

Project

87/89 Marchmont Street, London, WC1N 1AL

Re: Planning Statement

Supporting Statement and Design & Access

28.02.2019

Contact

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MBI Surveyors Limited (9023982)

87/89 Marchmont Street is a wide double fronted (part glazed) retail premises, located near Saint Pancras and King's Cross stations.

This proposal is for the subject unit to change its use to A3. Currently the property has A1 planning and in occupation by Costcutter.

The proposal is for a 'soft' (no extraction or fumes) A3 use. Full consideration has been given to the flats and offices above the premises and nearby, as well as the neighbouring commercial occupiers. The ingoing brand Johnny Custard requires no extraction for their operation making it an ideal occupier for this location and one that will bring vibrancy and a new and exciting use to the mix of commercial operators in this location – to meet with local policy requirements.

The local occupiers consist of multiple late-night operators, bars and restaurants in particular however there are no dessert parlours in the local area.



The local plan states that ‘they will promote successful and vibrant centres throughout the borough to serve the needs of residents, workers and visitors’. We believe the addition of Johnny Custard and a dessert parlour in general as user will encourage both character and vibrancy whilst also attracting more local residents to the area. There is a demand for this type of operation.

Moreover, the use will generate significant local employment benefits and is sensitive use for the building. Again, this is supported by the local plan.

Given the ingoing brand requires no extraction, the change of use will have no effect on the building and surrounding occupiers.

There are no material changes proposed to the shop front material or access. The existing branded advertising will be replaced by the new brand details under a separate application.

The building will therefore and otherwise remain as existing and in our view the proposal has no impact on the building or surrounding area in terms of access.



In the immediate vicinity there is a mix of uses and it is considered that the proposal offers a complementary use to increase the vitality and viability of the local area.

The location and use of the building is considered to be a sustainable one.

