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Our ref: 2015/6837/PRE
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Dear Mr. Eren Munir

Town and Country Planning Act 1990 (as amended)
Re: 98 Finchley Road, London, NW3 5EL

Thank you for your enquiry received on the 07th of December 2015, regarding:

“Erection of first floor extension, addition of 21 guest rooms, and creation of staff accommodation”.

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.

Site Description

This pre-application advice relates to the ‘Ye Old Swiss Cottage Public House’ located at 98 Finchley Road at the junction of Finchley Road and Avenue Road which is not listed or in a conservation area. The triangular site is thus bordered by two main roads with an entrance to the Swiss Cottage underground station at the point of the road junction. The host building is a 2 storey structure that mimics a Chalet style with overhanging eaves, wooden finish and terrace. The building has been extended by the addition of a collection of limited quality single storey extensions to the rear and along the side of the development facing Avenue Road.

The existing building is currently used as a public house with the main bar and dining space areas and associated leisure facilities on the ground and first floors along with six staff rooms at ground floor level. The building has been a public house for nearly two hundred years (since 1830) with the building originally providing coaching inns for travellers to and from central London.

The surrounding area is a mix of commercial and residential elements. Finchley Road is a prominent retail and commercial space. Directly opposite the host site on Finchley road, there are multi-storey residential units with ground floor commercial units and there is also a large multi storey office unit directly opposite the host site on Avenue Road. Immediately to the rear of the host site, is the Odeon Cinema which screens views of the Swiss Cottage building when approaching from the south.

Relevant History

8500248 - *External alterations including a two-storey extension new extended balconies new windows and doors new cladding and the provision of ancillary residential accommodation, as shown on drawings No.S110/1.4 1.5G 1.6H 1.7 1.8 and 1.14 (revised on 19th April 1985), was approved on 30/04/1985.*

Policies

The most relevant local policies are listed below:

Camden Core Strategy 2010-2015:

- CS1 (Distribution of growth)
- CS5 (Managing the impact of growth and development)
- CS6 (Providing quality homes)
- CS7 (Promoting Camden's Centres and shops)
- CS10 (Supporting community facilities and services)
- CS11 (Promoting sustainable and efficient travel)
- CS14 (Promoting high quality places and conserving our heritage)

Camden Development Policies (Adopted 2010):

- DP2 (Making full use of Camden's capacity for housing)
- DP5 (Homes of different sizes)
- DP6 (Lifetime homes and wheelchair homes)
- DP10 (Helping promote small and independent shops)
- DP12 (Supporting strong centres and managing the impact of food, drink, entertainment and other town centre uses)
- DP14 (Tourism development and visitor accommodation)
- DP15 (Community and leisure uses)
- DP16 (The transport implications of development)
- DP17 (Walking, cycling and public transport)
- DP18 (Parking standards and limiting the availability of car parking)
- DP19 (Managing the impact of parking)
- DP22 (Promoting sustainable design and construction)
- DP24 (Securing high quality design)
- DP25 (Conserving Camden's heritage)
- DP26 (Managing the impact of development on occupiers and neighbours)
- DP28 (Noise and vibration)

Camden Planning Guidance:

- CPG1 (Design)
- CPG2 (Housing)
- CPG3 (Sustainability)
- CPG5 (Town Centres, Retail and Employment)
- CPG6 (Amenity)
- CPG7 (Transport)
- CPG8 (Planning obligations)

Proposal

The proposed development involves the refurbishment and extension of the main building at first floor level facing Avenue Road, including the relocation of six existing staff rooms,

the creation of a Manager's apartment at ground floor level and 15 guest rooms at first floor level. The proposed development will involve the loss of a pool room and first floor trading space.

Principle of the Development

While the Public House is not designated as an asset of community value, its level of importance and the significance of the loss of the existing facilities may not be revealed until neighbouring consultations are received. If it is found that the parts of the building involved are considered being of 'community value' and that there would be significance in their loss then the proposal would need to be considered under policies CS7, CS10, and DP15.

If this is the case then under Policy DP15 the loss of such a community use would only be considered acceptable if either a replacement facility that meets the needs of the local population is provided (criteria c) or the specific community facility is no longer required in its current use (criteria d). Where the facility is considered to be no longer required then evidence will need to be provided to show that the loss would not create, or add to, a shortfall in provision for the specific community use and it would need to be demonstrated that there is no demand for any other suitable community use on the site.

Policy DP14 supports smaller scale visitor accommodation in the town centres of Finchley road/Swiss Cottage. The application site is designated as a secondary frontage within CPG5. Given the siting and character of the surrounding area, it is considered that the proposed addition of 15 guest rooms may be acceptable in this instance. This is subject to the new use not conflicting or detracting from the existing Public House and the proposed guest rooms providing a high standard of living accommodation.

The proposed development would result in the conversion to visitor accommodation of approximately 393m² of ancillary commercial space at first floor level which includes kitchen and toilet facilities and significant open spaces. From the site visit undertaken, it appeared these spaces were not currently being utilised.

At ground floor level, the proposed development would result in the conversion of a pool hall of approximately 120m² and further ancillary space of 117m² to staff accommodation and a manager's apartment. The remainder of the existing Public House would be retained.

The retention of ancillary staff accommodation and the creation of an additional Manager's apartment are considered to be acceptable in principle provided they are strictly ancillary to the main use and do not provide independent units of accommodation.

Please note that applications involving public houses have come under scrutiny at the Development Control Committee and the Council has defended the loss of public house space and facilities at appeal where this has been deemed to be of 'community value' and the loss was contrary to policy DP15.

First Floor Extension facing Avenue Road

The side of the existing built form creating the façade along Avenue Road comprises a two storey chalet addition to the main building and a long single storey extension that extends to the south towards the Odeon Cinema. The existing façade does not bear any

relation to Avenue Road. In particular, the long single storey extension does not complement the host dwelling and further development has the capacity to improve the relationship with the host building and surrounding streetscene.

The proposed first floor side extension would raise the height of the existing extension to be in more in keeping with the height of the existing structures on site. The pitched roof would be maintained with six additional first floor/dormer windows including 'Fleurs De Lys' ridge tiles matching the design details of the primary façade along Finchley Road. It is considered that the proposed design would complement that of the host building and would improve the relationship with Avenue Road. However, it is also important that the proposed extension merges with the existing structures on site to create a coherent whole. A key factor will be the correct selection of timber cladding to complement the existing classing on site. It is proposed that the first floor extension will connect seamlessly with the existing two storey building along Avenue Road.

The proposal would also create a roof terrace for guests at first floor level. This terrace would appear to be enclosed on all sides and would not therefore create undue overlooking or loss of privacy to neighbouring residential properties. Potential noise impacts would appear limited given that the site is bisected by traffic along Finchley Road and Avenue Road.

Guest Accommodation

The provision of overnight guest accommodation is considered to be acceptable in this location given the nature of the existing use and the character of the surrounding area. Finchley Road and Avenue Road are busy traffic routes with the underground access near the entrance of the site. Due to the scale (15 beds) of the proposal, it would mainly need to be assessed against points a) - be easily reached by public transport; b) - provide any necessary off-highway pickup and set down points for taxis and coaches and c) - not harm the balance and mix of uses in the area, residential amenity or the surrounding highways.

The host property has a Public Transport Accessibility Level (PTAL) rating of 6b (excellent) with an entrance to Swiss Cottage underground station bordering the site and access to a number of bus routes in close proximity. With respect to intended pick up and drop off points for the proposed use, no information has been submitted and this would need to be provided as part of any formal planning submission. Similarly, no details have been provided regarding how the guest accommodation use would operate. A Transport Statement would need to be submitted with an application which provides a detailed assessment in relation to the transportation impacts of the proposal.

Similarly, information would also need to be provided setting out any measures that would help contain any noise and general disturbance as well as preventing anti-social behaviour and maintaining security i.e. the possible provision of a night porter on site. A Management Plan, secured by a S106 Agreement, would most likely form part of any approval granted. The Plan would need to set out how the proposal would operate to ensure that there was no undue harm to surrounding highways and residential occupiers.

Staff Accommodation

The proposal would include the creation of 6 staff accommodation units and 1 Manager's apartment on site. These units would appear to have adequate levels of daylight, privacy and outlook but on the whole would fail to meet the floorspace requirements of the

DCLG's Technical Housing Standards if they were ever to be converted to independent residential units. Hence the use of this accommodation would be required to remain ancillary to the main use on site.

Landscaping

The existing surroundings of the site have preponderance for hard landscaping and outdoor seating particularly to the front of the site. It is considered that any future application should include a Landscape Plan to demonstrate how the proposed development would help improve these outdoor areas.

CIL

Given your proposal would result in 150sqm (GIA) of additional floorspace, the development would be CIL liable at £30 per sq.m in line with the Council's CIL regulations.

Planning obligations

CPG8 on planning obligations provides full details of planning obligations which would be likely as a result of development, to mitigate its impact. A Construction Management Plan and Management Plan would be expected to ensure that the proposed development would not harm the amenities of the adjacent occupiers or the surrounding highways.

Conclusion

Overall, it is considered that the proposed extension, conversion of existing floorspace to staff accommodation, and creation of 15 guest rooms could be acceptable subject to further details as set out above being provided. The first floor extension along Avenue Road would appear to be acceptable provided the selection of materials complement the host building on site and create a coherent totality of design for the on-site structures. More detail with regards to the operation of the guest rooms and proposed management of the traffic entering and exiting the site, and regarding the proposed landscaping on site is required in order to make a detailed assessment.

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 front and side), floor plans, roof plans and sections
- All proposed elevations (including front and side), floor plans, roof plans and sections
- Design and Access Statement
- Traffic Management Plan
- Transport Statement
- Landscaping Plan
- CIL form

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

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