



JT/SD/P19-2741

21st November 2019

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

To whom it may concern,

Town and Country Planning Act (As Amended) 1990
Planning (Listed Buildings and Conservation Areas) Act 1990
47 England's Road, London, NW3 4YD

Pegasus Group have been instructed on behalf of Artichoke Ltd. ('the Applicant') to submit an application for full planning permission at 47 England's Road, London, NW3 4YD in relation to the following development:

"Change of use of the ground floor and basement levels from Sui Generis (laundrette) to A1 retail."

Accordingly, please find enclosed the following documentation submitted in support of this request:

1. Application form and relevant ownership certificates duly signed;
2. Site Location Plan;
3. Basement and Ground Floor Plans.

The requisite fee of £462.00 has been submitted to the Council under separate cover.

Site Description

The site is located to the western end of England's Lane. Haverstock Hill is located to the eastern end, and to the north is Belsize Park station while to the south lies Chalk Farm station.

The surrounding area is predominantly residential in nature, and England Lane's designation as a Neighbourhood Centre demonstrates that it primarily serves the needs of local residents.

In heritage terms, the site is neither locally nor statutorily listed although it is located within Eton Conservation Area.

PLANNING | DESIGN | ENVIRONMENT | ECONOMICS

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Registered Office: Pegasus House, Querns Business Centre, Whitworth Road, Cirencester, Gloucestershire, GL7 1RT

Planning History

Following a review of LB Camden's online planning register, the relevant planning history is set out below.

Permission was granted under application ref: **9301571** for a change of use from A1 retail to coin-operated laundrette at ground floor and basement levels in 1993 which establishes the existing lawful use of the ground and basement levels of 47 England's Lane as Sui Generis laundrette. There are no restrictive conditions attached to this consent.

Proposed Development

This application seeks permission for a change of use of the ground and basement levels of 47 England's Lane from a Sui Generis laundrette to A1 retail. No internal or external alterations are sought as part of this planning application.

Planning Policy

Section 38(6) of the Planning and Compulsory Purchase Act (2004) states that planning applications for development should be determined in accordance with the Statutory Development Plan unless material considerations indicate otherwise.

For the purposes of this application, the following Development Plan documents are considered relevant.

- Camden Local Plan (adopted 2017)

Additionally, the new National Planning Policy Framework (NPPF) (adopted February 2019) sets out the overarching planning guidance to which all Development Plan documents must comply. As such the NPPF is a material consideration of considerable weight.

National Planning Policy Framework

The Presumption in Favour of Sustainable Development

At the core of the NPPF is a presumption in favour of sustainable development, incorporating an economic, social and environmental role. Paragraph 8 of the NPPF explains that sustainable development includes building a strong and competitive economy, supporting strong, vibrant and healthy communities, and contributing to, protecting and enhancing the natural, built and historic environment.

Paragraph 85 seeks to ensure the vitality and viability of town centres, *'by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries [and] allow a sustainable mix of uses'*.

Development Plan

The site falls within the following designations within Camden's Proposals Map:

- Neighbourhood Centre;
- Eton Conservation Area; and
- Metropolitan Walk.

The relevant policies contained within Camden's Local Plan are set out below.

Policy TC2 'Camden's centres and other shopping areas' seeks to retain convenience shopping for local residents within Neighbourhood Centres and will ensure that development within them does not harm the function, character of success of the centre.

The Council will resist proposals within Neighbourhood Centres which will result in less than 50% ground floor premises being retail uses; or more than 3 consecutive premises being in non-retail use.

Policy DC2 'Heritage' sets out that Camden will seek to ensure that development proposals maintain, and where possible enhance, the character of the Borough's Conservation Areas.

Planning Assessment

Principle of Proposed Development

The proposal is located within a Neighbourhood Centre in which A1 retail uses are promoted and protected.

A land use analysis of the frontages within England's Lane Neighbourhood Centre suggests that approx. 33% of the ground floor premises are in A1 retail use while 66% are in non-retail uses. Additionally, No. 47 also forms part of a parade in which there are 4 consecutive non-retail uses.

It is therefore considered that a change of use of no. 47 England's Lane from Sui Generis laundrette to A1 retail is supported by local policy by introducing an additional A1 retail unit into a Neighbourhood Centre which is currently comprised of over 50% non-retail uses.

Additionally, the '*function, character and success*' of the centre will not be harmed as a result of the loss of the laundrette as users of the existing laundrette can simply use Chequers Dry Cleaners which is located across the road at No. 48 England's Lane.

The proposal is therefore considered to accord with Local Plan Policy TC2.

Heritage

The site is located within Eton Conservation Area although the building itself is neither statutorily nor locally listed.

This proposal does not seek to make any external alterations to 47 England's Lane and therefore will have no impact upon the character or setting of the Conservation Area. The proposal is therefore in accordance with Policy DC2. Any shopfront alterations required to facilitate this change of use will form part of a separate application.

Access

This proposal will not affect access to the building. All works proposed will be DDA compliant and will be undertaken to comply with the latest building control regulations.

Conclusion

This proposal seeks to introduce an additional A1 use into a Neighbourhood Centre in which A1 uses are currently below the threshold sought by Policy TC2 of Camden's Local Plan. The proposal will therefore contribute to the vitality and viability of England's Lane.

The proposal is considered to accord with all relevant policies contained within the Development Plan and the NPPF and therefore, approval should be granted '*without delay*' as set out within Paragraph 11 of the NPPF.

We trust that you have all the necessary information to progress the application and look forward to receiving confirmation of validation. If you have any queries, please do not hesitate to contact me.

Yours faithfully,



Samuel Dargue
Planner

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