

Application No:	Consultees Name:	Received:	Comment:	Response:
2021/2817/P	Eton CAAC	04/08/2021 12:02:13	OBJ	Eton Conservation Area Advisory Committee

Advice from Eton Conservation Area Advisory Committee: 03.08.2021

Re 74 Haverstock Hill - 2021/2817/P

Change of use of basement and first floor (sic) from estate agent (Class E (c)) to residential (Class C3) to provide a residential dwelling.

This proposal relates to the change of use of basement and first floor from estate agent (Class E (c)) to residential (Class C3) to provide a residential dwelling. We note that the first floor is already in residential use and therefore must presume that the application is incorrect and possibly invalid. We do note however that all other plans and documents submitted with the application refer to the change of use of basement and ground floor from estate agent's offices to residential.

Context:

The property lies within the Parkhill Conservation Area and is not a listed building. It forms part of a parade of shops providing local convenience shopping and services to the surrounding residential community and is known locally as Steele's Village. Residential is the predominant use above the ground floor shopping parade. These frontages including shop fronts and facias of the properties are largely original in form and architecture. Those immediately opposite on the other side of Haverstock Hill fall within the Eton Conservation Area, hence our interest in this application.

It is noted that planning permission was granted in 2002 for use of the estate agents offices for residential.

Comment:

Steele's Village is a successful parade of local shops and services well supported by the local community. The applicant's Planning, Heritage and Accessibility Statement refers to

- high number of similar premises which are currently on the market in close proximity of the site
- a significant supply of estate agents within the local area.

It would appear the applicant is not familiar with this particular parade of shops. We would refute the reference to a high number of similar premises on the market in Steele's Village. Reference is made to 75 Haverstock Hill as vacant (on the opposite side of the road). This is a relatively recent vacancy and the only one in this parade. The Council [officers] will be aware that the property has been in continuous use as a local restaurant for many years, in the recent past as a well patronised Persian restaurant. Unfortunately, it appears to have been unable to survive the closure caused by three Covid related 'lockdowns' since March 2020. In addition, the application property is the only local estate and letting agent in this parade and the reference made to Hamptons at 161 Haverstock Hill is to a property located in Belsize Park (opposite the underground station) and serving a different area.

As noted in the Council's report of 16 July 2021 seeking approval for an Article 4 Direction covering certain parts of the Borough including 'neighbourhood parades' there is considerable pressure in the Borough for commercial and retail business use to change to residential use. It is also noted in the report that 'Camden is a high value residential area' and the value differential between the residential and commercial/retail uses

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increases the pressure for conversion to residential use in areas important to the continued economic success of the Borough including neighbourhood parades. This pressure for conversion to residential use threatens to diminish the supply of local services, businesses and employment and undermine local amenity.

Despite the Council's approval in 2002 for conversion of the ground and basement of the application property to residential use, this is no longer extant. The current proposal shows seriously compromised accommodation with poor daylighting at basement level and no external amenity space. Given the important contribution that this parade makes to the local community, through its convenience shops and services; cafes, pubs and restaurants and the overall vitality of the area it is important that the Council does not allow erosion of this neighbourhood parade.

We object to this application.

Yours sincerely,
Eton CAAC
