
Planning Statement

**1 Northways Parade, Finchley Road,
NW3 5EN**

April 2020

On behalf of Corren Properties Ltd

Planning Statement

1 Northways Parade, Finchley Road, London, NW3 5EN



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1. Introduction

- 1.1 This Planning Statement has been prepared by Savills and is submitted in support of a full planning application made on behalf of Corren Properties Ltd (the Applicant) for the proposed use of the former, and now vacant car garage at Northways Parade to be used as office accommodation (Class B1a), including works to facilitate the use as a modern, high quality co-working office space. This includes a new main entrance on Finchley Road, a small extension at the lower ground and ground floor level fronting College Crescent that would also provide for access to the premises, together with associated landscaping, cycle parking, new window openings, and installation of plant equipment at roof level.
- 1.2 The site benefits from a recently granted Certificate of Proposed Lawfulness Use (LPA Ref. 2020/0032/P), which confirms that the General Permitted Development Order (GDPO) (2015) (Schedule 2, Part 3, Class I) permits the change of use of Class B2 floor space to office (Class B1a) without the need for applying for planning permission. In this case the Certificate issued in January 2020 confirms that the proposed use of existing premises would be lawful as Class B1a. Therefore, these proposals will ensure that the change of use is formalised alongside the external works to provide high quality office space.
- 1.3 The proposed development will provide new employment opportunities, which will activate the site and improve the outlook and character of Northway's Parade. This application proposes to make highly efficient use of the vacant town centre site and will enhance the vitality and viability of the centre in line with policy at all levels.
- 1.4 The site falls within the jurisdiction of the London Borough of Camden (LBC), is located within the Finchley Road/Swiss Cottage Town Centre and borders both the Belsize and the FitzJohns Netherhall Conservation Areas.
- 1.5 The planning application seeks planning permission for:

"Use of part of the lower ground / ground floor as office accommodation (Class B1) including construction of an extension at lower ground and ground floor level on College Crescent, new window openings at lower ground floor level and associated cycle parking, and installation of plant."
- 1.6 This Statement assesses the planning considerations associated with the development in the context of national, regional and local planning policy and guidance.

Overview of Development

- 1.7 The planning application proposals seek to facilitate the use of the premises as office accommodation (B1) in line with the permitted use confirmed through the issue of the Certificate of Proposed Lawful Use at the lower ground floor level of Northways Parade. The external works are proposed to deliver high quality flexible office facility in accordance with the prevailing planning position.
- 1.8 Accordingly, this application seeks permission to construct a new entrance on Finchley Road, a new extension at lower ground and ground floor that would front College Crescent, which would provide additional accommodation and serve as an alternative entrance, new openings and installation of plant equipment to the roof above ground of the Northways Parade
- 1.9 The new extension will measure 125 sqm (GIA) and comprise full height glazing and brass fins which will provide screening and a high quality aesthetic finish. A green roof will sit above the new structure fronting College Crescent. New windows are proposed at lower ground level along the length of the ramped approach into the site on the College Crescent side, to provide additional light and outlook to the office accommodation. This ramped approach will be landscaped and include covered bike storage.
- 1.10 The proposed scheme is to split the plant into two separate areas. Part of the plant is proposed to be located on the existing roof within an acoustically treated louvered enclosure. This plant will be accessed via the existing stair located off of Harben Parade. The remainder of the plant is proposed within the lower ground floor office space near to the service yard on Finchley Road. The existing windows at this new plant location will be replaced with louvered panels in order to ventilate the new plant space.
- 1.11 The application does not propose to alter any of the existing residential units that occupy the upper floors of Northways Parade. The design ensures that the redevelopment improves the situation for current residents, minimising the noise associated with the existing garage and increasing activity in the area during the daytime to increase natural surveillance.
- 1.12 It is intended that the development will deliver a high quality grade A office space within a designated town centre site, with cycle storage, shower facilities, break out space, flexible working environments with meeting rooms, and good levels of natural light. The proposed scheme proposes 16 secure and covered cycle spaces to be located along ramped approach off of College Crescent. These spaces will be split as 4 short stay spaces

and 12 long stay spaces. The new courtyard space to the front of the building will contain 5 additional spaces. The HCA Employment Density Guide (2015) estimates that the office space could deliver in the region of 115 jobs at the site.

- 1.13 The proposed development will help to improve the office offering at Swiss Cottage, which has seen a notable loss of office stock in recent years. The construction of the structure to the north of the property adds visual interest to the street scene, however, it is also of a subtle design that ensures that there are no impacts to the adjoining conservation area or listed building. The new structure will add to the activation to this currently empty section of the street scene and it will be softened with a proposed green roof which will enhance urban greening and biodiversity. The office space will enhance the vitality and viability of this key area, increasing jobs, and will increase footfall and activity along both College Crescent and Finchley Road. The proposals will serve to serve to improve the service yard accessed from Finchley Road, designing out aspects which attract antisocial behaviour.

Supporting Documents

- 1.14 This Statement should be read in conjunction with the accompanying plans and drawings submitted as part of this submission, as well as the following documents which have been prepared to address the full range of material planning considerations:
- Signed and dated planning application forms, prepared by Savills;
 - Site Location Plan, prepared by ThirdWay Architecture;
 - Existing and proposed plans, elevations and section, prepared by ThirdWay Architecture;
 - Photographs, prepared by ThirdWay Architecture;
 - Design and Access Statement, prepared by ThirdWay Architecture;
 - CIL Forms, prepared by Savills;
 - Transport Statement, prepared by TTP Consulting;
 - Draft Travel Plan, prepared TTP Consulting;
 - Delivering and Servicing Plan, prepared by TTP Consulting;

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- Energy and Sustainability Statement, prepared by Eight Associates,
- Desk Based Contamination Report, prepared by Delta Simmons,
- Noise Impact Statement, prepared by RED Acoustic/SPS Associates,
- Heritage Statement, prepared by Joe Henry Planning;
- SuDs Report, prepared by Eight Associates;
- BREAAAM Pre-Assessment, prepared by Eight Associates.

Structure of the Statement

1.15 The structure of this Planning Statement is as follows:

- **Section 2** (Background) provides a description of the site and background to the proposals;
- **Section 3** (The Proposed Development) details the development proposals;
- **Section 4** (Planning Policy Context) sets out the relevant planning policy framework;
- **Section 5** (Material Planning Considerations) sets out consideration of the material planning considerations; and
- Our conclusions are provided in **Section 6** (Conclusion).

Background

- 2.1 This section provides a brief description of the site and the immediate surrounding area, together with a summary of the relevant planning history and pre application discussions.

The Site

- 2.2 The site is within a prominent Town Centre location, situated on the north side of Finchley Road at its junction with College Crescent. The Northway's Parade contains three blocks of part 6 / part 5 storey buildings above a ground floor retail plinth. Part of the lower ground floor, where fronting College Crescent, and due to level change, the ground floor at the Finchley Road side comprise the former car garage which is now vacant (the subject site of the proposals)
- 2.3 The site is bound by College Crescent to the east and Finchley Road to the west. Finchley Road (A41) is a major route connecting central London to the north. The site's prominent corner location is within the Finchley Road/ Swiss Cottage Town Centre and is designated a Primary Protected Frontage. The proposed entrance to the office from College Crescent falls outside of the protected retail frontage.
- 2.4 The prevailing character for the local area reflects its position within Finchley Road/ Swiss Cottage Town Centre with ground floor retail shops, offices, and residential uses above. The wider area beyond the town centre is primarily residential in character and comprises large individual dwellings and blocks of flats of varying ages and design quality.
- 2.5 The site is not covered by any strategic views, and it is located in Flood Zone 1 indicating a low probability of flooding.
- 2.6 The existing lower ground floor garages measure circa 1193 sqm. The garage was formerly occupied by Volvo garages, the tenant vacated the premises in early 2019 as such the premises are vacant. Following the recent approval of the Proposed Development Certificate it is confirmed that the premises could lawfully be converted to Class B1 offices without the need for planning permission.



Figure 1: Site Location Plan

- 2.7 The site does not lie within a Conservation Area and none of the existing buildings are statutory or locally listed. There are, however, a number of designated heritage assets that surround the site. Belsize Park and Fitz Johns Netherhall Conservation Area adjoin the site along the northern and western boundaries. Other conservation areas in the wider area are as follows; South Hampstead Conservation Area to the east and Elsworthy Conservation Area to the southeast. The site is located adjacent to 40 College Crescent a Grade II Listed building.
- 2.8 As outlined, the site has excellent public transport linkages. The Public Transport Accessibility Level (PTAL) is 6b which on a scale of 1 to 6b, is the most accessible. The nearest London Underground station is Swiss Cottage, located approximately 120 metres south of the application site

Site Designations and Allocations:

- 2.9 The following designations are identified on the site:

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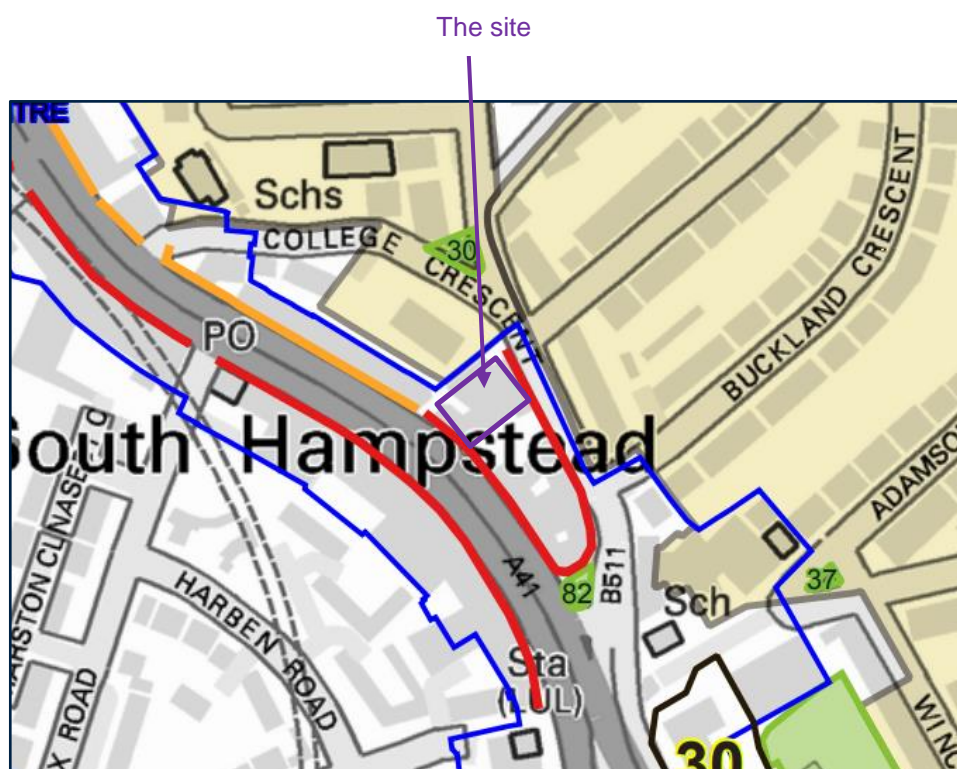


Figure 2: LB Camden Proposals Map extract (2017)

- Within the Finchley Road / Swiss Cottage Town Centre, indicated by blue line;
- Site is fully enclosed by a Protected Primary Frontage, denoted by the red line;
- Sits adjacent to a number of Conservation Areas, indicated by yellow shading; and
- Sits opposite and adjacent to a Primary and Secondary Frontages

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Planning History

- 2.10 The planning history search has demonstrated the following relevant applications at the site.
- 2.11 In 2005, an application (2005/2472/P) for the certificate of (existing) lawfulness was granted for the subject site for *'use of the whole premises as Class B2, including motor vehicle repairs and ancillary MOT testing of vehicles.'* Since this date there has been continued and uninterrupted use as B2 garages.
- 2.12 Subsequently, in January 2020, an application (2020/0032/P) for Certificate of (proposed) lawfulness was granted for a *'change of use of floor space under Block 1 of Northways Parade from car repair garage (general industrial - class B2) to office (class B1a) under the General Permitted Development Order 2015 Schedule 2, Part 3, Class I.'* This application certifies that the proposed use of the site as B1a office space would be lawful.
- 2.13 Finally, a search of the recent planning history in the area highlights a major application within close proximity of the site. 100 Avenue Road sits directly to the south of the site and was approved in 2014 for redevelopment, including; demolition of the existing buildings and construction of 184 residential units and 1,041 sqm of flexible town centre uses within a 24 storey building (LPA Ref. 2014/1617/P).

3. The Proposed Development

- 3.1 This section describes the proposed development and sets out the principal components of the scheme.
- 3.2 This section should be read in conjunction with the full plans and the Design and Access Statement, prepared by Thirdway Architecture.
- 3.3 The application scheme proposes

“Use of part of the lower ground / ground floor as office accommodation (Class B1a) including construction of an extension at lower ground and ground floor level on College Crescent, new window openings at lower ground floor level and associated cycle parking, and installation of plant.”

- 3.4 The creation of a new entranceway at ground floor level from College Crescent will be to access the new office space. However, the primary entrance for the office is taken from the existing service yard road off Finchley Road to the south-west of the site. The main entrance forms part of a shared vehicular servicing route to the retail units, and thus needs to remain clear for access. However, a new crittal style window and door are proposed to bring more light into the reception space. The existing entranceway will be updated with new signage, foliage and benching to provide a high quality environment for users of the office space. The proposed works will increase the prominence of the site which, at present, is lost from the Finchley Road primary frontage. In addition, activating the service yard area serves to reduce the risk of antisocial behaviour in the area.
- 3.5 To the south of the site, a rear courtyard is proposed, with new windows offered within the curved elevation coupled with a new double door set for access to the space. The proposals will involve insertion of new windows along the length of the existing ramped entrance with a new opening at lower ground floor level to provide the new office with good levels of natural daylight. The office will make use of the existing roof light which is located centrally on the existing lower ground roof. The new entrance on College Crescent will be located outside of the protected retail frontage.
- 3.6 The proposed external works principally relate to the extension to the north of the site and will include a new entrance and windows from College Crescent which will act as the separate entrance point for the new office accommodation. The new extension will measure 125 sqm (GIA) and comprise full height glazing and brass fins around the extension which will provide screening and a high quality aesthetic finish. This application provides further detailing in regard to the design of the office scheme, including green roofing.

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- 3.7 Other external works involve the proposed openings on the north east elevation including an entranceway and windows along the length of the ramped entrance. The main entrance will be revamped with new signage, a critical glass frontage and foliage along the existing brick wall. The plant area will be moved from the existing basement area to the existing roof area to the west of the site. 24 new cycle parking spaces will be provided. Finally, the new flat roof will benefit from the introduction of a green roof, improving the water run off rates.
- 3.8 The application does not propose to alter any of the existing residential units that occupy the upper floors of Northways Parade, nor any of the retail units located at ground floor level.
- 3.9 It is intended that the development will deliver a high quality grade A office space, with cycle storage, natural light and unique interiors to enhance the prospects of the office being permanently occupied. The proposed development will improve the office offering at Finchley Wood/Swiss Cottage, and it will ensure that the unit will become occupied to enhance the vitality and viability of this key area of the Town Centre.

4. Planning Policy Context

- 4.1 In accordance with Section 38(6) of the Planning Compulsory Purchase Act 2004, any planning application for new development should be judged in accordance with the development plan unless material considerations indicate otherwise.

Development Plan

- 4.2 The proposals have taken account of the national, regional, and local planning policy framework. The statutory Development Plan for the site comprises of the London Plan (Consolidated with alterations since 2011) (2016), Camden Local Plan (2017), and Site Allocations (2013).

Camden Council anticipates undertaking an assessment of the Local Plan in late 2020 early 2021 and undertake a review of the Plan if considered necessary. As such, there is no emerging Local Plan at present.

Material Considerations

- 4.3 Other documents which were of material considerations include the National Planning Policy Framework (NPPF) (2019), the Draft London Plan, and Supplementary Planning Documents and Guidance (SPDs and SPGs) prepared and adopted by both the Greater London Authority (GLA) and LB Camden.
- 4.4 The NPPF (2019) directs a presumption in favour of sustainable development which underpins the Framework. The National Planning Practice Guidance (NPPG) provides clarity and guidance on the interpretation of Policy.

National Planning Policy

- 4.5 At the national level, the Government published its Revised National Planning Policy Framework (NPPF) on 12 February 2019. The NPPF provides an overarching framework for the production of local policy documents.
- 4.6 The NPPF adopts a “presumption in favour of sustainable development” for the purposes of achieving sustainable development. Sustainable development is defined through three, interdependent objectives:
- An economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity, and by identifying and coordinating the provision of infrastructure.

- A social objective – to support strong vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with assessable services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and;
- An environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making efficient use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

- 4.7 Appendix 2 of the NPPF defines Town Centre Uses as the following: *"Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment and more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres and bingo halls); **offices**; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities)."*
- 4.8 Paragraph 80 of the revised National Planning Policy Framework (NPPF) states that significant weight should be placed on the need to support economic growth and productivity, considering both local business needs and wider opportunities for development.
- 4.9 Paragraph 82 of the revised NPPF states that planning policies and decisions should recognise and address the specific locational requirements of different sectors. This includes making provision for clusters or networks of knowledge and data-driven, creative or high technology industries.
- 4.10 Paragraph 85 states that planning policy should allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed to meet anticipated needs for retail, leisure, office and other main town centre uses over this period.
- 4.11 Paragraph 85 also emphasises that planning decisions should support the role that town centres play at the heart of local communities by taking a positive approach to their growth, management and adaption. Indeed, town centres should meet the anticipated needs for use classes and respective market demands.
- 4.12 Paragraph 112 states that local planning authorities should also take a positive approach to applications for alternative uses of land which is currently developed but not allocated for a specific purpose in plans, where this would help to meet identified development needs.

London Plan (Consolidated with alterations since 2011) (2016)

- 4.13 The London Plan provides the overall strategic plan for London. It sets out a fully integrated economic, environmental, transport and social framework for the development of the capital to 2036. It forms part of the development plan and guides decisions on planning applications by the London Borough's.
- 4.14 Policy 2.1 'Inner London' refers to decision-makers enhancing London's global presence through development in business. Policy 2.9 'Inner London' seeks economic and demographic growth in inner London.
- 4.15 Policy 4.1 'Developing London's Economy' refers to the continued development of a strong, sustainable and diverse economy with sufficient and suitable workspaces providing a range of employment opportunities. The policy seeks the continued regeneration of inner London and its promotion as a suitable location for European and other international agencies and businesses.
- 4.16 Policy 4.2 'Offices' seeks the improvement of London's competitiveness and attractiveness through enhancement in the central London office market.
- 4.17 The London Plan is supported by a number of Supplementary Planning Guidance (SPG) and Best Practice Guidance documents which will be referred to in this Planning Statement as appropriate. This includes the following:
- Sustainable Design and Construction SPD (2014) sets out guidance on the implementation of London Plan policies relating to sustainable design and construction, as well as how to deal with a range of other matters relating to environmental sustainability.

Local Planning Policy

- 4.18 Policies within Camden's Local Plan (2017) are considered to be of most relevance to this application are set out below and considered further in the subsequent section of this Statement:
- 4.19 Policy G1 'Delivery and location of growth' states Development will take place throughout the borough with the most significant growth expected to be delivered through development at highly accessible locations, in particular Central London and the town centres of Finchley Road / Swiss Cottage. Furthermore, Growth in Camden will be expected to help contribute towards achieving the strategic objectives of the Local Plan and help deliver the Council's priorities including delivery of 695,000sqm of office floor space by 2031.

- 4.20 Policy E1 'Economic Development' highlights that the council will support proposals for the intensification of employment sites and premises where these provide additional employment.
- 4.21 Policy E2 'Employment premises and sites' will encourage the provision of employment premises and sites in the borough. Higher intensity redevelopment of premises or sites that are suitable for continued business will be acceptable provided that the level of employment floor space is increased or at least maintained.
- 4.22 Policy A1 highlights that the Council will seek to protect the quality of life of occupiers and neighbours which include factors such as sunlight daylight and overshadowing, noise and vibration levels and artificial lighting levels.
- 4.23 Policy A4 'Noise and vibration' states that the Council will seek to ensure that noise and vibration is controlled and managed. As such, permission for noise generating development, including any plant and machinery, will only be permitted if it can be operated without causing harm to amenity. The council will also seek to minimise the impact on local amenity from deliveries and from the demolition and construction phases of development.
- 4.24 Policy D1 'Design' highlights that the council will seek to secure high quality design in development. As such, the development must, amongst other things, respect local context and character, be secure and designed to minimise crime and antisocial behaviour and comprise details and materials that are of high quality and complement the local character.
- 4.25 Policy D2 'Heritage' states that the Council will preserve and, where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens and locally listed heritage assets. Consequently, the Council will not permit the loss of or substantial harm to a designated heritage asset and further will resist development that would cause harm to significance of a listed building through an effect on its setting. The council will resist development outside of a conservation area that causes harm to the character or appearance of that conservation area.
- 4.26 Policy CC1 'Climate change' mitigation indicates that the Council will require all development to minimise the effects of climate change and encourage all developments to meet the highest feasible environmental standards that are financially viable during construction and occupation. As such, the will council support and encourage sensitive energy efficiency improvements to existing buildings.
- 4.27 Policy CC2 'Adapting to climate change' states that all development should adopt appropriate climate change adaptation measures such as not increasing, and wherever possible reducing, surface water runoff through

increasing permeable surfaces and use of Sustainable Drainage Systems; incorporating bio-diverse roofs, combination green and blue roofs and green walls where appropriate; and ensuring development schemes demonstrate how adaptation measures and sustainable development principles have been incorporated into the design and proposed implementation.

- 4.28 Policy CC3 'Water and Flooding' seeks to ensure that development does not increase flood risk and reduces the risk of flooding where possible. Development should utilise Sustainable Drainage Systems (SuDS) in line with the drainage hierarchy to achieve a greenfield run-off rate where feasible.
- 4.29 Policy TC4 'Town Centre uses' indicates that the Council will ensure that the development of town centre uses does not cause harm to the character, function, vitality and viability of a centre, the local area or the amenity of neighbours.
- 4.30 Policy T2 'Parking and car-free development' states that the Council will limit the availability of parking and require all new developments in the borough to be car-free.

5. Material Planning Considerations

- 5.1 This section of the Planning Statement sets out the main planning issues arising from the application proposals with reference to the planning policy framework set out in the previous chapter.

Principle of Development

Loss of Industrial Use - Class B2 (Garages)

- 5.2 Local Plan Policy E1 indicates that the Council will seek to support businesses of all sizes, in particular SMEs; maintain a stock of premises that are suitable for a variety of business activities, sizes and resources; and (supporting para 5.31) support Camden's industries by safeguarding existing employment sites and premises in the Borough that meet the needs of industry.
- 5.3 The application site is considered to be within lawful B2 use under section 191(2) of the TCPA. As such, the General Permitted Development (England) Order, 2015 authorises a change of use under permitted development rights at the subject site from B2 (general industrial) to B1 (office.) The site, therefore, can be used as offices without building operations that would require planning permission.
- 5.4 This has been established by the CLOPUD(application ref. 2020/0032/P), issued in January 2020, which establishes the site could lawfully convert to B1 Office use without requiring planning permission. The former car garage is vacant and it is the applicant's intention to convert this redundant space into office use, albeit this application is being submitted so that a comprehensive development could be delivered that can provide improved office accommodation at the site. What is clear, however, is that the loss of garage has effectively been established in this location. The proposed use of the site as office space will transform the existing under-croft garage space into a high quality co working space to maximise the potential of the space, which has been vacant since February 2019.
- 5.5 The presumption in Policy E1 that industrial sites be safeguarded therefore falls away in this instance, given that the premises would convert to B1 offices in any event. Having regards to the other provisions of Policy E1: a the business operation on the site is not lost, rather enhanced through higher employment density, better quality design and the flexible space allows for a number of SMEs on site in a co-working environment.
- 5.6 Having regards to Local Plan Policy E2, as the proposals consider the change of use from one business use to another and the CLOPUD has established that it is lawful to convert from garage to offices, then is it not

considered necessary to address its policy provisions in parts (a) and (b). How the proposals address Parts (c) – (i) are considered below. These parts of the policy state:

c) The level of employment floor space is increased or at least maintained;

d) The redevelopment retains existing businesses on the site as far as possible, and in particular industry, light industry, and warehouse/logistic uses that support the functioning of the CAZ or the local economy;

e) It is demonstrated to the Council's satisfaction that any relocation of businesses supporting the CAZ or the local economy will not cause harm to CAZ functions or Camden's local economy and will be to a sustainable location;

f) The proposed premises include floor space suitable for start-ups, small and medium-sized enterprises, such as managed affordable workspace where viable;

g) The scheme would increase employment opportunities for local residents, including training and apprenticeships;

h) The scheme includes other priority uses, such as housing, affordable housing and open space, where relevant, and where this would not prejudice the continued operation of businesses on the site; and

i) For larger employment sites, any redevelopment is part of a comprehensive scheme.

5.7 In assessing the suitability of the change of use we take each of points at Paragraph 5.37 and address in turn:

The level of employment floor space is increased or at least maintained:

5.8 The former tenant vacated the premises in early 2019 as demand for this facility and location fell away. The garage occupier moved to different premises at a location and facility to better suit its need. However, as the site is located within the town centre and vacant, it is considered to be a viable development opportunity to accommodate some form of business and employment use. Thereby these proposals are relevant in the context of continuing the business function of the site.

5.9 The existing floor space on site comprises 1,193 sqm GIA. The proposals seek to maintain the existing amount of business floor space whilst adding an additional 125sqm extension. Therefore the proposals include some 1318 sqm GIA of new office following the formalisation of the proposed change of use and extension. This

would provide up to approximately 115 jobs based on one person / 10 sqm of floor space which is based on the HCA Employment Density Calculator. The employment creation from the B1 element would exceed those previously on site when the garage was in operation.

- 5.10 In light of this, and that the proposed new office falls under Class B of the Use Classes Order, the site will continue to be used for business purposes which accords with Part C of Policy E2 which requires schemes to seek to retain or reuse some space for continued use for business. As the change of use will create a new office falling under Class B the proposed change of use is wholly acceptable.
- 5.11 It is worth noting that the extension will measure between approximately 125 sq.m (GIA) and therefore, it does not trigger Camden's mixed use policy under Local Plan Policy H2. The policy seeks the introduction of residential floor space where proposed developments involve the introduction of more than 200 sqm of additional floor space. This policy is therefore not triggered by the emerging proposals in this case.

The redevelopment retains existing businesses on the site as far as possible, and in particular industry, light industry, and warehouse/logistic uses that support the functioning of the CAZ or the local economy

- 5.12 The existing premises are not being redevelopment, and are vacant. It is therefore not possible to retain existing businesses at the site. As noted above, the use as offices has already been established by the CLOPUD. The former occupiers, Volvo's decision to close this garage and consolidate their services nearby is a telling indication that the premises are less suited for the previous operation than other sites. In addition the garage is accessed across a busy pedestrian thoroughfare, inevitably introducing a degree of conflict between vehicles and pedestrians. As such, the proposals satisfy part d of policy E2.

It is demonstrated to the Council's satisfaction that any relocation of businesses supporting the CAZ or the local economy will not cause harm to CAZ functions or Camden's local economy and will be to a sustainable location

- 5.13 As noted above, there is no need to relocate any businesses as part of the proposals. Arguably, the relocation of the Volvo business does not cause harm to the local economy or the town centre. The site is currently vacant and as such, moving their operations to a more suitable location outside the town centre makes way for the higher employment density flexible office space which will greater enhance the Swiss Cottage Town Centre. As such, the proposals satisfy part e of Policy E2.

The proposed premises include floor space suitable for start-ups, small and medium-sized enterprises, such as managed affordable workspace where viable;

5.14 The proposals seek to provide a flexible co-working space, rather than subdividing the space to create separate units in order to be sympathetic to adjoining residential use. The flexible co-working space will allow numerous SMEs to work collaboratively in one space and as such, meet the requirements of part f of Policy E2.

5.15 Crucially, the development proposals are intended to be sympathetic to adjoining residential use and importantly will not remove the employment function of the site as the proposed new office space will introduce new jobs at the site. The co-working space will increase the employment densities on site, whilst providing a space that can be used by a number of SMEs at once.

The scheme would increase employment opportunities for local residents, including training and apprenticeships;

5.16 The proposals include 1318 sqm GIA of new office following the formalisation of the proposed change of use and extension. This would provide up to approximately 115 jobs based on one person / 10 sqm of floor space which is based on the HCA Employment Density Calculator. The employment creation from the B1 element would exceed those previously on site when the garage was in operation.

5.17 The co-working space will increase the employment densities on site and as such will increase employment opportunities for local people, from the construction phase through to the operational phase. As such, it is considered that the proposals satisfy part g of Policy E2.

The scheme includes other priority uses, such as housing, affordable housing and open space, where relevant, and where this would not prejudice the continued operation of businesses on the site;

5.18 The proposals are not of a scale, or the site physical characteristics such that the provision of other uses is a viable or sustainable proposition.

For larger employment sites, any redevelopment is part of a comprehensive scheme.

5.19 This does not form part of a wider redevelopment scheme. Design changes are however proposed to improve activation of the site and give it more of a street presence both along Finchley Road and College Crescent.

- 5.20 Overall the proposals have been designed to comprehensively improve the space as a whole whilst ensuring it remains sympathetic to its surroundings. As such, it is considered the scheme satisfies part I of Policy E2.

Summary

- 5.21 A business operation will remain at the site and the office accommodation proposed is wholly suitable for this town centre location. Notwithstanding the assessment above, it is crucial to note that these proposals follow the grant of the Proposed Lawful Development Certificate (LPA ref. 2020/0032/P), which has established the proposed lawful use of the site as B1 Offices. This highlights that the loss of garage is acceptable as the change of use is permitted under the GPDO. The planning application in this case will enable for improved office accommodation to be delivered in a more sustainable building.

Provision of B1 (Office Space)

- 5.22 The proposals seek respond to the sites location through the introduction of new high quality office floor space (Class B1a) which accords with London Plan and Local Plan objectives for the Town Centre location. The change of use complies with London Plan policy 2.9 which seeks economic growth in inner London. The London Plan Policy 2.10 seeks enhancement and development of the London office market to ensure London's continued competitiveness and attractiveness. Intend to Publish London Plan (2018) policy E1 further indicates that the diverse office markets in inner London should be consolidated and - where viable - extended, focusing new development in town centres.
- 5.23 The proposals accord with the Local Plan aspirations for the provision of 695,000sqm of commercial office space in Camden by 2031. The town centre in which the site is located provides an appropriate location for commercial office use and is a strategically important area to enable growth of business. Furthermore, Local Plan Policy E1 'Economic Development' highlights that the council will support proposals for the intensification of employment sites and premises where these provide additional employment.
- 5.24 It is apparent that the proposed office (Class B1a use) responds directly to the prevailing policy position. The new co-working office space will be delivered at a high quality specification with facilities which will maximise the potential for the premises are to be well occupied by a range of small and medium sized enterprises, thus contributing positively the continued vitality and viability of the town centre. The introduction of new office floor space is supported at all levels, and the delivery of approximately 1314 sqm of new office floor space will provide a significant uplift in jobs at the site.

- 5.25 Given the foregoing, the introduction of office floor space at a highly accessible inner London town centre location should be supported.

Design and Heritage

- 5.26 The proposals consist of minor design alterations, including; new openings in the façade wall facing the existing ramp to the north; an extension providing a new entrance from College Crescent and additional office space at ground floor level. The on College Crescent has been designed to a high quality and measures 125 sqm (GIA). The proposal will provide a new and visually interesting entranceway to link the site to College Crescent. The works are necessary to facilitate the use of the property as a new high quality office.
- 5.27 With regard to the acceptability of the proposed works, the proposed design complies with relevant policy at all levels. Policy D1 states that the Council will seek to secure high quality design in new development. As part of this, new design is expected to respect local context and character, preserve or enhance the historic environment, and integrate well with the surrounding streets and open spaces, amongst other requirements. In addition, new design is expected to allow development to be inclusive and accessible for all.
- 5.28 With regard to relevant heritage and conservation considerations, Policy D1 states further, that the Council will preserve and, where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens and locally listed heritage assets. Part K of Policy D2 resists development that would cause harm to significance of a listed building through an effect on its setting. The supporting Heritage Statement prepared by Henry Planning sets out the significance of adjoining heritage assets which include the Fitzjohn Netherhall Conservation Area, Belsize Conservation Area, and 40 College Crescent which is adjacent to the site and Grade II Listed.
- 5.29 The principal alteration resulting from the proposed development is the creation of the new entrance at ground floor level on College Crescent. The proposed extension will create a new separate access for the office space at lower ground floor. The proposed extension would sit predominately at lower ground floor where it would infill the northern corner of the site and would be subject to limited views. The upper ground floor element of the proposal would be cylindrical in form, with projecting vertical fins and a green roof above. The proposed design will reflect and sympathise with the existing street scene and its design seeks to reference the nearby Swiss Cottage public library which is considered to be an appropriate response to this local context.

- 5.30 The entrance will be small scale in massing and sympathetic to the existing buildings while adopting a modern approach to the appearance along the parade. The proposed designs will respect the adjoining character and provide a subtle, modern addition in the form of a new entrance along College Crescent. The supporting Heritage Statement prepared by Henry John Planning confirms that this element of the proposal would have a negligible impact on the character and appearance of the property and locality, and would not adversely affect adjoining heritage assets. A similar extension was presented to Officers at Camden previously at the pre-application stage, and it was confirmed that the proposed extension is 'uncontentious' (LPA Ref. xxx). The proposed green roof will soften the impact of the extension in the urban context of the area.
- 5.31 The main entrance is still taken from Finchley Road, offering step free access. The use of glazing will give the reception space a modern appearance, and allow it to blend with the residential character of the wider area. The proposals have taken inspiration from the existing garage space to offer a utilitarian style flexible office space. The other external adjustments are limited to small scale changes and openings which will have minimal impact on the appearance of the existing building.
- 5.32 Given the foregoing, the proposed design is considered to be acceptable due to the proposals being small scale in nature, the high quality design and materials proposed, and the references made to successful existing buildings in the locality. As concluded in the accompanying heritage assessment, the proposal is considered to have no demonstrable impact on the setting of the grade II listed building and conservation areas.

Amenity

- 5.33 Policy 7.6 of the London Plan requires new structures to ensure that they do not cause unacceptable harm to the amenity of surrounding land and buildings in relation to a number of factors, including overshadowing. The new entranceway at ground floor level will have no visual, audible or physical effect on the amenity of the surrounding area. The proposed plant, which will be located on the roof will be positioned to hug the boundary fence. As such, there will be no visual impact on the heritage setting of the adjacent 40 College Crescent a Grade II Listed building.
- 5.34 Policy A1 'Managing the impact of development' requires development to protect the quality of life of occupiers and neighbours. New development will be permitted provided that the amenity of communities, occupiers, and neighbours is protected. A number of factors will be considered, including; visual privacy, and outlook, sunlight, daylight and overshadowing, artificial lighting levels, and noise and vibrations levels. A noise impact assessment has too been submitted in support of this application, outlining that the proposals will not have an

adverse effect on the amenity of neighbouring properties. There have been a number of noise attenuation measures to ensure the levels remain 10dB lower than the measured background noise levels.

- 5.35 The proposed locations of the new window openings have been well considered in order to preserve adjoining amenity in line with the prevailing policy position.
- 5.36 The proposed four new openings located on the north east elevation will face onto a landscaped ramp used to gain access to the new office area. As such, the potential for light spill to adjoining residential is not impacted by these proposed new openings. In terms of potential light impact from roof lights, the existing principal roof light is located centrally on the existing roof of the property, given that the roof light is already existing and is not new, it is unlikely to generate an adverse impact in terms of light spill.
- 5.37 We consider comprehensive B1 office element at the site more suitable than a large industrial operation given the site's location immediately below residential properties, and the busy footfall along Finchley Road, which renders it undesirable to have regular vehicular crossings, which would be the case for an industrial use. It is apparent that the office use is more suited to the location.

Cycle Parking

- 5.38 A car free development is proposed.
- 5.39 The Council will expect developments to provide, as a minimum, the number of cycle parking spaces as set out in the London Plan. Section 8.6 of Camden's Transport CPG (2018) states that the Council will seek an additional 20% spaces over and above the London Plan standard to support the expected future growth of cycling for those that live and work in Camden.
- 5.40 The draft London Plan states for office use the development should provide 1 space per 150 sqm GEA for short stay.
- 5.41 Cycle parking facilities are provided in a secure bike rack located in both the ramped entrance to the north of the site and the former service yard off Finchley Road. The proposals include 19 long stay spaces, 4 short stay spaces and 1 accessible space. This ensures that employees commuting from both directions have space to store their bikes safely and securely. The number of cycle parking spaces accords with the London Plan standards, as well as providing an uplift to account for future growth.

Inclusive Design

- 5.42 At the local level, Policy S29 states that all development should ensure that the need to secure a healthy and safe environment is addressed and developments should also maximise opportunities to contribute to health and well-being. Implementing the change of use from B2 to B1a will not result in a harmful impact to the surrounding occupiers but rather contribute to the feeling of safety for residents by increasing the liveliness of the area throughout the daytime and minimising noise disturbance at night.
- 5.43 The impact created through the development will be more favourable to the current the situation, and therefore in accordance with policy maximising opportunities to improve the site and contribute to health and wellbeing. The addition of cycle parking for office workers will further discourage the use of cars in the area, increasing the health and safety of the environment in the immediate area
- 5.44 Policy S28 Design states development must incorporate exemplary standards of sustainable and inclusive urban design and architecture. The proposed new office building will maintain the high standards of inclusive design. The new employees will have level access to the office via the existing service yard off Finchley Road and a lift is proposed within the new extension off College Crescent, which will provide level access into the unit.

Sustainability

- 5.45 Policy CC1 Climate change mitigation indicates that the Council will require all development to minimise the effects of climate change and encourage all developments to meet the highest feasible environmental standards that are financially viable during construction and occupation.
- 5.46 In accordance with the Sustainable, Design and Construction SPG, the scheme is required to achieve a 35% carbon reduction target as set out in The London Plan Policy 5.2 and draft London Plan Policy SI2. In addition, the London Borough of Camden requires developments of five or more dwellings and/or more than 500 sqm of any gross internal floor space to achieve a 20% reduction in carbon dioxide emissions from on-site renewable energy generation (which can include sources of site related decentralised renewable energy), unless it can be demonstrated that such provision is not feasible.
- 5.47 The Energy and Sustainability Statement submitted with this application highlight that the proposals exceed the 35% carbon reduction over the existing building scenario as required by London Plan Policy 5.2 and draft London Plan Policy SI2, by reducing the carbon emissions overall by 59.2% using SAP 2012 and 72.7% using draft SAP 10. The report highlights that the constraints of the site result in exceedingly limited options for achieving Camden's desire to achieve 20% of energy from renewables. Despite the cost associated with

ASHP, this has been included in the design of the scheme in order to demonstrate a commitment to providing as much energy from renewables on site as is possible which equates to 3.6% (SAP 2012) and 7% (draft SAP 10). The site constraints mean that other on-site renewable options are not feasible, however as noted above the scheme overall results in a significant reduction in carbon emissions beyond the target sought by the London Plan. As such, the proposals comprise sensitive energy efficiency improvements to the existing building and should be deemed acceptable.

BREEAM

- 5.48 In order to establish the process and actions towards achieving a BREEAM Excellent rating at Northways Parade, Volvo Garage, Eight Associates carried out two design team meetings, initially reviewing all the available credits to determine which were included within the current design, and additional considerations that could be implemented to ensure the scheme progresses with a target BREEAM rating of 'Excellent'.
- 5.49 The site reviewed currently achieves a score of 73.47%, which offers a comfortable buffer of nearly 3.5% above the Excellent rating. This includes maximising credits in sections like Management, Transport, Land Use and Ecology, alongside establishing an action plan of further cost, resource efficiency, daylighting, air quality and climate change adaptation analysis and assessments.
- 5.50 The latter will be particularly useful in demonstrating how site-specific optimisations can be achieved. After the preliminary assessment Eight Associates provided a Concept Design Stage guidance document outlining the next steps to be completed before the end of RIBA Stage 2. Responsibilities within the project team have been discussed informally with regards to collection of current draft plans that have informed the targeted rating.

Sustainable Urban Drainage

- 5.51 Policy CC3 Water and flooding of the Camden Local Plan states that the Council will seek to ensure that development does not increase flood risk and reduces the risk of flooding where possible. Furthermore, the Sustainable Design and Construction SPG 2014 highlights that Major developments for pre-developed sites must achieve at least 50% attenuation of pre-development surface water runoff at peak times.
- 5.52 A SUDs assessment has been submitted in support of this application. The report demonstrates a 50% reduction in volume run-off and run-off in line with best practice. The preliminary design has been considered in line with the recommendations of the report including the green roof, pervious paving in the new courtyard and pervious paving in the upgraded entrance off Finchley Road. To slow the discharge from site and entering

the sewers the scheme has also proposed an area of geo-cellular storage beneath the upgraded entrance paving with a flow control to slow release into the sewers. Finally, the scheme makes use of the existing sewer on site with connection to this before entering the public combined sewer to the south of the site. As such the scheme satisfies policy CC3 and the requirements outlined in the Sustainable Design and Construction SPG 2014.

Contamination

- 5.53 A desk based contamination report has been submitted in support of this application. The report indicates that widespread contamination is considered unlikely and the preliminary risk assessment has identified a Low risk of soil/groundwater contamination and hazardous ground gas at the Site. Asbestos may be present within existing structures and the localised Made Ground and as such an asbestos survey/management plan will be developed and adhered to prior to and during all refurbishment works.

6. Conclusion

- 6.1 This Planning Statement has been prepared in support of a full planning application submitted to the London Borough of Camden for the proposed use of the existing premises as office accommodation (Class B1), including works to facilitate the use as a modern, high quality co-working office space. This includes a new main entrance on Finchley Road, a small extension at the ground floor level fronting College Crescent for secondary access, together with associated landscaping, cycle parking, new openings, and infrastructure works including installation of plant equipment at roof level.
- 6.2 It is intended that the proposed development will make effective use of the site located in a highly accessible inner London location. The change of use will provide new high quality town centre office floor space in line with the aspirations for the Finchley Road Town Centre which seeks enhancements in business accommodation and intensification of employment sites. The proposed new office will be delivered at a high specification, and supported with cycle facilities that will improve its attractiveness, and assist with the new unit being permanently occupied.
- 6.3 The proposals would serve to improve the existing façade of the Finchley Road Service Yard entrance and therefore would serve to improve the site's presence on the Finchley Road frontage, improving the existing streetscape. The new office unit will not have an impact on the existing residential nor impact adjoining heritage assets. An inherently more sustainable development would result with notable carbon emission reductions over existing and a more sustainable drainage solution.
- 6.4 Overall it is considered that the proposed scheme provides a number of important elements that will bring significant planning and regeneration benefits to the area including:
- The development proposals will result in a more efficient use of this highly accessible town centre site, to the benefit of the local area and will ensure that the site becomes occupied with a new company or companies which will enhance the vitality and viability of the town centre.
 - A highly sustainable and energy development is proposed;
 - The proposed design aims to optimise the vacant unit with a new Grade A office floor space. The HCA Employment Density Guide identifies that the change of use of the premises could create 115 new jobs at the location. This is a far greater employment density when compared to the former garage unit.

Planning Statement

1 Northways Parade, Finchley Road, London, NW3 5EN



- The change of use of the site will contribute to Camden's objectively assessed need to provide 695,000sqm by 2031 and which is encouraged primarily in the Town Centres, responding to the requirements of planning policy.
- The proposed works will deliver an architecturally designed extension of contemporary and existing design that improves the immediate townscape environment.

6.5 This Planning Statement has demonstrated the planning case in support of the proposals in the context of the relevant national and local planning policy, and other best practice.