

104 Mill Lane (Formerly Brandon Tool Hire)

2021/4223/P

The Fortune Green and West Hampstead NDF strongly objects to this application as it breaks several policies in the Neighbourhood Plan which was adopted by LB Camden 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.*

It also contravenes parts of Policy 2 – Design and Character (See Below).

It will be the first ground floor frontage conversion from commercial to residential in a 200 metre parade of historical architectural significance, and will put the commercial viability of the whole parade in jeopardy by setting a precedent for the loss of commercial premises.

In particular:

- 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, only partly because there is no other residential ground floor residential unit in the arcade.
- iii. It contains a pale minimalist attempt to match the brickwork of the whole parade's upper floors.
- iv. The fenestration is short and wide whilst every other window in the street is tall and narrow.
- v. The front entrance bears no resemblance to the quality and dimensions of the immediately adjacent residential entrance at number 106A .

The resulting external design looks entirely incongruous and unattractive.

The development will also result in the whole basement being part of a residential unit but non-habitable. This is a waste of a valuable resource in Mill Lane and an invitation to 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 development 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. Development which positively interfaces with the street and streetscape in which it is located.
- ii. Development which maintains the positive contributions to character of existing buildings and structures.
- iii. Development which is human in scale, in order to maintain and create a positive relationship between buildings and street level activity.
- iv. Development which has 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 (as identified in A11 and Map 2).
- x. Development which aims to fulfil the criteria set out in Building for Life 12 (as detailed in A18).