



**Change of Use from Class E to Sui Generis for
Use as a Nail Bar**

169 West End Lane, London, NW6 2LH

Planning Statement

Introduction

Studio Charrette has been commissioned to prepare a planning application for the change of use of the dry cleaners from Use Class E to Sui Generis for use as a nail bar at 169 West End Lane, London, NW6 2LH.

This application is supported by the following documents:

- Planning application form;
- Correct fee;
- Planning Statement (this document);
- Site location plan;
- Existing and proposed drawings references:
 - Existing plan
 - Proposed plan
 - Existing elevations
 - Proposed elevations

Figure 1: Site Photograph



Application Site

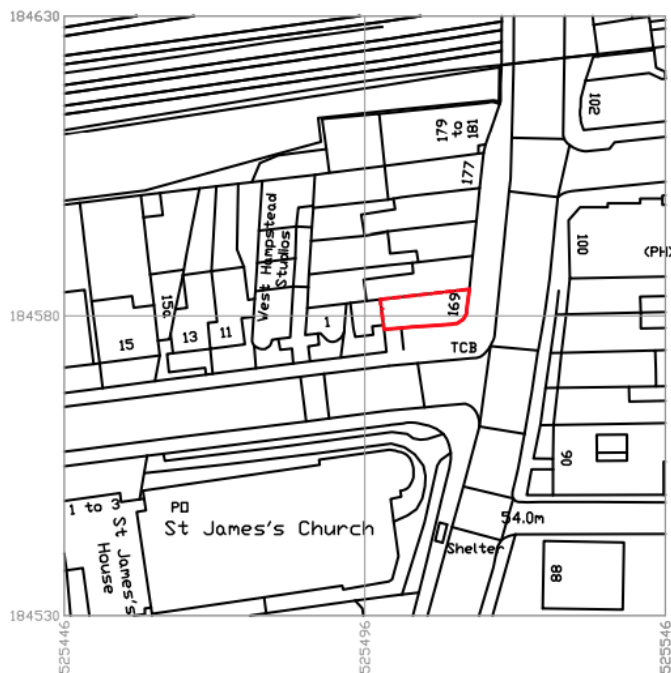
The application site is situated on a prominent corner plot on the junction of West End Lane and Sheriff Road in West Hampstead town centre. It is currently in use as a dry cleaners on the ground floor (Use Class E).

The building is identified as having a positive impact on the conservation area with a decorative stone shop front surround. It also benefits from a corner position with windows fronting Sheriff Road as well as West End Lane. It effectively marks the end of the high street meaning it would have less footfall than central parts of the town centre and so would suit a commercial unit that acts as a service destination rather than being wholly dependent on passing trade.

The site has the following policy designations:

- Within West Hampstead Town Centre
- Allocated as secondary retail frontage within West Hampstead Town Centre
- Within the South Hampstead Conservation Area

Figure 2: Site Location Plan



The Proposal

The applicant is seeking full planning permission for the change of use of the dry cleaners from Use Class E to Sui Generis for use as a nail bar.

Design

The proposed design changes as part of this application wholly relate to the internal changes required as part of the change of use. Any external changes that require planning permission will be subject to a separate application.

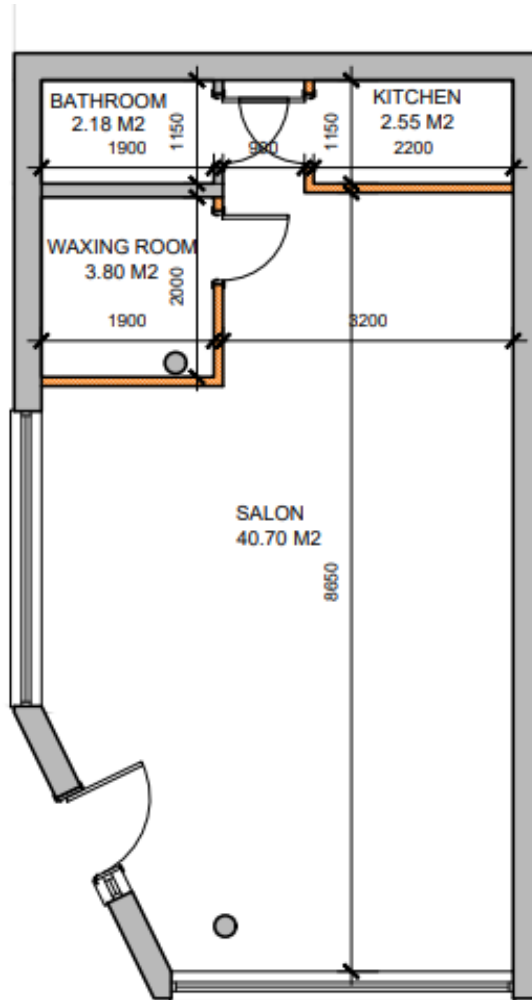
The existing layout relates to the use as a dry cleaner with the unit being largely open plan with segregated washing facility areas and back of house for staff. The layout for the nail salon will be a large open plan area with partitioned rooms towards the back for waxing services, a staff and customer WC and a kitchen for staff.

The existing use includes a lot of back of house uses in window frontages which creates a poor quality shop front experience. The proposed use will allow for a more active frontage than the existing, with the potential for window displays and clear windows into the open plan room and the activities going on in the shop.

Access and parking

There will be no changes to the access arrangements as a result of the change of use. It is not expected that the proposed use will result in an increase in deliveries or customer traffic compared to the existing use.

Fig 2: Proposed plan



PROPOSED GROUND FLOOR PLAN

Planning History:

The planning history of the site largely comprises applications relating to alterations to the shop front and installation of illuminated signage.

In 2018, application reference 2018/3113/P was refused at appeal for the change of use to of the basement and rear ground floor from A1 use to residential (C3 use) including the installation of a lightwell

No applications on the site preclude the potential to provide the proposed development.

Assessment

The following policy and guidance documents are recognised as primary considerations for the decision of the associated application at the site location:

National Policies:

National Planning Policy Framework (NPPF)
National Planning Practice Guidance

Adopted Local Plan Policies:

Camden Local Plan adopted in 2017
Camden Planning Guidance on town centres and retail

Principle of development

The National Planning Policy Framework (NPPF) has a general presumption in favour of sustainable development.

Paragraph 8 of the NPPF notes that sustainable planning includes *“a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations”*.

Paragraph 11 of the NPPF confirms that there is a presumption in favour of sustainable development and that development that accords with the development plan should be approved unless material considerations indicate otherwise.

Para 11 of the NPPF (and footnote 8) also advises that where the development plan is absent, silent or relevant policies are out of date, permission should be granted unless there are specific policies in the NPPF that indicate that development should be restricted.

The proposal relates to the provision of a town centre use within a designated town centre. It is therefore an appropriate use for the site.

The existing site benefits from excellent public transport facilities and will not provide any customer car parking. This encourages the use of sustainable transport modes.

The proposed development should therefore be considered a sustainable development.

Change of use

Policy TC4 Town centre uses states that the Council will support the development of other town centre uses, provided that it does not cause harm to the character, function, vitality and viability

of a centre, the local area or the amenity of neighbours. A nail bar is considered to be a town centre compatible use, similar in most regards to a hairdresser, and will provide a complementary use to the town centre.

The Camden Planning Guidance on town centres and retail provides further guidance on acceptable development in town centres. Within West Hampstead secondary frontage it will permit the change of use to non-retail town centre uses, such as a nail bar, so long as there are no more than two non-retail uses consecutively on the high street.

The site is located on a secondary frontage, which is acknowledged to provide a supporting role to the main town centre. This part of the town centre is characterised by a variety of commercial uses, the majority of which fall within Use Class E. The proposed change of use will not result in more than two non-Use Class E uses consecutively on the High Street.

Heritage impact

169 West End Lane is identified as having a positive impact on the conservation area and so any external alterations should be sympathetic to the character of the area.

As part of this proposal no alterations to the outside of the building are proposed, and so it should be considered to comply with Policies D1 and D2.

Conclusion

Following a review of the proposals applicable policy and material considerations it is of our view that the development is in general conformity with all applicable policies as previously illustrated.

We see no reason for the council to refuse our request for planning approval and kindly request for a timely decision to be made in line with applicable guidance of the NPFF.