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Date: 30 October 2015



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Dear Sirs

**Planning Application at Nos. 16 & 17 Northway's Parade, London NW3 5EN**

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

*'Rear extension to units 16 & 17 within the existing enclosed service yard area of Northway's Parade'*

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 Drawings;
- 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 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 ground floor retail units, nos. 20-21.

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 units within the parade are extensive, however,

### **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**

The proposal is to extend the rear of units 16 & 17 Northway's parade into part of the existing enclosed service area.

The proposals do not include any alterations to the any external elevations. The proposals are located in an area covered by the existing building above and are effectively internal.

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

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

- London Plan FALP<sup>2</sup> (2015);
- LBC's Core Strategy (2010);
- LBC's Development Policies (2010)

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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

<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.



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/ 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', 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 DP24 further states that development including alterations and extensions to existing buildings, should be of the highest standard of design.

The proposed extension would be located within the existing enclosed service yard and would provide an opportunity to improve the WC's within the existing A3 units. Both units would also as a result have step free access to the existing service yard to the rear. Given that it would be constructed with materials to match existing and the extension would not be publicly or privately visible, it is not considered that it would have any material impact upon the character and appearance of the building, streetscene or surrounding area generally.

A minimum width of 1.5m would also be retained beyond the extension within the service yard area to prevent any impact upon its commercial operation.

For this reason the proposals are in accordance with the aims and objectives of Core Strategy Policy CS14, and, Development Management Policy DP24.

### 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 on visual privacy and overlooking, overshadowing and outlook and sunlight, daylight and artificial light levels.

The proposed extension would be located within the existing enclosed service yard. It would not be publicly or privately visible, and would not therefore have any material impact upon the residential amenity to neighbouring residential properties. The proposals therefore comply with Development Management Policy DP26.



## 6. Conclusions

The proposed extension would be contained within the existing enclosed service yard area. It would not be publicly or privately visible and would not therefore have any material impact upon the character and appearance of the streetscene or area generally or the residential amenity to neighbouring residential properties. A minimum width of 1.5m would also be retained beyond the extension within the service yard area to prevent any impact upon its commercial operation.

The proposals are a sustainable form of development, which is in accordance with the Council's Development Plan.

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



**Appendix 1 – Council's Pre-application Advice dated 09.06.2015**