

Application ref: 2025/0617/P  
Contact: Fast Track TY  
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Date: 17 April 2025

**Development Management**  
Regeneration and Planning  
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Town Hall  
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MGPM Ltd  
Tanfield Tye  
West Hanningfield  
Chelmsford  
CM2 8UD

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Granted**

Address:  
**339 Finchley Road**  
**London**  
**NW3 6EP**

Proposal:  
Shopfront alterations on Finchley Road and Lymington Road elevations.

Drawing Nos: 001, 002, 3451/001.1 rev A (existing shopfront elevations & sections),  
3451/001.1 rev A (proposed shopfront elevations & sections), 3451/005.4 rev A.

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: 001, 002, 3451/001.1 rev A (existing shopfront elevations & sections), 3451/001.1 rev A (proposed shopfront elevations &

sections), 3451/005.4 rev A.

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 policies D1 and D2 of the London Borough of Camden Local Plan 2017 and policy 2 of the Fortune Green and West Hampstead Neighbourhood Plan 2015.

Informative(s):

- 1 Reasons for granting planning permission:

The proposal seeks planning permission for minor alterations involving the removal of high-level sections of transom and glazing installed along the upper parts of the ground floor shopfront on all elevations and the subsequent replacement with glass panels within a retained shopfront frame.

The Council initially expressed concern regarding original proposals to clad existing stallrisers and apply render over exposed brickwork on ground floor sections of the building in so far as this would likely detract from its overall design, architectural integrity and appearance. In response, the applicant revised the proposals to omit these alterations entirely from the application, as well as opting to retain the existing shopfront frame itself.

Following these changes, the revised proposals are considered to be acceptable in terms of their design, scale, material and location, such that the general character and appearance of the host building, wider streetscene and Fortune Green & West Hampstead Neighbourhood Area would be preserved.

The Council has also had special regard to the desirability of preserving the special architectural or historic interest of the Grade II Listed Camden Arts Centre situated obliquely opposite the site to the north-east and the locally listed building at no.337 Finchley Road. The impact of the revised proposals on both buildings would be limited in heritage terms and would not diminish the ability to understand or appreciate their significance, nor be detrimental within their settings.

There are no amenity concerns as the revised proposal involves only minor alterations to the existing shopfront.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received following statutory consultation.

As such, the revised proposal is considered to be appropriate and in general accordance with policies A1, D1, D2 and D3 of the Camden Local Plan 2017, policy 2 of the Fortune Green and West Hampstead Neighbourhood Plan 2015,

the London Plan 2021, and the National Planning Policy Framework 2024.

- 2 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).
- 3 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.
- 4 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.

- 5 Biodiversity Net Gain (BNG) Informative:

The effect of paragraph 13 of Schedule 7A to the Town and Country Planning Act 1990 ("1990 Act") is that planning permission granted in England is subject to the condition ("the biodiversity gain condition") that development may not begin unless:

- (a) a Biodiversity Gain Plan (BGP) has been submitted to the local planning authority (LPA), and
- (b) the LPA has approved the plan.

The LPA that would approve any BGP (if required) is London Borough of Camden.

There are statutory exemptions and transitional arrangements which mean that the biodiversity gain condition does not always apply. These are summarised below, but you should check the legislation yourself and ensure you meet the

statutory requirements.

This application will not require the approval of a BGP before development is begun because it is below the de minimis threshold AND impacts less than 25sqm of onsite habitat (with biodiversity value greater than zero and less than 5m in length of onsite linear habitat).

++ Summary of transitional arrangements and exemptions for biodiversity gain condition

The following are provided for information and may not apply to this permission:

1. The planning application was made before 12 February 2024.
2. The planning permission is retrospective.
3. The planning permission was granted under section 73 ("1990 Act") and the original (parent) planning permission was made or granted before 12 February 2024.
4. The permission is exempt because of one or more of the reasons below:
  - It is not "major development" and the application was made or granted before 2 April 2024, or planning permission is granted under section 73 and the original (parent) permission was made or granted before 2 April 2024.
  - It is below the de minimis threshold (because it does not impact an onsite priority habitat AND impacts less than 25sqm of onsite habitat with biodiversity value greater than zero and less than 5m in length of onsite linear habitat).
  - The application is a Householder Application.
  - It is for development of a "Biodiversity Gain Site".
  - It is Self and Custom Build Development (for no more than 9 dwellings on a site no larger than 0.5 hectares and consists exclusively of dwellings which are Self-Build or Custom Housebuilding).
  - It forms part of, or is ancillary to, the high-speed railway transport network (High Speed 2).

+ Irreplaceable habitat:

If the onsite habitat includes Irreplaceable Habitat (within the meaning of the BGR (Irreplaceable Habitat) Regulations 2024) there are additional requirements. In addition, the BGP must include information on compensation for any impact on the biodiversity of the irreplaceable habitat. The LPA can only approve a BGP if satisfied that the impact on the irreplaceable habitat is minimised and appropriate arrangements have been made for compensating for any impact which do not include the use of biodiversity credits.

## ++ The effect of section 73(2D) ("1990 Act")

If planning permission is granted under section 73, and a BGP was approved in relation to the previous planning permission ("the earlier BGP"), the earlier BGP may be regarded as approved for the purpose of discharging the biodiversity gain condition on this permission. It will be regarded as approved if the conditions attached (and so the permission granted) do not affect both the post-development value of the onsite habitat and any arrangements made to compensate irreplaceable habitat as specified in the earlier BGP.

## ++ Phased development

The BGP will be required to be submitted to and approved by the LPA before development can begin (the overall plan), and before each phase of development can begin (phase plans). The modifications in respect of the biodiversity gain condition are set out in Part 2 of the Biodiversity Gain (Town and Country Planning) (Modifications and Amendments) (England) Regulations 2024.

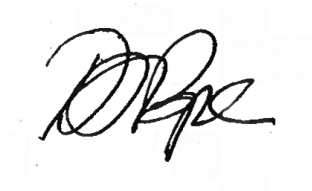
In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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

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

Daniel Pope  
Chief Planning Officer