
From: Helen Hissey [REDACTED]
Sent: 12 March 2023 11:22
To: Planning Planning
Subject: Objection to Application 2022/5198/P 94 Mill Lane London NW6 1NF

[REDACTED]

Dear planning dept

I am writing to strongly object to the change of use (retail to residential) of this important corner building.

The parade of shops this corner unit occupies is a major part of the urban landscape, this corner building has been an active commercial business since it was first constructed well over a century ago.

We have already seen the results of a change of use of the hire shop (104 Mill Lane) on this parade. The design of which is inappropriate for a significant and historical parade of shops, and I believe to be widely detested. A prime commercial premises, it was slipped through under a change of planning law designed to help the economy during covid. This change was quickly recognised for the damage it was doing to the country's high streets, so tellingly, article 4 was invoked to stop further erosion of our high streets.

The proposed change of use at 94 Mill Lane from retail to residential, breaks several parts of LB Camden's Neighbourhood Plan, adopted in 2015.

Mill Lane is recognised as an important commercial centre serving local needs and this application contravenes the entirety of NDP Policy 14.

NDP Policy 14: Mill Lane Neighbourhood Centre Development (including changes of use) shall preserve or enhance the character of the Neighbourhood Centre and promote a diverse range of shops, businesses and economic activity. This shall be achieved, where appropriate by:

- i. Support for proposals to improve and restore the original character of shopfronts, including windows, signs and external fittings.*
- ii. Proposals to convert ground floor retail/business space into residential use will not be supported.*
- iii. Contributions to public realm improvements to improve the character of the Neighbourhood Centre, where applicable.*

Also Policy 2 – Design and Character :

- i. Conversion to residential will also destroy the architectural character of the entire parade as the shop front will be removed.*
- ii. The design of the new frontage does not reflect the surrounding architecture. The open nature of the curved glass frontage is an architectural feature in the parade, blocking this for residential [REDACTED] will have a detrimental impact on the nature of access to Broomsleigh Street which has been straddled by two active and friendly neighbourhood businesses. The resulting external design looks entirely incongruous and unattractive.*

The development will also result in the basement being a poor-quality living space.

It invites a future owner/tenant to break the law and use it for habitation.

Fortune Green and West Hampstead NDF Neighbourhood plan

POLICY 2: Design & Character All developments shall be of a high quality of design, which complements and enhances the distinct local character and identity of Fortune Green and West Hampstead. This shall be achieved by:

- i. Developments which positively interface with the street and streetscape where they are located.
- ii. Developments which maintain the positive contributions to character of existing buildings and structures.
- iii. Developments which is human in scale, in order to maintain and create a positive relationship between buildings and street level activity.
- iv. Developments which have regard to the form, function, structure and heritage of its context - including the scale, mass, orientation, pattern and grain of surrounding buildings, streets and spaces.
- v. A presumption in favour of a colour palate which reflects, or is in harmony with, the materials of its context.
- vi. New buildings and extensions that respect and are sensitive to the height of existing buildings in their vicinity and setting. Tall buildings in the Growth Area will need to have regard to their impact on the setting of the two immediately adjacent conservation areas, in order to avoid any negative impact on them.
- vii. Extensions - and infill development - being in character and proportion with its context and setting, including the relationship to any adjoining properties.
- viii. The provision of associated high quality public realm.
- ix. Having regard to the impact on local views across the Area and the streetscapes within the Area
- x. Development which aims to fulfil the criteria set out in Building for Life 12

It is only since its current owner that 94 Mill Lane, locally called 'the glass shop', has not been in use. However, signs in the window advertising the retail unit as being under refurbishment and available for occupation are misleading. Attempts to contact owners using the WhatsApp number have failed – the number was never registered with Whatsapp. Emails go unanswered and the other phone number goes to a call centre – again unanswered. The gentleman employed to design the sign posting has admitted it was always a ruse and that there was never any intention to offer this prime unit for retail or commercial occupation.

Furthermore, removing our high streets will force residents to return to their cars to shop further afield, contrary to every government policy.

I assume from the signs recently posted regarding the revision from Article 4, that decisions on such developmental changes will now revert to common sense and a change of use be refused?

Allowing the commercial use of this prominent corner shop would be a loss and a travesty of the use of planning law.

Yours sincerely

Helen Hissey, Mrs

Owner, gnd floor flat, 25 Broomsleigh St NW6 1QH [REDACTED]