

Mr Anthony Frank
10 St Georges Road
London
NW11 0LR

Application Ref: **2015/1690/P**
Please ask for: **Raymond Yeung**
Telephone: 020 7974 **4546**

22 May 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
96 Belsize Lane
London
NW3 5BE

Proposal:
Change of use from retail unit to B1 office.

Drawing Nos:

Site location plan, floor plan, cover letter dated 17th April 2015, retail viability evidence within email dated 29th April 2015.

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, floor plan, cover letter dated 17th April 2015, retail viability evidence within email dated 29th April 2015.

Reason:

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

Informative(s):

- 1 Reasons for granting permission.

The property above is within the Article 4 Direction and Belsize Park conservation area, the proposal is for the change of use from a retail shop (formerly 'Shoe House') to a B1 office, which is considered acceptable as evidence has been provided to substantiate that the current retail use is no longer sustainable in this location. It is stated within the supporting evidence; that there have been numerous retail businesses within this unit that lost money, and that there was a marketing exercise which did not materialise into suitable offers apart from for an office use. At the time of officer site visit, the unit was vacant. The site is not within a Town Centre or Neighbourhood Centre, and alternative retail provision is located close by at a Neighbourhood Centre to the north-east. Given the above, the proposal complies with DP10.

The property was once used as an office prior to the change to a retail unit circa 2009; it would appear viable to change it back to office use, as the street is relatively mixed usage. With all the above taken into consideration, the proposal complies with policy DP13 in that it would provide business use which will benefit the area.

There are no external alterations proposed, and therefore would not harm the character and appearance of the Belsize Park conservation area and would not harm the amenity of any adjoining residential occupiers in terms of loss of light, outlook, enclosure or privacy.

No objections have been received. The sites planning history was taken into account when coming to this decision.

Considerable importance and weight has been attached to the harm and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under section 72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

The proposed development is in accordance with policies CS5, CS7, CS8 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP10, DP13, DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed

development also accords with policies 4.1, 4.2 and 7.8 of the London Plan March 2015 consolidated with alterations since 2011; and paragraphs 14, 17, 18, 19, 56 - 66 and 126-141 of the National Planning Policy Framework.

- 2 Please note that any physical alterations to the shopfront may require planning permission and any new advertisement would require advertisement consent.

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', written in a cursive style.

Ed Watson
Director of Culture & Environment