

Application ref: 2019/3748/P  
Contact: Obote Hope  
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Date: 2 October 2019

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
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DWD  
6 New Bridge Street  
London  
EC4V 6AB

Dear Sir/Madam

### **DECISION**

Town and Country Planning Act 1990 (as amended)

Prior Approval Required - Approval Refused

Address:  
74 Fortune Green Road  
London  
NW6 1DS

The Council, as local planning authority, hereby confirm that their prior approval is refused for the proposed development at the address shown above, as described by the description shown below, for the following reason.

Description of the proposed development:

Change of use of ground floor retail unit (Class A1) to residential (Class C3) comprising a 1 bedroom self-contained flat.

Information that the developer provided to the local planning authority:

Drawing Nos: M-100, DWD.01 and covering letter commissioned by DWD Property +Planning dated 22/07/2019

Reason(s) for Objection

- 1 The proposed change of use of the ground floor from retail (A1) to residential (C3) would have a detrimental impact on the adequate provision of services in the area and the sustainability of a key shopping area, ie. the Fortune Green Neighbourhood Centre. This would be contrary to policy TC2 (Camden's centres

and other shopping areas) of the London Borough of Camden Local Plan 2017 and policy 15 (Fortune Green Road Neighbourhood Centre) of the Fortune Green and West Hampstead Neighbourhood Plan 2015. The loss of the retail unit and its impact on a town centre would also be contrary to chapter 7 of the National Planning Policy Framework 2019.

Informative(s):

1

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

You can find advice in regard to 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 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer