

Your ref: J034628

Planning Services  
London Borough of Camden  
2<sup>nd</sup> Floor, 5 Pancras Square c/o Town Hall  
Judd Street  
London  
WC1H 9JE  
FAO: Matthias Gentet

7 December 2016

Dear Sir,

**Application for Full Planning Permission at O2 Centre, London NW3 6LU**

On behalf of our client, Land Securities, we are pleased to enclose a revised application seeking full planning permission to replace the first floor glazing screen, in association with the installation of a digital screen, at the O2 Shopping Centre, London, NW3. This application follows a previously withdrawn application (Council Ref: 2016/3536/P) for the same proposal on 23 August 2016.

The proposed development comprises:

*"Replace first floor glazing screen with new structural glazing on Finchley Road elevation."*

The following documents have been submitted in support of this application:

- Completed 1APP application form for full planning permission;
- Location Plan and Site Plan (ref. 3407-AT(03)0220\_P01);
- Site Plan (ref. 3407-AT(03)0221\_P01);
- Existing and Proposed Elevation (ref. 3407-AL(05)3601\_P04 rev B);
- Existing and Proposed Glazing Elevation (ref. 3407-AK(00)6060\_P01);
- Existing and Proposed Section (ref. 3407-AK(00)6061\_P01); and
- Proposed Floor Plan (ref. 3407-AT(03)0190\_P05).

There is no planning application fee associated with the application as this is a revised submission for a replacement glazing screen following the withdrawal of the previous application. The Planning Portal reference for this submission is PP-05685143.

The remainder of this letter sets out our supporting statement with regard to the proposed scheme.

### **The Site Description**

The application site is an indoor shopping and entertainment centre located on the western side of Finchley Road referred to as the O2 Centre, and located between railway lines to the north and south. It comprises large commercial units on 2 levels with an equally large car park to the rear, leading on to Homebase at the far end.

The building is of a modern architectural design and was erected at the end of the 1990s.

It forms part of a vibrant commercial high street stretching from Swiss Cottage up to the Camden Arts Centre from which point the commercial character of Finchley Road ends and opens onto mainly residential. The O2 Centre currently comprises retail units (Class A1) and restaurant (Class A3), as well as a cinema and a health club.

Access to the building is from a large entrance at ground level set back from the public highway on Finchley Road, or from the car park to the rear.

### **Proposed Development**

The application seeks planning permission for installation of a new frameless structural glazing screen to replace the existing glazing at first floor within Unit 7B in order to facilitate the installation of a digital screen.

In terms of the external appearance of the facade the replacement of the existing curtain walling with semi structural glass panes with 'stuck on' mock dividers would be like for like to the existing design and will be constructed using materials which have a similar external appearance to those used for the building being altered.

### **Planning History**

A planning application was submitted for a replacement of the first floor glazing screen with a frameless structural glazing screen on Finchley Road elevation (Ref. 2016/3536/P). The application was withdrawn on 23 August 2016.

Advert consent was granted in July 2014 (ref: 2014/4584/A) for the display of 5 x non-illuminated banner signs on the columns of the Finchley Road elevation, 4 x non-illuminated banner signs on the columns of the car park elevation, and 42 x non-illuminated dual banner sign on the existing lamp post in the car park. The proposal has not yet been implemented.

There is a long list of planning permissions and advert consents for the host building, advertising being solely for the various commercial tenants. This can be witnessed at the front, side and rear elevations at various levels.

### **Planning Policy**

The planning policy of relevance to this application is set out below:

### National Policy

The National Planning Policy Framework (NPPF) adopted March 2012; sets out the Government are planning policies for England and how they are expected to be applied. The Framework seeks to achieve the overarching principle of sustainable development and to use planning as a means of facilitating positive sustainable growth through appropriate development.

Paragraph 20 of the NPPF recognises that in order to help achieve economic growth, local planning authorities should plan proactively to meet the development needs of business and support an economy fit for the 21st Century.

**Chapter 2 'Ensuring the Vitality of Town Centres'**, states in paragraph 23 that planning policies should be positive and promote competitive Town Centre environments. It encourages Local Authorities to:

- *"Recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;*
- *Where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity"* (p.23).

**Chapter 7 'Requiring Good Design'** Points out how the Government now attaches great importance to the design of the built environment. Para 56, states:

*"Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people". .*

### Regional Policy

The London Plan Spatial Development Strategy for Greater London ("the London Plan") was first adopted in July 2011; this was first reviewed in October 2013. The Mayor subsequently published the 'Further Alterations to the London Plan' document in 2015 and 'Minor Alterations to the London Plan' in March 2016. The document sets the guidance for future redevelopment in London.

London Plan **Policy 2.15 C** states that development proposals in town centres should sustain and enhance the vitality and viability of the centre, support and enhance the competitiveness, quality and diversity of town centre retail, whilst being in scale with the centre. In addition London Plan **Policy 4.7B** states that in taking planning decisions on proposed retail and town centre development, the scale of development should be related to the size, role and function of a town centre and its catchment.

### Local Policy

At the local level the Core Strategy (November 2010), Development Policies (November 2010), Site Allocations (September 2013), and Fortune Green and West Hampstead Neighbourhood Plan (September 2015) form the current planning policy for Camden. The Camden Planning Guidance 1 (Design) and Fitzjohn's Netherhall Conservation Area Statement should also form the decision making process.

The emerging Local Plan (Submission Draft 2016) is at an advanced stage and is a material planning consideration.

The Planning Policy Map shows that the site is allocated as part of the Finchley Road/Swiss Cottage Town Centre, and is bordered to the east by Fitzjohn's Netherhall Conservation Area.

**Policy CS5** of the Core Strategy seeks to manage the impact of growth and development in Camden, whilst protecting and enhancing the environment and heritage and the amenity and quality of life of local communities. The Council will also protect the amenity of Camden's residents and those working in and visiting the borough by making sure that the impacts of developments on their occupiers and neighbours are fully considered.

**Policy CS7** of the Core Strategy seeks to promote successful and vibrant centres by seeking to protect and enhance their role and unique character. Specific to Finchley Road/Swiss Cottage, the policy states that the Council will support the core shopping area and promote enhancements to the local environment.

**Policy CS14** seeks to promote high quality places and ensure that buildings are attractive, safe and easy to use by:

- a. *"Requiring development of the highest standard of design that respects local context and character;*
- b. *Preserving and enhancing Camden's rich and diverse heritage assets and their settings, including conservation areas, listed building, archaeological remains, scheduled ancient monuments and historic parks and gardens;*
- c. *Promoting high quality landscaping and works to streets and public spaces;*
- d. *Seeking the highest standards of access in all buildings and places and requiring schemes to be designed to be inclusive and accessible..."*

**Policy DP24** of the Development Policies Document seeks to encourage a high standard of design and landscaping in developments. Whilst **Policy DP25** aims to maintain the character of Camden's conservation areas by not permitting development outside of a conservation area that causes harm to the character and appearance of that conservation area. **Policy DP26** seeks to manage the impact of development on occupiers and neighbours ensuring that the Council will protect the quality of life and occupiers and neighbours by only granting permission for development that does not cause harm to amenity. Of relevance the Council will consider artificial light levels as well as the inclusion of appropriate attenuation measures. Paragraph 26.4 states that *'lighting of advertisements can affect people living nearby...Lighting should only illuminate the intended area and not affect or impact on its surroundings'*.

**Policy D1** of the Emerging Local Plan states that the Council will require development to secure high quality design which respects local context and character, is sustainable in design and construction, and comprises high quality detail and materials. Development should integrate well with the surrounding streets and preserve or enhance the historic environment. **Policy D2** seeks to protect heritage assets and requires that development where possible, to enhance the character or appearance of the area.

### **Planning Policy Analysis**

Camden's adopted and emerging planning policy for town centres seeks to promote vibrant and successful centres by enhancing the role and unique character of the centres and improving its vitality and viability. The proposed replacement screen is fully in accordance with the policy objectives. The proposal will seek to enhance the physical environment and help to support the town centre's vitality and viability by encouraging footfall and retaining shopping facilities in this location, in accordance with **Chapter 2** of the NPPF and **Policies 2.15C and 4.7B** of the London Plan.

The proposal is for the replacement of the first floor glazing screen, which will be like for like and will therefore respect the scale and appearance of the building and the wider street scene in accordance with **Policy DP24** and the Council's relevant guidance. In doing so, the proposal will preserve and enhance the

appearance of the host building and the character of the surrounding area in accordance with **Policy DP25**. Furthermore, the proposal will ensure high standards of amenity for neighbouring occupants, in accordance with **Policy DP26** and relevant adopted guidance.

### **Conclusions**

Overall, it is therefore considered that the proposals are in compliance with the Council's current and emerging policies, their planning design guidance and the NPPF, and as such should be supported.

We therefore trust that the information enclosed is sufficient to enable the applications to be registered and look forward to receiving confirmation of this shortly. However, should you require anything further, please do not hesitate to contact me.

Yours sincerely



**Claire Wilkinson**  
Senior Development Planner

[claire.wilkinson@glhearn.com](mailto:claire.wilkinson@glhearn.com)