



ROBINSON ESCOTT PLANNING LLP



CHARTERED TOWN PLANNING AND DEVELOPMENT CONSULTANTS

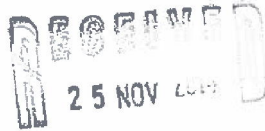
DOWNE HOUSE, 303 HIGH STREET, ORPINGTON, KENT BR6 0NN, TEL: 01689 836334 FAX: 01689 878091

email: enquiries@replanning.co.uk website: www.replanning.co.uk

Planning Validation
London Borough of Camden
Camden Town Hall
Judd Street
London WC1H 9JE

21 November 2014

OUR REF: JT/SP/14/245



Dear Sirs

6 EAGLE HOUSE, 16 PROCTOR STREET, HOLBORN WC1V 6NX

**APPLICATION FOR CHANGE OF USE FROM CLASS A1 TO CLASS D1
WITH ANCILLARY A1 USE FOR A PERIOD OF 10 YEARS**

Please find enclosed a planning application for your consideration relating to the above, together with the following drawings and documents and with the supporting Planning, Design and Access information set out in this letter:

- Site Location Plan
- Drawing No 01 Internal Layout Plan
- Drawing No 20-00 AB-04L Ground Floor Layout

The elevation will remain unchanged and so no drawings showing the elevation are included.

A fee cheque for £385 is enclosed in respect of the correct planning application fee.

Proposal – Design and Access Statement

Site Description

No.6 Eagle House is a retail unit located within part of a five storey and basement commercial building known as Benin House. It is located on the east side of Proctor Street between the junction of Red Lion Square (to the north) and the undercroft area leading to Eagle Street (to the south). The building contains a range of retail, financial and professional services and restaurant and café/drinking establishments at ground floor level with offices above. This building also contains six flats at an upper level.

The application site building is not listed or in a Conservation Area. It is currently in retail Class A1.

The surrounding area is a mix of predominantly commercial uses. The site is located within the Central London Area and the Holborn Growth Area. It is not designated as a protected retail frontage.

JOHN ESCOTT BA (HONS) DipTP MRTPI JO TASKER BSc (HONS) BTP MRTPI PETE HADLEY BA (HONS) DipTP MRTPI
MARK BATCHELOR BSc (HONS) MSc MRTPI JOE ALDERMAN MA MRTPI RACHEL ESCOTT BA (HONS) DipTP
CONSULTANT: BOB MCQUILLAN BA (HONS) Mcd MRTPI MRICS



The application relates to a ground floor unit known as no.6 Eagle House with a floor area of 900 sq.ft (83.6 sq.m.).

Application Proposal

This application seeks planning permission for a change of use from an A1 retail use to a D1 dentistry use including ancillary A1 retail, for a period of 10 years. The applicant, Smilepod, provides a dental hygiene service offering teeth cleaning, teeth whitening and straightening in addition to dental treatments and skin treatments. A range of associated products are displayed for sale as part of the service.

As detailed on the layout drawing, it is proposed to arrange the unit to provide a reception and sales area and three treatment pods, with a WC and staff facilities to the rear of the unit.

Smilepod offers a walk-in service with customers often being attracted by a striking window display. This proposed unit would be expected to attract up to 6000 customer visits per year with 85% of those visits converting to an appointment either immediately or at an arranged time. If permitted, this would be the seventh Smilepod within the London area.

The proposed location is considered ideal for a new Smilepod unit. It is a busy commercial location with many passers-by and both local office workers and residents who will be able to benefit from the convenience of the popular service proposed. The site is also well located as it is within an existing cluster of health and fitness shops and services including Gymbox, Skin, Cycle Surgery, Runners Need and Boom Cycle.

Planning Policy Considerations

Consideration has been given to the National Planning Policy Framework and the Development Plan for the site that comprises The London Plan, The Camden Core Strategy and Development Policies and Camden Planning Guidance. The following policies are relevant:

The National Planning Policy Framework

The Framework seeks to build a strong and sustainable economy and encourages sustainable economic development with competitive town centre environments.

The London Plan

London Plan policies also encourage a strong, sustainable and diverse economy.

The Camden Core Strategy and Development Policies

Local Camden policies are of most relevance to this development proposal:

Policy CS7 (Protecting and enhancing Camden's centres) seeks to promote successful and vibrant centres throughout the borough to serve the needs of residents, workers and visitors. Seeking to protect and enhance the role and unique character of each of Camden's centres,

providing for, and maintaining, a range of shops, services, food, drink and entertainment and other suitable uses to provide variety, vibrancy and choice. Also, protecting and promoting small and independent shops, and resisting the loss of shops where this would cause harm to the character and function of a centre. In this case a use that will complement other neighbouring uses and will provide a service to add to the vitality and viability of this commercial area is proposed, in compliance with the spirit of this policy.

Policy CS16 (Improving Camden's Health and Wellbeing) encourages the provisions of new health facilities. Smilepod offers standard dental health care facilities as well as cosmetic treatments and often attracts people who would otherwise not address their dental health needs, by offering an easily accessible service.

Policy DP12 (Supporting strong centres and managing the impact of food, drink, entertainment and other town centre uses) seeks to ensure that the development of such uses do not harm the character, function, vitality and viability of a centre, the local area or amenity of neighbours.

Policy DP13 (employment premises and sites) seeks to retain and support business uses that generate employment, as is proposed. The proposed Smilepod will provide employment for 10 to 14 people including managers, dentists and nurses and associated support staff.

Policy CGP5 (Town centres, retail and employment) promotes the vitality and viability of town centres. This guidance recognises the benefit of clusters of related services such as the cluster of health and fitness shops and services that has developed around the application site that Smilepod hopes to join.

There is a presumption within development policies DC7 and DP12 to protect retail space. The application site is not within a protected retail frontage and therefore, it is reasonable to allow flexibility for other uses which offer alternative uses such as the proposed D1/A1 use that will offer a service to complement and existing cluster of services, to support the vitality and viability of the local area.

It is requested that planning permission is granted for the proposed use. *It is requested that any permission granted is drafted to allow the return of the current A Class Use; either a personal consent for Smilepod with a condition that the use will revert to the previous use or a temporary consent for change of use for a period of 10 years.*

Please do not hesitate to contact me if further information or clarification is required or site visit arrangements need to be made.



Jo Tasker BSc (Hons) BTP MRTPI
ROBINSON ESCOTT PLANNING

*Enclosures