

# Design Statement



Mount Pleasant Commercial Units 2 and 3

Land to west of Royal Mail Sorting office bounded by Phoenix Place, Mount Pleasant, Gough Street & Calthorpe St.  
Camden WC1

## **Introduction and Proposal**

This Design Statement provides a brief description of the proposed amendment to the existing Commercial Units and 3 at the above development which have remained unoccupied since completion in August 2021.

## **Planning History Context**

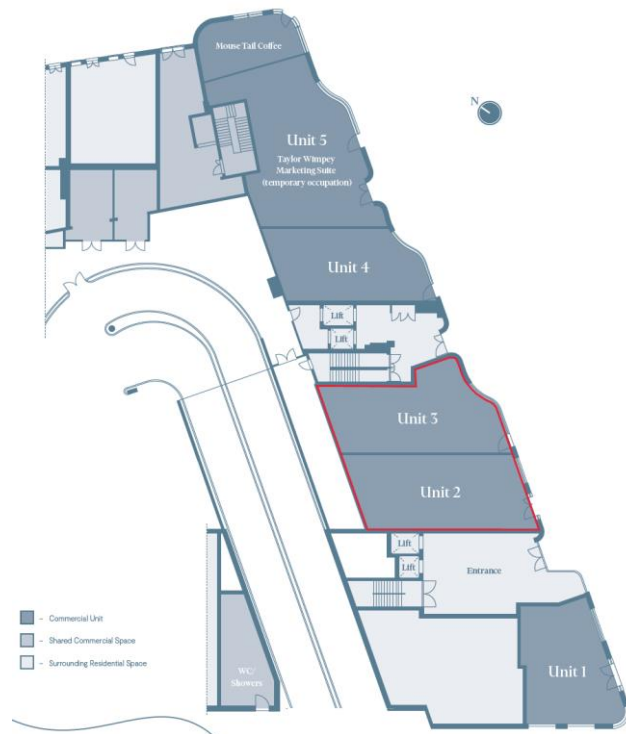
Original permission 2013/3807/P: Comprehensive redevelopment, following the demolition of existing buildings, to construct four new buildings ranging from 5 to 15 storeys (above basement level) in height, to provide 38,724 sqm (GIA) of residential floorspace (345 dwellings) (Class C3), 823 sqm (GIA) of flexible retail and community floorspace (Use Classes A1, A2, A3, D1 or D2), with associated energy centre, waste and storage areas, basement level residential car parking (54 spaces), the re-provision of Royal Mail staff car parking (approximately 196 spaces) cycle parking, residential cycle parking (431 residential spaces) hard and soft landscaping to provide public and private areas of open space, alterations to the public highway and all other necessary excavation and enabling works. The application is accompanied by an Environmental Statement. Granted subject to a Section 106 Legal Agreement on 27/02/2014.

Planning condition 46 of 2013/3807/P relates to “Limit on amalgamation of commercial units” and states: “In the event that the flexible ground floor units within Block A are occupied by A1, A2 or A3 units, no two units (as laid out on the approved drawings) shall be amalgamated or further subdivided unless prior agreement in writing is provided by the Local Planning Authority.”

Following comprehensive and unsuccessful marketing of Commercial Units 2 and 3, and also following pre-application discussions with the Council, this application is to vary planning condition 46 of the original planning permission in order to ensure these units can be occupied by a commercial operator.

## Appearance

The images below show the units in the context of the parade of commercial frontage along Mount Pleasant. No external changes are proposed to the façade under this variation of condition application. The proposed amendment to merge the units will have no impact on the external appearance of the development as only the non-structural internal walls between the two units are proposed to be removed as shown on the existing and proposed plans.



## **Retail Background**

The proposed merging of the two commercial units has been requested by a convenience store provider who has finally come forward with an interest in providing a much-needed retail facility at the development to meet the needs of the residents at the development of Mount Pleasant as well as the wider community and neighbourhood. This retailer has only been attracted after an extensive marketing period.

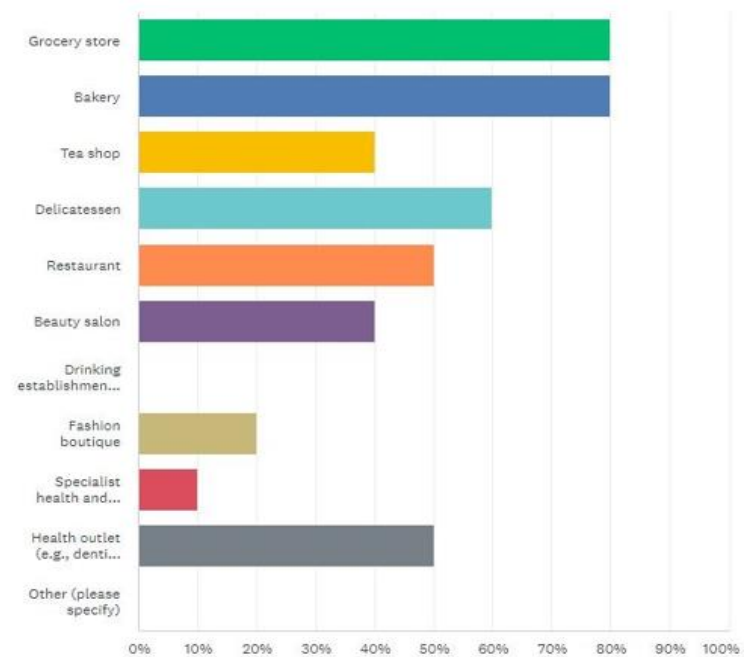
However Unit 2 is only 1,098 square feet and Unit 3 is 1,081 square feet: these units alone are each insufficiently sized to support the needs of a local convenience store provider.

The merging of these two commercial units will provide a total of 2,203 square feet (slightly larger than the sum of the two units due to the removal of the party wall and hence a more efficient use of floorspace), which whilst still typically approximately half the size of a traditional convenience store in this sort of location, has been agreed with the store provider to be sufficient to provide a good service.

# Impact

In May 2022 the applicant, Taylor Wimpey London, commissioned a Survey Monkey survey which was conducted in conjunction with the existing residents of Mount Pleasant seeking information on what sort of occupier the residents would like to see in the commercial units in the development. The results of this survey are shown below:

What type of occupiers or services would you like to see in the commercial units? Please merely tick the box or suggest types of listed uses, e.g., sushi restaurant or male grooming/barber.



ANSWER CHOICES	RESPONSES
▼ Grocery store	80.00%
▼ Bakery	80.00%
▼ Tea shop	40.00%
▼ Delicatessen	60.00%
▼ Restaurant	50.00%
▼ Beauty salon	40.00%
▼ Drinking establishment (e.g., wine bar)	0.00%
▼ Fashion boutique	20.00%
▼ Specialist health and fitness gym	10.00%
▼ Health outlet (e.g., dentist, physiotherapist, acupuncture)	50.00%
▼ Other (please specify)	<a href="#">Responses</a> 0.00%

Whilst a broad spectrum of suggestions have been proposed by the residents not only was a grocery store the most popular choice, the second and third most popular services listed can also be provided by a traditional convenience store (bakery, delicatessen). On this basis, the proposal for a convenience store at the development should be well received and supported by the residents of the development, the wider community and passersby.

## Summary

Taylor Wimpey London are proud of the flagship scheme of Mount Pleasant and over the last few years have worked in collaboration with the London Boroughs of Camden and Islington to ensure that the scheme would come forward and on time despite the highly challenging economic context. The scheme is now entering its final phases of construction and we believe that Mount Pleasant (now with the address name Postmark) is a development that both Councils and Taylor Wimpey London can be proud of, and a real asset in residential and commercial terms to the neighbourhood and boroughs as a whole. We have therefore been frustrated in not being able to let these two prominent commercial units despite in-depth and consistent marketing. Therefore we seek the Council's consent to vary the planning condition to allow for Commercial Units 2 and 3 to be combined to provide an appropriate sized, yet still local convenience proportioned, unit that will be successfully let to a much needed local convenience store operator. Approval of this application will continue the sustainable development and occupation of Mount Pleasant serving the current and future needs of the community.



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