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07 NOV 2007

Mr. Conor McDonagh
Planning Officer
London Borough of Camden
Town Hall Extension
(Development Control)
Argyle Street
London
WC1H 8ND

Our ref: JS
7th November 2007

Dear Mr. McDonagh,

86-88 Delancey Street, London, NW1

The enclosed application has been constructed to take into account the latest Government planning policy statement PPS3 which is now material planning consideration.

We are anxious to comply with these guidelines to enable us to produce more good quality homes in Camden.

The aim is to provide more housing than the rolling five year supply of deliverable land for housing.

Background:

Housing developments should be in suitable locations which offer a good range of community facilities and with good access to jobs, key services and infrastructure.

Our development also complies with Government guidelines to make efficient and effective use of land.

- Again our proposals show full compliance with Government guidelines where the encouragement is to use previously developed land.
- We are providing car parking spaces, good pedestrian access together with cycle storage.

The Government's key objective is to provide a variety of high quality market housing. This includes addressing any short falls in the supply of market housing.

In support of the Government's objectives of creating a mix of housing and sustainable communities Government policy endeavours to ensure that housing is developed in suitable locations which offer a range of community facilities.

- Good Access to Jobs
- Key services and infrastructure.
- The priority for development should be previously developed land, in particular vacant and derelict sites and buildings .Once again our scheme addresses these specific points.

Local developments are asked to contribute to the achievement of sustainable development.

Environmental Issues:

The Design Statement makes specific reference to Environmental Issues. Our sustainability proposals are extensive and form an integral design feature of our scheme rather than just being dealt with on an ad hoc basis.

Location:

With reference to the above, developments in or close to town centres are encouraged.

Effective use of Land:

The key objective is that local planning authorities should continue to make effective use of land by reusing land that has been previously developed.

The national annual target is that AT LEAST 60% of new housing should be provided on previously developed land.

This includes land and buildings that are vacant or derelict as well as land that is currently in use but which has potential for redevelopment.

Efficient use of land:

Using land efficiently is the key consideration in planning for housing.

This is a key issue in the London Plan which is material consideration and will be addressed later on.

Careful attention to design is particularly important where the chosen local strategy involves intensification of existing urban fabric. The London Plan states that when a building is well designed and built in the right location it can enhance the character and quality of the area.

PROPOSED RESIDENTIAL & COMMERCIAL UNITS:

A good mixture is required of commercial and residential units which are appropriate to the building and the locality, taking into consideration the needs of the local residents. The mixture is as follows: 1/2/3 bedroom flats.

THE OCCUPIERS RESIDENTIAL:

The unit(s) will be attractive to a cross section of occupiers such as:

Single people

Couples

Families

MIXED USE:

Within town centres, but also elsewhere, mixed-use development can help create vitality and diversity and reduce the need to travel. It can be more sustainable than a development consisting of a single use. The guidelines suggest the provision to retain mixed uses particularly in town centres and in other areas highly accessible by means of transport other than the private car and in areas of major new development.

DESIGN – ENVIRONMENTAL IMPACT:

Our proposals have been carefully designed to ensure that there is no demonstrable harm to neighboring buildings nor to the surrounding environment. The building is currently neglected and spoils the spirit of the area.

DESIGN STATEMENT:

A detailed Design and Access Statement has been prepared by our architects and is enclosed for your consideration.

CONSULTATION WITH NEIGHBOURS:

In accordance with the pre-application advice we contacted the two amenity societies advising them of our proposal. We have not received any comments.

DESIGNING FOR QUALITY:

PPS3 – Good design and layout of new developments can help to achieve the Government's objectives of making the best use of previously developed land and improving the quality and attractiveness of residential areas.

We have, therefore, considered our design in conjunction with the detailed advice given by the design officer to make more efficient use of land without compromising the quality of the environment.

We have created space with the needs of people in mind, which is attractive, has its own distinctive identity but respects, reflects and enhances the locality and furthermore fits well into the local character.

We have, in accordance with guidelines, demonstrated that we have taken account of the need for good design in our development proposals and that we have addressed the relevant development plan policies and supplementary design guidance. This has been done in a manner appropriate to the nature and scale of the proposals.

This was achieved as a result of the advice from officers at the pre-application meeting which was invaluable and important together with their continued advice and co-operation thereafter.

We have endeavored to make optimum use of this under-used Brownfield Site which happens to be in an excellent location and has so much potential to offer in terms of residential accommodation.

The nature of the site dictated a design with considerable constraints because of the railway tunnel. Nevertheless as mentioned in your pre-application report we have managed to balance the requirements of Camden's UDP and the London Plan without materially

affecting our good neighbors. A light report is enclosed for your consideration .This was previously discussed with Grant Leggett and found acceptable .This is confirmed in your pre-application report that there are no amenity issues which affect neighbouring properties.

LAND USE COUNCIL UDP:

The proposed land use and the mixture of units are designed to comply with Camden's UDP. In principle, and as mentioned before, Camden is anxious to promote residential units in conjunction with a mixed use scheme.

SUMMARY:

Land Use: The Government guidelines are to provide 60% of new housing from existing sites both used and/or unused. Our scheme is well within the guidelines and is designed to show a suitable mixture of commercial and residential units for the locality.

WORKING TOGETHER:

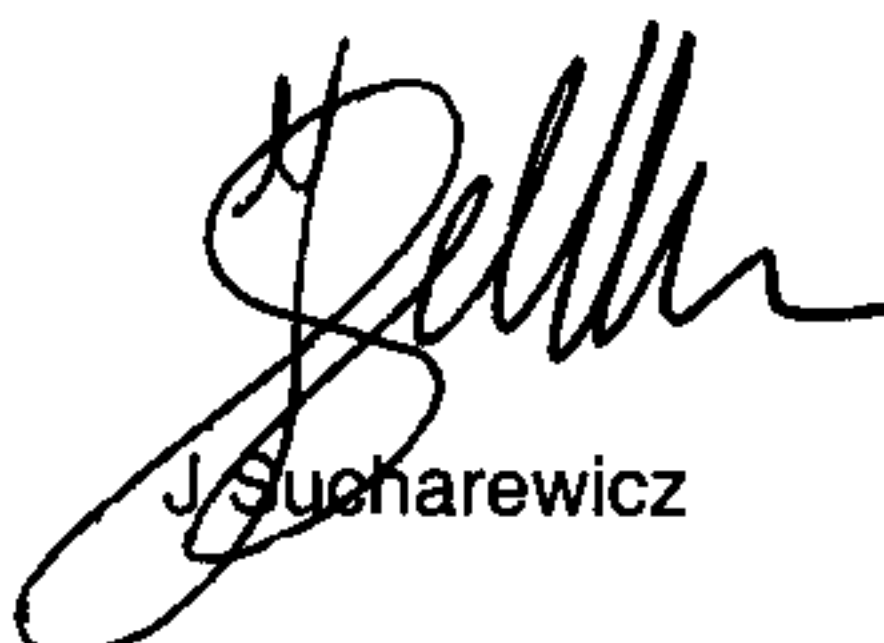
We understand that planning guidelines ask applicants for full co-operation with the Planning Department and we can therefore assure you that we are anxious to co-operate fully and supply you promptly with any other information you may wish to consider.

We have proven this by supporting the Council's concept of environmental issues fully. Even so the requirements for level 3 do not come into force until next April; we have incorporated the issues in the spirit of good will. In fact our score is in excess of 60 which is over and above the future requirement of level 3. We understand from our consultants that Transport and Members will appreciate that we do not just pay lip service to sustainability and that we did not regard level 3 as an absolute but merely as a guidance as to what should be achieved by a responsible developer.

Thank you and your colleagues for all the pre-application advice. We found this very helpful and constructive. It formed a solid base from which we were able to develop the formal application. This is not just our design but a clear indication of co-operation and shows what can be achieved if planners and developers work together constructively.

Kind regards

Yours sincerely



J. Suchanewicz