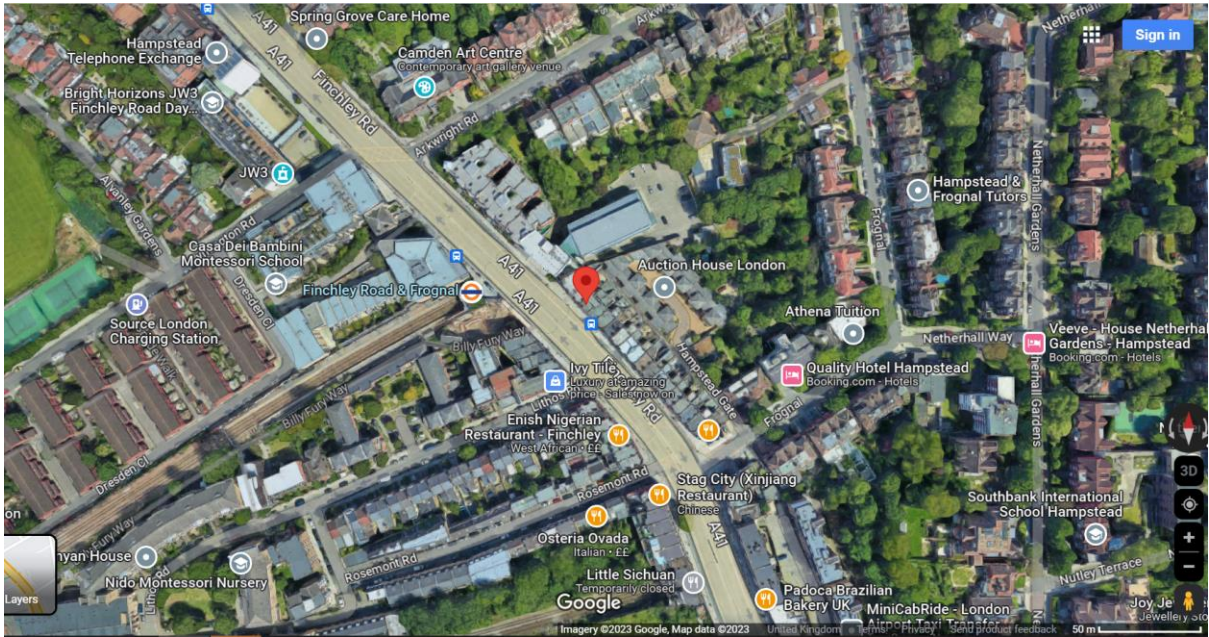


2022/2880/P & 2022/3259/A –  
194-196 Finchley Road, London, NW3 6BX

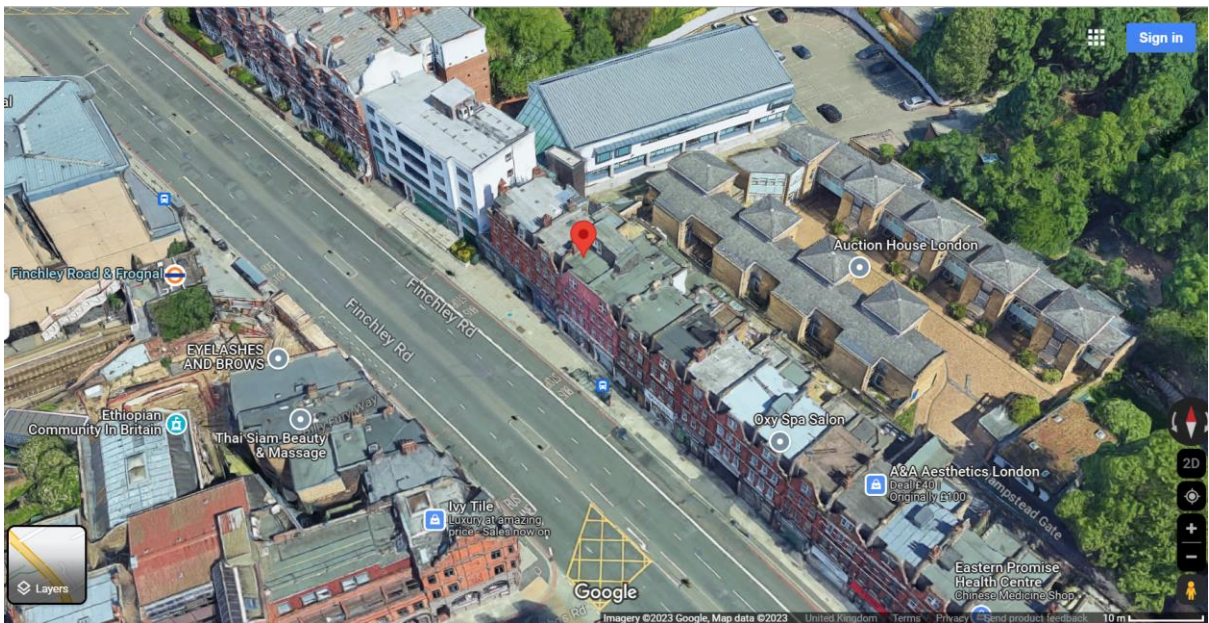


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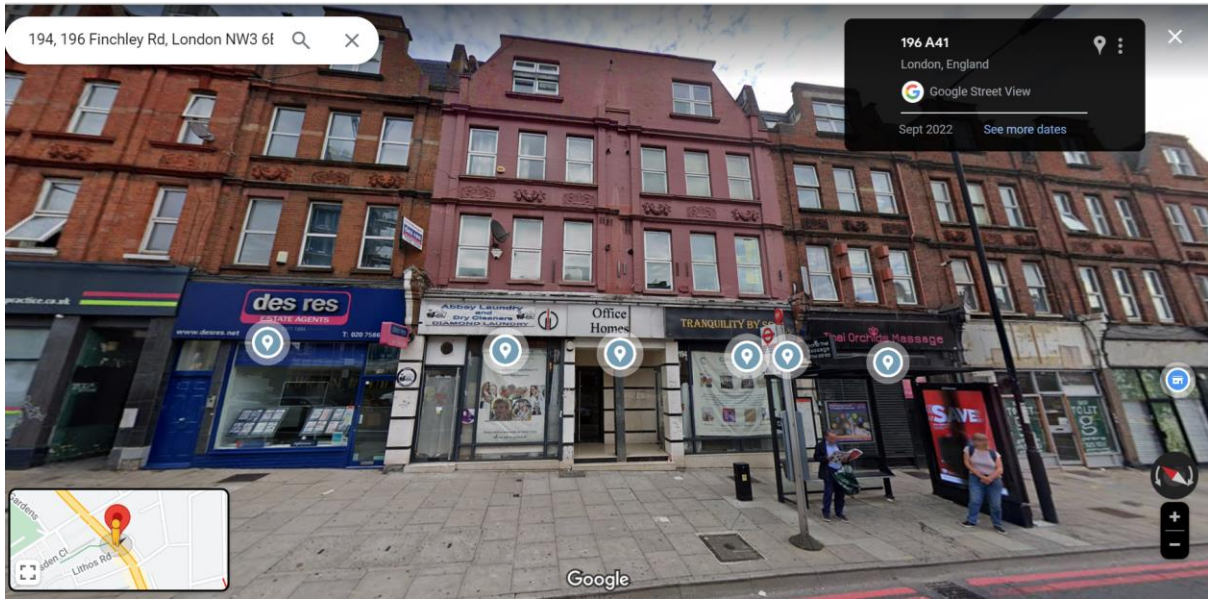
2022/2880/P & 2022/3259/A - 194-196 Finchley Road



1. Google Maps view of site and surroundings.



2. Google 3D view of site and surroundings.



3. Google Street view of shop front, with bus stop in foreground.

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>	<b>10/10/2022</b> (both applications)
		N/A / attached		<b>Consultation Expiry Date:</b>	(i) 24/07/2023 (ii) n/a
<b>Officer</b>			<b>Application Number(s)</b>		
Matthew Dempsey			i) 2022/2880/P ii) 2022/3259/A		
<b>Application Address</b>			<b>Drawing Numbers</b>		
194-196 Finchley Road London NW3 6BX			Please refer to Decision Notice		
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>		
<b>Proposal(s)</b>					
i) Alterations to ground floor Class E frontage (with associated advertisement ref: 2022/3259/A). ii) Display of fascia sign to Class E unit.					
<b>Recommendation(s):</b>		i) Grant Planning Permission. ii) Grant Advertisement Consent.			
<b>Application Type:</b>		i) Full Planning Permission. ii) Advertisement Consent.			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
<b>Consultations</b>						
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00
Summary of consultation responses:	<p>A Site notice was displayed 30/06/2023, which expired 24/07/2023.</p> <p>No representations were received through public consultation.</p>					
Local group's comments:	<p>The Redington Frogna! Neighbourhood Forum were consulted on the scheme and raised an objection which can be summarised as follows:</p> <ul style="list-style-type: none"> <li>• The proposed shopfront is not traditional as per the Neighbourhood Plan Policy FR.</li> <li>• The Forum would welcome a timber framed shopfront.</li> </ul> <p><u>Officer Response:</u></p> <ul style="list-style-type: none"> <li>• <i>The design of the new shop front is considered to respect the proportions of a traditional shop-frontage. The proposed development shall improve the appearance of the existing shopfront by tidying up dilapidated existing features and providing a uniform and consistent design to the premises.</i></li> <li>• <i>There are currently a mixture of material finishes where piecemeal repairs have taken place over time, which give the existing host premises an undesirable appearance. Although a timber shop frontage may have been preferred, given the surrounding context of neighbouring properties, the proposed scheme here is considered acceptable.</i></li> </ul>					

## Site Description

The host building is a four storey mixed use premises with commercial use at ground floor and residential flats above within a terrace of similar properties. It is situated on the eastern side of Finchley Road, opposite the Finchley Road and Frognal Overground Station.

The ground floor frontage is in a poor state of repair with existing cladding and fenestration showing visible signs of wear and tear.

Three separate businesses are apparent from existing fascia signage. The premises is accessed via a double porch to the centre of the property, with an additional single doorway to the north side for access to the residential properties.

The property is not listed and is not located within a conservation area, however it is located within the boundary of the Redington Frognal Neighbourhood Plan.

The application relates to the ground floor front of the property only.

## Relevant History

**2004/1054/P** - Change of use of the entire building from Business (Class B1) to Professional and Financial Service (Class A2) at ground floor level and to residential use (Class C3) on 1st, 2nd and 3rd floors, to provide 6 x self-contained 1-bedroom flats and 2 x studio flats plus provision for cycle storage facilities on the ground floor. **Granted subject to Section 106 Legal Agreement**

**2018/2501/P** - Change of use of part of the lower ground and ground floors from Use Class A2 (Estate Agent) to Use Class D1 (Health Service). **Granted 03/09/2018.**

## Relevant policies

### National Planning Policy Framework 2021

### The London Plan 2021

### Camden Local Plan 2017

A1 Managing the impact of development

D1 Design

D3 Shopfronts

D4 Advertisements

### Redington Frognal Neighbourhood Plan 2021

### Camden Planning Guidance

Adverts CPG (2018)

Amenity (2021)

Design (2021)

Town centres and retail (2021)

### Town and Country Planning (Control of Advertisements) (England) Regulations 2007

## Assessment

### 1.0 Proposal:

1.1 The proposed development includes;

- Installation of an Alu-bond shop-frontage.
- Installation of glazed door to front side.
- Display of non-illuminated fascia signage.

1.2 In connection with the proposed development, the applicant intends to install window graphics, however these shall be applied internally and do not require planning permission or advertisement consent. They are included here for the avoidance of doubt.

1.3 It is noted that the applicant submitted a revised drawing which included proposals for an awning and two projecting flag signs fitted at fascia level. For the avoidance of doubt, this revision was not accepted and is not included in the assessment or the final decision.

1.4 Existing and proposed shopfront:



Existing Front Façade



Proposed Front Façade

Figure 1. Existing and proposed front façade, applicant D&A Statement, page 4.

## 2.0 Planning considerations:

2.1 The main considerations in the determination of this application are:

- Design.
- Impact on the amenity of neighbouring residents.
- Impact on highways safety.

## 3.0 Design:



- 3.1 Local Plan Policy D1 (Design) establishes that careful consideration of the characteristics of a site, features of local distinctiveness and the wider context is needed in order to achieve high quality development in Camden which integrates into its surroundings. It advises that “Good design takes account of its surroundings and preserves what is distinctive and valued about the local area”. Local Plan Policy D3 (Shopfronts) states that “Shopfronts form an essential part of the character and attractiveness of many areas in Camden, in particular its centres, and contribute to the creation of vibrant streets and public spaces”. The existing dilapidated shop-front shall be replaced with an Alu-bond finish which shall maintain the proportions of the existing arrangements but with an improved and uniform consistent appearance across the façade.
- 3.2 The new glazed door to the residential entrance is considered suitable for the overall appearance of the commercial frontage and would not appear incongruous in this context and setting.
- 3.3 Local Plan Policy D4 (Advertisements) establishes that the Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail. Furthermore, advertisements will not be considered acceptable where they impact upon public safety.
- 3.4 The proposed signage is considered to be acceptable given the size, design, materials, location and lack of illumination.
- 3.5 As such, the design of the shop front and display of adverts is considered acceptable in accordance with policy D1, D3 and D4 of the Local Plan.

#### **4.0 Impact on amenity of neighbouring residents:**

- 4.1 Local Plan Policy A1 (Managing the impact of development) and Camden Planning Guidance (Amenity) seek to protect the amenity of Camden’s residents by ensuring the impact of development is fully considered and by only granting permission to development that would not harm the amenity of communities, occupiers and neighbouring residents in terms of outlook, daylight, privacy, noise odours.
- 4.2 Given the nature of the proposals, relating to the shopfront, it is not considered that the proposals would negatively impact amenity of nearby residential occupiers in terms of outlook, daylight, or privacy.
- 4.3 As such, the proposal is in accordance with policy A1 of the Local Plan.

#### **5.0 Impacts on highways safety:**

- 5.1 Given the nature of the development with lack of illumination, the proposed development is not considered to have any negative impact on pedestrian or vehicular safety.

#### **6.0 Recommendation:**

- 6.1 Grant planning permission.
- 6.2 Grant advertisement consent.

***The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday***

**18<sup>th</sup> September 2023, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to [www.camden.gov.uk](http://www.camden.gov.uk) and search for 'Members Briefing'.**

Application ref: 2022/2880/P  
Contact: Matthew Dempsey  
Tel: 020 7974 3862  
Email: [Matthew.Dempsey@Camden.gov.uk](mailto:Matthew.Dempsey@Camden.gov.uk)  
Date: 12 September 2023

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk](http://www.camden.gov.uk)

Cooley Architects  
123 Aldersgate Street  
London  
EC1A 4JQ  
United Kingdom

# DRAFT

Dear Sir/Madam

**DECISION**

Town and Country Planning Act 1990 (as amended)

## **Full Planning Permission Granted**

Address:

**194-196 Finchley Road**  
**London**  
**NW3 6BX**

Proposal:

Alterations to ground floor Class E frontage (with associated advertisement ref: 2022/3259/A).  
Drawing Nos: Site Location Plan 1232-CYA-AA-XX-DR-A-00001 RevA, 00002 RevA, 00003 RevB. Design and Access Statement Colley Architects June 2022.

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: Site Location Plan 1232-CYA-AA-XX-DR-A-00001 RevA, 00002 RevA, 00003 RevB. Design and Access Statement Colley Architects June 2022.

Reason: For the avoidance of doubt and in the interest of proper planning.

- 3 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy D1 [and D2 if in CA] of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at [www.camden.gov.uk](http://www.camden.gov.uk)) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice about your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new *submission form* (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

Chief Planning Officer

**DRAFT**

**DECISION**

Application ref: 2022/3259/A  
Contact: Matthew Dempsey  
Tel: 020 7974 3862  
Email: [Matthew.Dempsey@Camden.gov.uk](mailto:Matthew.Dempsey@Camden.gov.uk)  
Date: 12 September 2023

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk](http://www.camden.gov.uk)

Cooley Architects  
123 Aldersgate Street  
London  
EC1A 4JQ  
United Kingdom

# DRAFT

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**194-196 Finchley Road**  
**London**  
**NW3 6BX**

# DECISION

Proposal: Display of fascia sign to Class E unit.

Drawing Nos: Site Location Plan 1232-CYA-AA-XX-DR-A-00001 RevA, 00002 RevA, 00003 RevB. Design and Access Statement Colley Architects June 2022.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to  
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

- (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
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In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-householder-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

Chief Planning Officer

**DECISION**