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8th August 2012

Delivered by Post

FAO: Jenna Litherland

Environment and Planning
5th Floor
Camden Town Hall Extension
Argyle Street
London
WC1H 8EQ

Our ref: LANL2012

Your ref:

E: cnewbury@turleyassociates.co.uk

Dear Sirs

**UNIT 4, THE O2 CENTRE, FINCHLEY ROAD, LONDON
APPLICATION FOR NON-MATERIAL AMENDMENTS TO PLANNING PERMISSION 2010/6578/P
(SECTION 96A TOWN & COUNTRY PLANNING ACT 1990)**

We have been instructed by our client Land Securities to submit an application for non-material amendments under Section 96A of the Town & Country Planning Act 1990 in connection with the above site.

We are submitting this application following discussions with Jenna Litherland, who confirmed that the proposed changes are appropriate to be dealt with as a non-material amendment.

The non-material changes are sought in respect of the planning permission ref: 2010/6578/P, which was approved on 28 January 2011. This application proposed the replacement of the existing frontage at Unit 4, O2 Centre, Finchley Road with a new shopfront, relocating the entrance from the north side of the unit to the Finchley Road frontage and introducing further glazing on this frontage. As part of this application, we enclose the following documents:

- i) Planning Application Forms,
- ii) Site Location Plan - Drawing No.AL(00)0001 Rev.P01;
- iii) Decision Notice for planning permission 2010/6578/P;

Approved Plans (under App Ref: 2010/6578/P)

- Proposed Plans - 3407-AL(04)1500 P01
- Proposed Elevation - 3407-AL(05)1603 P01
- Existing and Proposed Sections - 3407-AL(05)1701 P01
- Existing and Proposed Elevations - 3407-AL(05)1600 P03

Proposed:

- Proposed Plans- 3407-AL(04)1512 P01
- Proposed Elevation - 3407-AL(05)1601 P01
- Existing and Proposed Sections - 3407-AL(05)1708 P01
- Existing and Proposed Elevations - 3407-AL(05)1614 P01

We also enclose a cheque for the requisite application fee of £170.

Background

Land Securities Ltd are seeking to provide a number of improvements and enhancements to the existing offer at the O2 Centre to provide a wider range of town centre uses and encourage the rejuvenation of this key contributor to the wider Finchley Road/Swiss Cottage town centre. As part of this objective, a number of improvements have already been granted planning permission, including works to Unit 4 to relocate the entrance from the north elevation under the recessed canopy area to the Finchley Road frontage to provide this unit with greater presence in the streetscene (2010/6578/P), which was approved by the Council on 28 January 2011.

This unit is currently occupied by the Walkabout bar; however this is shortly to vacate the premises, to be replaced by the Tiger store (Class A1). The Walkabout bar has been associated with some anti-social behaviour in and around the Centre; and it is considered that the introduction of the new occupier and physical changes to the unit will provide an improvement to the appearance and environment of the locality.

The non-material amendments being sought by this application are intended to further improve the appearance of the Centre, making the most of this prime location, and creating a more appealing space for occupiers.

Non Material Amendments

The non-material amendments being sought via this application have been drawn up in order to further engage and improve the appearance of Unit 4 in the context of the wider Centre. We are therefore seeking amendments by way of superseding the currently approved plans listed under Condition 2 of the planning permission (App Ref: 2010/6578/P).

The non-material amendments are summarised as follows:

- Retention of more of the brick and stone banding detail at ground floor level, to replace the proposed full height glazing; and
- Replacement of the existing glazed entrance on the north elevation with a full height window.

The plans hereby submitted will substitute the approved plans as set out in the table below:

Drawing Description	Approved (Ref:2010/6578P)	Non-Material Amendments
Proposed Plans	3407-AL(04)1500 P01	3407-AL(04)1512 P01
Proposed Elevation	3407-AL(05)1603 P01	3407-AL(05)1601 P01
Existing and Proposed Sections	3407-AL(05)1701 P01	3407-AL(05)1708 P01
Existing and Proposed Elevations	3407-AL(05)1600 P03	3407-AL(05)1614 P01

A separate minor material amendments application has been submitted under separate cover to seek approval for the recessing of the unit entrance doors

Planning Policy Context

Policy CS7 of Camden's Core Strategy (adopted 8th November 2010) provides a framework to ensure that the vibrancy and vitality of Camden's centres is protected and enhanced. The insertion of the window will enable Unit 4C to have a greater presence on the High Street, through opening up what is currently a dead frontage, and providing a more attractive unit for occupiers, which in turn will serve to re-emphasise the role of the O2 Centre within the Finchley Road/Swiss Cottage town centre through increased variety, vibrancy and choice.

Policy DP30 of Camden's Development Policies Document (adopted 8th November 2010) offers specific guidance on shopfronts, requiring a high standard of design which is sensitive to the area in which they are located. Currently, the side elevation of Unit 4, which is next to the main entrance to the Centre represents a bland, dead frontage. It is considered that the insertion of a shop window at ground floor and the retention of more of the brickwork and stone banding at ground floor level, which will match existing, will be more in keeping with the original design and will add significant interest to this prominent elevation. The proposed amendments remain identical in terms of the high quality design previously approved, and thus wholly appropriate. The proposals will add interest and activity to rejuvenate the entrance to the Centre.

Conclusion

Against this background, we conclude these minor changes are inconsequential to the overall scheme and will not affect any interests of acknowledged importance. It is entirely appropriate to accept these changes as non-material amendments to the scheme. We trust that this letter and the enclosed drawings provide sufficient information.

Should you wish to discuss this application further or require any additional information, please do not hesitate to contact Claire Newbury at this office. Otherwise, we look forward to receiving written confirmation that this application has been registered, marked for the attention of the aforementioned.

Yours faithfully

A handwritten signature in cursive script that reads "Turley Associates". The signature is written in dark ink and is positioned below the "Yours faithfully" text.

Turley Associates