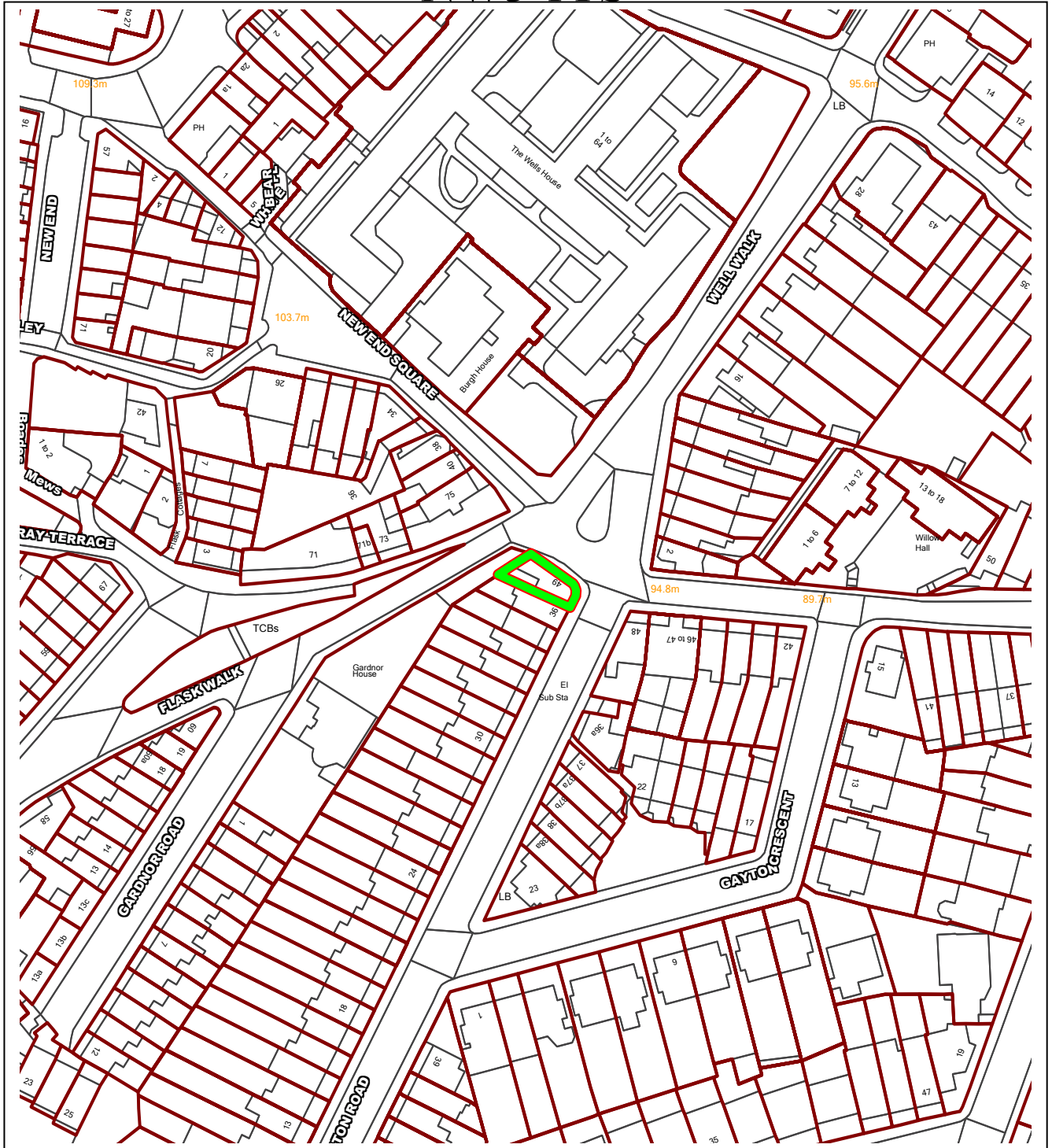


2024/0287/P – 49 Willow Road, London, NW3 1TS



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2024/0287/P - 49 Willow Road, London, NW3 1TS Photos

49 Willow Road from Willow Road looking West



49 Willow Road from Well Walk looking East



Aerial image of 49 Willow Road in context



Condition 11:

Prior to the use commencing, a Customer Management and Community Involvement Plan shall be submitted and approved in writing by the local authority, which includes details of the community engagement regarding the proposed use and management of customers within the premises and in close proximity.

Reason: To ensure the continuation of the premises as an Asset of Community Value and ensure the amenity of occupiers of the development site and surrounding occupiers are not adversely affected by noise and nuisance from mechanical installations/ equipment and comings and goings, in accordance with Policies A1 and A4 of the Camden Local Plan 2017.

Delegated Report (Members Briefing)		Analysis sheet		Expiry Date:	21/03/2024
				Consultation Expiry Date:	03/05/2024
Officer			Application Number(s)		
Ewan Campbell			2024/0287/P		
Application Address			Drawing Numbers		
49 Willow Road London NW3 1TS			Please refer to draft decision notice		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
Details for condition 11 (Customer Management and Community Involvement Plan) for planning reference 2021/3607/P dated 23/12/2022 for 'New single storey infill rear extension and amalgamation of applications approved under refs 2019/1812/P, 2020/2519/P, 2020/3203/P, 2020/3681/P for change of use of ground floor and basement levels from former pottery studio (Sui-generis) to children theatre at basement level and ancillary bookshop, cafe and workshop at ground level (Sui-generis), with flue extract in existing chimney breast; replacement of existing mansard extension and front roof terrace, replacement of windows on side elevation; demolition of existing rear extensions and erection of a part one, two and three storey rear extension; basement extension.					
Recommendation(s):		Grant Approval of Details			
Application Type:		Approval of Details			
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice			
Informatives:					
Consultations					
		No. of responses	05	No. of objections	05
Neighbour Consultation		<p>Due to the application type, a site notice or formal neighbour consultation is not required</p> <p>4 objections were made by residents. Concerns include:</p> <ul style="list-style-type: none"> - Concerns over increased capacity - Potential for too many events to take place. - Location and entrance of venue is unsuitable for increased footfall - Little consultation or engagement for this plan - Issues with other applications <p><i>Officer response:</i> The subject application is an application to discharge a planning condition and therefore the principle of development has already been established (and</p>			

	<p>approved). This means that the application can only be assessed on the whether the details provided meet the requirements of the planning condition. Condition 11, is a planning condition which seeks to set in place a management plan related to customer management and community involvement during the operation of the permitted use.</p> <p>The purpose of the condition is not what was carried on in the past but rather how community involvement will be garnered in the future operation of the permitted use.</p> <p>In terms of visitor numbers the original application stated that there would be 120 maximum which would be split. Notwithstanding this the occupancy of the development as approved has not been controlled by a planning condition..</p> <p>This is a planning objection which seeks to reopen the principle of the development. To the extent that it is perceived as a management issue of visiting customers, the plan as submitted deals with this.</p>
<p>Gayton Residents Association</p>	<p>The Gayton Residents Association have objected. Concerns include:</p> <ul style="list-style-type: none"> - Lack of consultation with residents regarding this - Lack of traffic management measures in the context of the Healthy Streets Scheme - Capacity being increased <p><u>Officer response:</u> As above, the subject application is an application to discharge a planning condition and therefore the principle of development has already been established (and approved). This means that the application can only be assessed on the whether the details provided meet the requirements of the planning condition. Condition 11, is a planning condition which seeks to set in place a management plan related to customer management and community involvement during the operation of the permitted use and not previously.</p> <p>In relation to the Safe and Healthy Streets/Traffic measures, this is not something that can be considered as part of this application. Moreover the Safe and healthy Streets scheme is a separate programme not related to the development and therefore the scheme cannot be objected to regarding this issue. This is the same for issues of noise and amenity which has already been discussed in the approved application.</p> <p>In terms of visitor numbers the original application stated that there would be 120 maximum which would be split. Notwithstanding this the occupancy of the development as approved has not been controlled by a planning condition..</p> <p>This is a planning objection which seeks to reopen the principle of the development. To the extent that it is perceived as a management issue of visiting customers, the plan as submitted deals with this.</p>
<p>Hampstead Neighbourhood Forum</p>	<p>The forum removed their objection following clarification that this did not have anything to do with the nearby Healthy Streets Scheme.</p>
<p>Site Description</p>	

The Well Walk Theatre is situated at the junction of Willow Road, Flask Walk, Well Walk, New End Square and Gayton Road.

Planning permission was first granted on 07/08/2019 for the change of use of the ground floor and basement levels from a former pottery studio (Sui-generis class use) to a children's theatre at the basement level and ancillary bookshop, café, and workshop at ground level (Sui-generis class use) in 49 Willow Road, NW3 1TS.

The application site is not listed but within the Hampstead Conservation Area and is listed as making a positive contribution and within the Hampstead Neighbourhood Forum area.

Relevant History

Relevant planning decisions at the application site:

2021/3607/P - New single storey infill rear extension and amalgamation of applications approved under refs 2019/1812/P, 2020/2519/P, 2020/3203/P, 2020/3681/P for change of use of ground floor and basement levels from former pottery studio (Sui-generis) to children theatre at basement level and ancillary bookshop, café and workshop at ground level (Sui-generis), with flue extract in existing chimney breast; replacement of existing mansard extension and front roof terrace, replacement of windows on side elevation; demolition of existing rear extensions and erection of a part one, two and three storey rear extension; basement extension. **Granted subject to s106 agreement 23/12/2021**

National Planning Policy Framework 2023

The London Plan 2021

Camden Local Plan 2017

Policy A1 Managing the impact of development

Policy A4 Noise and Vibration

Hampstead Neighbourhood Plan 2018

Policy HC2 Community Facilities

Camden Planning Guidance (CPG)

CPG Amenity (January 2021)

Assessment

1. PROPOSAL

1.1. The proposal includes:

- Discharging the details within conditions 11 of the original application 2021/3607/P dated 23/12/2022. The condition relates to the community involvement and customer management plan

2. ASSESSMENT

- The assessment is based on whether the details provided is sufficient enough to discharge the details required from condition 11

2.1. Condition 11

2.1.1. Condition 11 is listed as follows:

Prior to the use commencing, a Customer Management and Community Involvement Plan shall be submitted and approved in writing by the local authority, which includes details of the community engagement regarding the proposed use and management of customers within the premises and in close proximity.

Reason: To ensure the continuation of the premises as an Asset of Community Value and ensure the amenity of occupiers of the development site and surrounding occupiers are not adversely affected by noise and nuisance from mechanical installations/ equipment and comings and goings, in accordance with Policies A1 and A4 of the Camden Local Plan 2017.

2.1.2. Details of the customer management and community involvement plan have been submitted to discharge condition 11 of 2021/3607/P dated 23/12/2022. The condition specified the details of the community engagement regarding the proposed use and management of customers within the premises and in close proximity should be provided within the document.

2.1.3. In terms of customer management, numerous measures are outlined in order to ensure the requirements of the condition are submitted This includes managing customer flow through the building, customer egress and ingress, security, noise control, emergency procedures and refuse and waste processes. Overall the activities in place mean the impacts from the proposed use will be successfully mitigated and the main issues that are caused by the use have been identified. Opening hours and noise controls will be in line with conditions in the original permission and secured through other approval of details applications meaning that the overall impact and management of customers has been appropriately assessed.

2.1.4. The proposed use includes a lot of opportunity to involve the community in a wide ranging capacity. Theatre and puppet shows will seemingly be the predominant ways this space is used but other activities such as silent movies, theatre workshops, lectures, storytelling for children and book signings are also mentioned. Overall the varied uses contributes strongly to involving the community and therefore is considered acceptable. This also complies with the policy HC2 of the Hampstead Neighbourhood Plan which revolves around adding cultural value to the area

2.1.5. The full impact of the proposed development has already been assessed. The proposed details would not have a harmful impact on the appearance of the host building and streetscene or on neighbouring amenity.

2.1.6. As such, the proposed details are in general accordance with policies A1 and A4 of the 2017 Camden Local Plan and HC2 of the Hampstead Neighbourhood Plan

RECOMMENDATION

3.1 Approve details of condition 11

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members' Briefing panel on Monday 18th March, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

Application ref: 2024/0287/P
Contact: Ewan Campbell
Tel: 020 7974 5458
Email: Ewan.Campbell@camden.gov.uk
Date: 14 May 2024

Development Management
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Michael Burroughs Associates
93 Hampton Road
Hampton Hill
Hampton
London
TW12 1JQ
United Kingdom

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Approval of Details Granted

Address:
49 Willow Road
London
NW3 1TS

DECISION

Proposal: Details for condition 11 (Customer Management and Community Involvement Plan) for planning reference 2021/3607/P dated 23/12/2022 for 'New single storey infill rear extension and amalgamation of applications approved under refs 2019/1812/P, 2020/2519/P, 2020/3203/P, 2020/3681/P for change of use of ground floor and basement levels from former pottery studio (Sui-generis) to children theatre at basement level and ancillary bookshop, cafe and workshop at ground level (Sui-generis), with flue extract in existing chimney breast; replacement of existing mansard extension and front roof terrace, replacement of windows on side elevation; demolition of existing rear extensions and erection of a part one, two and three storey rear extension; basement extension.

Drawing Nos: Cover Letter (23/01/2024) and The Well Walk Theatre Customer Management & Community Involvement Plan

The Council has considered your application and decided to grant permission.

Informative(s):

- 1 You are advised that all conditions relating to planning permission ref of 2021/3607/P dated 23/12/2022 which need details to be submitted, have been approved.

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

Chief Planning Officer

DRAFT

DECISION