



## **PLANNING STATEMENT**

Erection of 9no. gates, railings and planting around the  
perimeter of the site

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**Eton Rise, Eton Hall and Eton Place, Eton College Road,  
London, NW3 2DD**



## 1. Introduction

- 1.1 UPP Architects & Town Planners have been instructed by the applicant, to prepare and submit a full planning application at the site known as Eton Rise, Eton Hall and Eton Place, Eton College Road, London, NW3 2DD.
- 1.2 This statement should be read together with the following associated submission documents:
  - Application Form
  - CIL Form
  - Architectural Plans
    - Existing set
    - Proposed set
  - Arboricultural Impact Assessment
- 1.3 This application seeks planning approval for the erection of 9no. vehicular entrance gates, railings and planting around the perimeter of the site.
- 1.4 This statement will seek to demonstrate that the proposed development is in accordance with planning policy on the local, regional and national levels and should therefore be granted planning consent from the Local Authority.

## 2. The Site and Surroundings

- 2.1 The application site relates to three, six-storey mansion blocks which are symmetrical in appearance with dual frontages on Haverstock Hill and Eton College Road, which are predominantly residential in character. The immediate surrounding properties comprise a mix of purpose-built blocks of flats, residential conversions and single family dwelling houses. Chalk Farm Station is located immediately due south of the site.
- 2.2 The three blocks of flats are unique in their appearance and substantially differ from the style of architecture of the surrounding properties. The elongated 'x-shaped' buildings create symmetrical buildings which are viewed in the same way when seen from both Haverstock Hill and Eton College Road. It could therefore be argued that both street elevations are considered to be the principal elevations.

- 2.3 The presence of the three identical blocks further adds to the landmark status of these buildings in the context of the surrounding street scape. There are no other properties of similar design in the locality and the application site can therefore be viewed as a flagship building. The part six storey, part seven storey buildings are partially restricted from view through the presence of mature street trees which benefit from TPO status. These trees help soften the existing landscape.
- 2.4 The surrounding properties on Eton College Road are of more traditional appearance and are characterised by historic villas, dating back to circa 1850, which are painted in pastel colours with timber sash windows. The surrounding properties on Eton College Road and Provost Road are Grade II listed. Whilst the surrounding properties are located within the Eton Conservation Area, the application site is deliberately excluded.
- 2.5 The application site is well located in terms of public transport with a PTAL level of 4/5. This denotes that the site is easily accessible by public transport. The mansion blocks are located immediately adjacent to Chalk Farm Station and a number of bus routes operate along Haverstock Hill providing direct access towards Central London.

### 3. Relevant Planning History

#### Application Site:

- 3.1 2014/0386/P | Installation of flues and pipes to all external elevations. Approved (24/03/2013)

## 4. The Proposal

- 4.1 This application seeks planning approval for the erection of 9no. vehicular entrance gates, railings and planting around the perimeter of the site.
- 4.2 The proposal seeks to enclose the site to create a safer environment for residents. It is proposed that 6no. vehicular entrance gates will be installed on the Eton College Road elevation whilst 3no. gates will be constructed on the Haverstock Hill frontage. The proposal will also include the creation of new perimeter fencing including railings and wire mesh fencing where required to secure the site as well as infilling the existing hedging which has become bare with new fencing. The idea is to create a fully enclosed site to stop non residents from entering without consent.

## 5. Planning Policy

- 5.1 The Local Development Framework for the application is as follows:
- The National Planning Policy Framework (NPPF)
  - London Plan (2021)
  - Camden Local Plan (2017)

National Planning Policy Framework (NPPF)

- 5.2 The National Planning Policy Framework (NPPF) was revised in December 2024. This is a key part of the Government's reforms to make the planning system less complex and more accessible, and to promote sustainable growth.
- 5.3 Part 8 relates to promoting healthy and safe community noting in Paragraph 96 part b that planning decisions should create places which “are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion.”
- 5.4 Paragraph 131 of the NPPF states that “good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities ... being clear about design expectations, and how these will be tested, is essential for achieving this”. The NPPF retains a presumption in favour of sustainable development. This applies unless any adverse impacts of a development would 'significantly and demonstrably' outweigh the benefits.
- 5.5 The determination of planning applications is made mindful of Central Government advice and the Local Plan for the area. It is recognised that Local Planning Authorities must determine applications in accordance with the statutory Development Plan, unless material considerations indicate otherwise, and that the planning system does not exist to protect the private interests of one person against another.

## [London Plan \(2021\)](#)

- 5.6 The London Plan 2021 is the Spatial Development Strategy for Greater London. It sets out a framework for how London will develop over the next 20-25 years and is part of the statutory development plan for London. The relevant planning policies are:
- 5.7 Policy GG2 – Making the Best Use of Land – *“To create successful sustainable mixed-use places that make the best use of land, those involved in planning and development must:*

- *enable the development of brownfield land, particularly in Opportunity Areas, on surplus public sector land, and sites within and on the edge of town centres, as well as utilising small sites*
- *prioritise sites which are well-connected by existing or planned public transport*
- *proactively explore the potential to intensify the use of land to support additional homes and workspaces, promoting higher density development, particularly in locations that are well-connected to jobs, services, infrastructure and amenities by public transport, walking and cycling*
- *applying a design-led approach to determine the optimum development capacity of sites*
- *understand what is valued about existing places and use this as a catalyst for growth, renewal, and place-making, strengthening London's distinct and varied character*
- *protect and enhance London's open spaces, including the Green Belt, Metropolitan Open Land, designated nature conservation sites and local spaces, and promote the creation of new green infrastructure and urban greening, including aiming to secure net biodiversity gains where possible*
- *plan for good local walking, cycling and public transport connections to support a strategic target of 80 per cent of all journeys using sustainable travel, enabling car-free lifestyles that allow an efficient."*

5.8 Policy D3 – Optimising Site Capacity Through the Design-led Approach; “All development must make the best use of land by following a design-led approach that optimises the capacity of sites, including site allocations. Optimising site capacity means ensuring that development is of the most appropriate form and land use for the site. The design-led approach requires consideration of design options to determine the most appropriate form of development that responds to a site’s context and capacity for growth”.

5.9 Policy D11 considers Safety, security and resilience to emergency. Part B of this policy states that “Boroughs should work with their local Metropolitan Police Service ‘Design Out Crime’ officers and planning teams, whilst also working with other agencies such as the London Fire Commissioner, the City of London Police and the British Transport Police to identify the community safety needs, policies and sites required for their area to support provision of necessary infrastructure to maintain a safe and secure environment and

reduce the fear of crime. Policies and any site allocations, where locally justified, should be set out in Development Plans.”

## Camden Local Plan 2017

5.10 Policy D1 Design – “The Council will seek to secure high quality design in development. The Council will require that development:

- a. respects local context and character;
- b. preserves or enhances the historic environment and heritage assets in accordance with Policy D2 Heritage;
- c. is sustainable in design and construction, incorporating best practice in resource management and climate change mitigation and adaptation;
- d. is of sustainable and durable construction and adaptable to different activities and land uses;
- e. comprises details and materials that are of high quality and complement the local character;
- f. integrates well with the surrounding streets and open spaces, improving movement through the site and wider area with direct, accessible and easily recognisable routes and contributes positively to the street frontage;
- g. is inclusive and accessible for all;
- h. promotes health;
- i. is secure and designed to minimise crime and antisocial behaviour;
- j. responds to natural features and preserves gardens and other open space;
- k. incorporates high quality landscape design (including public art, where appropriate) and maximises opportunities for greening for example through planting of trees and other soft landscaping,
- l. incorporates outdoor amenity space;
- m. preserves strategic and local views;
- n. for housing, provides a high standard of accommodation; and
- o. carefully integrates building services equipment.

The Council will resist development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.”

- 5.11 Policy C1 is entitled 'Health and wellbeing.' The policy acknowledges that the council will require:

"development to positively contribute to creating high quality, active, safe and accessible places."

- 5.12 Policy C5 – Safety and security; "The Council will aim to make Camden a safer place.

We will:

- a. work with our partners including the Camden Community Safety Partnership to tackle crime, fear of crime and antisocial behaviour;
- b. require developments to demonstrate that they have incorporated design principles which contribute to community safety and security, particularly in wards with relatively high levels of crime, such as Holborn and Covent Garden, Camden Town with Primrose Hill and Bloomsbury;
- c. require appropriate security and community safety measures in buildings, spaces and the transport system;
- d. promote safer streets and public areas;
- e. address the cumulative impact of food, drink and entertainment uses, particularly in Camden Town, Central London and other centres and ensure Camden's businesses and organisations providing food, drink and entertainment uses take responsibility for reducing the opportunities for crime through effective management and design; and
- f. promote the development of pedestrian friendly spaces.

Where a development has been identified as being potentially vulnerable to terrorism, the Council will expect counter-terrorism measures to be incorporated into the design of buildings and associated public areas to increase security."



## 6. Policy Considerations

### Principle of Development

- 6.1 The proposal seeks to erect 9 no. vehicular entrance gates as well as associated railings and planting around the perimeter of the site. The property is considered to be a brownfield site and is therefore considered a priority site for enhancement.
- 6.2 It is not proposed that the use of the property will change as a result of this proposal as the intention is for it to remain as flatted development. Rather the intention is to create a safer environment for residents. As will be identified in subsequent sections, other properties in the immediate vicinity benefit from front entrance gates and they are therefore not an anomaly feature in the locality.
- 6.3 It should be noted that it is intended that the majority of the site is enclosed through defensible planting/increased landscaping with protective wire mesh fencing behind to ensure that the perimeter is not penetrable. It is proposed that the vehicular entrance gates will only be installed in the areas of the site which currently have unrestricted access leading to the car parking areas. In view of the above,, it is anticipated that the principle of development is likely to be considered acceptable in this instance.

### Safety

- 6.4 It is considered that an intrinsic part of the proposal is to safeguard existing residents from antisocial behaviour which currently exists within the development. Unfortunately, the number of incidents occurring on site has rapidly increased in the last few years, leaving residents feeling vulnerable and unsafe on their own doorstep. Similarly, whilst the site benefits from large gardens in an otherwise urban area, they are regularly littered with unsafe debris such as needles from illegal activity which has taken place at night, meaning that residents can no longer benefit from their own facilities.
- 6.5 Below is a non-exhaustive list of incidents which have occurred on site.  
**30.03.2024.** 23H31 Eton Place Rear parking area night report. ( Police not called )  
Night Porter chased a man trying to steal a residents bike.



**10.04.2024.** 00H05 Eton Place Rear parking area night report. ( Police not called )  
Night porter chased a different man trying to steal a residents bike.

**20.04.2024** 21H19 Eton Place Rear parking area night report. ( Police not called )  
Night porter asked 4x drug users to leave.

**25.04.2024** 23H34 Eton Place rear parking area night report. ( Police not called )  
Night porter asked 3x drug users to leave.

**27.04.2024** 20H14 Eton Place front entrance adjacent to flat 9 windows. ( Police not called )  
Night porter asked 2 x drug users to leave.

**27.04.2024** 21H45 Eton Hall front entrance ( Police not called )  
Night porter asked 4 x drug users to leave.

**27.04.2024** 22H05 Eton Hall front entrance ( Police not called )  
Night porter asked 1x Homeless person to leave.

**27.04.2024** 22H14 Eton Rise front entrance doors ( Police not called )  
1x suspected theft asked to leave trying to gain access to the building as to steal parcels in the front lobby areas asked to leave.

**29.04.2024** 21H25 Eton Hall front entrance area. ( Police not called )  
1x homeless man asked to leave sitting down on the steps by the front entrance of the building.

**05.05.2024** 00H30 Eton Place front parking area adjacent to flat 9 Eton Place. ( Police not called )  
3x drug users asked to leave directly outside residents window.

**06.05.2024** 18H30 Eton Place front parking area adjacent to flat 9 Eton Place. ( Police not called )  
2x drug users asked to leave directly outside residents window.



**06.05.2024** 20H25 Eton Rise boiler room door at the rear parking area. ( Police not called )  
2 x drug users asked to leave taking drugs.

**17.05.2024** 21H11 Eton Hall front parking area adjacent to 9 Eton Hall windows. ( Police called )  
4x men drug users asked to leave, threatened night porter. Contacted Police who attended CAD 8389/17MAY24.

**23.05.2024** 23H04 Eton Place front entrance steps. ( Police called whereby did not attend).  
2 x men taking drugs sitting on the exterior front entrance steps asked to leave by night porter and only moved an hour later became aggressive.

**30.05.2024** 19H00 Eton Rise boiler room door at the rear parking area. ( Police not called ).  
2x drug users asked to leave taking drugs.

**04.06.2024** 15H00 Two drug users trying to resuscitate a third man who has overdosed and died. Emergency services called. The other users fled the scene as soon as they heard the sirens.

**06.06.2024** 19H10 Eton Rise communal bin area & Eton Hall communal bin area ( Police not called ).  
4x drug user by Eton Hall & 2x drug users by Eton Rise taking drugs asked to leave.

**06.06.2024** 21H09 Eton Hall front garden area ( Police not called )  
1x man & 1x Lady drug users taking drugs outside flat windows of 8 Eton Hall & 67 Eton Place asked to leave.

**23.06.2024** 18H56 Eton Hall rear garden between the gardens.  
3x drug users taking drugs night porter asked them to leave.

**25.06.2024** 23H00 Eton Place front entrance.



3 x drug users sitting on the steps by the front entrance taking drugs night porter asked them to leave.

**26.06.2024.** 04H14 Eton Place park area car broken into Reg; EF13 YRC as per CCTV footage.

Night porter doing patrol noticed items on the parking area by vehicle Reg EF13YRC, viewed CCTV found it had been broken into. Night porter contacted owner of vehicle to inform them and to contact the Police.

**06.07.2024.** 23H33 Eton Place two drug users taken drugs by Eton Place boiler room door asked to leave by night porter Kumar during his 11pm patrol.

**13.07.2024** 05H32 Eton Rise front parking area car broken into Reg LB66KYH Metropolitan security gave chase and contacted the Police CAD Ref; CHS26580/13Jul24.

**26.07.2024** 19H00 Eton Rise rear parking area van pulled up and started unloading rubbish into the communal bins, Metropolitan Security guard attend as the man was fly tipping and stopped him Vehicle Reg LH56BZW.

**24.08.2024** 21H25 Eton Place front entrance parking area Mercedes 4x4 Vehicle Reg LM21VDP pulled up on the driveway as per CCTV footage and was dealing drugs for 15 minutes then left Metropolitan Security guard observed. Police not called.

**03.09.2024** 03H36 Eton Rise by the front entrance of flat 65 to 118 a man was looking through the front entrance doors then urinated by the doors, Metropolitan Security Guard attended and chased away the man. Police not called.

**13.09.2024** 20H52 Eton Hall front entrance lobby area by flats 65 to 118 a man gained access by tail gating a resident and began smoking cigarettes and drink alcohol Metropolitan Security guard attended and asked the man to leave immediately which he did. Police were not called.



**13.09.2024** 00H19 Eton Hall front entrance by flats 1 to 64 two drugees' sat down by the front entrance and started smoking drugs Metropolitan Security asked them both to leave immediately and Police were not called.

**16.09.2024** 02H00 Eton Place rear by the boiler room a man / homeless person came with his belonging to sleep Metropolitan Security guard attended and asked him to leave immediately which he did, Police were not called.

**27.09.2024** 03H38 Eton Place rear by the bin area a homeless person again trying to rough sleep asked to leave by Metropolitan Security guard.

**29.09.2024** 20H22 Eton Hall north front entrance lobby area flats 65 to 118 three men non-residents sat on the front entrance lobby stairs and started drinking and taking drugs who had gained access by tail gating a delivery driver. Metropolitan Security guard attended and asked them to leave immediately. Didn't call the Police.

**30.09.2024** 21H32 Eton Hall south flats 1 to 64 rear entrance door non-resident drug taker tail gated a resident gained access to the building walked up the back stairs to start taking drug whereby Metropolitan Security guard approached him and asked him to leave immediately. Police were not called.

**01.10.2024** 01H24 Metropolitan Security guard spotted a man on CCTV by the rear parking area open a residents car door Reg LT14DNP whereby Metropolitan Security guard ran out to grab him but ran away. Metropolitan Security guard didn't call the Police whereby asked Metropolitan Security to remove him from his duties working at the Eton's.

**04.10.2024** 02H07 Metropolitan Security guard spotted two men on a motorbike ride into the back of Eton Rise parking area trying to steal residents motorbikes, Metropolitan Security guard called the Police Ref T748786 CAD; 05594/4Oct24. Then called Metropolitan Security guard patrol car for backup to help him but the time Police arrived and back came they were gone.

**07.10.2024** 02H49 Kumar night porter same two men on a motorbike again attended whereby started look at the motorbikes and locks to steal one of them but was unable to

cut it off, Kumar night porter did not see the two men as he was inside the store cupboard in the office sleeping or doing something for 30 minutes.

**10.10.2024** 20H23 Metropolitan Security guard observed on CCTV behind Eton Place building adjacent to flat 4 Eton Place looking into the windows.

- 6.6 As evident from the list of incidents above, there is a significant issue regarding drugs and theft in the block. The proposal to introduce gates is not about creating an exclusive community, rather a safer environment for all residents, especially the most vulnerable including the elderly and those with young children.

## Design

- 6.7 The application seeks planning permission for the erection of 9no. vehicular entrance gates, railings and planting around the perimeter of the site.
- 6.8 As alluded to above, the majority of work involves the densification of the existing planting to create natural screening around the site, with wire mesh perimeter fencing located to its rear which will be lightweight and will prevent intruders from coming through the bushes. It is also considered to be a more appropriate material within the root protection area of the perimeter trees which will not impact their growth.
- 6.9 It is proposed that 3no. Entrance gates will be located on the Haverstock Hill frontage whilst 6no. Gates will be situated on Eton College Road on either end of the carriage drives. The gates will be set back as far as practicable from the main road frontages to minimise their impact on the street scene.
- 6.10 The gates have been to have a traditional appearance with white pilasters either side of the black painted metal spodes. Owing to the proximity of several trees to the location of the gates as well as the level differences in the land, it was considered most appropriate to have double folding gates which would be least obtrusive both in terms of appearance

and impact. The proposals will also include enclosed pedestrian gates which will appear as part of the main gates, albeit with a single access point.

- 6.11 It is noteworthy that Constable House, located directly opposite the application site on Eton College Road, has a very similarly designed front entrance gates, providing further justification for the proposal from a character perspective. Meanwhile, Haverstock School, directly opposite the Haverstock Hill entrances has very severe grey painted metal fencing and gates surrounding the site which is considered much more obtrusive than the application proposal, which is seeking to minimise the extent of physical intervention, relying on natural vegetation as far as is practical.
- 6.12 Given all of the above, especially given the limited extent of physical alterations as well as the other examples in the immediate locality, it is not anticipated that the proposal will be harmful from a design perspective.

## Neighbouring Amenity

- 6.13 As part of any development proposal, it is imperative to ensure that the new development does not have an adverse impact on neighbouring amenity in terms of overlooking, loss of privacy, loss of light and increased sense of enclosure.
- 6.14 The nature of the proposal is that it is not obtrusive from an amenity perspective as it is located to the front of the site around the perimeter of the site and only impacts the vehicular entrances. The residential apartment blocks are set back from the main frontages. The distances from the ground floor windows together with the height of the proposal means that the additional gates and planting will not impact the amenities of the existing flats or neighbouring occupiers.

## Highways

- 6.15 As part of any development proposal it is imperative to ensure that the proposal would not have an adverse impact on the free flow of traffic or pedestrian and highways safety. The gates on the Haverstock Hill elevation are set back from the main frontage and allow sufficient space for a car to be waiting off the main road whilst the gates open. The gates have also been designed in a way to ensure the existing parking spaces are not impacted.
- 6.16 Turning to the Eton College Road frontage, it is accepted that there is a one way system with regards to the three separate car parks. This means that vehicles enter the car park from one entrance and leave from the other, thereby minimising the build up of traffic. The gates have been set back as far as possible from the main frontage to allow cars to wait in a safe manner whilst the gates open. Whilst the set back is not the same as the Haverstock Hill frontage, it is anticipated that the parking mechanisms will be operated in a safe manner.

## Trees

- 6.17 It is acknowledged that the site is covered by an area TPO meaning that the trees are protected. Therefore, careful regard must be given to safeguarding the health of the existing trees. The landscaping has been designed to work in conjunction with the existing planting, reinforcing areas where the landscaping has degraded to enhance the appearance of the area and add natural reinforcement. A tree report has been provided to accompany the application which demonstrates that the proposal will not have an impact on the health of the existing trees.
- 6.18 Similarly, as alluded to elsewhere in the report, the gates have been designed as double folding gates to ensure that they do not clash with the existing soft landscaped areas/potential root protection area of the protected trees. The gates will remain on the existing hard surfaced areas at all times to ensure that there is no conflict with the existing trees.

## 7. Conclusion

- 7.1 It has been demonstrated that there are exceptional circumstances including a significant number of events that have occurred over the last 12 months which have rendered the urgent need to enclose the site in order to safeguard existing residents. As explained





above, the proposal is not seeking to create a gated community, rather a safe environment to protect against drugs and other illegal activities from taking place within the grounds of the site.

- 7.2 The proposal will rely on installing natural planting as far as is practicable to enclose the perimeter of the site with screening and railings. The main extent of wire-mesh fencing will be placed behind the trees to ensure that the site is not penetrable and the fencing remains invisible from the public realm. In terms of the pedestrian and vehicular entrance gates, these have been set back from the main frontages as far as practicable to allow for the free flow of traffic. The gates have also been designed to retain open views through the site.
- 7.3 It has also been identified that these extensions will have a neutral impact on the character of the area given the presence of similar fencing and gates in the locality and owing to its size and siting will not result in any harm to neighbouring amenity.
- 7.4 In view of the above, it is anticipated that the proposal is compliant with national, regional and local planning policies.