

Mrs Angela Robinson
Matthews & Son LLP
91 Gower Street
London
WC1E 6AB

Application Ref: **2015/0372/P**
Please ask for: **Obote Hope**
Telephone: 020 7974 **2555**

6 March 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
74 Cromer Street
London
WC1H 8DR

Proposal:
Change of use from retail (Class A1) to flexi use within (Class D1) community use / (Class A1) on the ground floor and (Class B1) office use with ancillary storage at basement level.

Drawing Nos: Site location plan, Design and Access Statement dated 22nd January 2015, Existing and Proposed Basement Layout and Existing and Proposed ground floor layout.

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).



- 2 The development hereby permitted shall be carried out in accordance with the following approved plans Site location plan, Design and Access Statement dated 22nd January 2015, Existing and Proposed Basement Layout and Existing and Proposed ground floor layout.

Reason:

For the avoidance of doubt and in the interest of proper planning.

Informative(s):

- 1 Reasons for granting permission.

The proposed change of use of the ground floor from the retail unit (Class A1) to dual use for A1 and D1 (Art Exhibition) with ancillary B1- Office and storage space at basement level would be supported. Although current policy advocates the retention of retail floorspace, the proposed site is not located in a dedicated town centre or identified as being within a core or secondary frontage area within the borough. It is considered that the change of use to a dual use would enhance the economic viability. Whilst, attracting a range of arts and cultural activities to the area. No external alterations proposed and the hours of operation are considered to be conducive to residential development.

It is considered that the proposed development would not unduly harm the amenity of any adjoining/nearby residential occupiers in terms of noise, loss of light, outlook, enclosure or privacy.

The proposal is not considered harmful to the character or appearance of the host building, street scene or the Bloomsbury Conservation Area because no external alterations are proposed.

No objections have been received. The sites planning history and relevant appeal decisions were taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies CS1, CS2, CS5, CS8, CS9, CS10 and CS16 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP13, DP15 and DP26 of the London Borough of Camden Local Development Framework Development Policies.

The proposed development also accords with policies 4.1 and 4.3 of the London Plan 2011; and paragraphs 14, 17, 56 -66 and 126-141 of the National Planning Policy Framework.

- 2 You are advised that if implemented, the alternative use permission hereby granted gives flexibility of use for 10 years from the date of this permission. After 10 years the lawful use would revert to whichever of the uses is taking place at the time.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

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

Ed Watson
Director of Culture & Environment