

Application ref: 2020/5473/P
Contact: Nathaniel Young
Tel: 020 7974 3386
Email: Nathaniel.Young@camden.gov.uk
Date: 1 October 2021

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk

www.camden.gov.uk/planning

DP9 Ltd
100 Pall Mall
London
SW1Y 5NQ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Refused

Address:

17-37 William Road
London
NW1 3ER

Proposal:

Demolition (of No. 35-37) and redevelopment to provide a 15 storey (plus basement) building for use as student accommodation with affordable workspace (No. 17-33 Ground floor) and associated works.

Drawing Nos:

- MCO A 00210 REV P01 - EXISTING NORTH ELEVATION
- MCO A 00211 REV P01 - EXISTING WEST ELEVATION
- MCO A 00213 REV P01 - EXISTING EAST ELEVATION
- MCO A 00212 REV P01 - EXISTING SOUTH ELEVATION
- MCO A 00098 REV P01 - EXISTING BASEMENT PLAN
- MCO A 00100 REV P01 - EXISTING GROUND FLOOR PLAN - PLOT A
- MCO A 00101 REV P01 - EXISTING FIRST FLOOR PLAN
- MCO A 00102 REV P01 - EXISTING LEVEL 02-05 FLOOR PLAN
- MCO A 00099 REV P01 - EXISTING GROUND FLOOR - PLOT B
- MCO A 00010 REV P01 - PROPOSED SITE PLAN
- MCO A 00001 REV P01 - SITE LOCATION PLAN
- MCO A 01210 REV P01 - PROPOSED NORTH ELEVATION
- MCO A 01213 REV P01 - PROPOSED EAST ELEVATION
- MCO A 01212 REV P01 - PROPOSED SOUTH ELEVATION
- MCO A 01211 REV P01 - PROPOSED WEST ELEVATION

- MCO A 01098 REV P01 - PROPOSED BASEMENT PLAN
- MCO A 01100 REV P01 - PROPOSED GROUND FLOOR PLAN - PLOT A
- MCO A 01101 REV P01 - PROPOSED LEVEL 01-03 FLOOR PLAN
- MCO A 01104 REV P01 - PROPOSED LEVEL 04-05 FLOOR PLAN
- MCO A 01099 REV P01 - PROPOSED GROUND FLOOR PLAN - PLOT B
- MCO A 01108 REV P01 - PROPOSED LEVEL 08-13 FLOOR PLAN
- MCO A 01106 REV P01 - PROPOSED LEVEL 06-07 FLOOR PLAN
- MCO A 01114 REV P01 - PROPOSED LEVEL 14 FLOOR PLAN
- MCO A 01115 REV P01 - PROPOSED ROOF LEVEL PLAN
- Planning Application Form and Ownership Certificate, prepared by DP9 Ltd
- CIL Additional Information Form, prepared by DP9 Ltd
- Design and Access Statement, prepared by Morris + Company
- Planning Statement, prepared by DP9 Ltd
- Air Quality Assessment, prepared by Air Quality Consultants
- Statement of Community Involvement, prepared by Kanda
- Daylight and Sunlight Assessment, prepared by Point 2
- Energy and Sustainability Statement, prepared by Vitec
- Fire Strategy, prepared by JGA
- Phase 1 Geoenvironmental Report, prepared by IESIS Structures
- External Building Fabric Noise Assessment, prepared by Hann Tucker
- Environmental Noise Survey, prepared by Hann Tucker
- Plant Noise Assessment, prepared by Hann Tucker
- Townscape, Visual and Built Heritage Assessment, prepared by Tavernor Consultancy
- Student Travel Plan, prepared by Caneparo Associates
- Framework Commercial Travel Plan, prepared by Caneparo Associates
- Delivery and Servicing Management Plan, prepared by Caneparo Associates
- Construction Management Plan, prepared by Caneparo Associates
- Transport Assessment, prepared by Caneparo Associates
- Employment and Training Strategy, prepared by Storey Consulting
- Basement Impact Assessment, prepared by IESIS Structures
- Student Housing Management Plan, prepared by Homes for Students
- Flood Risk Assessment, Drainage Strategy and SuDS Assessment, prepared by IESIS Structures
- Health Impact Assessment, prepared by WSP
- BREEAM Pre Assessment, prepared by Vitec
- Wind Assessment, prepared by Thornton Tomassetti
- Employment Land Statement, prepared by Grant Mills Wood

The Council has considered your application and decided to **refuse** planning permission for the following reason(s):

Reason(s) for Refusal

- 1 The proposed development, due to the failure to provide adequate replacement employment space on the site, would fail to support growth in economic activity in Camden and result in the loss of employment opportunities within the borough contrary to Policies E1 (Economic development) and E2 (Employment premises and sites) of the London Borough of Camden Local Plan 2017.

- 2 The proposed development, by virtue of its height, mass, scale and footprint, would be detrimental to the streetscene, setting of the nearby listed buildings and the character and appearance of the wider area, contrary to policies D1 (Design) and D2

(Heritage) of the London Borough of Camden Local Plan 2017.

- 3 The proposed development, due to its height, massing, scale and location, would result in a material loss of light and outlook as well as having an overbearing impact and an increased sense of enclosure on the occupiers of Winchester Apartments and users of Netley Primary School's external amenity space, contrary to policy A1 (Managing the impact of development) of the London Borough of Camden Local Plan 2017.
- 4 A number of the student accommodation units within the proposed development, by reason of their poor levels of outlook, light, internal space, accessibility, external amenity space and ventilation, would fail to provide adequate internal living conditions for future occupiers, resulting in substandard accommodation contrary to policies D1 (Design), A1 (Managing the impact of development) H6 (Housing choice and mix) and H9 (student housing) of the London Borough of Camden Local Plan 2017.
- 5 The proposed development, in the absence of a whole life-cycle carbon assessment and circular economy statement, has failed to demonstrate that the proposed substantial demolition is justified or that the proposal would promote circular economy outcomes contrary to policy CC1 of the London Borough of Camden Local Plan 2017 and policies SI2 and SI7 of the London Plan 2021.
- 6 The proposed development, in the absence of a legal agreement to secure a car-free development, would be likely to contribute unacceptably to parking stress, environmental impacts and congestion in the surrounding area, contrary to policies T1 (Prioritising walking, cycling and public transport), T2 (Parking and car-free development), CC1 (Climate change mitigation) and DM1 (Delivery and monitoring) of the London Borough of Camden Local Plan 2017.
- 7 The proposed development, in the absence of a legal agreement to secure an appropriate financial contribution towards public highway works, would be likely to harm the Borough's transport and public realm infrastructure, contrary to policies T1 (Prioritising walking, cycling and public transport), T3 (Transport Infrastructure), A1 (Managing the impact of development) and DM1 (Delivery and monitoring) of London Borough of Camden Local Plan 2017.
- 8 The proposed development, in the absence of a legal agreement to secure financial contributions towards pedestrian, cyclist and environmental improvements in the area, would fail to mitigate the impact of the development created by increased trips, contrary to policies T1 (Prioritising walking, cycling and public transport), A1 (Managing the impact of development) and DM1 (Delivery and monitoring) of London Borough of Camden Local Plan 2017.
- 9 The proposed development, in the absence of a legal agreement securing an Approval in Principle Report and appropriate financial contribution towards an approval in principle would fail to mitigate the impact of the basement works on the adjacent public highway contrary to policies T3 (Transport Infrastructure) and DM1 (Delivery and monitoring) of the London Borough of Camden Local Plan 2017.
- 10 The proposed development, in the absence of a legal agreement securing a Delivery and Servicing Management Plan for the commercial element, would likely

give rise to conflicts with other road users and be detrimental to the amenities of the area generally, contrary to policies G1 (Delivery and location of growth), A1 (Managing the impact of development), T3 (Transport Infrastructure), T4 (Sustainable movement of goods and materials), DM1 (Delivery and monitoring), A4 (Noise and Vibration) and CC4 (Air quality) of the London Borough of Camden Local Plan 2017.

- 11 The proposed development, in the absence of a legal agreement for a Student Travel Plan, Strategic Level Travel Plan (student accommodation) and Local Level Travel Plan (affordable workspace) and financial contributions for the associated monitoring, would be likely to give rise to conflicts with other road users and be detrimental to the amenities of the area generally, contrary to policies G1 (Delivery and location of growth), A1 (Managing the impact of development), T3 (Transport Infrastructure), DM1 (Delivery and monitoring), A4 (Noise and Vibration) and CC4 (Air quality) of the London Borough of Camden Local Plan 2017.
- 12 The proposed development, in the absence of a legal agreement to secure a construction management plan, construction impact bond and a financial contribution for construction management plan monitoring, would be likely to give rise to conflicts with other road users and be detrimental to the amenities of the area generally, contrary to policies G1 (Delivery and location of growth), A1 (Managing the impact of development), T3 (Transport Infrastructure), T4 (Sustainable movement of goods and materials), DM1 (Delivery and monitoring), A4 (Noise and Vibration) and CC4 (Air quality) of the London Borough of Camden Local Plan 2017.
- 13 The proposed development, in the absence of a legal agreement securing a local employment and training package including an appropriate financial contribution, would be likely to lead to the exacerbation of local skill shortages and lack of training opportunities and would fail to contribute to the regeneration of the area, contrary to policies G1 (Delivery and location of growth), E1 (Economic development) and DM1 (Delivery and monitoring) of the London Borough of Camden Local Plan 2017.
- 14 The proposed development, in the absence of a legal agreement securing a carbon off-set contribution; an Energy Efficiency Plan and Renewable Energy Plan including the measures set out in the Energy Strategy; details regarding the feasibility of connecting to a decentralised energy network; and a Sustainability Plan including Design Stage and Post Construction stage BREEAM assessment reports and certificates, demonstrating compliance with targets, would fail to be sustainable in its use of resources, contrary to policies CC1 (Climate change mitigation), CC2 (Adapting to climate change), CC3 (Water and flooding), CC4 (Air quality), C1 (Health and wellbeing) and DM1 (Delivery and monitoring) of the London Borough of Camden Local Plan 2017.
- 15 The proposed development, in the absence of a legal agreement to secure financial contributions towards public open space, would be likely to contribute to pressure and demand on the existing open space in this area contrary to policies A2 (Open Space) and DM1 (Delivery and monitoring) of the London Borough of Camden Local Plan 2017.
- 16 The proposed development, in the absence of a legal agreement securing a student management plan, would be likely to give rise to conflicts with other road users and be detrimental to the amenities of the area generally contrary to policies A1

(Managing the impact of development), T3 (Transport infrastructure) and DM1 (Delivery and monitoring) of the London Borough of Camden Local Plan 2017.

- 17 The proposed development, in the absence of a legal agreement restricting the term-time occupation of the student units to students in higher education at publicly-funded education institutions that are accessible from the development, would fail to meet the identified need for student housing in sustainable locations, and fail to provide a range of affordable, accessible and adaptable dwellings appropriate to meet wider housing needs, contrary to policies H9 (Student Housing) of the London Borough of Camden Local Plan 2017 and policy H15 (Purpose-built student accommodation) of the London Plan 2021.
- 18 The proposed development, in the absence of a legal agreement securing 35% or the maximum viable proportion of the student accommodation as affordable and available to students nominated by a specified education institution as needing affordable accommodation, would fail to provide a range of accommodation affordable to the student body as a whole including those with state-funded living support and recognised as in need of affordable accommodation, contrary to policy H9 (Student Housing) of the London Borough of Camden Local Plan 2017 and policy H15 (Purpose-built student accommodation) of the London Plan 2021.

Informative(s):

- 1 You are advised that reasons for refusal 6 - 18 could be overcome by entering into a Section 106 legal agreement.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Daniel Pope
Chief Planning Officer