

8 April 2025  
Our Ref: 23.5031

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London Borough of Camden  
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Dear Sir/Madam,

**Re: Application for planning permission for development proposals at ESCP Business School, 527 Finchley Road**

On behalf of our client, École Supérieure de Commerce de Paris ('ESCP') Europe Business School, we hereby submit a full planning application for proposals at ESCP Business School site at 527 Finchley Road, London, NW3 7BG ('the Site').

The planning application seeks planning permission for:

*"The replacement of two windows at the rear of the clocktower with new louvres at third floor level of the main building, and the replacement of the louvre at the rear of the gatehouse building with a timber framed window."*

To support this application a drawing pack prepared by Square Feet Architects have been submitted.

A payment of £383 for the application has been made via the Planning Portal (ref:PP-13923853).

## Background

The School are undertaking internal refurbishment of the loft space of the main building to the front of the Site, in order to provide increased lecture space and breakout areas for students. As part of these refurbishments, the School are seeking to replace two windows at the rear of the clocktower to provide ventilation to the new space at the third floor.

Additionally, to further enhance the efficient use and maximise the capacity of the building, it is proposed to install a timber-framed window to replace the louvre at the rear of the gatehouse. This modification enables the transformation of the old boiler room into a habitable office.

## The Site

The School is situated on the western side of Finchley Road on the corner of Parsifal Road and is occupied by the Parsifal College which is utilised by the School. The Site does not fall within a Conservation Area or an area of special character, however the West End Green Conservation Area is located directly adjacent to the south-west of the Site. The West End Green Conservation Area appraisal sets out that inclusion of the main



college building in the Conservation Area was declined as the College does not relate to the heart of the West End Green Area.

None of the School buildings are statutorily listed and the Site does not adjoin any listed buildings. The main building to the front is locally listed. The nearest listed building to the Site is the Emmanuel Church located approximately 0.3km to the south on Lyncroft Gardens to the south of the application Site, however it is not considered to be in the School's immediate context. There are several trees along the northern and south-eastern borders of the Site which are subject to a Tree Preservation Order (TPO). The School is accessed via Parsifal Road which is a residential road which has parking restrictions in place. Car parking for the school is located to the rear of the School.

The West Hampstead Town Centre is a short distance to the south where West Hampstead underground station and other amenities including retail, food and drink, library and leisure centre uses are located. The Site has a PTAL of 4, which indicates a good level of accessibility. The Site is located within Flood Zone 1. The Site is not subject to any other planning policy designations under the Local Development Plan.

### Planning History

Relevant planning applications which have been registered at the Site are shown in the table below.

Application Reference	Description of Development	Decision & Date
2025/1012/P	The installation of 2 x air conditioning units along the east elevation of the main building.	Awaiting Decision.
2024/3271/P	Retrospective application for the installation of 1 x air conditioning unit and new louvres above the existing ground floor windows along the rear elevation of the main building.	Granted on 16/09/2024
2024/0637/P	Retrospective application for the installation of 4 x external air source heat pump units, paving works, and the addition of stairs to serve the temporary classrooms installed at the rear of the Site as well as the erection of fencing along the boundary with Parsifal Road.	Granted on 01/08/2024
2024/0300/P	Certificate of Lawfulness for resurfacing works and the erection of a vehicle barrier.	Granted on 28/02/2024
2023/5016/P	Certificate of Lawfulness for the replacement of existing brick wall and brick pier.	Granted on 24/01/2024

2023/2430/P	Erection of temporary single storey modular classroom (Class F1) with associated canopy, security gates and fencing adjacent to car park at rear of existing school for a period of 3 years and relocation of existing cycle store.	Granted on 30/08/2023
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## Planning Policy

Section 38(6) of the Planning and Compulsory Purchase Act 2004 required that proposals be determined in accordance with the Development Plan unless material considerations indicate otherwise. The Statutory Development Plan for the London Borough of Camden comprises;

- Camden Local Plan (2017);
- Fortune Green and West Hampstead Neighbourhood Plan (2015); and
- London Plan (2021).

Camden Council's Development Plan is also supported by Supplementary Planning Documents (SPDs) and Supplementary Planning Guidance (SPGs).

## Assessment of the Proposals

### *Design and Heritage*

London Plan Policy D4 'Delivering Good Design' requires design quality to be maintained throughout the development process from the granting of permission to completion of development to ensure design and environmental quality, as well as the visual impact of development is not substantially affected.

Local Plan Policy D1 'Design' requires development to respect the local context and character of the area, to be sustainable in design, and to comprise high quality materials. Paragraph 7.34 in the supporting text of Local Plan Policy D1 Design relates to building services equipment, such as ventilation and extraction systems and outlines that they should be located within the envelope of a building or be located in a visually inconspicuous position.

Local Plan Policy D2 'Heritage' sets out that the Council will seek to protect non-designated heritage assets.

The proposed louvres will replace the two existing deteriorating small windows in the clocktower, improving both the appearance and functionality of this part of the building. Given the proposed louvres will be facing the main courtyard and not be visible from the street scene, they will conserve the heritage significance of the locally listed front of the main building and will not be visually harmful to the surrounding context.

Furthermore, replacing the large old metal louvre at the rear of the gatehouse with a timber framed window will match the adjacent windows on this elevation and significantly enhance the building's aesthetic appeal. The new window will allow more natural light to enter, creating a brighter environment and facilitating a habitable office room to be developed in place of the old boiler room. Again, the

proposed timber framed window will be screened from public view and will not visually harm the front of the main building.

Overall, the proposals will have no impact on the heritage character or appearance of the site and surrounding area, by virtue of the minor nature of the proposals and the discreet location. On this basis, the proposals are considered acceptable in design and heritage terms.

#### *Residential Amenity*

Local Plan Policy A1 'Managing the Impact of Development' set out that the Council will seek to ensure that the amenity of neighbours is protected and will consider impacts such as overlooking

The proposed timber window to the rear of the gatehouse will not create any overlooking issues of neighbouring residents, ensuring compliance with Local Plan Policy A1.

The installation of the proposed louvres in the clocktower will not present any harm to neighbouring amenity and will comply with the requirements outlined and regional policies.

#### **Summary**

This planning application requests permission to replace two small, deteriorated windows in the clocktower with louvres, which will serve as ventilation/exhausts for the third-floor ventilation system. Additionally, the application seeks approval to replace the large old metal louvre at the rear of the gatehouse with a timber-framed window, which will allow for the boiler room to be refurbished and used as a habitable office space.

The proposals to the gatehouse and clocktower will have no impact on the heritage character or appearance of the site and surrounding area. Given the proposals are not visible from the street scene, they will not visually detract from the locally listed front of the main building. For these reasons, the proposals are considered acceptable in design and heritage terms.

Furthermore, the proposed louvres will enhance the functionality of the building by providing improved ventilation to the new space on the third floor of the clocktower. Additionally, the proposed timber-framed window in the gatehouse will allow for increased daylight and sunlight into the room, creating a bright and habitable office environment.

We trust you have all you require to validate this application and allocate it to an officer for consideration. However, if you require any further details, please don't hesitate to get in touch.

Yours sincerely



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