Site sits within the designated Finchley Road Town Centre.

delivers new housing. The Local Plan establishes the principle of the mix of uses proposed, by virtue of its location within the Finchley Road Town Centre.

- 6.10. Specific policy requirements are set out and assessed in Section 7 of this Planning Statement.

7. PLANNING POLICY ASSESSMENT

- 7.1. This section demonstrates how the Proposed Development is acceptable when considered against Development Plan, when taken as a whole, as well as the NPPF, and other material considerations. It highlights key policy areas and should be read alongside the other documents submitted with this planning applications, covering these subjects as well as others.

Principle of Development and Land Use

- 7.2. The principle of development is supported by policy at a local (Borough), regional and national level. The NPPF sets out a presumption in favour of sustainable development (paragraph 10) which supports policy compliant development and encourages growth. Paragraph 119 of the NPPF supports the use of land for *“objectively assessed needs, in a way that makes as much use as possible of previously-developed land”*. The NPPF also encourages local authorities to seek multiple benefits from urban land through mixed use schemes, whilst taking opportunities to achieve net environmental gains (paragraph 120a).
- 7.3. Policy TC2 of the Local Plan seeks to promote successful and vibrant centres⁷ throughout the Borough to serve the needs of residents, workers and visitors. In particular, the policy seeks to: (a) protect and enhance the role and unique character of each of Camden’s centres, ensuring that new development is of an appropriate scale and character for the centre in which it is located; (b) provide for and maintain, a range of shops including independent shops, services, food, drink and entertainment and other suitable uses to provide variety, vibrancy and choice; (c) make sure that food, drink, entertainment and other town centre uses do not have a harmful impact on residents and the local area.
- 7.4. Policy TC2 seeks to promote successful and vibrant centres throughout the borough, which serve the needs of residents, workers and visitors. The policy aims to make sure that food, drink, entertainment and other town centre uses do not have a harmful impact on residents and the local area.

⁷ Including the Finchley Road Town Centre within which the Site is located.

Loss of Existing Use

- 7.5. On the basis that the existing land use (ground floor retail) is effectively re-provided as part of this application there is no planning policy conflict.

Hotel (Class C1)

- 7.6. As stated previously, the Site is located within New College Parade section of Finchley Road Town Centre and as such hotel uses are acceptable in principle in these locations⁸. Policy E3 of the Local Plan recognises the importance of the visitor economy in Camden and seeks to support tourism development including visitor accommodation. The policy directs 'large-scale tourism development'⁹ towards the growth areas of King's Cross, Euston, Tottenham Court Road and Holborn, whilst 'smaller-scale tourism' would be preferable at Finchley Road (i.e. on this Site).
- 7.7. The proposed hotel floorspace has been reduced following pre-application feedback and now comprises 1,191 sqm GIA which, whilst marginally above the policy-defined threshold¹⁰, is considered to be appropriate and acceptable against Local Plan Policy E3 when noting that this includes back of house and circulation space also.
- 7.8. London Plan Policy E10 (Visitor Economy) states that London's visitor economy and associated employment should be strengthened by enhancing and extending its attractions, inclusive access, legibility, visitor experience and management and supporting infrastructure, particularly to parts of outer London well-connected by public transport, taking into account the needs of business as well as leisure visitors.

Residential (Class C3)

- 7.9. Policy H2 of the local plan (Maximising the supply of self-contained housing from mixed-use schemes) states that "*where non-residential development is proposed the Council will promote the inclusion of self-contained homes as part of a mix of uses.*" Following pre-application feedback, residential floorspace has been incorporated into the Proposed Development in order to comply with this policy requirement.
- 7.10. Policy H1 of the Local Plan regards self-contained housing as the priority land use and therefore the provision of housing on the Site is supported. Moreover, great weight

⁸ Referring to NPPF paragraph 86 in particular, as well as the Annex 2 glossary definitions of appropriate uses.

⁹ 1,000 sqm or more

¹⁰ See previous footnote

should be given to the provision of residential floorspace as part of the wider planning balance. Policy H2 seeks to maximise the supply of self-contained housing from mixed-use schemes and in the Central London Area (which includes Finchley Road) and the Proposed Development is therefore supported in this regard.

- 7.11. Policy H1 of the London Plan equally promotes the incorporation of residential into mixed-use development to maximise housing delivery and, as set out, this is now achieved as part of the Proposed Development.

Retail (Class E)

- 7.12. Local Plan Policy TC4, London Plan Policy D4 and NPPF paragraph 86 all support retail uses within town centre locations. As established the Site is located within the New College Parade section of Finchley Road Town Centre and the proposed flexible retail use is therefore supported in this location. It will help activate this part of the centre and help support its wider vitality and viability directly, and indirectly through increased footfall and investment.

Design Approach

- 7.13. Policy D1 of the Local Plan seeks to secure high quality design in development. This reflects London Plan Policy D3, D4 and Chapter 12 of the NPPF, and paragraph 130¹¹ in particular. The Proposed Development achieves these objectives through responding to the character of the area, incorporating a sustainable design approach, carefully selecting design details and materials that are of high quality and complementing local character and, internally, proposing high standards of hotel, retail and residential accommodation.
- 7.14. In terms of other Local Plan policies, Policy D3 relates to the expectations for shopfront design and Policy D12 relates to design requirements in terms of fire safety. The DAS includes commentary on these elements.
- 7.15. The Proposed Development will sensitively develop the Site in a way which will better contribute to the street scene and respond to the surrounding context. The

¹¹ Paragraph 130 of the NPPF also states that developments should be “*sympathetic to local character and history, including the surrounding built environment*”, and the NPPF goes on to stress ‘great weight should be given to an asset’s conservation.’

appearance of the building will be secured through this important investment, and it will, as a result, remain an interesting part of the street scene. At 7 storeys, the building is an appropriate height in the context of the prevailing building height of the area. In terms of design, the Proposed Development is of an appropriate scale and massing, and thus accords with design policy as set out in the NPPF, London Plan and Local Plan.

Transport / Highways

- 7.16. Chapter 9 of the NPPF is dedicated to promoting sustainable transport. Within the chapter, the following requirements are established from development (paragraph 112); give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use; address the needs of people with disabilities and reduced mobility in relation to all modes of transport; and allow for the efficient delivery of goods, and access by service and emergency vehicles.
- 7.17. Local Plan Policy A1 (h) and (i) requires the Council to consider the transport impacts of development (including the use of Transport Assessments, Travel Plans and Delivery and Servicing Management Plans); and the impacts of the construction phase (including the use of Construction Management Plans). In addition, Local Plan Policy T1 seeks to promote sustainable transport by prioritising walking, cycling and public transport in the borough and Policy E3 supports tourism development provided that visitor accommodation is easily reached by public transport.
- 7.18. Policy T2 of the Local Plan notes that the Council will limit the availability of parking and require all new developments in the Borough to be car-free. A Section 106 legal agreement would secure the new building as 'car-free' if planning permission were to be granted.
- 7.19. The Proposed Development meets the policy criteria in terms of transport, including in relation to appropriate parking, delivery and servicing, and logistical arrangements, and can thus be supported on this basis.

Amenity

- 7.20. NPPF paragraph 185 sets out that new development should be appropriate for its location, taking into account effects such as noise, pollution, and loss of daylight, and ensuring these are adequately mitigated to preserve surrounding amenity. Local Plan Policy A1 seeks to protect the quality of life of occupiers and neighbours. The policy notes that the factors to consider include: visual privacy and outlook; sunlight, daylight and overshadowing; impacts of the construction phase; and noise and vibration impacts.
- 7.21. A Daylight and Sunlight Report, prepared by Point 2, is submitted as part of this application, setting out that the overall impact of the Proposed Development on neighbouring properties is acceptable when considered alongside guidance and policy. Residential properties at Harold House, College Court, 9-10 College Court, 39 College Crescent Road, New College Court and Palmers Lodge were assessed within the daylight and Sunlight Report¹². The impact to two properties (Palmers Lodge and 2 blocks of Harold House) is shown to be fully BRE compliant in relation to both daylight and sunlight. Impacts on remaining properties are considered to be acceptable in relation to the context and the specific impacts are summarised within the body of the Daylight and Sunlight Report.
- 7.22. The effects on all other properties would be in accordance with BRE guidance. As such, the Proposed Development complies with regional and local policy in terms of daylight and sunlight effects.
- 7.23. A Noise Impact and Exposure Assessment, prepared by Clement Acoustics, has been submitted alongside this application, which demonstrates that the operation of the Proposed Development will not have a negative impact on nearby noise sensitive receptors, provided a noise management plan is implemented in accordance with the recommendations made therein which have fed into the design of the Proposed Development. The preliminary assessment sets out noise limits for plant associated with the proposed uses, to prevent any adverse impact on nearby residential properties. This therefore demonstrates compliance with relevant national, regional and local policy requirements.

¹² Comprising 155 windows servicing 118 Site-facing habitable rooms

- 7.24. In terms of other amenity-related matters, such as overlooking and sense of enclosure, the DAS sets out how the Proposed Development has been developed to minimise, reduce, or remove any adverse effects.

Energy and Sustainability

- 7.25. Chapter 14 of the NPPF focusses on the need for new development to be sustainable and low carbon. Amongst other requirements, development is encouraged to reduce greenhouse gas emissions, such as through its location, orientation and design. Local Plan Policy CC1 promotes zero carbon development and requires all development to reduce carbon dioxide emissions through following the steps in the energy hierarchy. The policy supports and encourages sensitive energy efficiency improvements to existing buildings and requires all major developments to assess the feasibility of connecting to an existing decentralised energy network, or where this is not possible establishing a new network.
- 7.26. Local Plan Policy CC2 requires development to be resilient to climate change, by adopting appropriate climate change adaptation measures such as the protection of green spaces and promoting new green infrastructure; not increasing, and wherever possible reducing, surface water run-off through increasing permeable surfaces and use of Sustainable Drainage Systems; incorporating biodiverse roofs, combination green and blue roofs and green walls where appropriate; and measures to reduce the impact of urban and dwelling overheating, including application of the cooling hierarchy.
- 7.27. The Energy Statement, prepared by Eight Versa, submitted in support of the application demonstrates that the Proposed Development fully adheres to the principles of local, regional and national policy in terms of energy and sustainability. Through the use of energy efficiency measures ('Be Lean'), and renewable technologies in the form of Air Source Heat Pumps, the Proposed Development will achieve a CO2 reduction of 41.9% beyond Building Regulations, significantly over minimum policy guidance. The Sustainability Statement sets out how the development will take a holistic approach to sustainable design and construction,

through a sustainable materials procurement policy, and efficient on-site waste strategy, which will ensure that materials are re-used or recycled where possible.

- 7.28. It has therefore been demonstrated that the Proposed Development complies with specific local and regional energy and sustainability policies, as demonstrated by the substantial reduction in CO2 emissions, incorporation of renewable technology, and commitment to sustainable construction methods.

Summary

- 7.29. As demonstrated, the Proposed Development complies with national, regional and local planning policy in relation to these key policy areas, as well as others covered in the wider suite of documents prepared and submitted with this planning application. The mix of land uses proposed are explicitly supported in this location and address policy requirements¹³. Great weight should be given to the positive effects that the Proposed Development will have on the vitality and viability of Finchley Road Town Centre (and this section of it in particular) as well as the delivery of new housing in a suitable, accessible and sustainable town centre location.

¹³ Specifically in relation to mixed use policy requiring on site residential floorspace.

8. CONCLUSIONS

8.1 In summary, the Proposed Development will make effective and optimised use of a Site delivering a modern and well-designed scheme that incorporates hotel, residential and retail uses. All of the proposed land uses are policy compliant within the context of the area.

8.2 The final scheme has been designed by Kyson in response to pre-application advice from LBC and following local engagement and has been prepared with input from a wider consultant team with experience in delivering high quality schemes in locations such as this.

8.3 The Proposed Development will provide a range of public and placemaking benefits, including:

- Optimisation of the Site through a development introducing appropriate uses in this defined commercial parade location.
- Introduction of a new boutique hotel in a highly sustainable location and of an appropriate size in this location, and the provision of a retail space designed to meet local residential, visitor and worker needs.
- Delivery of new homes that will contribute towards Camden's housing targets and meeting identified local needs.
- Delivery of a new building of the highest architectural quality, designed by award winning London-based architects, representing an appropriate response to the character of the area.
- Building upon the highly accessible location with an existing excellent level of public transport (PTAL 6a), to deliver a car-free development.
- Supporting and creating full-time equivalent new employment opportunities associated with the proposed hotel and retail uses, with further jobs created over the 18 – 24 months construction period.
- An associated economic benefit associated with those staying in the hotel (and from on-site workers during the operational phase) generating expenditure in the

local area and supporting additional economic activity linked to supply chain activity.

- Supporting local initiatives as part of Community Infrastructure (CIL) payments and further investment through business rates contributions for local and regional benefit.

8.4 For the reasons set out in the material which is submitted in support of this planning application (including this Planning Statement), it is demonstrated that the Proposed Development accords with the Development Plan (when read as a whole). Accordingly, it benefits from the statutory presumption set out in section 38(6) of the 2004 Act.

8.5 Moreover, this material also demonstrates that the Proposed Development comprises sustainable development within the meaning of the NPPF, such that it engages the presumption set out in paragraph 11. This strongly reinforces the policy support for the Proposed Development. It therefore follows that planning permission should be granted for the Proposed Development.