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L 200721 Cover Letter



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SUBMITTED VIA THE PLANNING PORTAL - PP-08899471

Dear Sir or Madam

**SECTION 62 OF TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)
CHANGE OF USE FROM CLASS A1 TO A FLEXIBLE USE INCLUDING CLASSES A1, B1, D1 AND / D2
3 PROCTOR STREET, HOLBORN, LONDON, WC1V 6DW
SUCCESS VENTURE PROPERTY INVESTMENTS LIMITED**

Introduction

We write on behalf of our client, Success Venture Property Investments Limited, to apply for planning permission for the change of use of the commercial premises at 3 Proctor Street from Class A1 to include provision for Classes A1, B1(a), D1 and / or Class D2.

In accordance with the Town and Country Planning (Development Management Procedure) Order 2015 (as amended), we confirm the following documents comprise the application:

- This covering letter;
- The completed application form and certificates;
- The completed CIL form;
- Drawing Ref: 3PS/SLP/2020 'Site Location Plan
- Drawing Ref: 31828-002-AG 'Ground Floor';
- Drawing Ref: 31828-002-A1 'First Floor';

The application has been submitted electronically via the Planning Portal (Ref: PP-08899471). The relevant planning application fee of £462.00 has also been made using the online payment system.

The Application Site

The application site comprises the existing retail unit at 3 Proctor Street ('the Site'). The premises is configured across ground and first floor, measuring approximately 229 sq. m (GIA) at ground floor level and 227 sq. m (GIA) at first floor level.

The application site is identified by the red line on Drawing Ref: 3PS/SLP/2020 – Site Location Plan.

The premises is a vacant 'retail' premises (Class A1) having previously been occupied by Runners Need and Cycle Surgery.

The site is well located in terms of public transport accessibility due to its close proximity with underground services at Holborn Station, as well as a number of key bus routes.

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The Site does not include any nearby Listed Buildings and is not located within a Conservation Area.

The Proposed Development

In order to maximise the prospects of facilitating the re-occupation of the premises and bringing it back into a positive economic use, the application seeks permission for the change of use from Class A1 to a flexible use to include: Classes A1, B1(a), D1 and / or D2.

The proposed provision for use within Class B1(a) is sought for the First Floor only. It would enable the First Floor of the premises to be used in conjunction with the upper floors of the wider building which are currently used as an 'office' within Class B1(a).

The ranges of uses sought would provide an opportunity for a number of different 'main town centre' uses to occupy the premises. These would contribute to the overall offer and attraction of the defined centre.

The proposed use of the premises within Classes D1 and / or D2 would ensure that the premises continues to contribute positively to the local area. It will provide a facility servicing local residents, employment positions and an active shopfront.

If the premises is to be occupied and operated within Classes D1 or D2, provision for the following opening hours is sought:

- 06:00 – 23:00 - Monday to Friday; and
- 07:00 – 22:00 - Saturday and Sundays.

The application does not propose any increase in floorspace or any physical works to the external elevations of the premises. It follows that development control policies relating to design or appearance are not relevant to the consideration of the application.

Any new signage to be installed will be undertaken pursuant to permitted development rights or will be the subject of a separate, dedicated application for advertisement consent as required.

Assessment of the Proposed Development

The statutory development plan for the site consists of the following documents:

- London Plan (2016) (as amended);
- Camden Local Plan (2017) (the '**Local Plan**');

Below we assess the proposed development against the relevant local policies that comprise the development plan and the national planning policies contained within the National Planning Policy Framework ('**NPPF**') where appropriate.

Land Use

The Site is within the defined Holborn Central London Frontage. It does not form part of the 'Primary' or 'Secondary' frontages as identified on the Proposals Map.

Policy TC2 'Camden's centres and other shopping areas' states that the Council will support successful and vibrant centres. This includes providing a variety of retail, leisure and other 'main town centre' uses in the defined centres across the Borough. A diverse range of uses are supported within the Central London Frontages.

The proposed use within Class B1(a) only relates to the first floor so an active frontage will be retained at ground floor level.

As such, the proposal to change the use of the site to a flexible use within Classes A1, B1, D1 and / or D2 complies with Policy TC2.

Policy TC4 'Town Centre uses' provides further guidance on the range and mix of land uses which are appropriate for individual centres. It aims to protect the character, function, vitality and viability and amenity of existing centres.

Appendix 4 sets out the minimum and maximum compositions for the defined frontages within the Holborn Central London Frontages. The proposed development will not result in a reduction in retail uses within the Primary Frontage (required to be a minimum of 50%) and does not propose any use within Classes A3, A4 or A5 (which are capped at 25% and 40% in the two defined frontages).

The adjacent unit (1 Proctor Street) is in use as 'retail' within Class A1 (O2).

The proposed development therefore does not trigger any conflict with Policy TC4.

The Camden Planning Guidance: Town Centres and Retail (March 2018) also provides additional guidance on appropriate commercial uses. It identifies that Holborn primarily serves a weekday office workforce and specifically supports retail, food drink and entertainment and other 'main town centre' uses.

In establishing a sequential approach to site selection, the NPPF is explicit that defined centres are the preferred locations for 'main town centre' uses. The proposed mix of uses are entirely appropriate for the Site's location and will contribute to the overall range of uses, attraction and vitality and viability of Holborn. The proposed uses will help to serve and meet the requirements of the office workforce which the CPG has identified is its primary function.

As outlined above, the use of the premises within Classes A1, B1(a), D1 and / or D2 fully accords with the Site's location within the Central London Frontages. The proposed change of use will facilitate the re-occupation of a vacant unit bringing it back into a positive, economic use.

The proposed land uses accords with the development plan and the strategic policies within the NPPF.

Summary and Conclusion

The application seeks planning permission for the change of use of the commercial premises at 3 Proctor Street from Class A1 to a flexible use including Classes A1, B1(a), D1 and / or D2.

The proposed development will provide greater flexibility to help facilitate the re-occupation of a vacant commercial unit. The development seeks provision for a range of 'main town centre' uses that will contribute positively towards the vitality and viability of the Holborn Central London Frontages. The proposed land uses do not trigger any conflict with the minimum or maximum land use provisions set out within Appendix 4 of the Local Plan.

The proposed development will have a series of positive impacts in terms of reactivation of floorspace, economic productivity and the generation of new jobs and wages.

Critically, the proposal accords with the overarching objective of the NPPF to deliver sustainable economic development.

There are no material considerations which outweigh the presumption in favour of development and accordingly we request that the application is approved and planning permission granted pursuant to Section 38(6) of the Planning and Compulsory Purchase Act 2004.

We trust that the details included within this submission provide you with sufficient information to register and consider this application. We will endeavour to contact you within the next few days to establish your timetable for decision making.

In the meantime, should you require any clarification or additional information, please do not hesitate to contact Tim Price or Ross Fraser at these offices.

Yours faithfully

A handwritten signature in black ink, appearing to read "Savills", is placed over a faint, light-colored rectangular stamp.

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