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Application Ref: **2014/4514/P**  
Please ask for: **Angela Ryan**  
Telephone: 020 7974 **3236**

5 September 2014

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Refused**

Address:  
**11A Primrose Hill Road**  
**London**  
**NW3 3DG**

Proposal:  
Erection of a three-storey plus basement single family dwelling house and associated landscaping works (Class C3).

Drawing Nos: Site Location Plan (Ref: Fig.1); Block Plan (Ref: Fig. 2); A99; A100 Rev B; A101 Rev B; A102 Rev B; A103; Rev B; A200 Rev B; A201 Rev B; A300 Rev B; A301 Rev B; A302 Rev B; Existing site photo dated August 2013; Front montage dated October 2013; Rear montage dated August 2013; Garage photos dated August 2013; Design and Access Statement by Undercover Architecture LTD dated July 2014; Planning statement by Geraldeve dated 10th July 2014 (Ref: GAO/GBR/J7292); Appendix 1a to planning statement; Appendix 1b to planning statement; Heritage Statement by Donald Insall Associates dated July 2014; Lifetime Homes Statement by Adrian Salt and Pang Limited; Aborigicultural Impact Appraisal and Method Statement by Barrell Tree Consultancy dated 22nd January 2014 (Ref: 14020-AIA-DC); Tree Protection Plan by Barrell Tree Consultancy (Ref: 14020-BT1); Basement Impact Assessment - Screening and scoping report "land stability" by Soil Consultants dated 27th June 2014 Rev 0 (Ref: 9613/AW/SCW); Basement Impact Assessment- Surface water and Ground Water by ESI Environmental Specialists dated June 2014 (Ref: 62633R1); Code for Sustainable Homes Assessment by Breglobal; Sustainability and Energy Assessment by Metropolis dated 18th November 2013 (Ref:



5240); Daylight and Shadow Assessment by Behan Partnership LLP dated 14th November 2013 (Ref: 20131380); Letter by Geraldeve dated 10th July 2014 (Ref: GAO/GBR/J7292)

The Council has considered your application and decided to **refuse** planning permission for the following reason(s):

Reason(s) for Refusal

- 1 The proposed 3 storey plus basement single family dwelling house, by reason of its siting being located beyond the established building line on King Henry's Road and its height and bulk would be detrimental to the established character and appearance of the townscape and adjacent Elsworth Conservation Area. The proposal is therefore considered to be contrary to policies CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy and policies DP25 (Securing a high standard of design and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.
- 2 The submitted basement impact assessment fails to demonstrate that the proposed basement excavation would not cause harm to the built and natural environment and local amenity and does not result in potential flooding or ground instability, contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving heritage) of the London Borough of Camden Local Development Framework Core Strategy and policies DP23 (Water), DP26 (Managing the impact of development on occupiers and neighbours) and DP27 (Basements and Lightwells) of the London Borough of Camden Local Development Framework Development Policies.
- 3 The proposed development, in the absence of a legal agreement to secure car-free development, would be likely to contribute unacceptably to parking stress and congestion in the surrounding area, contrary to policies CS11 (Promoting sustainable and efficient travel) and CS19 (Delivering and monitoring the Core Strategy) of the London Borough of Camden Local Development Framework Core Strategy and policies DP18 (Parking standards and the availability of car parking) and DP19 (Managing the impact of parking) of the London Borough of Camden Local Development Framework Development Policies.
- 4 The proposed development, in the absence of a legal agreement to secure the submission and implementation of a Construction Management Plan, would be likely to contribute unacceptably to traffic disruption and dangerous situations for pedestrians and other road users and be detrimental to the amenities of the area generally, contrary to policies CS5 (Managing the impact of growth and development), CS11 (Promoting sustainable and efficient travel) and CS19 (Delivering and monitoring the Core Strategy) of the London Borough of Camden Local Development Framework Core Strategy and policies DP20 (Movement of goods and materials), DP21 (Development connecting to the highway network) and DP26 (Managing the impact of development on occupiers and neighbours) of the London Borough of Camden Local Development Framework Development Policies.

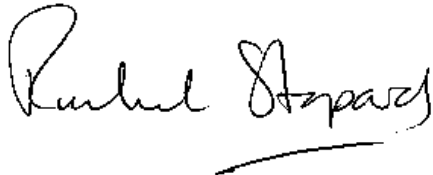
- 5 The proposed development, in the absence of a legal agreement securing a design stage and post-construction sustainability review, would fail to be sustainable in its use of resources, contrary to policies CS13 (Tackling climate change through promoting higher environmental standards), CS16 (Improving Camden's health and well-being) and CS19 (Delivering and monitoring the Core Strategy) of the London Borough of Camden Local Development Framework Core Strategy and policies DP22 (Promoting sustainable design and construction) and DP23 (Water) and of the London Borough of Camden Local Development Framework Development Policies.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard  
Director of Culture & Environment