



**9-12 New College Parade**

# Planning Statement

**August 2024**

**DP9 Ltd**

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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 59-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 three residential units at the first 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 use, 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, equating to approximately £300,000, 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, prepared by DP9;
- Community Infrastructure Levy Form 1, prepared by DP9;
- Planning Statement, prepared by DP9;
- Covering Letter, prepared by DP9;
- Site Location Plan / Existing and Proposed Plans and Drawings, prepared by Kyson;
- Design and Access Statement, prepared by Kyson;
- Daylight and Sunlight Report, prepared by Point 2;
- Transport Assessment, prepared by Caneparo;
- Draft Travel Plan, prepared by Caneparo;
- Draft Delivery and Servicing Management Plan, prepared by Caneparo;
- Operational Waste Management Plan, prepared by Caneparo;
- Construction Management Plan, prepared by Caneparo;
- Energy Strategy, prepared by Zenko;
- Sustainability Statement (Including Preliminary BREEAM Assessment), prepared by Zenko;
- Pre-Demolition Audit, prepared by Eight Versa;
- Noise Impact and Exposure Assessment, prepared by Clement
- Air Quality Assessment, prepared by Zenko;
- Flood Risk Assessment including Drainage Strategy, prepared by Symmetrys;
- Structural Report (Including Basement Impact Assessment), prepared by Symmetrys;
- Planning Fire Safety Statement, prepared by Maurice Johnson;
- Arboricultural Impact Assessment and Tree Survey, prepared by Marcus Foster; and
- Statement of Community Involvement, prepared by Kanda

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

- **Section 2** - Site Context.
- **Section 3** - Planning History.
- **Section 4** - Pre-Application Discussions and Consultation.
- **Section 5** - Application Proposals.
- **Section 6** - Planning Policy Framework and Overview.
- **Section 7** - Planning Policy Assessment.
- **Section 8** - 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 measures 395 sqm and currently 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 and 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 terms<sup>1</sup>.
- 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 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.

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



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 are 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.
- 3.2 In February 2023, the Applicant submitted a planning application to LBC (LPA Ref. 2022/5568/P) for “Retention of existing two storey facade and upwards extension to provide a 7 storey (plus basement) building with retail, bin / bike stores and lobby at basement / ground floor levels, hotel at first to fourth floor levels and 6 residential units at fifth and sixth floor levels”. This application has been withdrawn following conversations with LBC Officers and neighbours, which have informed the current application.

Reference	Description	Decision
2022/5568/P	Retention of existing two storey facade and upwards extension to provide a 7 storey (plus basement) building with retail, bin / bike stores and lobby at basement / ground floor levels, hotel at first to fourth floor levels and 6 residential units at fifth and sixth floor levels	Withdrawn August 2024
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.	Planning Permission Granted January 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.	Planning Permission Granted August 1964
TP101319/19372	Alterations to shops and basements at Nos. 1-12 New College Parade, Finchley Road, Hampstead.	Planning Permission Granted April 1963
TP/101319/5174	Change of use from Office units (class B1) to conversion to three flats (class C3) at first floor.	Planning Permission Granted August 1963



#### **4. Pre-Application Discussions and Consultation**

- 4.1 As set out above, in February 2023, the Applicant submitted a planning application to LBC (LPA Ref. 2022/5568/P) for “Retention of existing two storey facade and upwards extension to provide a 7 storey (plus basement) building with retail, bin / bike stores and lobby at basement / ground floor levels, hotel at first to fourth floor levels and 6 residential units at fifth and sixth floor levels”. This application has been withdrawn following conversations with LBC Officers and neighbours, which have informed the current application.
- 4.2 Prior to the submission of the February 2023 application, the Applicant engaged in a series of pre-application discussions with LBC which are considered relevant to this new application. These meetings confirmed the principle of redevelopment, the proposed land uses and the appropriateness of the scale proposed.
- 4.3 Following the submission of the February 2023 application, Officer feedback and neighbour representations revealed it was appropriate to make further changes to the proposed development in terms of massing and height, which this revised Application seeks to address.
- 4.4 Following amendments to the scheme (to address the feedback received), the updated scheme was discussed with LBC officers in advance of the submission of this application.
- 4.5 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.

#### **The Revised Application**

- 4.6 During the consultation period on the February 2023 application, the Applicant has engaged with Officers at LBC to receive feedback on the application proposals.
- 4.7 Feedback on the 2023 application included concerns raised about the height of the proposed building and its impact on the amenity of surrounding residents. Local residents had concerns about the loss of light to their properties, overlooking and loss of privacy and noise and nuisance.
- 4.8 Following receipt of these comments and further discussions with LBC, the Applicant has decided to withdraw the 2023 application and has prepared the revised application which has sought to address these comments. As a result, the overall height of the building has been reduced from 22.5m to 21.7m (800mm reduction); the rear elevation has been set back on all levels with the exception of the new secondary core which is required under Building





Regulations; and as a result the overall floor area has reduced by 178 sqm. Further details of the scheme amendments proposed under this application are included in the submitted DAS.



## 5. Application Proposals

### Description of Development

- 5.1 The proposal seeks to deliver a 59-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 three residential units at the first floor and flexible retail space at ground and basement level.
- 5.2 The hotel extends to 1,441.5 sqm GIA of floorspace (Class C1), comprising the 59 rooms. As stated, the Proposed Development will also comprise of 197 sqm GIA of retail floorspace (Class E) at basement and ground floor / street level, and three residential units (Class C3) on the first floor totalling 243 sqm.
- 5.3 The Proposed Development also includes shared support space, including cycle storage (providing 12 spaces across separate uses), with 2 for the retail units, 6 for residential and 4 for hotel), plant space and shared hotel / residential reception and lobby. In total, the proposed new building comprises 2,137 sqm GIA.
- 5.4 A summary of the floorspace is provided below. Further detail, including area breakdowns, is set out in the DAS, prepared by Kyson.

Floor	Uses	Floorspace sq.m
Basement	Commercial, Hotel servicing, Hotel Rooms and Plant	277
Ground Floor	Commercial, Commercial Servicing, Hotel servicing, Hotel Rooms and Residential Servicing	274
First Floor	Residential Flats	274
Second Floor	Hotel Rooms	268
Third Floor	Hotel Rooms	268
Fourth Floor	Hotel Rooms	268
Fifth Floor	Hotel Rooms	268
Sixth Floor	Hotel Rooms	240
<b>Total</b>		<b>2137</b>



## **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 following:

- Camden Local Plan (July 2017)
- Camden Policies Map (July 2017)
- The London Plan (March 2021)

6.2 Alongside the Development Plan, the National Planning Policy Framework ('NPPF') (December 2023) is a material consideration as is the online National Planning Practice Guidance ('NPPG'), the National Design Guide and Supplementary Planning Guidance (SPG).

6.3 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.

6.4 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
- Neighbour Amenity
- Energy and Sustainability

6.5 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**

6.6 National planning policy is set out in the National Planning Policy Framework (NPPF), which was updated in December 2023. At the heart of the NPPF is a presumption in favour of sustainable development (paragraph 11) with three overarching objectives: economic, social and environmental. These are to be delivered through the preparation and implementation of plans and the application of policies within the Framework.

6.7 The NPPF explicitly supports new development that supports new housing development, including on in fill sites (Paragraphs 60, 63, 69, 70), and supports main town centre uses, including hotels, retail and residential, in appropriate town centre locations (Paragraph 90).

6.8 The NPPF notes that Proposed Development that accords with an up-to-date Development Plan should be approved without delay (paragraph 11c).



6.9 In July 2024, the Government announced a public consultation on revisions to the NPPF, with the consultation period running until 24 September 2024. A revised NPPF will be formally published after this once the consultation feedback has been considered. The nature of the proposed changes, whilst continuing to support the optimisation and redevelopment of brownfield sites, such as this, do not materially affect the Proposed Development and its acceptability in policy terms.

### **Regional Planning Policy**

6.10 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 centre vitality and viability (Policy SD6); and
- Delivering new housing (Policy H1).

### **Local Planning Policy**

6.11 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 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.

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

6.13 Camden are currently preparing a new Local Plan and a consultation was held on the Regulation 18 Draft New Camden Local Plan from January 2024-March 2024. LBC are currently reviewing the representations received on the Regulation 18 consultation and according to the latest Local Development Scheme (December 2023), LBC intend to issue the pre-submission draft Local Plan (Regulation 19) for consultation in winter 2024/25. It is anticipated that the new Local Plan will be adopted in Spring 2026.

6.14 Since the review of the Local Plan is at an early stage, it is not considered to be a material consideration in the determination of this planning application.



## 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 At the heart of the NPPF is the presumption in favour of sustainable development (Paragraph 11), achieved through meeting the three ‘overarching aims’: building a strong, responsive and competitive economy; supporting strong, vibrant and healthy communities; and contributing to, protecting and enhancing the natural, built and historic environment.
- 7.3 Paragraph 123 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 124a).
- 7.4 Policy TC2 of the Local Plan seeks to promote successful and vibrant centres<sup>2</sup> 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.
- 7.5 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.
- 7.6 Therefore, the mix of uses on the Site including retail at ground and basement levels, a hotel and some residential flats is wholly accepted in policy terms in this location.

### Loss of Existing Use

- 7.7 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.

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<sup>2</sup> Including the Finchley Road Town Centre within which the Site is located



### Hotel (Use Class C1)

- 7.8 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 locations<sup>3</sup>. 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*'<sup>4</sup> 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).
- 7.9 The proposed hotel floorspace has been reduced following pre-application feedback and now comprises 1,441.5 sqm GIA which, whilst marginally above the policy-defined threshold<sup>5</sup>, is considered to be appropriate and acceptable against Local Plan Policy E3 when noting that this includes back of house and circulation space also and is proposed alongside mixed-use development comprising residential elements.
- 7.10 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 (Use Class C3)

- 7.11 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.
- 7.12 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 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.
- 7.13 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.

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<sup>3</sup> Referring to NPPF paragraph 90 in particular, as well as the Annex 2 glossary definitions of appropriate uses.

<sup>4</sup> 1,000 sqm or more

<sup>5</sup> 1,000 sqm or more



- 7.14 Three residential flats are proposed as part of the proposed mixed-use scheme. This is considered to be in accordance with the requirements of Policy H2.
- 7.15 With regard to affordable housing, Policy H4 of the Local Plan states that LBC will expect a contribution to affordable housing from all developments that provide one or more additional homes and involve a total addition to residential floorspace of 100sqm GIA or more. Since the proposals are for three residential units, the Policy states that where developments have capacity for fewer than 10 additional dwellings, the Council will accept a payment-in-lieu of affordable housing. An affordable housing contribution will be paid by the Applicant in accordance with LBC guidance and the amount will be agreed through the planning application determination period.
- 7.16 The proposal to provide an affordable housing contribution is considered to be meeting policy requirements.

#### Retail (Use Class E)

- 7.17 Local Plan Policy TC4, London Plan Policy D4 and NPPF paragraph 90 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**

- 7.18 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 135<sup>6</sup> 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.
- 7.19 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.
- 7.20 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 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 ground floor plus 6 storeys, the building is an appropriate height in the context of the prevailing building height of the area. In terms of

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<sup>6</sup> Paragraph 135 part c of the NPPF also states that developments should be sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change



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**

- 7.21 Chapter 9 of the NPPF is dedicated to promoting sustainable transport. Within the chapter, Paragraph 116 provides the following requirements are established from development; 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.
- 7.22 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). This application is accompanied by a Transport Assessment, Travel Plan and Draft Delivery and Servicing Management Plan in accordance with the requirements of Policy A1.
- 7.23 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. 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.
- 7.24 Policy T5 of the London Plan deals with cycling and sets out the minimum cycle parking standards for different types of development. For commercial uses (A2-A5), a total of 1 long-stay cycle parking space is required. The proposals include 2 long-stay cycle parking spaces for the retail uses on the ground floor and is in accordance with policy. For hotel uses, Policy T5 requires a total of 2 long-stay cycle parking spaces for a development of this scale. The proposals include the provision of 4 long-stay cycle parking spaces located in the basement in accordance with the policy requirement. Lastly, Policy T5 requires the provision of 5 long-stay cycle parking spaces for the residential element of the proposals for two 1-bed 2-person and one 2-bed 3-person residential flats. The proposals include the provision of 6 long-stay cycle parking spaces, which is in accordance with the policy requirement. Overall it is considered that the proposals meet the minimum requirements for long-stay cycle parking provision.
- 7.25 With regard to short-stay visitor cycle parking spaces, these will be secured on street with locations to be agreed with LBC during the determination of this application.





- 7.26 A Transport Assessment and Travel Plan is submitted in support of this application and confirms the acceptability of the proposals with regard to transport matters.

### **Neighbour Amenity**

- 7.27 NPPF paragraph 191 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. The Applicant has sought to engage with neighbours prior to the submission of the Application to ensure the proposals do not negatively impact their amenity.
- 7.28 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 Report. The impact to two adjacent Palmers Lodge is considered to be fully compliant with BRE guidelines and the effect on neighbouring Harold House is negligible overall with only one window falling shy of the suggested BRE targets when considered in isolation. 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.
- 7.29 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.
- 7.30 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.
- 7.31 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.
- 7.32 During the consultation period for the February 2023 application, a number of comments were received from local residents who were concerned about the impact of the proposed



development on their amenity. Their concerns related to loss of light to their properties, overlooking and loss of privacy and noise and nuisance. Following extensive discussions with Officers at LBC, the Applicant has worked to respond to these concerns and as a result the revised proposals include a reduction in the overall height of the building and the rear of the building has been stepped in at all levels at the rear. This has resulted in an overall reduction in the built floorspace. The overall distance between the Site and the nearest neighbours at the rear has increased, which will result in a reduced impact on the neighbouring residents. The proposed development is considered to be wholly acceptable with regards to amenity and the revised proposals are considered to have responded to the comments received during the consultation of the February 2023 application.

### **Energy and Sustainability**

- 7.33 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.
- 7.34 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.
- 7.35 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 and PV's, 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.
- 7.36 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

- 7.37 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 requirements. 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.



## 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, following local engagement, with input from a wider consultant team with experience in delivering high quality schemes in locations such as this and has been guided by feedback received from LBC during the consultation period for the withdrawn February 2023 scheme.
- 8.3 The Proposed Development will provide a range of 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, equating to approximately £300,000, 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.