Planning Statement

CONVERSION OF AN EXISTING COMMERCIAL PROPERTY TO 2no RESIDENTIAL UNITS AT 22-24 PRINCE OF WALES ROAD, LONDON NW5



November 2016

Prepared by



1.0 INTRODUCTION

- 1.1 This Planning Statement has been prepared by BB Partnership Ltd in support of the full planning application and change of use application for the conversion of the existing commercial unit on the ground floor of 22-24 Prince of Wales Road, London NW5 3LG to 2no self-contained residential units.
- 1.2 The statement is to be read in conjunction with the following documents:
 - Location Plan
 - Accompanying photograph sheet
 - Existing and Proposed Drawings prepared by BB Partnership
 - Accompanying Planning Statement prepared by BB Partnership
 - Accompanying Statement on the Loss of Retail Land Use prepared by Christo & Co



Aerial view of the property location and the surrounding area

1.3 Due to the impact on the tenants of the flats above the gallery, who each have an interest of over 7 years on the lease, each tenant and owner have been notified under the terms of Article 13 of the Town and Country Planning Order on 17th October 2016, and Certificate B has been signed on the application form. A copy of the notice and letters sent to all notifiable owners and tenants is included in Appendix A.

2.0 COMPLIANCE WITH PLANNING POLICY

- 2.1 During the design process both local and national planning policy has been consulted in order to provide a high-quality development in accordance with all policy requirements which helps Camden meet its housing targets without having a detrimental effect on the character and appearance of the surrounding conservation area. This includes but is not limited to:
 - 2.1.1 National Planning Policy Framework (NPPF)
 - 2.1.2 The London Plan
 - 2.1.3 Camden's Local Development Framework (LDF)
 - 2.1.4 The Inkerman Conservation Area Statement
 - 2.1.5 Camden Planning Guidance (CPG)
 - 2.1.6 Camden Core Strategy (CS)
 - 2.1.7 Camden's Housing Technical Standards

Principle of conversion to flats & loss of retail land use

- 2.2 Camden's Core Strategy policy CS6 (Providing Quality Homes) states that the Council will aim to make full use of Camden's capacity for housing by *"maximising the supply of additional housing to meet or exceed Camden's target of 5,950 homes from 2007 to 2017, including 4,370 self-contained homes"*. Furthermore, it refers to housing as *"the priority land-use of Camden's Local Development Framework"*. Consideration should also be given to Development Management policy DP2 of the LDF which states that *"the Council will seek to maximise the supply of additional homes in the borough"*.
- 2.3 The proposed conversion of the existing A1 unit to 2no self-contained flats (C3 use) will therefore make a positive net contribution to the Council's housing target in line with Policy CS6 and reflects the priority land use within the borough.
- 2.4 There is also a precedent of conversion into flats along Prince of Wales Road with consent being previously granted at 25 Prince of Wales Road for conversion into three self-contained flats.
- 2.5 Policies CS7 (Promoting Camden's centres and shops) and DP10 (Helping and promoting small and independent shops) of Camden's Local Development Framework (LDF) seeks to promote, protect and enhance centres throughout the borough and protect shops outside centres. As the site is located close to Kentish Town Centre and is not within a designated centre there should be no objection to the loss of retail floor space in this instance, as stated in the Pre-Application response.
- 2.6 It is therefore considered acceptable in planning terms to convert the ground floor of the property into flats as residential use on the site should be seen as a greater asset to the community than the existing retail unit.
- 2.7 It should also be noted that the current tenant of the retail unit, the Beardsmore Gallery, has not renewed their lease and the ground floor of the property will shortly be vacant. This is therefore seen as the ideal time to convert the ground floor into valuable residential space and will be more

beneficial to the community than a retail unit that will be difficult to let due to the residential nature of the host building and the internal layout of the retail being suited to residential use resulting in inefficient retail space.

- 2.8 It is recognised by the applicant that the provision of additional residential units does not itself justify the loss of retail land (as set out in Camden's Policy DP10). A Statement on the Loss of Retail Land Use has been prepared on behalf of the applicant by Christo & Co. and accompanies this application. The Statement demonstrates how, after a period of prudent marketing (explained in detail in the Statement), there is virtually no demand for retail use at the premises.
- 2.9 It is therefore considered that clear evidence has been provided to show that retail use at the premises is not viable and residential use would be the most suitable use.

Unsuccessful Asset of Community Value (ACV) Nomination

- 2.10 In December 2015 an application was made by the Inkerman Area Residents Association (IARA) to register the property as an Asset of Community Value (ACV). The Association are an eligible body under the ACV legislation and the nomination was therefore considered by the Council.
- 2.11 The Applicant for the planning application for which this Planning Statement relates was also the owner of the property at the time, and responded to the IARA's nomination in a letter to Camden Council dated 9th January 2016. This is included in Appendix B, however for ease the main points are listed below:
 - 2.11.1 The building was being used as an art gallery and art shop at the time, and it was accepted that this use could be classed as an ACV.
 - 2.11.2 It was however considered that this is irrelevant as the art gallery tenants had already decided to terminate their lease and therefore it was unrealistic to think that there would continue to be non-ancillary use of the building which would further the social wellbeing or social interests of the local community as required by Section 88(1) of the Localism Act 2011.
 - 2.11.3 As stated, the gallery tenant's lease ended on 23rd June 2016 and the building has been vacant since, during which the period of marketing described above and in the accompanying Statement prepared by Christo & Co. demonstrated that there is no demand for retail use at the premises.
- 2.12 In a letter dated 15th January 2016 the Council stated that the ACV nomination had been unsuccessful. A copy of this letter is also included in Appendix B. The response from the council was that, in their opinion, the gallery did not meet either of the two parts of the community value test set out in Section 88 of the Localism Act and should therefore not be considered an ACV.
- 2.13 Furthermore the letter accepted that once the gallery had vacated it would not be realistic to think that another community use would arise, leaving open the possibility of residential use.

3.0 PROPOSED DESIGN

- 3.1 Consideration has been made to Core Strategy Policy CS14 which states that *"the Council will require development to be of the highest standard of design that respects local context and character"*. Policy DP24 also echoes this, ensuring all design is of the highest quality.
- 3.2 The proposed residential units comply with the London Plan's minimum space standards as set out in the Housing SPG. The proposed Flat 1 has a GIA of 57sqm and Flat 2 has a GIA of 53sqm, complying with the minimum requirement of 50sqm for one bed, two person flats. Indeed Camden's CPG on Housing requires a minimum of 48sqm for new two person self-contained units which the proposed flats comfortably exceed.
- 3.3 Both units have access to private amenity space at the back of the property, as well as the benefit of a setback from the street line to incorporate secure cycle storage and refuse storage areas.
- 3.4 A number of alternate layouts, dwelling mixes and schemes have been considered during design development.
 - 3.4.1 Initially a scheme comprising 4no two bed flats with a new basement was proposed, which was submitted for Pre-Application advice. Although the principle of residential development was established and residential use was encouraged for the site, the proposals were deemed unacceptable largely due to the proposed basement and issues with the standard of accommodation in this area. As a result the basement was omitted from the scheme and layouts of the flats were revised.
 - 3.4.2 A revised scheme was developed and submitted for Prior Approval as a result of the advice from the Pre-Application which comprised 2no two bed flats. As mentioned in the accompanying Design and Access Statement, this was withdrawn due to Prior Approval not being possible for buildings in a conservation area.
 - 3.4.3 The revised scheme comprises 2no one bed flats which are good sized, efficiently laid out and make the most of the natural light to the site, and it is therefore considered that the proposed scheme meets the requirements set out in CS6 (Providing Quality Homes) of Camden's Core Strategy as well as the requirements of DP5 of the LDF.
- 3.5 Both units have access to generous private amenity space at the front and back of the property which incorporate secure cycle and refuse storage areas.
- 3.6 Each flat will comply with Lifetime Homes requirements (where possible due to the constraints of the existing building and the site) and therefore Part M of the Building Regulations in order to meet the requirements of DP6 of Camden's LDF.

APPENDIX A

- Completed Notice Required under Certificate B (dated 17th October 2016)
- Copies of Letters to Owners / Tenants with a Notifiable Interest

Town and Country Planning (Development Management Procedure) (England) Order 2015 NOTICE UNDER ARTICLE **13 OF APPLICATION FOR PLANNING PERMISSION**

(Notice 1: This notice is to be printed and served on individuals if Certificate B or C is completed)

Proposed development at:				
Name or flat number	Beardsmore Gallery			
Property number or name	Ground Floor, 22-24			
Street	Prince of Wales Road			
Locality	Kentish Town			
Town	London			
County				
Postal town	London			
Postcode	NW5 3LG			

Take notice that application is being made by:

Surname Saltiel

Title

Organisation name

Applicant name

Aggreti	on Ltd.		
Mr	Forename	Miles	

For planning permission to:

Description of proposed development

CONVERSION OF THE EXISTING BEARDSMORE GALLERY INTO 2no ONE BEDROOM FLATS INCLUDING PARTIAL DEMOLITION OF THE EXTENSION TO THE PRINCE OF WALES ROAD FACADE AT GROUND FLOOR LEVEL TO PROVIDE NEW PRIVATE AMENITY SPACE

Local Planning Authority to whom the application is being submitted:	Camden Council	
Local Planning Authority address:	Planning - Development Control Camden Council Camden Town Hall London WC1H 8ND	

Any owner of the land or tenant who wishes to make representations about this application, should write to the council within 21 days of the date of this notice.

Signatory:

Signatory	Title	Mr Forename Joseph
	Surname	McGowan (for and on behalf of BB Partnership Ltd.)
Signature		J.MEDWZN
Date (dd-mm-yyyy)		17-10-2016

Date (dd-mm-yyyy)

Statement of owners' rights: The grant of planning permission does not affect owners' rights to retain or dispose of their property, unless there is some provision to the contrary in an agreement or lease.

Statement of agricultural tenants' rights: The grant of planning permission for nonagricultural development may affect agricultural tenants' security of tenure.

'Owner' means a person having a freehold interest or a leasehold interest the unexpired term of which is not less than seven years.

'Tenant' means a tenant of an agricultural holding any part of which is comprised in the land.

Once completed this form needs to be served on the owner(s) or tenant(s)

Print Form



17th October 2016

Alexandra Sanders 8 Kyverdale Road Stoke Newington London N16 7AH

Dear Ms. Sanders

FUTURE APPLICATION FOR THE CONVERSION OF THE BEARDSMORE GALLERY AT 22-24 PRINCE OF WALES ROAD, LONDON N5 INTO 2no SELF-CONTAINED, ONE BEDROOM FLATS

We are writing to inform you of our intention to submit a planning application on behalf of our client Mr Miles Saltiel (Aggretron Ltd.) in the near future, for the conversion of the existing Beardsmore Gallery on the ground floor of 22-24 Prince of Wales Road into 2no self-contained, one bedroom flats.

As part of the application it is intended to partially demolish the 1980s ground floor extension to the gallery which currently extends fully to the pavement line of Prince of Wales Road. This will allow for a new façade constructed which will be set 1.2m back from the pavement to create a buffer between the building and the street.

Under the terms of Article 13 of the Town and Country Planning Order 2015 we are required to serve notice to all persons with a qualifying interest in the land. Accordingly, please find enclosed the relevant Notice of the planning application. Once the application has been received and registered by Camden Council you will be able to view online the drawings and documents submitted.

Yours sincerely

.MERONZ/

Joseph McGowan (for and on behalf of BB Partnership Ltd)

Cc. Miles Saltiel, Aggretron Ltd. (by email only)



Directors: Charles R. Biss BA (ARCH) DIP ARCH (OXFORD) RIBA Henryk Busiakiewicz BA (ARCH) DIP ARCH (OXFORD) RIBA Stephen Taylor BA (HONS) DIP ARCH RIBA Julian Williams BSc (HONS) BArch RIBA







17th October 2016

Dennis Peper 1st Floor Apt. 24 Prince of Wales Road Kentish Town London NW5 3LG

Dear Mr Peper,

FUTURE APPLICATION FOR THE CONVERSION OF THE BEARDSMORE GALLERY AT 22-24 PRINCE OF WALES ROAD, LONDON N5 INTO 2no SELF-CONTAINED, ONE BEDROOM FLATS

We are writing to inform you of our intention to submit a planning application on behalf of our client Mr Miles Saltiel (Aggretron Ltd.) in the near future, for the conversion of the existing Beardsmore Gallery on the ground floor of 22-24 Prince of Wales Road into 2no self-contained, one bedroom flats.

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Yours sincerely

14 AMEN

Joseph McGowan (for and on behalf of BB Partnership Ltd)

Cc. Miles Saltiel, Aggretron Ltd. (by email only)



Studios 33-34, 10 Hornsey Street, London N7 8EL Tel: 020 7336 8555 Web: www.bbpartnership.co.uk

Directors: Charles R. Biss BA (ARCH) DIP ARCH (OXFORD) RIBA Henryk Busiakiewicz BA (ARCH) DIP ARCH (OXFORD) RIBA Stephen Taylor BA (HONS) DIP ARCH RIBA Julian Williams BSc (HONS) BArch RIBA



17th October 2016

Francis Michael Kenny Upper Maisonette 24 Prince of Wales Road Kentish Town London NW5 3LG

Dear Mr. Kenny,

FUTURE APPLICATION FOR THE CONVERSION OF THE BEARDSMORE GALLERY AT 22-24 PRINCE OF WALES ROAD, LONDON N5 INTO 2no SELF-CONTAINED, ONE BEDROOM FLATS

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14 GOWZN

Joseph McGowan (for and on behalf of BB Partnership Ltd)

Cc. Miles Saltiel, Aggretron Ltd. (by email only)



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17th October 2016

Roberta Adamson Upper Maisonette 22 Prince of Wales Road Kentish Town London NW5 3LG

Dear Ms. Adamson,

FUTURE APPLICATION FOR THE CONVERSION OF THE BEARDSMORE GALLERY AT 22-24 PRINCE OF WALES ROAD, LONDON N5 INTO 2no SELF-CONTAINED, ONE BEDROOM FLATS

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Yours sincerely

1.M. GOWEN

Joseph McGowan (for and on behalf of BB Partnership Ltd)

Cc. Miles Saltiel, Aggretron Ltd. (by email only)



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APPENDIX B

- Letter from Aggretron Ltd. in response to the nomination to list the Gallery as an Asset of Community Value (dated 9th January 2016)
- Response from Camden Council dated 15th January 2016 stating that the nomination had been unsuccessful

Please reply to

6 Richbourne Court, 9 Harrowby Street London W1H 5PT

020 7723 2666

miles.saltiel@aggretron.com

Michael Webb London Borough of Camden Strategy and Change 5th Floor 5 Pancras Square London N1C 4AG

9 January 2016

Dear Mr Webb

The Beardsmore Gallery, 22-24 Prince of Wales Road London NW5 3LG ('the Property')

We write to make representations and to invite the Council to dismiss the application by the Inkerman Area Residents Association (IARA) to register the above Property as an Asset of Community Value (ACV).

- 1. <u>STATUTORY BASIS</u> The relevant statutory provisions are contained in the Localism Act 2011 and are set out in Section 88. They are:
 - 1.1 <u>Section 88(1)</u>
 - For the purposes of this Chapter but subject to regulations under subsection (3), a building or other land in a local authority's area is land of community value if in the opinion of the authority—
 - (a) an actual current use of the building or other land that is not an ancillary use furthers the social wellbeing or social interests of the local community, and
 - (b) it is realistic to think that there can continue to be non-ancillary use of the building or other land which will further (whether or not in the same way) the social wellbeing or social interests of the local community
 - 1.2 <u>Section 88(6)</u>
 - (6) In this section—

"legislation" means-

- (a) an Act, or
- (b) a Measure or Act of the National Assembly for Wales;

"social interests" includes (in particular) each of the following—

- (a) cultural interests;
- (b) recreational interests;
- (c) sporting interests;

"statutory provision" means a provision of-

- (a) legislation, or
- (b) an instrument made under legislation

Legal notices. Unless stated to the contrary, this document and the information it contains are conveyed without prejudice to the rights and remedies lawfully attaching to Aggretron Ltd. It is intended only for the person(s) or organisation(s) named above and should be considered confideential. Unauthorised use, copying or disclosure of any of it may be unlawful.

Directors: Adam Saltiel, Jacob Saltiel, Miles Saltiel

Aggretron's registered number is 01147752 and its registered office is Suite A8; Kebbell House, Delta Gain, Watford; WD19 5BE.

Community assets can be nominated by parish councils or by groups with a connection with the community. Individuals cannot nominate community assets. If the nomination is accepted, local groups will be given time to come up with a bid for the asset when it is sold.

The Community Right to Bid: Non-statutory advice note for local authorities; Part 5 Chapter 3 of the Localism Act 2011 and the Assets of Community Regulations 2012 states:

The provisions give local groups a right to nominate a building or other land for listing by the local authority as an asset of community value. It can be listed if a principal ("non-ancillary") use of the asset furthers (or has recently furthered) their community's social well-being or social interests (which include cultural, sporting or recreational interests) and is likely to do so in the future. When a listed asset is to be sold, local community groups will in many cases have a fairer chance to make a bid to buy it on the open market.

- 3. <u>BACKGROUND</u>. Aggretron is a small family-owned company, with two properties, both in Camden, most recently valued at some £930,000 net, with Prince of Wales Road representing around 40%. We let the Property under a lease dated 7 July 1986 to B C Beardsmore and S W Yauner for use as offices in connection with the tenants' practice as architects. We granted a further lease on 5 December 2000 to Amanda Beardsmore and Brian Carl Beardsmore and under that lease the Property has been used as an art gallery. In the spring of 2015 the tenants gave us to understand that they wished to surrender the tenancy and we have been negotiating terms since then.
- 4. We agree that, in principle, premises used as an art gallery are capable of coming within the provisions of Section 88(1)(a) as defined by Section 88(6). Even so, in the present instance we do not accept that the IARA's application has succeeded in showing that the present use of the Property as an art gallery satisfies the provisions of those sections. We reserve our rights to submit detailed representations in support of this contention at a later date should it become necessary for us to do so. At this stage, however, we decline to comment in detail on the present use of the Property and the contents of the IARA's application for an ACV altogether fails to satisfy the criteria of Section 88(1)(b), in that the use of the Property as an art gallery will cease on 23 June 2016 and it is not realistic to think that there can continue to be non-ancillary use of the building or other land which will further (whether or not in the same way) the social wellbeing or social interests of the local community.
- 5. As noted above in (3 Background), we have been negotiating terms for the surrender of the tenancy since the spring of last year. These negotiations have now concluded and contracts exchanged on 8 January 2016; we attach a copy of the documents arising, specifically:
 - a. A form of notice that an agreement to surrender a business tenancy is to be made, as served severally on Amanda Beardsmore and Brian Carl Beardsmore on 7 January 2016.
 - b. Two forms of tenant's simple declaration in relation to an agreement to surrender, signed severally by Amanda Beardsmore and Brian Carl Beardsmore and dated 7 January 2016.

c. The signature page of the agreement of 8 January 2016 made between (1) Aggretron Limited and (2) Amanda Beardsmore and Brian Carl Beardsmore to which is attached a schedule containing a full copy of the agreement and a copy of a deed of surrender that will be entered into on 23 June 2016. The documents in the schedule are redacted versions from which confidential financial information has been deleted.

The legal effect of the agreement is that the present lease will be surrendered to us on 23 June 2016 and its use as an art gallery will cease on that date.

6. You will be aware that we have applied for planning permission to change the use of the Property to residential use by converting it into two self-contained flats. We expect that planning consent for that change of use will be granted and if it were refused we will either submit a revised application or appeal against the refusal to grant planning consent for change of use.

If the property were listed as an ACV and we have reason to believe that the listing has played a part in refusing a change of use, we will apply for a review of the listing addressing the failings in the IARA's representations as to Section 88(1)(a), as reserved in (4) above; and also by contending that a property which will become vacant on 23 June 2016 cannot satisfy the criterion of the section.

If the final determination of our application for change of use were unsuccessful (which we do not expect to happen) we will re-let the Property for commercial purposes to a tenant of financial standing sufficient to pay the full market rack rent of the Property which we have been advised is some £25,000 per annum. By way of a benchmark, this is nearly 50% above the rent paid by the current tenants. It is unrealistic to expect that a tenant whose activities intend to further local social wellbeing would be able to pay the market rent.

As noted above in (2 - Intention of legislation), both SN/PC/06366 and the non-statutory guidance contemplate a community right to bid for a property listed as an ACV when it goes on sale. Neither, however, treats of a community right to act as a tenant. In addition, nothing in the IARA's application indicates that they or any other local body is interested in becoming a tenant.

Paragraphs (5) and (6) above establish that the Property is not capable of coming within the provisions of Section 88(1)(b). We therefore submit that the criteria for an ACV have not and cannot be met and that the application should be dismissed.

Yours faithfully

Miles Saltiel Director Aggretron Ltd

Aggretron Ltd



15 January 2016

Miles Saltiel Director Aggretron 6 Richbourne Court 9 Harrowby Street London W1H 5PT Corporate Strategy London Borough of Camden 5th floor 5 Pancras Square London N1C 4AG

Tel: 020 7974 4328 <u>www.camden.gov.uk</u> email:<u>communityrighttobid@camden.gov.uk</u>

By e-mail

Dear Miles

The Beardsmore Gallery, 22-24 Prince of Wales Road, London NW5 3LG

I'm writing to inform you that the nomination of the Beardsmore Gallery as an asset of community value (ACV) under the Localism Act 2011 has been unsuccessful.

Reasons for the decision

In order for a property to be listed as an ACV, it must be nominated by an eligible body and the Council must be satisfied that it is an ACV as defined in the legislation.

The Beardsmore Gallery was nominated by the Inkerman Area Residents' Association (IARA). The Council has evidence that this group meets the requirements for an unincorporated body with a local connection set out Regulations 4 and 5 of the Assets of Community Value (England) Regulations 2012 in that it has over 21 local members and does not distribute surplus to its members.

The Council has drawn on evidence and arguments submitted by the IARA and the building freehold owners, Aggretron. There are two parts to the community value test in s88 of the Localism Act:

- an actual current use of the building or other land that is not an ancillary use furthers the social wellbeing or social interests of the local community or there is a time in the recent past when an actual use of the building or other land that was not an ancillary use furthered the social wellbeing or interests of the local community, and
- it is realistic to think that there can continue to be non-ancillary use of the building or other land which will further (whether or not in the same way) the social wellbeing or social interests of the local community.

In the opinion of the council, the Beardsmore Gallery does not meet either part of the test.

Regarding the current use test, there is no doubt that an art gallery could be an ACV. The legislation states that social interests include cultural interests and other local authorities have listed galleries as ACVs. Furthermore the fact that it is a private business is not a barrier to listing – many ACVs across the country are pubs. The Council does not dispute the cultural importance of the gallery. However there is insufficient evidence that the gallery has strong ties to the local community. The main evidence is the testimonials and a message of support from a ward councillor, and while they do show that some local residents value the gallery, few of them mention actually visiting it. Furthermore there is little mention of activities involving the community that might be expected from an ACV e.g. events to which the community are invited, community outreach/education programmes or exhibitions of local artists.

Turning to future use, the Council has seen evidence that the gallery owners have agreed to surrender their tenancy later in the year so the current use, even if it did meet the criteria, is due to come to an end. Although the legislation does also state that future community use may be different from the current use, unlike other ACVs such as pubs, the future use of this property is less limited by planning use class or the nature of the building. When the current owners vacate the property, in the Council's view it is not realistic to think that another community use would arise.

Implications of the decision

22-24 Prince of Wales Road will be placed on Camden Council's ACV list as an unsuccessful nomination and may not be nominated again for five years. The list may be found at <u>https://www.camden.gov.uk/ccm/content/community-and-living/localism-act-2011/localism-act-2011.en?page=3</u>.

I understand that the site is subject to a planning application involving a change to residential use. While this ACV decision may be a consideration in the planning decision, the two processes and the criteria are separate and different.

There is no provision in the legislation for the nominator to appeal against the decision so unless they request a judicial review, this decision is final.

Please do not hesitate to contact me if you have any queries about the decision.

Yours sincerely

Michael Webb