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John Carter

Development Control Planning Services
London Borough of Camden
Town Hall
Argyle Street
London WC1H 8ND

29 March 2007

Dear John,

Town and Country Planning Acts 1990 (as amended)

35 Upper Park Road, London, NW3 2UL

Demolition of unlisted post-war single family detached dwelling in the Parkhill and Upper Park Conservation Area. Construction of a new sustainable residential building in line with the London Plan, consisting of consisting of seven apartments, five of which benefit from private amenity space and all of which qualify as Lifetime Homes

Overview

The following submission relates to a proposed new scheme for 35 Upper Park Road NW3, for which Planning Permission and Conservation Area Consent is sought. As you know, we submitted a similar proposal in November 2006 (refs: 2006/5211/C and 2006/5212/P), which was refused at the Development Control Committee on February 8th, even though a positive recommendation for approval was made.

The Committee Members supported significant elements of the proposed scheme, including scale and massing; density; the mix of units and amenity spaces, however it was refused only on the external appearance, namely rhythm and pattern of fenestration, and the width of gap between this building and its immediate neighbour to the north. Both of these elements have been fully addressed with this new proposal in close collaboration with you and Louise Drum (Conservation and Design).

The existing dwelling is unlisted and makes, at best, only a neutral contribution to the Parkhill and Upper Park Conservation Area. It was constructed in the mid 1950s and its designer is not recorded. It is set back, skewed and under-scaled relative to the street frontage.

The proposal

The proposal requires demolition of the existing house and replacement with a building of five storeys above ground, with two lower levels below. The scheme details are as follows:

- Provision of seven high quality units ranging from one to three bedrooms. The two family units (both three-bedroom) are situated at lower ground/ ground and first floor, which complies with the Council's preferred location;
- Five of the flats will have access to outdoor space; two of which benefit from private gardens and three of which enjoy private terraces;
- At sub-basement level there will be a communal residents-only gym and secure storerooms;
- Enough space for parking 12 bicycles will be provided at lower ground, in addition to a recycling store area;
- The rear garden will be retained and generous new planting incorporated, thus enhancing the character and appearance of the Parkhill and Upper Park Road Conservation Area;
- Lift access will be provided to all apartments;
- All flats fulfil Lifetime Home requirements;
- It is intended to meet or exceed the requirement for reduction in greenhouse gas emissions.
- The density is 146 dwellings per hectare, in line with targets set by The London Plan, but more importantly the massing matches the adjacent terrace, which starts at 37 Upper Park Road;
- Experts have produced detailed reports (included) which demonstrate that:
 - i. the scheme adheres to key planning and urban design principles;
 - ii. construction methods and materials will be sustainable
 - iii. there are no trees or vegetation of merit in either the front or rear gardens, therefore replacement will be an enhancement;
 - iv. the EcoHomes Pre-assessment will be in the 'Very good' category (a predicted score of 63.8%; the range being 58-69%);
 - v. the building will have only a negligible impact on daylight and sunlight levels of the neighbouring properties.

Planning Obligations (S106 Agreement)

At Camden's request, the scheme will be designated car-free, however one on-street permit will be provided. The client agreed to, and signed off, all requests (both financial and non financial) made by Camden's Legal Department in relation to S106 contributions for the recently refused scheme. It is likely that the level of contribution will remain the same for this new proposal.

Summary

The proposed scheme represents an exemplary piece of architecture, designed by award-winning architects, who have a track record of high quality schemes. The development complies with relevant national and regional guidance as well as policies laid down in Camden's Revised UDP (adopted in June 2006).

We hope that the information provided will expedite a positive result, particularly as the two reasons for refusal have been addressed in full collaboration with the relevant Council officers. Please do not hesitate to contact me on the above number if you wish to discuss further.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Paula McClinton', followed by a period.

Paula McClinton
Senior Planner
Cluttons LLP

cc: Adam Sebba (Sebba Investments)
Brad Pinchuck (The Heder Partnership)
Hanan Pomangrin (The Heder Partnership)
Kevin Fellingham (Kevin Fellingham Architecture)