

Application ref: 2022/2805/P
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Date: 4 August 2022

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Gerald Eve
One Fitzroy
6 Mortimer Street
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W1T 3JJ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

Stephenson House
75 Hampstead Road
London
NW1 2PL

Proposal: Change of use of the Class A1 (retail) ground and lower ground floor units on Hampstead Road to Class E (restricted to (a - retail) and (e - medical/health services)) and change of use of the flexible Class B1/D1 (office/community) ground floor unit on Drummond Street to Class E (restricted to (a - retail) and (b - food and drink)).

Drawing Nos: Cover letter dated 11/07/2022 (ref. NFR/NMI/KFO/EBH/J10346); 601-MBA-SK-1822 24/06/2022; 601-MBA-SK-1829-Existing 30/06/2022; SK-1830a; SK-1830b.

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: Cover letter dated 11/07/2022 (ref. NFR/NMI/KFO/EBH/J10346); 601-MBA-SK-1822 24/06/2022; 601-MBA-SK-1829-Existing 30/06/2022; SK-1830a; SK-1830b.

Reason: For the avoidance of doubt and in the interest of proper planning.

- 3 The ground floor retail unit on Hampstead Road (as outlined as the 280sqm unit on drawing number 601-MBA-SK-1822 24/06/2022) shall maintain an active frontage/shop front and not include any obscured glazing or visually block the frontage.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy D1 of the London Borough of Camden Local Plan 2017.

- 4 The ground floor unit on Drummond Street (146sqm at ground floor on drawing number 601-MBA-SK-1822) shall be used as retail/shop (Class E(a)) or food and drink (Class E(b)) only and for no other use within use Class E.

Reason: To prevent the loss of approved retail uses on this site which are deemed the most appropriate uses in this location, and to create an active frontage on Drummond Street in accordance with polices C1, C2, TC1, TC4 and A1 of the Camden Local Plan 2017.

- 5 The lower ground floor and ground floor unit on Hampstead Road (354sqm at lower ground floor and 280sqm at ground floor on drawing number 601-MBA-SK-1822) shall be used as retail/shop (Class E(a)) or medical/health services (Class E(e)) only and for no other use within use Class E.

Reason: To prevent the loss of approved retail and medical services on this site which are deemed the most appropriate uses in this location, in accordance with polices C1, C2, TC1, TC4 and A1 of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting permission.

This application relates to a ground floor unit on Drummond Street (lawful use flexible office/healthcare (B1/D1) and a lower ground and ground floor unit on Hampstead Road (lawful use retail (A1)). The units have been substantially completed, but are not occupied, under planning permission 2017/3518/P dated 09/03/2018 (as varied). Planning permission was granted for redevelopment of the site and circa 16,709sqm (GIA) of office (B1) floorspace (uplift of 5,919 sqm) and 904sqm (GIA) of flexible office/healthcare (B1/D1) floorspace, 857sqm (GIA) of retail (A1) floorspace, 118sqm (GIA) of cafe (A3). The site lies within the Central London Area and Euston Area Action Plan.

Planning permission is sought to convert the consented retail (A1) lower ground and ground floor unit on Hampstead Road into a flexible

retail/healthcare use (E(a/e)). This is to accommodate a potential Wellness Centre, which is seeking a long-term tenancy in the development. It is stated that the Wellness Centre would have an active frontage providing a reception area onto Hampstead Road. An active frontage and restrictions on obscuring the glass/obstructing the shopfront would be secured by planning condition. Flexibility for future occupancy would be maintained as the proposed unit would maintain the ability to switch back to retail for 10 years. It is noted that as consented under 2017/3518/P; that once the retail unit is occupied it would become Class E. This permission would therefore secure an active ground floor use of retail/healthcare and remove the potential for it to become a less engaging ground floor use within Class E.

It is proposed to convert a ground floor unit on Drummond Street from flexible office/healthcare (B1/D1) to retail and food and drink (E (a/b)). This would be a loss of 146sqm; however, it is noted that the lower ground floor B1/D1 space of 1,215sqm would be retained. The potential loss of office floorspace is mitigated by the wider development, which had an uplift of 5,919sqm, and given the unit has the ability to be used as healthcare. In terms of the potential healthcare use that would be lost, this use would become an option through the ability to use 634sqm on the lower ground and ground floor on Hampstead Road as healthcare or retail. The provision of a small retail/food and drink use on Drummond Street is considered to be beneficial, as it would activate this frontage in what is a sought after east-west route in the Euston Plan.

On balance, the proposals are considered to be acceptable in land use terms subject to conditions restricting the use of the units as described above and the Hampstead Road unit maintaining an active frontage.

No associated external works are proposed and any works to the shopfronts/advertising would require separate consent. It is not considered that the proposals would have a materially harmful impact on neighbouring amenity.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies G1, C1, C2, E1, E2, A1, TC1, TC4 and D1 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 You are advised that if implemented, the alternative use permission hereby granted gives flexibility of use for 10 years from the date of this permission. After 10 years the lawful use would revert to whichever of the uses is taking place at the time.
- 3 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).

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 2021.

You can find advice about 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