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Date: 22 October 2015



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Dear Sirs

**Planning Application at Northway's Parade, London NW3 5EN**

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

*'Alterations to shopfronts on all existing units at Northway's Parade excluding Nos. 20-21'*

As such, 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;
- A Planning Statement prepared by Bidwells (comprising this cover letter);
- Design and Access Statement; and
- A cheque for £390.00 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 proposals;
- 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 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 following retail units at ground floor level:

- Nos.1-19; and,
- Nos. 24-29.

The building is not statutorily or locally listed and is not located within a conservation area. It is however, with 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 for the property is extensive; however the following is most relevant.

Planning permission was granted in June 1973 for the change of use of the first floor to offices.

Subsequently an application for the change of use of the ground and basement floors from a restaurant to an amusement centre was allowed at appeal in January 1989.

No further applications have since been made concerning the use of the basement and ground floor levels of the building.

### **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 shopfronts. We received the Council's written advice on 9 June 2015<sup>1</sup>. This confirmed that the Council supported the proposed changes and considered that they would make a positive contribution to the surrounding area.

### **4. Application Proposal**

It is proposed to replace the existing shopfronts with a common design, including common glazing, lighting, signage, materials and fascia.

### **5. Planning Policy Context**

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

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<sup>1</sup> Please see **Appendix 1** for a copy of the Council's pre-application advice dated 09.06.2015



- London Plan FALP<sup>2</sup> (2015);
- LBC's Core Strategy (2010);
- 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 Camden Planning Guidance Booklets (CPG) (Nos.1-8).

## 6. Planning Assessment

This section assesses the application proposals 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;
- Design; and,
- Residential Amenity.

### NPPF Presumption in Favour of Sustainable Development

The NPPF established a 'presumption in favour of sustainable development', 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 shopfronts in the parade comprise a mix of shopfront styles with some rather brash signage. It is proposed to replace these shopfronts with a common design. This would see the stone surrounds be revealed and provided more prominence thereby respecting the original character of the host building. A clean palette of materials is proposed, with more discrete signage. It is also proposed for the glazing system to be common for all shopfronts, with a continuous band of trough lighting fixed just under the projecting stone banding further reducing any visual clutter.

The proposals would improve the external appearance of the individual retail units and cumulatively would significantly improve the character and appearance of the building and streetscene generally. For this reason the proposals comply with Core Strategy Policy CS14, and, Development Management Policies DP29 and DP30.

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<sup>2</sup> 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 proposals comply with Development Management Policy DP26.

**6. Conclusions**

The lack of commonality and poor quality of the shopfronts within Northway's Parade has a negative influence on the character and appearance of the streetscene. The proposals would instigate a common high quality design across the retail units significantly improving the character and appearance of the building and streetscene. They are a sustainable form of development, which is compliant with all relevant planning policies.

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

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**Appendix 1** – Council's Pre-application Advice dated 18.05.2015

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**Appendix 2 – Noise Impact Assessment**



**Appendix 3 – Transport Statement**

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**Appendix 4 – Servicing Management Plan**