

Planning Statement

Site: 74 Fortune Green Road, NW6 1DS

Proposal: Change of use of rear part of existing retail to 1 self-contained dwelling unit, under Class M of Part 3 of Schedule 1 of the Town & Country Planning (General Permitted Development Order) 2015.

No external alterations are proposed.

Relevant History

Prior approval was refused 2/10/19 (ref: 2019/3748/P) for: *“Change of use of ground floor retail unit (Class A1) to residential (Class C3) comprising a 1 bedroom self-contained flat.”*

The reason for refusal was as follows: *“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.”*

All other matters were considered acceptable by the Council.

Proposal and Planning Assessment

The previous proposal was considered acceptable by the Council on all matters except the Council considered the loss of the retail unit 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 proposal seeks to address the Councils concerns by ensuring only the rear part of the retail floorspace is converted with the resultant retail floorspace at the front being viable for retail use.

The Councils shopping policies seek to protect retail frontage and the viability and vitality of retail uses and centres.

The application documents include two emails from commercial property experts.

The email sent 30/10/19 from Zach Forest who is a Director of Dutch & Dutch states the following:

“I can confirm that the shop is likely to attract interest from A1 retail and B1a office occupiers. Therefore it is important to obtain these dual uses. Smaller units of this size (approximately 35 sq mtrs) are quite popular with small businesses.”

The email sent 6/11/19 from Jon Hughs who is a Director of Dexters states the following:

"In my opinion, a smaller retail unit would be better suited for this location and also would be more straightforward to let. I feel that the location would not properly support a larger unit as it is too far from the main shopping area on West End Lane to be able to justify a large unit as I do not feel that there is sufficient demand.

I think that a unit of circa 30-35 square metres in size would be more viable for this location with a view to trying to attract a smaller, more niche, tenant. At this sort of size, I think there is a higher chance of a tenant taking on the unit and thereby avoiding a long period of vacancy which, in turn, has a further adverse effect on the area overall."

The proposal would result in 19sqm of residential floorspace at the rear and retain 33sqm of retail floorspace at the front of the property. The retail floorspace is within the range the commercial experts advised is in demand.

Therefore, it has been demonstrated the proposal would protect the retail frontage and vitality and viability of the retail use. This means the proposal is policy compliant in respect of retail protection policies.

Sustainability

The proposal will incorporate water saving and efficiency measures that comply with Regulation 36(2)(b) of Part G 2 of the Building Regulations to ensure that a maximum of 105 litres of water is consumed per person per day. This will be achieved through low water use WC, an eco-shower and an eco-basin tap at the property.