

7 Percy Street London

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Planning Statement inc. Design and Access Statement



Version history

Project name: 7 Percy Street (inc.6 Percy Street Basement)
Project number: 065
Client: Seven Percy Street Limited

Rev:	Date:	Status	Name	Description
1	Sept 23	APPROVAL	Hanif Darvesh Planning Consultant	First Issue

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Project Summary

Project Summary

SITE NAME: 7 Percy Street (inc. 6 Percy Street basement)

ADDRESS: 7 Percy Street Fitzrovia, London, W1T 1DH

SITE OWNERS: Seven Percy Street Limited

LOCAL PLANNING AUTHORITY: London Borough of Camden

DESIGNATIONS: Grade II

CONSERVATION AREA: Charlotte Street Conservation Area

DATE OF PROPERTY: Georgian

PROJECT TYPE: Change of Use

PREPARED BY: Stephen Wardle

QA BY: Hanif Darvesh / Frank De Lacey

DATE: September 2023

1.0

Introduction

1. Introduction

1.1 Background

This Planning Statement has been prepared to accompany a planning application seeking Full Planning Permission for a Change of Use to the ground floor and basement to the grade II listed no.7 Percy Street, Fitzrovia, London, W1T 1DH, henceforth referred to as 'The Site'.

The site is situated on the south side of Percy Street and forms part of a listed group of terraced town houses with later shops at numbers 5-9 including attached railings to no.8. The buildings are grouped together in this way presumably because all were originally constructed during the 1760s. The group is listed as grade II and sits within the boundary of Charlotte Street Conservation Area.

The proposed scheme is intended to upgrade the existing Class E (former Class A1) provision at ground floor and basement floor, formally used as a hairdressing salon to a Sui Generis private members club/leisure use.

No works to the exterior are proposed.

This report is to supplement a retrospective Listed Building Consent application for works already carried out internally for the reconfiguration of internal modern stud partitions and is to be read in conjunction with the Historic Building Assessment and Architectural Drawings.

The architectural drawings that are included within this planning application show the proposed internal alterations to the building. This Planning Statement therefore focuses on the principle of the change of use and planning issues that arise with this change of use application.

1.2 Methodology

This report sets out the planning policy consideration of the proposed change of use. Section 2 provides an assessment on the Design & Access Statement for the proposed development.

1.3 Authorship & Ownership

This document has been prepared by Stephen Wardle, BSc (Hons), MCIAT, Accredited Conservationist and Hanif Darvesh, Planning and Property Consultant at Bornite Consulting Limited.

2.0

Planning Policy

2.0 Planning Policy

The London Plan, 2021

The London Plan 2021 provides further guidance in relation to the consideration of this application.

Policy SD4 – The Central Activities Zone (CAZ)

In relation to the principle of the change of use of the premises, the site is located within the Central Activities Zone (CAZ), where Policy SD4 applies, is to be promoted and enhanced. This policy recognises the need to provide:

- A. *The unique international, national and London-wide roles of the CAZ, based on an agglomeration and rich mix of strategic functions and local uses, should be promoted and enhanced.*
- C. *The distinctive environment and heritage of the CAZ should be sustained and enhanced.*
- E. *The unique concentration and diversity of cultural, arts, entertainment, night-time economy and tourism functions should be promoted and enhanced.*
- L. *Development of social infrastructure that meets the distinct needs of the CAZ should be supported.*

Chapter 7 Heritage and Culture

Policy HC1: Heritage Conservation and Growth

This strategic policy retains the conservation principles of the 2016 Plan, however there is a new emphasis on the need for the London Boroughs’ to provide evidence that demonstrates a clear understanding of the historic environment. This is combined with the requirement to provide plans and strategies which will inform the effective integration of London’s heritage in regenerative change.

Policy HC1 of the London Plan provides guidance of heritage assets and states:

Development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets’ significance and appreciation within their surroundings. The cumulative impacts of

incremental change from development on heritage assets and their settings should also be actively managed. Development proposals should avoid harm and identify enhancement opportunities by integrating heritage considerations early on in the design process.

Policy HC5: Supporting London’s Culture and Creative Industries

Policy HC5 of the London plan clearly states that the continued growth and evolution of London’s diverse cultural facilities and creative industries is to be supported. Parts 1) and 5) of this policy states that development proposals should:

- 1) *protect existing cultural venues, facilities and uses where appropriate and support the development of new cultural venues in town centres and places with good public transport connectivity. To support this, boroughs are encouraged to develop an understanding of the existing cultural offer in their areas, evaluate what is unique or important to residents, workers and visitors and develop policies to protect those cultural assets and community spaces.*
- 5) *seek to ensure that Opportunity Areas and large-scale mixed-use developments include new cultural venues and/or facilities and spaces for outdoor cultural events.*

Policy HC6: Supporting the Night-time Economy

The council is to support the growth and diversification of the night-time economy, in particular within strategic areas of night-time activity, particularly in the CAZ strategic areas of night-time activity.

Camden Local Plan 2017

The Camden Local Plan was adopted in 2017 and is used for determining planning applications, providing a framework for managing development in the borough.

In terms of planning designations, no.7 Percy Street is located within a Conservation Area and a secondary retail frontage zone.

The last use of the premises was as a hairdressing salon throughout the building. The hairdressing salon user vacated the premises in January 2023.

Policy E1: Economic Development

The Council will secure a successful and inclusive economy in Camden by creating the conditions for economic growth and harnessing the benefits for local residents and businesses. The council will:

- a. *support businesses of all sizes, in particular start-ups, small and medium-sized enterprises;*
- g. *support Camden’s industries by:*
 - i. *safeguarding existing employment sites and premises in the borough that meet the needs of industry and other employers;*
- g. *recognise the importance of other employment generating uses, including retail, education, health, markets, leisure and tourism.*

Policy E2: Employment Premises and Site

The Council will encourage the provision of employment premises and sites in the borough. The policy states that premises or sites that are suitable for continued business use, in particular premises for small businesses, businesses and services that provide employment for Camden residents and those that support the functioning of the Central Activities Zone (CAZ) or the local economy should be supported.

Policy E2 provides further guidance about resisting the development of business premises and sites for non-business use unless it is demonstrated to the Council’s satisfaction that:

- a. *the site or building is no longer suitable for its existing business use; and*
- b. *that the possibility of retaining, reusing, or redeveloping the site or building for similar or alternative type and size of business use has been fully explored over an appropriate period of time.*

Policy E3: Tourism

The Council recognises the importance of the visitor economy in Camden and will support tourism development and visitor accommodation. We will:

- a. *expect new, large-scale tourism development and visitor accommodation to be located in Central London, particularly the growth areas of King’s Cross, Euston, Tottenham Court Road and Holborn;*
- b. *allow smaller-scale visitor accommodation in the town centres of Camden Town, Kilburn, West Hampstead, Kentish Town and Finchley Road/Swiss Cottage;*
- c. *consider tourism development outside of the areas listed above where it would have a local or specialist focus and would attract limited numbers of visitors from outside the borough;*
- d. *encourage large-scale tourism development and visitor accommodation to provide training and employ Camden residents;*
- e. *protect existing visitor accommodation in appropriate locations. All tourism development and visitor accommodation must:*
- f. *be easily reached by public transport;*
- g. *provide any necessary pickup and set down points for private hire cars and coaches and provide taxi ranks and coach parking where necessary;*
- h. *not harm the balance and mix of uses in the area, local character, residential amenity, services for the local community, the environment or transport systems; and*
- i. *not lead to the loss of permanent residential accommodation.*

Policy A4: Noise and Vibration

The Council will seek to ensure that noise and vibration is controlled and managed. Development should have regard to Camden’s Noise and Vibration Thresholds as Appendix 3. Planning permission will not be granted for:

- a. *development likely to generate unacceptable noise and vibration impacts; or*
- b. *development sensitive to noise in locations which experience high levels of noise, unless appropriate attenuation measures can be provided and will not harm the continued operation of existing uses.*

Planning permission will only be granted for noise generating development, including any plant and machinery, 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.

Policy C3 – Cultural and Leisure Facilities

Protection of cultural and leisure facilities

The Council will seek to protect cultural and leisure facilities and manage the impact of adjoining uses where this is likely to impact their continued operation.

Where there is a proposal involving the loss of a cultural or leisure facility, it must be demonstrated to the Council’s satisfaction there is no longer a demand. When assessing such planning applications, we will take the following into account:

- a. whether the premises are able to support alternative cultural and leisure uses which would make a positive contribution to the range of cultural and leisure facilities in the borough;
- b. the size, layout and design of the existing facility;
- c. proposals for re-provision elsewhere;
- d. the impact of the proposal on the range of cultural and leisure facilities; and
- e. the mix of uses in the area.

Exceptionally it may be practicable for a cultural or leisure facility to be reprovided on-site through redevelopment, or elsewhere in the Borough. The Council will take the following into account when determining the suitability of proposals:

- i. the impacts of the re-provision on the existing occupier and users of the facility;
- ii. changes in the mix of uses arising from the loss of the existing cultural/leisure facility;
- iii. the loss of cultural heritage; and
- iv. the affordability of the new facility.

If a replacement facility is provided, it should be at the same or better standard than the facility which is lost and accessible to its existing users.

New Cultural and Leisure Facilities

The Council will seek opportunities for new cultural and leisure facilities in major, mixed use developments and support the temporary use of vacant buildings for cultural and leisure activities. The council will seek shared-use or extended access for the community in appropriate developments through developer

agreements.

We will expect the siting of new facilities, including the expansion of existing provision, to take into account its associated impacts. Large-scale facilities should be located where as many people as possible can enjoy their benefits and make use of public transport to get there. Central London and town centres will, therefore, be the most appropriate locations.

Smaller facilities may, however, be appropriate anywhere in the Borough providing they do not have an adverse impact on the surrounding area or the local community.

This policy seeks to protect cultural and leisure facilities and highlights the need to provide alternative venues elsewhere within the Borough to protect against the loss of cultural heritage.

Policy T1: Prioritising Walking, Cycling and Public Transport

The council is to promote sustainable transport by prioritising walking, cycling and public transport.

Policy T2: Parking and Car-free Developments

This policy seeks to limit the availability of parking and requires all new developments in the borough to be car-free.

Policy D2: Heritage

This extensive policy relates all aspects of the historic environment. The policy states:

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.

Designated Heritage Assets

Designated heritage assets include conservation areas and listed buildings. The Council will not permit the loss of or substantial harm to a designated heritage asset, including conservation areas and Listed Buildings, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits

that outweigh that harm or loss, or all of the following apply:

- a. the nature of the heritage asset prevents all reasonable uses of the site;
- b. no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation;
- c. conservation by grant-funding or some form of charitable or public ownership is demonstrably not possible; and
- d. the harm or loss is outweighed by the benefit of bringing the site back into use.

The Council will not permit development that results in harm that is less than substantial to the significance of a designated heritage asset unless the public benefits of the proposal convincingly outweigh that harm.

Conservation Areas

Conservation areas are designated heritage assets, and this section should be read in conjunction with the section above headed ‘designated heritage assets’. In order to maintain the character of Camden’s conservation areas, the Council will take account of conservation area statements, appraisals and management strategies when assessing applications within conservation areas.

The Council will:

- e. require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area;
- f. resist the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area;
- g. resist development outside of a conservation area that causes harm to the character or appearance of that conservation area; and
- h. preserve trees and garden spaces which contribute to the character and appearance of a conservation area, or which provide a setting for Camden’s architectural heritage.

Listed Buildings

Listed buildings are designated heritage assets, and this section should be read in conjunction with the section above headed ‘designated heritage assets’. To preserve or enhance the borough’s listed buildings, the Council will:

- i. resist the total or substantial demolition of a listed building;
- j. resist proposals for a change of use or alterations and extensions to a listed building where this would cause harm to the special architectural and historic interest of the building; and
- k. resist development that would cause harm to the significance of a listed building through an effect on its setting.

Archaeology

The Council will protect remains of archaeological importance by ensuring acceptable measures are taken proportionate to the significance of the heritage asset to preserve them and their setting, including physical preservation, where appropriate.

Other Heritage Assets and Non-Designated Heritage Assets

The Council will seek to protect other heritage assets including non-designated heritage assets (including those on and off the local list), Registered Parks and Gardens and London Squares. The effect of a proposal on the significance of a non-designated heritage asset will be weighed against the public benefits of the proposal, balancing the scale of any harm or loss and the significance of the heritage asset.

In the case of no.7 Percy Street, the heritage assessment submitted confirms that the proposed change of use will create an enhancement to the Grade II Listed Building (and Conservation Area) that will be further enhanced by the continued use of the premises by the club in the long term. This is a significant material consideration to consider in determining an application.

3.0

Application Site

3.1 Location & Description

The site is a three-storey Georgian terraced townhouse located within Fitzrovia, Central London. The site forms part of a single terrace encompassing the south side of Percy Street and is considered to form a group with numbers 5-9. The property is also included within the Charlotte Street Conservation Area.

3.2 Current Land Use & Management

At ground floor and basement level, these areas are currently vacant with the previous occupation being one of London's top award-winning hair salons – *Charles Worthington*. This existing use class is designated **Class E** (old Class A1).

The proposed scheme is intended to change the use into a Private Members Lounge which would change the former designated use to **Sui-Generis**.

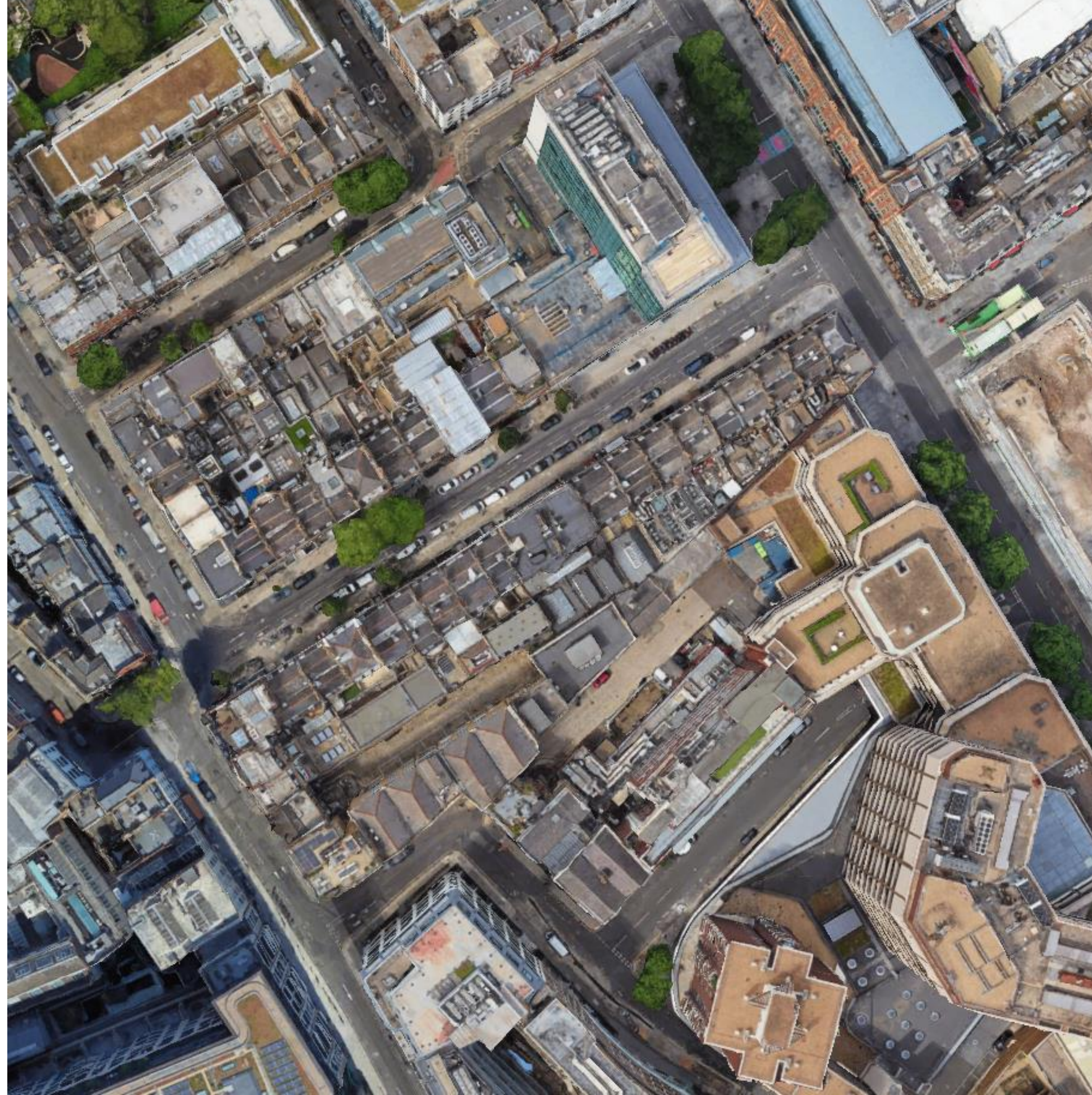
The Gross Internal Floor Area of the application site is 427.41 sq m, this is to the ground floor and basement floor areas only.

In terms of other premises along Percy Street, at ground floor there are various commercial retail, office and restaurant premises along the north and south side of the street, with commercial premises and residential apartments at first floor and above. To the rear of the application site, properties that front Percy Mews, include both residential and commercial/office premises.

3.3 Designations

As noted above, no.7 Percy Street is a **grade II listed** building. The building was listed in 1974 and forms one of a group of 5 terraced houses with later shops to ground level. The terrace is situated within the **Charlotte Street Conservation Area**.

This report is to be read in conjunction with the Historic Building Assessment Report that is submitted with this application, discusses a more detailed synopsis of no.7 Percy Street and the wider Charlotte Street Conservation Area.



3.4 List Description

No.7 Percy Street was listed in a group with numbers 5-9 Percy Street at Grade II on the 14th May 1974. The list description succinctly describes the architectural features of the front facades. It states:

NUMBERS 5-9 AND ATTACHED RAILINGS TO NUMBER 8, 5-9 PERCY STREET

National Grid Ref: TQ 29598 81566

CAMDEN

*TQ2981NE PERCY STREET 789-1/99/1294 (south side)
14/05/75 Nos.5-9 (Consecutive) and attached railings
to No.8*

GVII

5 terraced houses with later shops. 1764-1770, altered. Built by W Franks and W Reeves. Multi-coloured stock brick with slated mansard roofs and dormers. Stucco 1st floor sill and floor bands, except No.5 Stone cornices. EXTERIOR: 3 storeys, attics, and basements. 3 windows each; No.6, 2 windows. Gauged brick flat arches (mostly reddened) to recessed sash windows, most with original glazing bars. Parapets. No.7: rusticated stucco ground floor, now painted. C20 shop window with C19 filigree ironwork head. Square-headed doorway with fanlight and panelled double-doors. 1st floor centre window elongated. INTERIORS: not inspected

(Survey of London: Vol XXI, Tottenham Court Road and Neighbourhood, St Pancras III: London: 1949: 7-11).

Despite the list description being written over 40 years ago, there appears to be very few changes to the architectural features of the 5 townhouses. The only element of renewal to the exterior would appear to be the shop front to no.7 Percy Street.



3.5 Relevant Planning History

There are a number of applications that relate to the site. These include the following:

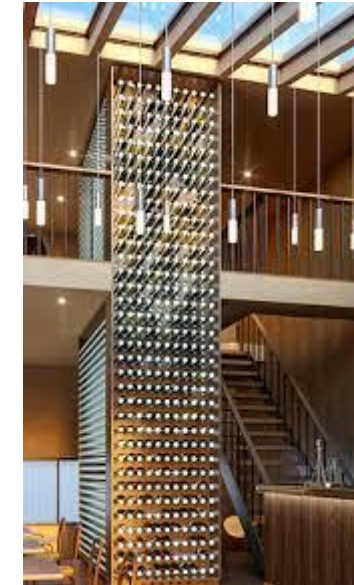
- 2013 (reference 2003/1799/L): *The installation of 1 x retractable canopy at ground floor front elevation in connection with existing retail unit (Class A1)*
– GRANTED
- 2005 (reference 2005/1178/L): *The demolition of internal walls at basement level*
– GRANTED
- 1999 (reference LS9805172 and PS9904061): *Retention of internal and external works, comprising, repair and refurbishment of the interior of the building, a new shopfront, a new roof and air handling units to the rear mews building and the installation of an extract duct to the rear elevation*
– GRANTED
- 1998 (reference PS9804841): *Change of use of the basement of No.6 and the basement and ground floors of No.7 from offices within Class B1 to use as a hairdressing salon within Class A1*
– GRANTED
- 1992 (reference 9270033): *Refurbishment and alterations*
– GRANTED
- 1985 (reference 8500640): *Change of use of the ground floor and basement from offices to a private members club*
– REFUSED
- 1981 (reference 32210(R1)): *Works of refurbishment and the change of use to offices of 7 Percy Street, and the use of the basement and ground floors of 6 Percy Street for retail and workshop purposes, with a self-contained maisonette on the upper floors*
– GRANTED
- 1976 (reference 23342): *The continued use, for a further limited period, of the ground floor and first floor rear as an architect's offices*
– GRANTED
- 1966 (reference 1928): *The use for a limited period of the ground floor and rear first floor at 7 Percy Street, Camden, as an architect's offices*
– GRANTED

3.6 No.7 Percy Street

The proposal for no.7 Percy Street is to provide a prestigious private members venue serving the global Chinese population, offering a haven of luxury, culture and unparalleled service. The venue is part of the CLUBSEVEN Group, which includes Quintessentially CHINA and JO+Concierge, two of the world's leading lifestyle concierge brands. The concept is to bring an extraordinary living experience with exquisite art, unique spaces and outstanding service.

The applicant has initiated a global artist-in-residence program, inviting talented artists from around the world to create captivating works of art in the spaces. As a member, they will have the exclusive opportunity to interact with these artists up close, gain insight into their creative process, and become a part of their artistic journey. The use of these spaces links back to Percy Streets roots which is well-known for its artists and crafts persons.

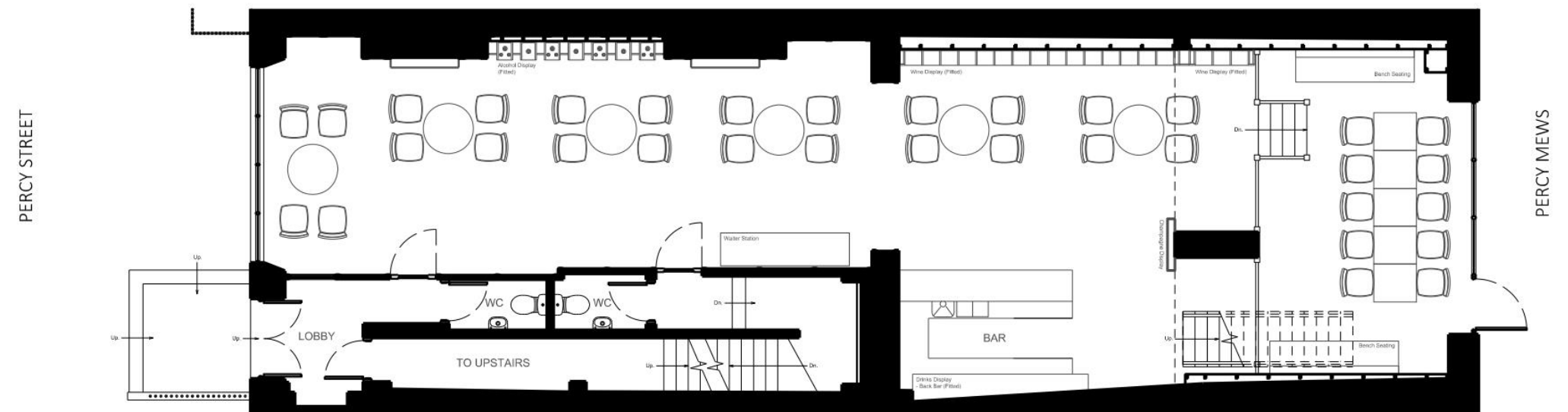
The proposed interior included several changes to existing C20 stud partitions walls at ground and basement level and the relocation of the C20 modern rear staircase.



3.6.1 Interior – Ground Floor

Little change is proposed to the ground floor, retaining the open-planned space. The proposal includes for a lounge seating area with a bar within the glazed link extension between no.7 Percy Street and no.7 Percy Mews to the rear. The mezzanine floor within Percy Mews is to be used as a private lounge area.

Internal alterations to the ground floor seek to remove modern interventions approved by planning applications 1999 (reference LS9805172 and PS9904061), with the fundamental key changing being the relocation of the modern glass staircase to the rear of the Mews property.



Proposed Ground Floor Plan

3.6.2 Interior – Basement Floor

Internal alterations to the basement floor seek to remove modern interventions approved by planning applications in 1999 (reference LS9805172 and PS9904061) and 2005 (reference 2005/1178.L).

The existing basements are largely devoid of historic or architectural features which are of significance and has previously been adapted largely through the use of stud walls and has modern plasterboard ceilings throughout.

no.7 Percy Street Basement

Within no.7 Percy Street basement, the modern stud partitions sub-dividing the rear room is proposed to be removed, opening up this space for the use as a Private Lounge area. The metal plasterboard ceiling is to be removed to increase the floor to ceiling height.

A new stud partition is to be installed between the front and rear room, along with a new metal frame plasterboard ceiling that is installed at a reduced depth. A plaster cornice is to be installed around the perimeter of each room.

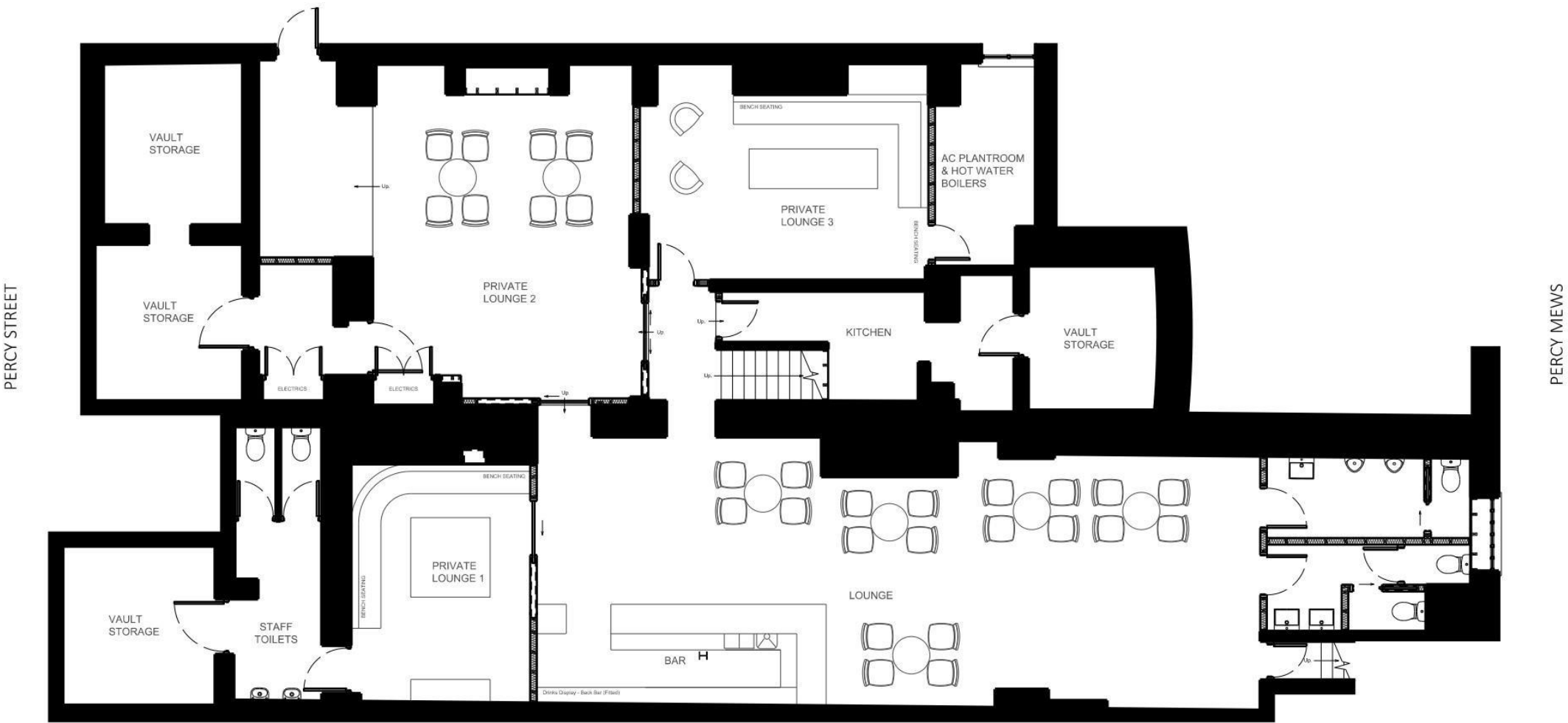
No works are proposed to be undertaken within the barrel vaults which sit underneath the pavement of Percy Street.

no.6 Percy Street Basement

Within no.6 Percy Street basement, the proposals seek to remove the modern stud partitions that subdivide the space, creating a larger bar and lounge area. The metal frame plasterboard ceiling is to be removed to increase the floor to ceiling height.

A new stud partition is proposed to be installed to the right of the front chimney breast towards the front of the basement to create a smaller Private Lounge area.

To the rear of the basement, the former staff room area is to be sub-divided into separate male and female toilets.



Proposed Basement Floor Plan



4.0

Design and Access Statement

4.0 Design and Access Statement

4.1 Amount

The gross internal floor area of the building at no.7 Percy Street is 427.41 sq m. There is no increase in floor area proposed through this planning application, and alterations to the interior of the building are proposed, which listed building consent will be applied for separately.

Section 3.10 of this Statement describes the proposed use of each floor. In terms of floor areas, this can be confirmed for each floor as follows:

Basement –	255.60 sq m
Ground Floor –	171.81 sq m

4.2 Layout

The proposed use of the building will provide a member’s bar area at ground floor level with a member’s lounge and private hire room at basement floor.

4.3 Scale

There are no proposed changes to scale or proportions of the exterior of the buildings. Changes are proposed internally to accommodate the Clubs use of the building and also to bring it back to its former townhouse character.

4.4 Context and Use

The application site is located with a Conservation Area and is also a Grade II listed building. The heritage context of the site and surrounding area, and its preservation and enhancement has therefore been a primary consideration for these proposals. The application site is also located along a street frontage that has a mix of uses that this proposed use would complement.

4.5 Landscape

There are no landscape features attributed to this site and as such no landscape implications.

4.6 Access

The proposed access to no.7 Percy Street will continue to be from the single entrance off Percy Street, and access arrangements within the building will comply with the necessary standards required for this type of use.

5.0

Planning

5.0 Planning

5.1 Planning Considerations

As this application is for a change of use of the premises, the main planning considerations relate to the principle of the change of use and also in this case the impact on neighbours' amenity.

The planning policy section of this Planning Statement has set out how applications such as this should be considered, and there is a balanced approach through both the Adopted Local Plan and the London Plan 2021 promoting cultural uses and protecting heritage assets.

The Historic Building Assessment highlights that the sensitive alterations proposed to the Grade II listed building for the proposed Sui Generis private members club/leisure use will both remove previous harmful internal works to the building and will bring the condition back to its former townhouse character, linking back through association to Percy Streets roots of a street of renown artists and crafts persons.

The main use of the building will be for more cultural/leisure purposes.

follow the guidance contained with the SPD which states that consideration should be given to: whether a lower quantum of replacement employment space is proposed as part of the development, and if so whether the nature of this space is considered to have the potential to offer equal or greater benefits to local people or businesses than the existing space.

Following the guidance contained within the SPD, the proposed change of use will provide a secure base and meeting place for members of the international Chinese community. The cultural benefits of providing this accommodation for the Club is a significant material consideration and supported by both Adopted Local Plan policies and the London Plan.

With regards to the impact on neighbours, The Club has provided details of the use of the building and a noise assessment will be submitted as part of this application. It is not considered the proposed use will be harmful to surrounding neighbours.

The other significant material consideration to take into account is the sustainability credentials of this proposal in that it will provide a facility and service to Members, many of whom work or live within the City, and the location of the premises in close proximity Tottenham Court Road and Oxford Street will promote walking and use of the underground, and as such promotes good sustainable qualities supported by both Local Plan policies and the London Plan.

5.2 Conclusion

This Planning and Design & Access Statement has primarily focused on the principle of the change of use of the premises from a hairdressing salon to a Sui Generis private members club/leisure use for the International Chinese community.

The Statement sets out the planning policy considerations for this change of use application and balances the consideration of the building and providing a secure base for The Club.

It has also been concluded that the application site is in a highly sustainable location for the use proposed in this application.

An Acoustic Noise report is to be submitted demonstrating the proposed use will not be harmful to neighbours' amenities.

Overall, the proposed development will result in no harm, preserving and enhancing the significance of the designated heritage asset.

It is considered that the proposed change of use complies with relevant planning policies contained within the Adopted Local Plan and London Plan 2021, and as should, there is no reason why the local authority should not favourably consider the application.

