

**SUBMITTED ELECTRONICALLY VIA
PLANNING PORTAL REF PP-11676985**

11 November 2022

Our Ref: PD/KH/22002

Mr Daniel Pope
Chief Planning Officer
Development Management
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Dear Mr Pope

**TOWN AND COUNTRY PLANNING ACT 1990
EXTENSION TO EXISTING FIFTH FLOOR TO PROVIDE 11 ADDITIONAL ROOMS
HOLIDAY INN LONDON CAMDEN LOCK, 30 JAMESTOWN ROAD, LONDON
NW1 7BY**

I am submitting a full planning application to extend the existing fifth floor to provide 11 additional rooms at the Holiday Inn London Camden Lock, 30 Jamestown Road, London NW1 7BY. The application is submitted on behalf of 4C Group Ltd, the landowners.

The application comprises:

- (1) Planning Application Form and Ownership Certificate
- (2) Application Drawings prepared by Studio Moren Architects:

1808-A-000 001 P0 – Location Plan (1:1250@A3)
1808-A-025 003 P0 – Existing Ground Floor Plan (1:100@A1)
1808-A-025 003 P0 – Existing Mezzanine Floor Plan (1:100@A1)
1808-A-025 004 P0 – Existing Fifth Floor Plan (1:100@A1)
1808-A-025 005 P0 – Existing Roof Plan (1:100@A1)
1808-A-025 010 P0 – Existing East Elevation (1:100@A1)
1808-A-025 011 P0 – Existing Regent's Canal Elevation (1:100@A1)
1808-A-025 012 P0 – Existing South Elevation (1:100@A1)
1808-A-025 013 P0 – Existing Section A-A (1:100@A1)
1808-A-025 014 P0 – Existing Section B-B (1:100@A1)
1808-A-100 001 P0 – Proposed Ground Floor Plan (1:100@A1)
1808-A-100 002 P0 – Proposed Mezzanine Floor Plan (1:100@A1)
1808-A-100 003 P0 – Proposed Fifth Floor Plan (1:100@A1)
1808-A-100 004 P0 – Proposed Roof Plan (1:100@A1)

1808-A-110 001 P0 – Proposed East Elevation (1:100@A1)
1808-A-110 002 P0 – Proposed Regent's Canal Elevation (1:100@A1)
1808-A-110 003 P0 – Proposed South Elevation (1:100@A1)
1808-A-120 001 P0 – Proposed Section A-A (1:100@A1)
1808-A-120 002 P0 – Proposed Section B-B (1:100@A1)

- (3) Design and Access Statement prepared by Studio Moren Architects, November 2022
- (4) Planning Statement prepared by Paul Dickinson and Associates, Town Planning and Development Consultants, November 2022
- (5) Heritage and Townscape Statement prepared by Bidwells, November 2022
- (6) Transport Statement prepared by Paul Dickinson and Associates, Town Planning and Development Consultants, November 2022
- (7) Energy and Sustainability Statement prepared by Sabinus Building Services Ltd, November 2022
- (8) Noise Impact Assessment prepared by Emtec, November 2022
- (9) Servicing Management Plan, November 2022
- (10) Site Waste Management Plan, November 2022
- (11) Construction Management Plan prepared by Paul Dickinson and Associates, Town Planning and Development Consultants, November 2022
- (12) Fire Statement – Form 4 – Reasonable Exemption Statement dated 11 November 2022
- (13) CIL Additional Information Requirement Form dated 11 November 2022
- (14) Planning Application Fee of £1848 paid via the Planning Portal reference PP-11676985.

The application seeks to extend the existing fifth floor to provide 11 additional rooms. It involves net additional floor area of 199m². The hotel has identified a consistent demand for additional rooms. It is regularly full and has an above average occupancy rate which is indicative of a strong unmet demand.

The additional 11 rooms would contribute to the local visitor economy and added visitor expenditure in the local area. The proposal would support and maintain the existing 45 FTE staff and there would be a need for 2 additional FTE workers (housekeeping staff) in relation to the additional rooms. It would comply with Local Plan policies which seek to direct additional hotel accommodation to the most accessible and sustainable locations within town centres. The proposal also accords with London Plan Policies SD6 (Town centres and high streets) and E10 (Visitor infrastructure).

Paragraph 81 to the Framework requires significant weight to be given to proposals which support economic growth and productivity. The hotel caters for both leisure and business visitors and has a business centre and meeting and conference rooms. It

supports local businesses and provides a suitable venue for business related events, conferences etc. as well as meeting the needs of visitor business visitors.

The proposals comply with Local Plan Policy E3 (Tourism) which seeks to ensure that tourism development including hotels can be easily reached by public transport, provide necessary pick up and set down points, would not harm the balance and mix of uses in the area and would not lead to the loss of permanent residential accommodation. The hotel is in a highly sustainable urban location within the Camden Town Centre boundary and with excellent public transport accessibility (PTAL rating of 6a). It is within 8 minutes' walk of underground and railway stations and there are 12 different bus services within 6 minutes' walk of the site. The high PTAL rating and proximity/range of public transport services, together with the results of the hotel's own guest and staff survey, confirms that it is easily reached by public transport and offers realistic opportunities for sustainable modes of travel. The hotel already provides a necessary pick up and set down point. The hotel lies within a predominantly commercial area which includes retail, pubs, restaurants and other visitor attractions. The additional rooms would support the vitality and viability of the town centre without harm to its overall character, quality and attractiveness.

The proposal constitutes sustainable development which supports the three overarching objectives at paragraph 8 to the Framework:

- (a) economic objective – The proposal contributes to the supply of hotel rooms in the Borough and supports the local visitor economy through direct and indirect expenditure. It maintains and protects existing employment (45 FTE staff) within the existing hotel and creates 2 additional FTE staff.
- (b) social objective – The proposal would make an additional contribution to supporting the social infrastructure in the town centre and by protecting and increasing local jobs to support the community.
- (c) environmental objective – The proposal provides additional hotel accommodation without any harm to the natural, built and historic environment (including the statutory duty under S66 and S72 to the Act) and by encouraging non-car modes of travel.

The proposal therefore comprises sustainable development which would support the Council's tourism and employment policies in a highly accessible urban location without any identified harm. As such it would comply with Local Plan policies G1, E1, E3, A1, A4, D1, D2, TC2, TC4, CC1, T1 and T2 and relevant policies in the Framework.

Please do not hesitate to contact me if you require any further information to enable the application to be determined.

Yours sincerely

A handwritten signature in black ink, appearing to read 'P. Dickinson', with a stylized flourish at the end.

PAUL DICKINSON
BA (Hons) MRTPI MRICS MCMI