ADDITIONAL STATEMENT

* 1. An Impact Assessment entitled “Future Cities UK: creating better places to live, work and play” was published on 18th November 2015. On 8th May 2015 the Government published an up-date to their policy paper entitled “2010-2015 government policy; high streets and town centres”. The aims of both these publications was to encourage opportunities to revitalise high streets up and down the country and thus create innovative ways to boost commercial enterprises and improve residential environments alike. This application which will enable and encourage families to move into this area of Windmill Street, which currently has a disproportionate balance between commercial/small residential apartments and premises suitable for families, will be in accordance with the aims of both of the above publications and with the Camden’s recently published consultation for a Proposed Parklet in Windmill Street.
  2. The proposal to undertake a project that creates a Parklet is aimed at improving the pedestrian environment on Windmill Street making it safer for pedestrians including families with small children to move around more easily and safely. The project is a joint initiative between The Fitzrovia Partnership Business Improvement District and Camden Council, with funding provided by the Mayor of London’s Air Quality Fund 2.
  3. The scheme proposes to install a parklet on the north side of Windmill Street on the carriageway adjacent to the kerb line outside the premises the subject of this application. A parklet is a temporary footway extension providing a small pop-up park that includes elements such as public seating and planters containing foliage and shrubs. This will create a small public place that can be enjoyed by local residents (such as the occupiers of the proposed family apartments the subject of this application) and where passers-by or customers of local businesses can stop and dwell.
  4. The consultation paper says that it is hoped that the parklet will encourage more pedestrians to use Windmill Street, which will include the very people that this application intends to provide accommodation for. The parklet aims to change the feel of the street in its immediate vicinity, according to the consultation paper, and we believe that the creation of more family orientated accommodation in this location will support this aim and help in balancing the current difference between commercial /single occupancy residential users and families.
  5. The NPPF states that “Development should seek to promote character in townscape and landscape by responding to and reinforcing locally distinctive patterns of development, local man-made and natural heritage and culture, while not preventing or discouraging appropriate innovation. The successful integration of all forms of new development with their surrounding context is an important design objective, irrespective of whether a site lies on the urban fringe or at the heart of a town centre.” We believe this proposal adheres to this advice.

Town and Country Planning Partnership

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