

Your ref:

Our ref: 33609

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df:

e: jorge.nash@bidwells.co.uk

Date: 9 October 2015

BIDWELLS



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Dear Sirs

Planning Application at 20-21 Northway's Parade, London NW3 5EN

On behalf of our client, please find enclosed a planning application for the following:

'Replacement of the shopfront to nos.20-21 Northway's Parade'

This application comprises the following:

- Full planning applications forms duly completed and signed;
- Community Infrastructure Levy (CIL) liability form duly completed and signed;
- Site Location Plan;
- Existing and Proposed Elevations and Floorplans;
- A Planning Statement prepared by Bidwells (comprising this cover letter);
- Design and Access Statement; and
- A cheque for £195 made payable to the London Borough of Camden (LBC) to cover the statutory fee.

This Planning Statement comprises the following sections:

- 1 *Site and Surroundings* – briefly describes the application site and its surroundings;
- 2 *Planning History* – provides details of the planning history relevant to the application;
- 3 *Pre-application Advice* – provides details of the pre-application advice received;
- 4 *Application Proposal* – describes the application proposal;
- 5 *Planning Policy Context* - identifies the planning policy framework against which the application should be determined;



- 6 *Planning Assessment* – Sets out the merits of the application proposal and how it complies with relevant planning policy; and
- 7 *Conclusions* - summarises our conclusions in respect of the application.

1. Site and Surroundings

Northway's Parade comprises a large seven storey building on the north side of Finchley Road at its junction with College Crescent. The building comprises a number of shops and services at ground floor level (a summary of these uses can be found at **Appendix 1**), with residential use above. This application relates to the ground floor retail units Nos. 20-21, which are currently vacant.

The building is not statutorily or locally listed and is not located within a conservation area. It is however within the Finchley Road / Swiss Cottage Town Centre, and the units to which this request relates form part of a Core Frontage. There are no other site specific planning policy designations.

The site has a PTAL rating of 6a indicating excellent accessibility to public transport.

2. Planning History

The online planning history available for these units is limited; however, the following is most relevant:

20 Northways Parade

Planning permission (ref: CTP/H7/1/B/10061) was granted in 1970 for alterations to the existing shopfront.

21 Northways Parade

Planning permission (ref: CTP/H7/1/B/22069) was granted in 1976 for the carrying out of works of alterations to the elevation at ground floor level.

3. Pre-application Advice

A request for pre-application advice was submitted to the Council on 29 May 2015, which included our client's wider aspirations for Northway's Parade including the desire to instigate improvements to the design and appearance of the other shopfronts. We received the Council's written advice on 9 June 2015¹. This confirmed that the Council broadly supported the proposed shopfront and public realm improvements proposed as part of the request.

4. Application Proposal

The proposal includes external alterations to the shopfront at Nos. 20-21 Northway's Parade to improve their relationship to the streetscene and the area of public realm adjacent to the units. This would also allow for the amalgamation of the two units (which does not require planning permission). These works would involve the remodelling and replacement of the existing shopfront to give them the presence deserving of the sites highly prominent and important corner site location.

5. Planning Policy Context

The planning policy framework against which the application should be determined, includes the following:

¹ Please see **Appendix 1** for a copy of the Council's pre-application advice dated 30.07.2015



- London Plan FALP² (2015);
- LBC's Core Strategy (2010); and
- LBC's Development Policies (2010).

In terms of other material considerations, this includes the National Planning Policy Framework (2012) and National Planning Policy Guidance (2013 including updates). LBC have also adopted a number of Camden Planning Guidance Booklets (CPG) (Nos.1-8).

6. Planning Assessment

This section assesses the application proposal in the context of the planning policy framework identified above. The principal matters that are considered to be relevant to this application area set out in the following sub-sections:

- NPPF presumption in favour of sustainable development / Principle of the proposed development;
- Design; and
- Residential Amenity.

NPPF Presumption in Favour of Sustainable Development

The NPPF established a 'presumption in favour of sustainable development' that required LPAs to approve planning applications which accord with the development plan without delay (para. 14) and states that planning should do all it can to support and encourage sustainable economic growth (para. 19).

Design

Core Strategy Policy CS14 states that the Council will require development of the highest standard of design that respects local context and character whilst also seeking the highest standards of access in all buildings and places. Development Management Policy DP29 expects all building and places to meet the highest practicable standards of access. Development Management Policy DP30 further states that the Council will expect a high standard of design in new and altered shopfronts.

As explained in detail within the Design Statement, the existing shopfront neither contributes to the streetscene or the adjacent area of public realm. It is therefore proposed to reinstate an active frontage to this prominent corner site location, concomitant benefits to natural surveillance and the character and appearance of the streetscene and wider parade. The high quality choice of materials is appropriate for the age and design of the main building, whilst the new shopfront would also include new entrance doors that are fully wheelchair accessible.

The proposal would therefore significantly improve the character and appearance of Nos. 20-21, the building and the streetscene. For this reason the proposal complies with Core Strategy Policy CS14 and Development Management Policies DP29 and DP30.

² Given the scale of this development, it is not of strategic importance and therefore no further reference to the London Plan is made below.



Residential Amenity

Development Management Policy DP26 states that the Council will only grant permission for development that does not cause harm to amenity. This includes the impact of noise and vibration levels, odour, fumes and dust.

The proposed shopfront alterations would be implemented at ground floor level only and would not increase the bulk of the building. They would not therefore have any material impact upon the residential amenity of the flats at first floor level and above.

For these reasons the proposal complies with Development Management Policy DP26.

6. Conclusions

The proposal would reinstate a high quality shopfront with an active frontage and wheelchair access to this highly prominent corner site. The proposal would also improve the relationship between the shopfront and the adjacent area of public realm with concomitant benefits to the character and appearance of the streetscene and the parade more generally. It is also a sustainable form of development, which is compliant with all relevant planning policies and would contribute positively to the economic growth of Swiss Cottage.

I trust this is satisfactory and I look forward to receiving confirmation that the application has been validated shortly. Should you have any queries in the meantime, please do not hesitate to contact me.

Yours sincerely

A handwritten signature in black ink, appearing to read "J. Nash".

Jorge Nash
Planner

Enc

9 October 2015



Appendix 1

Council's Pre-application Advice dated 30/07/2015



**Development Management
Regeneration and Planning**
Culture & environment directorate
London Borough of Camden
Town Hall
Argyle Street
London
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Tel: 020 7974 2944

shane.o'donnell@camden.gov.uk
www.camden.gov.uk/planning

Date: 30/07/2015
Our ref: 2015/3059/PRE
Contact: Shane O'Donnell
Direct line: 020 7974 2944
Email: Shane.O'Donnell@camden.gov.uk

Email: matt.richards@bidwells.co.uk

Dear Mr. Richards

Town and Country Planning Act 1990 (as amended)

Re: 20 & 21 Northway's Parade, London, NW3 5EN

Thank you for your enquiry received on the 9th of June 2015, regarding: ***Change of use and amalgamation of Nos. 20 and 21 to provide a café/restaurant (Class A3) and alterations to shopfronts.***

This letter represents the Council's initial view of your proposals based on the information available to us at this stage. It should not be interpreted as formal confirmation that your application will be acceptable nor can it be held to prejudice formal determination of any planning application we receive from you on this proposal.

Overview of the Site and Proposal

The application site is a pair of commercial units, No. 20 and No. 21 Northway's Parade, located on the corner of Finchley Road and College Crescent. No. 20 was last used for Class A2 purposes and is a small unit (20m²). No.21 is significantly larger, 280m² previously used for Class A1 retail purposes. These units face onto to a public open space accessed by steps on one side that includes a bench, a planted tree, a mature tree, telephone kiosks, and boundary vegetation. The application site is not located in a conservation area or listed but is within a designated town centre under Camden's Core Strategy and Development Management Policies.

The proposal is to amalgamate Nos. 20 and 21 for either Class A1 retail or Class A3 restaurant use, to combine and alter the existing shopfronts, exposing the existing stone cladding and increasing the amount of glazing.

Land Use

Policy DP12 of the Camden Core Strategy and Development Management Policies seeks to manage the impact of food, drink, entertainment and other town centre uses and part 'b' states that consideration will be given to the cumulative impact of food, drink and entertainment uses, taking into account the number and distribution of existing uses, non-implemented planning permissions and any record of harm caused by such uses. The application site is within the Finchley/ Swiss Cottage area and within what is a designated 'Core Frontage'. CPG5 (Town Centres, Retail and Employment) states that the Council will not grant planning permission for development which results in the number of ground floor premises in retail use falling below 75% of the total premises; and permission for development of food, drink and entertainment uses may be granted to a maximum of 20% of total premises within this frontage.

There are 26 units within this part of the Northways Parade frontage. Five of these units are currently in A3 use as food and drink establishments equating to 20% of the frontage overall. The provision of an additional A3 unit within a double frontage unit as proposed would result in over 20% of the frontage in A3 use. Although the proposed A3 use would not result in more than 3 consecutive non-A1 uses along this frontage, currently only 61.5% of Northways Parade frontage are in A1 use compared to the desired 75% under CPG5. Hence, it is considered any further reduction of A1 use and increase in A3 uses in this location cannot be supported.

Design

Policy CS5 ('Managing the impact of growth and development') of the Camden Core Strategy and Development Management Policies states that '*The Council will ensure that Camden's Places and buildings are attractive, safe and easy to use .promoting high quality landscaping and works to streets and public spaces*'. CPG 1 (Design) of the Camden Planning Guidance states that shopfronts '*should respect the detailed design, materials, colour and architectural features of the shopfront and building itself*'.

The proposed amalgamation of Nos. 20 and No. 21 would result in a single shopfront that wraps around the corner of Finchley Road and College Crescent. As the frontage turns the corner onto College Crescent there is a change in level between the lower ground floor and the upper ground floor starting with the shopfront of No. 23 Northway's Parade. The proposed alterations would alter the existing façade, restore and extend the existing stone cladding and increase the use of glass while maintaining the rhythm of these existing units. The proposal would remove the stone stallrisers of the existing frontage, however stone stallrisers are not a shared feature of the surrounding frontages and their removal would increase connectivity between the proposed frontage and public open space. From the information provided, this approach is considered to make a positive contribution to the surrounding area.

As part of the proposal, the public space in front of the proposed shopfront would be re-modelled creating a level area that might also include an outdoor seating area as part of the proposed A3 use. Hard and soft landscaping would also contribute to redevelopment of the public area. The proposed outdoor seating area could help create a relationship between the outdoor space provided desire lines of pedestrians are respected. However, applications for outdoor seating areas would have to be made to the Council's Licensing Team [Licensing](#). Any development on the public highway would also be subject to consultation with Highways Officers.

Given the current layout and upkeep of the public space and from the information provided, it is considered that the proposed physical changes to this piece of public open space would be beneficial and would be encouraged assuming access for disabled pedestrians and customers can be incorporated.

Residential Amenity

Above the ground floor commercial uses of the application site, there are residential units on the upper floors of Northways Parade. A proposed A3 use as well as potential outdoor seating may lead to noise nuisance and if considered acceptable the A3 use would be subject to restrictions over hours of operation for both the use as a drinks, food and entertainment establishment and for connected outdoor uses.

Should primary cooking take place on the premises, necessary ventilation equipment would need to be installed. This may require submission of an acoustic report.

Conclusion

It is considered from the information provided that the proposed alterations to the shopfronts, and the redevelopment of the public open space would be considered beneficial to the character of the local area. However the use of the premises as a café/restaurant (Class A3) would result in the loss of A1 floorspace which would not be acceptable as the proportion of A1 retail units within the existing frontage along the Northway's Parade is already less than 75%. Therefore any further loss would not comply with the guidance for Core Frontages in CPG5 (Town Centres, Retail and Employment).

The proposal has many elements that would be supported, however, an A1 use would need to be preserved in this location. This could incorporate an element of A3 use provided it would be ancillary to the A1 retail use.

How to submit your application

Please submit your application electronically via the national planning portal.

When submitting a planning application, the following information will be required:

- An appropriate fee
- Site location plan
- All existing elevations (including the front and the side), floor plans, roof plans and sections
- All proposed elevations (including the front and the side), floor plans, roof plans and sections
- Supporting Statement

After you submit your application

It would be useful if you could let me know when you have submitted the application along with the planning portal reference number. I will then pick the application up as the case officer.

We are legally required to consult on the application with individuals who may be affected by the proposals. We will notify your neighbours by letter, put up a notice on or near the site and, advertise in a local newspaper. The Council must allow 21 days from the consultation start date for responses to be received.

All consultation responses will be available to view on the Council's website using the planning application search page. It is likely that an application of this size would be determined through delegated powers.

I trust the above provides a useful summary; however should you have any queries about the advice contained in this letter please contact Shane O'Donnell on **020 7974 2944**.

Please note that the information contained in this letter represents an officer's opinion and is without prejudice to further consideration of this matter by the Development Management section or to the Council's formal decision.

It is important to us to find out what our customers think about the service we provide. To help, we would be very grateful if you could take a few moments to complete our [pre application enquiry survey](#). We will use the information you give us to monitor and improve our services.

Thank you for using Camden's pre-application advice service.

Kind Regards,
Shane O'Donnell
Planning Officer

(Planning Solutions Team)