

Application ref: 2024/2790/P  
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Date: 16 August 2024

**Development Management**  
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Arrow Planning Ltd  
Clarks Barn  
Bassetsbury Lane  
High Wycombe  
HP11 1QX  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Approval of Details Granted**

Address:  
**551-557**  
**Finchley Road**  
**London**  
**NW3 7BJ**

Proposal: Approval of details for partial discharge of Condition 3 part a (external doors only) and part b (shopfronts) of Planning Permission ref. 2023/0383/P.

Drawing Nos: Covering letter, drawing no. 22-055-A-620

The Council has considered your application and decided to grant permission.

Informative(s):

#### **1 Reasons for granting approval-**

Condition 3 parts a (external doors only) and b (shopfront details) of planning permission 2023/0383/P require detailed drawings and confirmation of materials for shopfronts and the external front doors of the approved development at 551-557 Finchley Road. The host site is not a listed or locally listed building. It is not located in a conservation area, though it is sited opposite the Redington Froggnal Conservation Area.

The existing shopfronts have a flat front, are in metal, are of inappropriate

design and take a consistent form across all four bays. Other shop fronts in the parade are also not of heritage design.

It is proposed to replace the site's shop fronts with four slightly varying units featuring two square and two canted bay windows. While not scrupulously traditional in design, the proposal does have a stallriser, provides variety across the four frontages and re-introduces traditional forms such as divided fenestration, panelled doors and bays.

Given the site's non-heritage status and its existing low quality design, it is considered the proposal is acceptable in terms of its design detailing which would be of a good quality and which would respect local character and context, in accordance with the requirements of Policy D1 of the Local Plan and and Policy 2 of the Fortune Green and West Hampstead Neighbourhood Plan.

The submitted details are therefore considered sufficient to ensure the development would be of an appropriate design quality and are thus acceptable in respect of the requirements of Condition 3 parts a (external doors only) and b (shopfronts). Parts a, c and e still need to be discharged and part d has already been discharged under application reference 2024/2359/P

The full impact of the proposals has already been considered during the determination of the original application. The submitted details are in general accordance with the requirements of policies D1 of the London Borough of Camden Local Plan 2017 and Policy 2 of the Fortune Green and West Hampstead Neighbourhood Plan 2015.

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:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light blue rectangular background.

Daniel Pope  
Chief Planning Officer