

19 February 2018
Delivered by email

Kristina Smith
London Borough of Camden
5th Floor
Town Hall Extension
Argyle Street
London
WC1H 8NJ

Ref: LONL3021

Dear Kristina,

TOWN AND COUNTRY PLANNING ACT (1990) AS AMMENDED

30 GLENILLA ROAD, LONDON NW3 4AN

APPLICATION FOR FULL PLANNING PERMISSION FOR THE DEMOLITION OF EXISTING SINGLE DWELLING (CLASS C3) AND REDEVELOPMENT TO PROVIDE A SINGLE FAMILY DWELLING (CLASS C3).

We write on behalf of our client, the Swycher family, to apply for full planning permission for the following development at 30 Glenilla Road to support the delivery of a new single family dwelling the highest quality sustainable design and architecture:

“Demolition of the existing family dwelling and redevelopment to provide a new single family dwelling comprising basement, ground and three upper levels, with associated garden room, landscaping, car and cycle parking”

The proposal is for the demolition and redevelopment of the existing 5-bedroom single family dwelling (comprising ground and two upper floors) to provide a new 6-bedroom family home comprising a new basement level, ground and three upper floors, set within a bold and coherent design approach. The design has evolved considerably following an extensive and productive pre-application process with London Borough of Camden officers, which has resulted in the submitted high quality design.

The Site and Surrounding Area

Number 30 Glenilla Road is a modest two storey single family dwelling dating from the mid-20th Century, constructed of brown brick with an ‘L’-shaped plan form. The building has been altered and extended to the rear as set out in the Planning Statement and Heritage Assessment accompanying this application. It is located in the Belsize Conservation Area, within the Glenloch sub area, and is located a short walk from

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Belsize Park London Underground Station (Northern Line), and its associated Neighbourhood Centre, containing a range of town centre uses.

Design Evolution

The demolition of the existing building was accepted in principle under initial pre-application discussions undertaken in March (Ref. 2017/4719/PRE) and September 2017 (Ref. 2016/7012/PRE). This process included an initial iteration of the proposal with a different design approach, as set out in the Design and Access Statement and Planning Statement. The initial pre-application process provided helpful feedback and set a number of design precedents, however it did lead to a change in design approach, resulting in the submitted proposals by Ben Adams Architects, which were again tested through the formal pre-application process in September 2017, followed up through ongoing dialogue with officers.

This submitted proposal seeks to replace the existing building with a high quality replacement new home that will make a positive contribution to the area for many years to come. The existing building (and neighbouring buildings) is not identified as one that makes a positive contribution to the Belsize Conservation Area, creating a case for its demolition and replacement, contingent on its replacement with a high quality replacement.

Following these pre-application discussions, key feedback has been incorporated into the finalised design of the proposal. Key design references include the successful resolution of the transition between neighbouring buildings, creating a new home of the highest quality sustainable design and architecture which ties into the context and character of the local area. Key feedback around the extent of the built footprint and width of the house, general approach to massing and form, fenestration, materiality and other design matters have also been considered in refining the design, as has the boundary treatment and landscaping approach.

Figure 1: Proposed Development, 30 Glenilla Road



It is considered that the finalised design directly responds to the highly distinct and varied character of the site's immediate surroundings and that of the wider area. The proposals will introduce a contemporary designed development that complements the existing built environment, and will provide heritage and townscape benefits for Glenilla Road and the wider Conservation Area.

Overall the proposed development is considered acceptable in planning terms and is in accordance with the Development Plan and material considerations. The proposed home provides high quality residential accommodation, now including a lift providing inclusive access throughout the home, to the benefit of the applicant and future residents. All residential space and other quality standards are met in the design, providing a high level of residential amenity, including generously sized accommodation, ancillary residential rooms in the basement, cycle parking and a garden room to the rear providing additional flexible living space. The massing of the proposal has also been developed in consideration of neighbouring residents, as set out in the supporting documentation.

Submission Documents

In addition to this covering letter, the following material is submitted in support of this application via the Planning Portal (Ref. PP-06703646):

- Planning application form and ownership certificates;
- CIL Form;
- Planning application fee;
- Existing and proposed plans and drawings, prepared by Ben Adams Architects;
- Design and Access Statement, prepared by Ben Adams Architects;
- Landscape Strategy (within the Design and Access Statement), CGD Landscape Design;
- Heritage Statement, prepared by Turley Heritage;
- Energy and Sustainability Statement, prepared by Integration Consultancy;
- Arboricultural Impact Assessment, prepared by Arboricultural Solutions LLP; and
- Basement Impact Assessment, prepared by Davies Maguire.

Payment of the planning application fee (£385) was made to WCC on XX February 2018, payment reference PP-06703646.

We trust the above is sufficient for you to validate the application, however if you have any queries, please do not hesitate to contact me at these offices.

Yours sincerely



Laurence Brooker
Director

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