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80-83 Long Lane,
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Via Planning Portal only

08 May 2019

Dear sir/madam,

HOUSEHOLDER PLANNING APPLICATION - THE TOWN & COUNTRY PLANNING ACT 1990

RENEWAL AND REFURBISHMENT OF EXISTING FACADES INCLUDING THE PARTIAL DEMOLITION AND RECONSTRUCTION OF A POORLY DESIGNED FACADE ENVELOPE

52 ETON AVENUE, LONDON, NW3 3HN

PLANNING PORTAL REFERENCE: PP-07830516

Please accept this covering letter as an accompaniment to the householder planning application for the above works.

The Site:

The site is located on the northern side of Eton Avenue at its junction with Crossfield Road and comprises a three-storey end terrace dwelling. The house is of 1960s construction with a flat roof and is architecturally treated with horizontally aligned timber panelling and aluminium framed windows. A poorly proportioned front extension with pagoda at first floor level creates an unusual feature that detracts from the house itself and the character of the wider area.

The site is located within Camden's Belsize Conservation Area which forms a triangle of land bordered by Haverstock Hill, Adelaide Road and Fitzjohn's Avenue and which is largely distinguished by linear clusters of imposing Victorian villas.

Planning History:

The application site has been the subject of various applications relating to tree works in light of its location in the Belsize Conservation Area.

Full planning permission was recently sought (Reference 2019/0532/P) for the demolition of the existing poorly proportioned front extension and its replacement with a partial single storey front and side extension and the formation of a small basement. The proposed development would facilitate the creation of a sunken garden at lower ground level and is currently pending consideration by the Local Planning Authority.

The Proposed Development:

This application seeks full (householder) planning permission for the renewal and refurbishment of existing facades including the partial demolition and reconstruction of a poorly designed facade envelope. Further detail is provided in the supporting Design & Access Statement.

Planning Policy:

National

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. At the heart of the NPPF is a presumption in favour of sustainable development which incorporates three specific strands – economic, environmental and social. The analysis of the proposed development will demonstrate that the scheme will accord with each of the three strands and the presumption in favour of sustainable development will therefore apply.

Local

For the purposes of this application, the adopted Development Plan for the London Borough of Camden comprises the London Plan (2016), the Local Plan (2017) and the Camden Planning Guidance Documents. The following policies are relevant to the consideration and determination of this application:

London Plan 2016

Policy 3.1 – Ensuring Equal Life Chances for all
Policy 3.4 – Optimising Housing Potential
Policy 3.14 – Existing Housing
Policy 5.1 – Climate Change Mitigation
Policy 7.4 – Local Character
Policy 7.6 – Architecture
Policy 7.8 – Heritage Assets

Camden Local Plan 2017

Policy A1 – Managing the Impact of Development
Policy D1 – Design
Policy D2 – Heritage

Camden Planning Guidance (CPG)

CPG Amenity
CPG Planning for Health and Wellbeing
CPG1 Design
CPG3 Sustainability
CPG6 Amenity

Planning Analysis:

Principle of development:

Law requires applications for planning permission to be determined in accordance with the development plan, unless material considerations indicate otherwise.

The site is in active residential use as a single home and its associated amenity space. Housing development is compatible with existing land uses in the surrounding area, which are mainly residential, and the site, for the purposes of planning law, is defined as previously developed land. In such locations, there are no development plan or national planning policies that restrict the extension and/or alteration/refurbishment of single residential properties in principle.

Impact on the character and appearance of the area:

Section 12 of the NPPF refers to well-designed places. Paragraph 127(c) states that *planning policies and decisions should ensure that developments are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change*. Further, paragraph 130 states that *where the design of a development accords with clear expectations in plan policies, design should not be used by the decision-maker as a valid reason to object to development*.

Policy D1 of the local plan provides further detail on local requirements and, importantly, requires development to have particular regard to design and visual impact and to the context within which it is placed, and the contribution it makes to the landscape qualities of the area, guidance that is consolidated by Camden Planning Guidance 1 on Design.

The corner location of the plot ensures the building could be read as a stand-alone architectural entity and there is not therefore a need for complete consistency. However, the

main design/appearance consideration is one of proportion and general architectural detailing.

The proposed works will significantly improve the character and appearance of the host building which currently contributes negatively to the character and appearance of the area. The proportions of openings, visible in the public domain, represent a modern interpretation of the historical context of built form with a more functional vertical window arrangement offset by the presence of horizontal timber louvres. Further detail on the design evolution of the scheme is provided in the supporting Design & Access Statement.

Heritage impact:

Case law dictates that decision makers are required to give *great weight* to any harm to the significance of a heritage asset and how this should be applied is set out in section 16 of the NPPF.

The Council's Conservation Area Statement (CAS) for Belsize recognises the Victorian and Edwardian architecture as the key driver to conservation area designation. The application site reflects neither and with its unremarkable style of architecture contributes negatively to the character and appearance of the conservation area.

In respect of the design considered in its own right, and the relationship between the proposed development and its surroundings, the effect will be entirely positive. The proposed development will enhance the quality of its host dwelling and by proxy therefore, the townscape quality of the area. There will be no effect on the setting of any listed buildings and the proposed development is therefore considered acceptable with regard to its impact on the designated heritage assets identified locally.

Impact on residential amenity:

Policy A1 of the Local Plan seeks to ensure that standards of amenity are protected. This requires the highest standards of design to ensure the amenities of existing and future occupiers are safeguarded and this is echoed in guidance contained within the NPPF and the London Plan. Further guidance is provided in CPG Amenity which sets specific standards of development.

In this instance, the proposed development is merely related to the refurbishment of the facade and this does not present any negative impact on the amenity value of either the host dwelling or that of the surrounding plots.

Summary & Conclusion:

The proposed development will take the opportunities available to improve the character of the host building and, by proxy, the character and appearance of the area. The changes are acceptable in all other regards and accord with the three strands of sustainable development where the presumption in favour of sustainable development applies. It is therefore respectfully requested that planning permission is granted.

The application is further supported with the following plans and documents:

- Site Location Plan
- Existing and Proposed Plans, Sections and Elevations
- Design & Access Statement
- CIL Forms

I trust the submission is clear but if you require any points of clarification or have any questions please do not hesitate to contact me.

Yours sincerely

Allen Sacbucker
Associate
SM Planning