Hello Ms Carr,

On behalf of Paul Leman

Thank you

Hannah Grant Planning Department

Fairview New Homes, 50 Lancaster Road, Enfield, EN2 0BY

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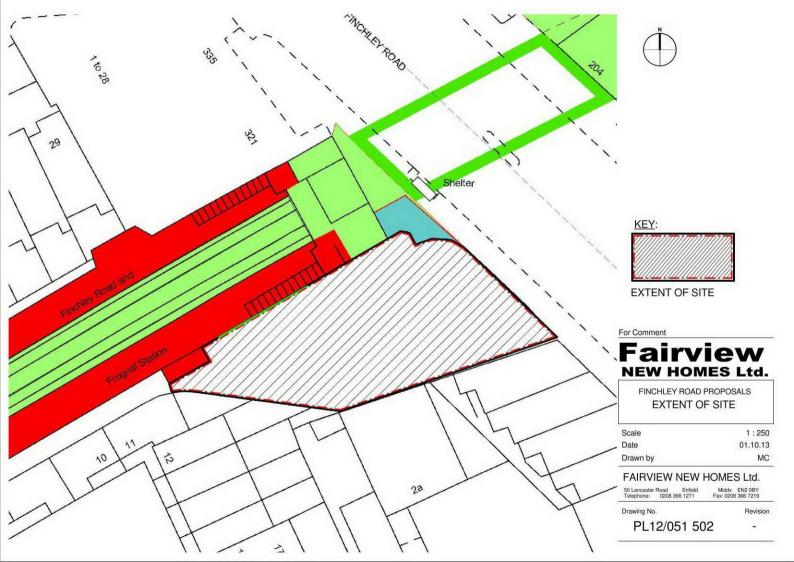
Fairview New Homes Limited, 50 Lancaster Road, Enfield, Middlesex, EN2 0BY. Company Registration Number 4081723 (CARDIFF).

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317 Finchley Road Pre Application Pack February 2014

Scheme C

Scheme revised in line with Sunlight / Daylight and Rights to Light analysis



SCHEME C

sqm sqft

LOWER GROUND FLOOR

7754		00	sqm	sqm
1	2B	HAR	61	
1	3B	HAR	95	
	Commercial	- 3		147

GR				

1	1B	HA S/O	53	
1	1B	HA S/O	61	
1	1B	HAR	50	
	Commercial		×	132

FIRST FLOOR

1	1B	50	
1	1B	50	
1	2B	69	
1	2B	73	
1	3B	84	

SECOND FLOOR

1	1B	50	
1	2B	61	
1	2B	97	
1	3B	119	

THIRD FLOOR

Г	1	1B	50	
	1	1B	50	
	1	2B	85	
	1	3B	108	

FOURTH FLOOR

1	1B	51	
1	1B	53	
1	2B	68	
1	2B	82	

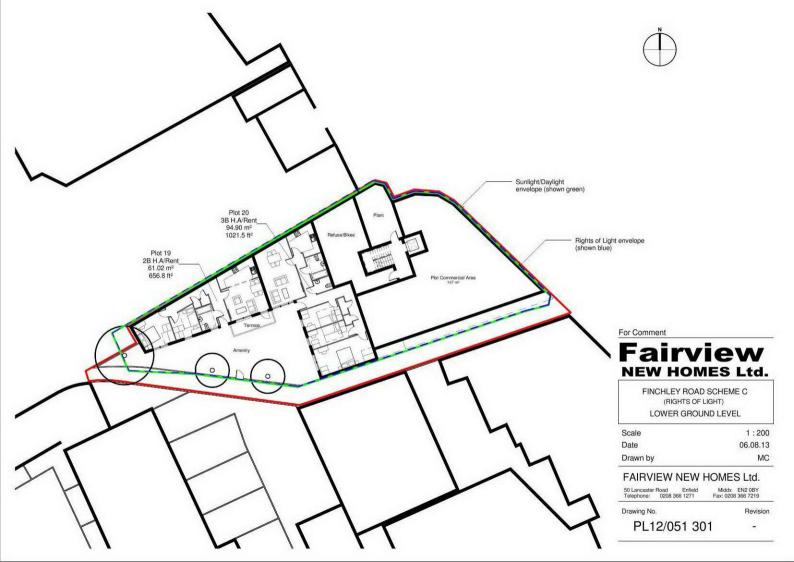
FIFTH FLOOR

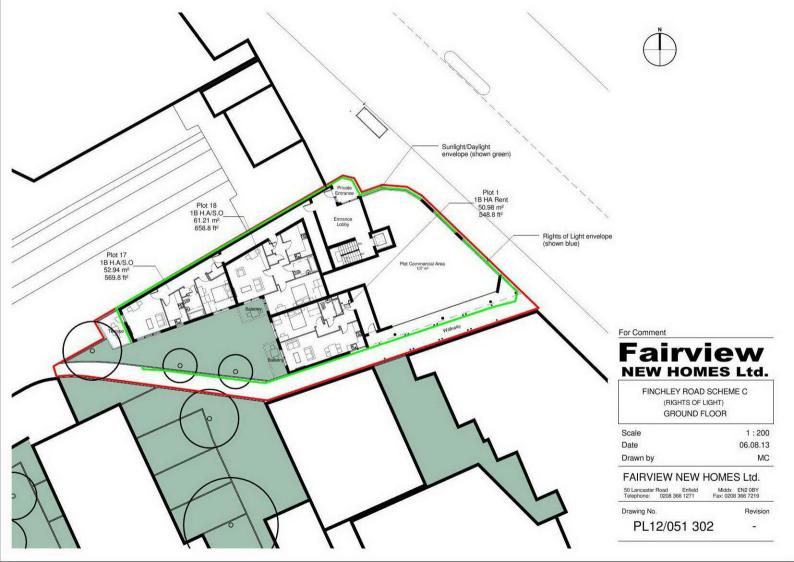
1	2B	70	
1	3B	115	
24	TOTAL	1705	279
		18.352	3,003

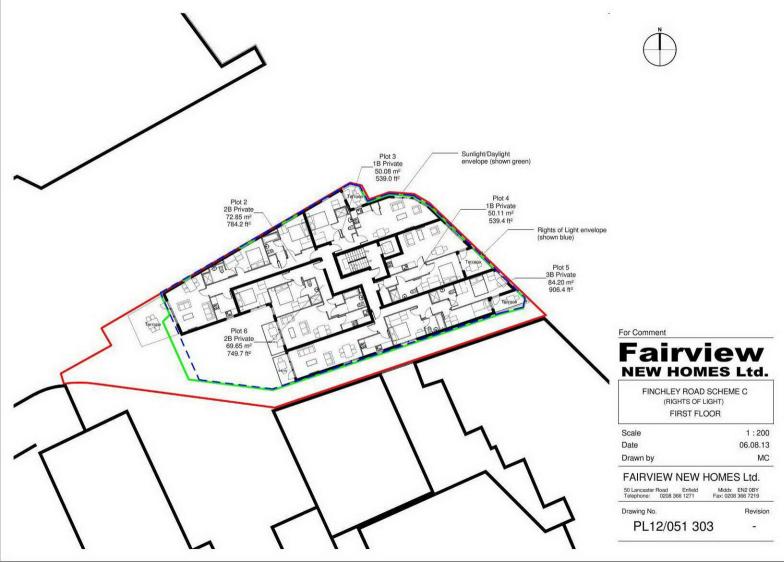
5 HA UNITS

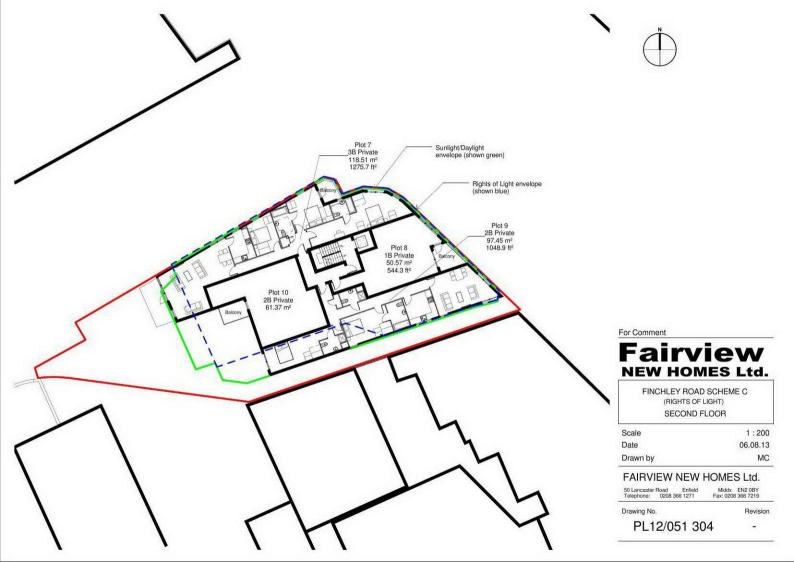
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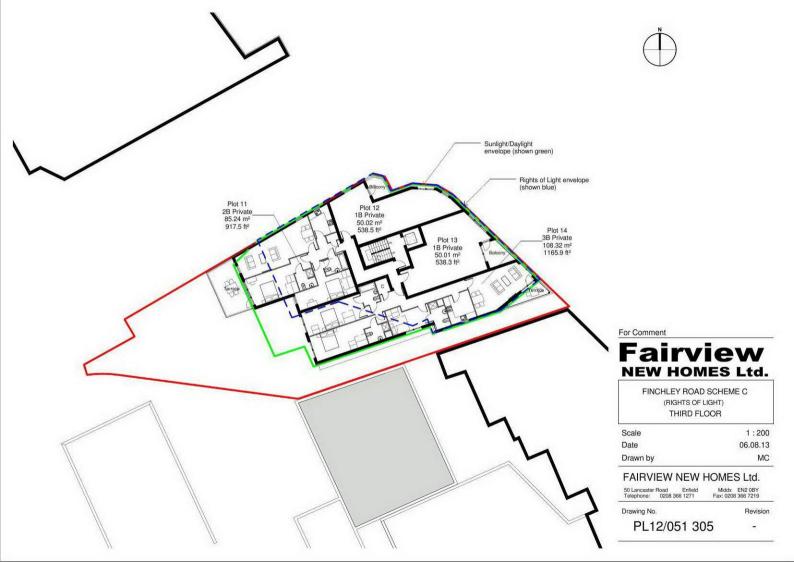
NOTES

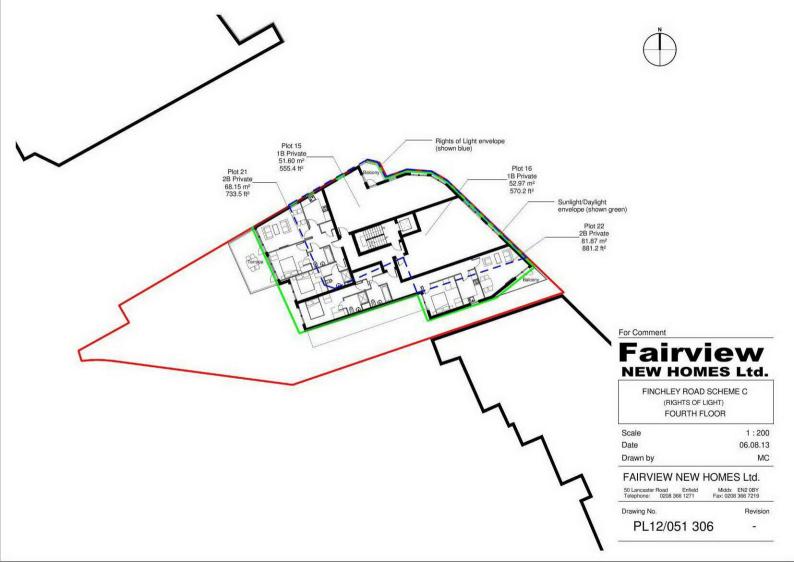


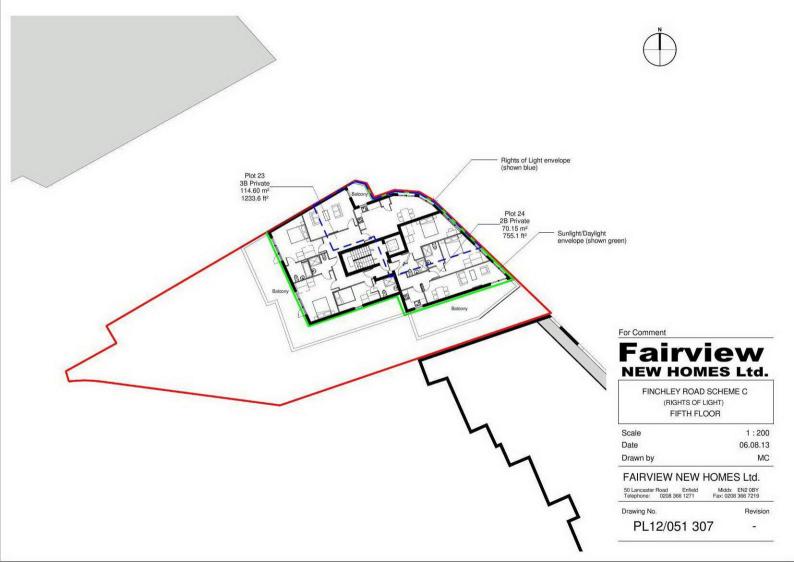




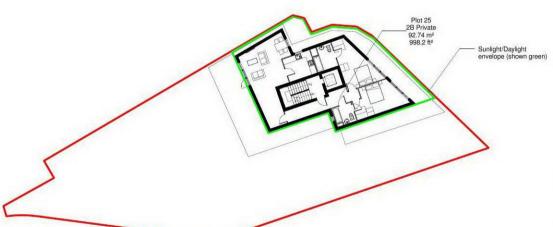












For Comment

Fairview NEW HOMES Ltd.

FINCHLEY ROAD SCHEME C (RIGHTS OF LIGHT) SIXTH FLOOR

Scale Date 1:200 06.08.13

Drawn by

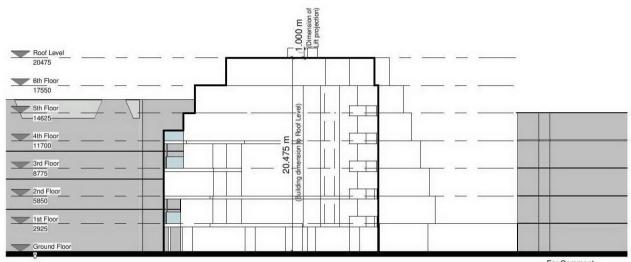
MC

FAIRVIEW NEW HOMES Ltd.

50 Lancaster Road Enfield Telephone: 0208 366 1271 Middx EN2 0BY Fax: 0208 366 7219

Drawing No.

Revision



Front Elevation

1:200

Fairview NEW HOMES Ltd.

FINCHLEY ROAD PROPOSAL

Front Elevation Heights

Scale Date 1 : 200 01.10.13

Drawn by

Author

FAIRVIEW NEW HOMES Ltd.

50 Lancaster Road Enfield Telephone: 0208 366 1271 Middx EN2 0BY Fax: 0208 366 7219

Drawing No.

Revision



Fairview Estates (Housing) Limited, 50 Lancaster Road, Enfield, Middlesex EN2 0BY Tel: (D20) 8366 1271 Fax: (020) 8366 0189

Seonaid Carr
Development Management
Camden Council
6th Floor, Camden Town Hall Extension
Argyle Street
London
WCCH BEO

21 February 2014

Dear Ms Carr.

2014/0152/P - 317 Finchley Road, London, NW3 6EP

Demolition of existing public house (A4) and erection of seven storey (including basement) building with 158sqm of retail (A1) at ground floor level and 10 flats (C3) above

As owners of the adjacent land to the west, we write to object to the above application. Fairview New Homes Ltd are a leading residential developer that specialises in the regeneration of vacant and derelict brownfield land in urban settings to deliver quality homes that are affordable. We are very familiar with issues arising out of the redevelopment of previously developed land.

Having assessed the submission, we strongly object to the development in its present form. We are of the view that the site should not be brought forward in isolation of the adjoining land to the rear and side of the former public house building. Particular concerns relate to he under-utilisation of land and inefficient form of development; poor design, harm to amenity and deficient information in relation to daylight and sunlight. These are explained further helpow.

Under-utilisation of land

The NPPF is clear that Planning should encourage the effective use of land. Permission should be refused for 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 (Paragraph 64).

The Core Strategy identifies that the best use needs to be made of the Borough's limited land to adapt successfully to Camden's growing population (1.21). Policy CS1 d) seeks to ensure that development proposals make full use of the available land. Criterion e) identifies that the Council will promote the most efficient use of land and buildings by resisting development that makes inefficient use of Camden's limited land.

This part of Finchley Road is designated as a secondary frontage within a District Centre with potential for medium growth (Policy CS3). To ensure sustainable development, every proposal for this accessible location adjacent to a station should utilise all available land. Under-development of this part of Camden, which is currently short of land for redevelopment, should be strongly resisted.

The failure of the application to incorporate Fairview's land to the rear would result in the inefficient use of the site. A plan showing Fairview's land is enclosed together with an illustrative scheme that was prepared as a capacity study for the development of the wider site. This information was submitted to Camden Council as a pre-application enquiry in 2013. This document demonstrated that 20 dwellings could be provided across the wider site, including four affordable units (subject to viability). Subsequent, detailed studies relating to Rights to Light and Sunlight/Daylight were undertaken and identified the ability to deliver 24 units on site including 5 affordable dwellings. This clearly significantly exceeds the 10 units, with only one affordable, proposed by the current application.

Fairview's land is available for development and we seek to bring forward a well-planned scheme that fully utilises all the space that is available. The result would be a superior quality living environment and higher quality design response compared to the application proposal. Additional benefits include a large communal open space to the rear of the site and improvements to Billy Fury Way to provide an attractive walkway to the south. These benefits could not be realised if the application scheme is approved.

In summary, the application proposal fails to comprehensively develop the wider site. This is contrary to the aims of national and local plan policy to ensure the efficient use of land. It would deliver half the number of units that could be provided through development of the wider site and less affordable housing. As such, it conflicts with the primary objective of the NPPF to achieve sustainable development and Core Strategy Policy CS1(a), (d) and (e) and CS3.

Incongruous design

The application proposal falls short of the requirement for schemes to be of the highest standard of design in accordance with the NPPF and Camden's policies CS14 and DP24. The form of the development represents an uneasy relationship to the adjacent buildings. This would be exacerbated by its failure to respond to the set back position of the adjacent, single storey station entrance.

The design treatment, which includes façade retention and pastiche detailing, is of poor quality. The scheme is "box-like" in appearance with inappropriate 'add-on' decoration. Tall, elegant windows are a key feature of this part of Finchley Road. In contrast to this, the application shows the windows with recessed balconies to have squat, horizontal proportions. As a result the principal elevation lacks sufficient vertical emphasis and would harm the street scene.

The Design and Access Statement barely references the elevational treatment and does not describe any contextual analysis. In the form proposed, the development is incongruous in terms of the setting, context and scale of neighbouring buildings. The appearance and detailing are also poor. As such, the proposal would appear over-dominant and incongruous

in the streetscene. It would detract from the character and appearance of the area, contrary to the NPPF and policies CS14 and DP24.

Given the nature of the site, full details of air conditioning plant and ventilation equipment must be identified at the application stage, including the external visual impact of providing those elements, Unsightly plant could further harm the visual amenity of the area.

Harm to amenity

The scheme is deficient in terms of amenity space and lacks any communal space for residents, contrary to Policy DP31. In contrast to this, Fairview's proposal would deliver a high standard of amenity space to the benefit of future residents.

Policy DP26 states that the Council will protect the quality of life of occupiers and neighbours by only granting permission for development that does not cause harm to amenity. The applicant's Design and Access Statement recognises at section 4.55 that the main concerns with regard to impact on neighbouring sites would be that the new development would be overbearing and result in loss of privacy and light to the nearest building.

The scheme, as a result of its increased height and constrained site, would indeed appear overbearing in the form proposed. There are residential units at the upper floors of the building to the south-east. The proposed design in relation to the neighbouring buildings would give rise to increased overlooking.

Particular concerns are raised by the submitted Daylight, Sunlight and Overshadowing Assessment prepared by Caldecotte Consultants (June 2013). As set out within the attached letter, the assessment has been reviewed by CHP Surveyors Limited. In summary, they have identified the following shortcomings:

- Not all necessary neighbouring properties have been assessed, with 315 and 313 excluded.
- Further analysis is required for the properties considered the BRE Guidelines require
 an analysis to be undertaken for each window serving a habitable room, based on a 25
 degree line or Vertical Sky Component (VSC) and daylight distribution (NSL) analysis
 where applicable. Contrary to the figures provided, the proposals will bisect a 25
 degree line.
- A new analysis is required for the windows in the rear return elevation (for Receptor Group 1) and with the buildings at the correct height (for Receptor Group 3). Each window that serves a habitable room must be considered to establish the change in VSC and NSL.

Given the above, the proposed development would conflict with Camden's Development Policies Policy DP26, as there would be a harmful impact on the relationship with the neighbouring occupiers.

Access, safety and security

Core Strategy Policy CS17 confirms that the Council aims to make Camden a safe place. Crime and fear of crime are the primary concern for many of Camden's residents and businesses. Tackling this critical issue is one of the key challenges facing the Council.

Billy Fury Way runs to the south of the site. The lack of any proposal to improve this route as part of the application submission is a lost opportunity. Works to widen this narrow, dark path and increase natural surveillance would assist in reducing the perception and risk of antisocial behaviour taking place. The inclusion of Fairview's land within the scheme would enable such works to be undertaken.

Summary

We object to the development in its present form for the reasons set out above. In accordance with NPPF paragraph 64, permission should be refused for 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.

The proposal is contrary to the aims of national and local plan policy to ensure the efficient use of land, deliver of quality design and protect amenity. As such, it does not represent sustainable development and conflicts with the NPPF and Camden Policy CS1, CS3, CS14, CS17, DP24, DP26 and DP31.

We trust the above comments will be taken into account during the assessment of the current planning application. We would be most grateful to be kept informed of progress. In the meantime, please do not hesitate to contact us should there be any queries regarding the representations made.

Yours sincerely.

Paul Lemar Planning Director

FAIRVIEW NEW HOMES LTD

Encs. Fairview pre-application submission pack (2013), with additional drawings - provides an indicative capacity study for the wider site to demonstrate delivery of 24 units.

Scheme B









Introduction

On behalf of Fairview New Homes, we enclose for your attention a pre-application proposal to seek the Authority's views in relation to a proposed residential scheme on 317 Finchley Road.

The enclosed scheme is a 'follow up' to the pre-application advised provided in a letter dated 5th December 2012.

This scheme attempts to address the comments made and is. we feel, an improvement on the design previously presented to you. The main changes in design are set out below.

The site sits in a mixed use area of London and its town centre dates back to the 1800s. Locally there is a wide variety of housing ranging from Victorian to Contemporary developments.

The proposed development comprises the demolition of existing premises and the erection of a multi-storey building providing 20 new apartments ranging from 1 bed, 2 beds and 3 beds and commercial space at lower and ground floor levels.

Although the design of the elevations are still being progressed the proposed scheme seeks to achieve a positive enhancement to the visual appearance of the place. It is considered that this approach will integrate well within the local surroundings, helping to achieve visual, environmental and regeneration benefits in the local area.

The key changes to the design of the scheme can be summarised as follows:

- The height of the building has been reduced to address the concern regarding buildings of more than five storeys on this part of Finchley Road. As such, the sixth floor and part of the fifth floor have removed. The fourth and fifth floors are significantly set back from the south and west elevations.
- The layout of the lower ground floor level has been reconfigured, resulting in the 3-bed flat now being dual aspect. The two-bed flat has being moved west along the northern elevation and increased in size; now with a south-facing aspect into the courtyard.
- Development at the ground floor level has also been increased along the northern edge. The ground floor now accommodates 3no 1-bed flats rear flats facing into the courtyard. Some of the existing trees have been removed along the northern edge of the site to allow the layout of the scheme to be reconfigured.
- The commercial area has increased in floorspace, to 296 sam, still divided between two units, one at lower around around

The proposed mix is:

Please see Schedule of Accommodation.







1. View from Finchley Road towards the site



2. View of the site from Finchley Road towards west



3. View of Frognal Road towards north east



4. View of The O2 Centre from Finchley Road



5. View from Arkwright road towards south west



6. View of Camden Arts Centre from Finchley Road



7. Finchley Road towards south east



8. View of Hampstead Cricket & Sports Club from Lymington Road







11. View of Frognal Road towards north east

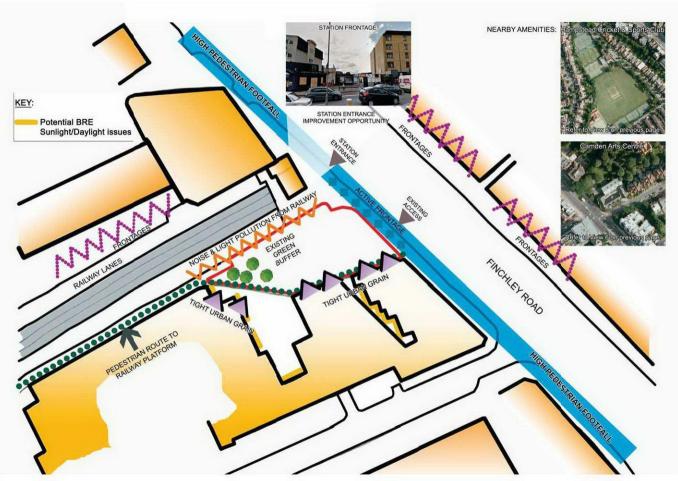


10. View of the Site from Finchley Road towards south west

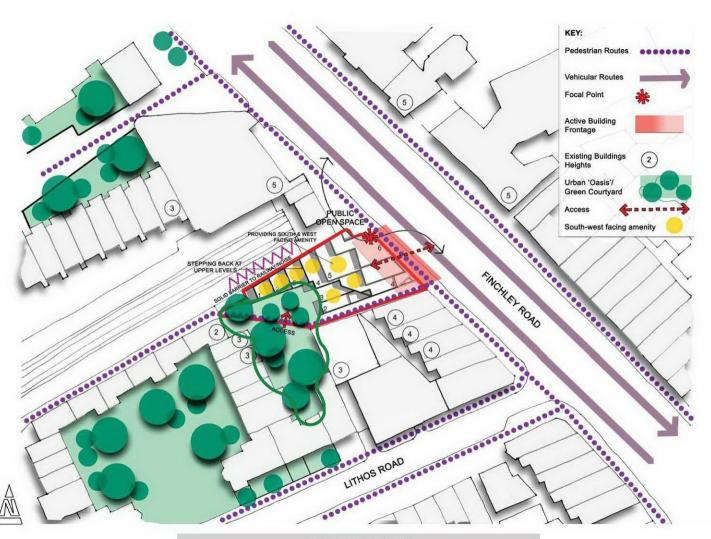


12. View from Finchley Road juction with Lymington Road







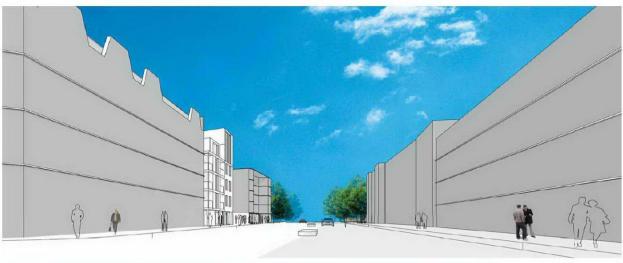














Perspective Reference Images

Views of Proposed Multi-Storey Flats















Karakusevic Carson Architects



Walm Lane - Fairview New Homes



Walm Lane - Fairview New Homes





Walm Lane - Fairview New Homes



FNH 404

317 FINCHLEY ROAD, CAMDEN (BELL PUB)

ACCOMMODATION SCHEDULE 12th April 2013 SCHEME B

LOWER GROUND FLOOR

	Victoria	Table Street	sqm	sqm
1	3B	HAR	87	
1	2B	HAR	61	
	Commercial			157

GROUND FLOOR

1	1B	HA S/O	53	
1	1B	HA S/O	58	
1	1B		62	
	Commercial			139

FIRST FLOOR

1	2B	74	
1	2B	61	
1	3B	94	
1	1B	52	
1	STUDIO	39	

SECOND FLOOR

1	3B	95	
1	2B	61	
- 1	2B	65	
1	1B	56	

THIRD ELOOR

Ī	1	2B	64		
Ī	1	2B	67		
ſ	1	1B	50		
Г	1	STUDIO	39		

FOURTH AND FIFTH FLOOR

Ш	1	3B Duplex	106		
Е	1	3B Duplex	94		
	20	TOTAL	1338	296	sq
			14,402	3,186	sqf

HA UNITS 20%

NOTES

Levels: Assumptions have been made on site levels including the extent of the Lower Ground Floor which needs verification via a site survey.

Air quality, noise & vibration issues will need testing in relation to Finchley Road and adjacent railway.

Rights of Light study results are reflected in the current proposals.

Rail boundary : assumption is that a demarcation agreement will be required to facilitate boundary construction as shown.

Servicing of commercial unit: current proposal is to access this from Finchley Road as for the existing pub. This will need verification with Camden Highways.

Height and massing: to be discussed and agreed with Camden LPA,

Wheelchair units: 10% / 2 units.







1:200

02.11.12 MC



LOWER GROUND PLAN SCALE 1:200 @A3





Ground Floor 1:200

Revision

1:200

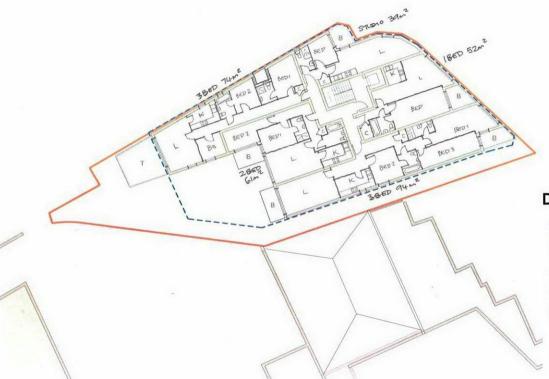
MC

02.11.12

PL12/051 102

GROUND FLOOR





First Floor

1:200

DRAFT FOR COMMENT

Pre-Planning

Fairview NEW HOMES Ltd.

FINCHLEY ROAD SCHEME B

FIRST FLOOR

Scale Date

1:200

Drawn by

02.11.12 MC

FAIRVIEW NEW HOMES Ltd.

50 Lancaster Road Enfield Telephone: 0208 366 1271

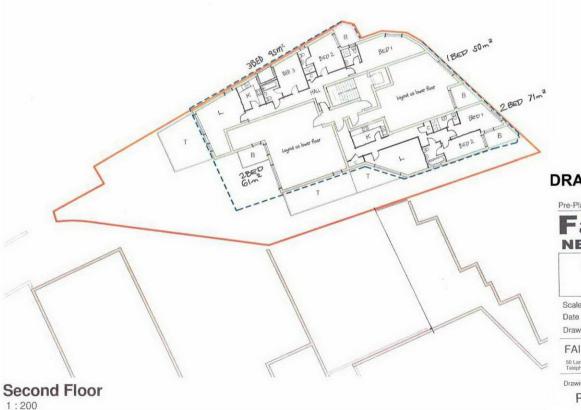
Middx EN2 0BY Fax: 0208 366 7219

Drawing No.

Revision







Pre-Planning

Fairview NEW HOMES Ltd.

FINCHLEY ROAD SCHEME B

SECOND FLOOR

Scale

1:200

Drawn by

02.11.12 MC

FAIRVIEW NEW HOMES Ltd.

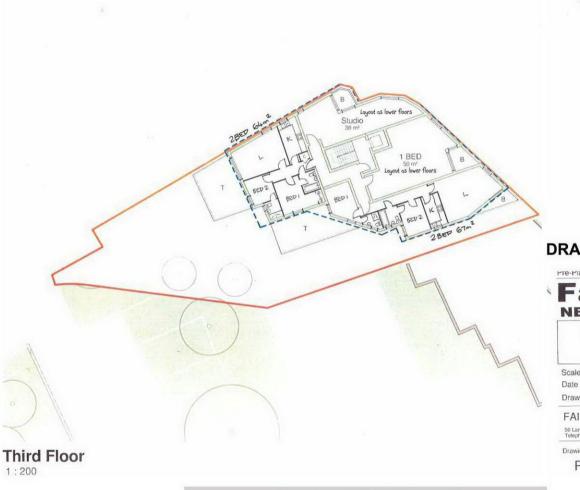
50 Lancaster Road Enfield Telephone: 0208 366 1271

Drawing No.

Revision

PL12/051 104

SECOND FLOOR PLAN SCALE 1:200 @A3



Fairview **NEW HOMES Ltd.**

FINCHLEY ROAD SCHEME B

THIRD FLOOR

Scale

1:200 02.11.12

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MC

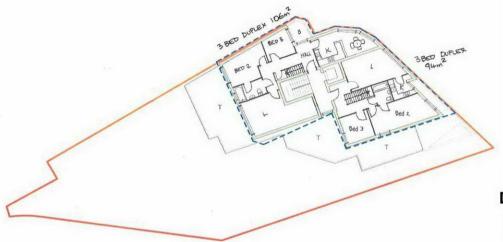
FAIRVIEW NEW HOMES Ltd.

50 Lancaster Road Enfield Telephone: 0208 366 1271

Drawing No.

Revision





Pre-Planning

Fairview NEW HOMES Ltd.

FINCHLEY ROAD SCHEME B

FOURTH FLOOR

Scale Date

1:200 02.11.12

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50 Lancaster Road Enfield Telephone: 0208 366 1271

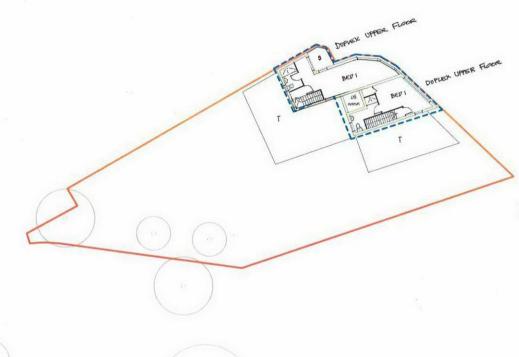
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Revision

PL12/051 106

Fourth Floor 1:200





Pre-Planning

Fairview NEW HOMES Ltd.

FINCHLEY ROAD SCHEME B

FIFTH FLOOR

Scale Date

1:200 02.11.12

Drawn by

MC

FAIRVIEW NEW HOMES Ltd.

50 Lancaster Road Enfield Telephone: 0208 366 1271

Drawing No.

Revision

