

Planning Statement

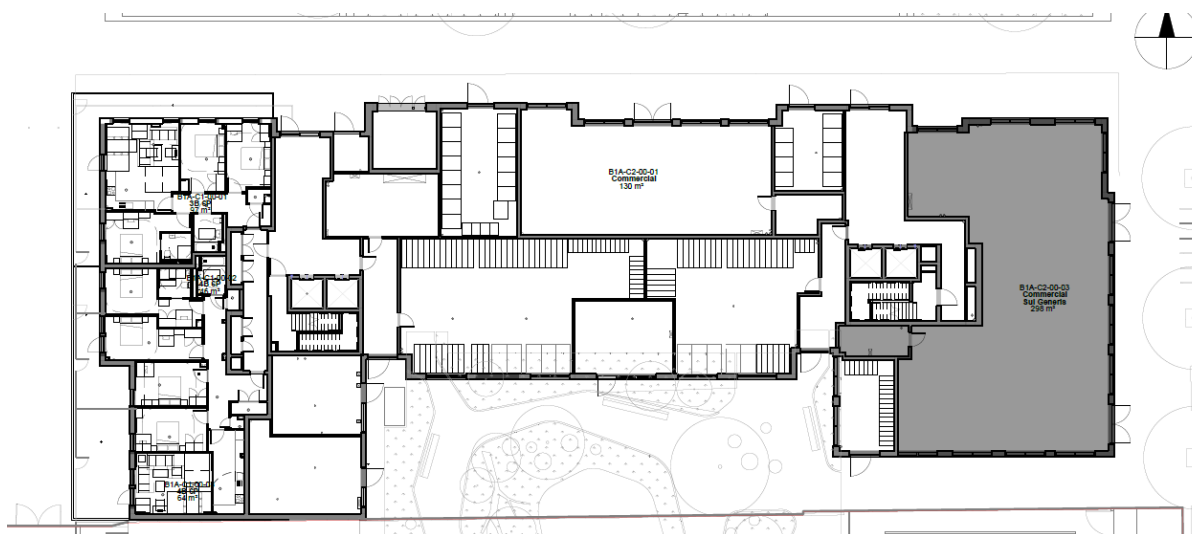
Date: Dec 2022

Site Address: Unit 1, 1A, Ashley Gardens, Ashley Road, London, N17 9LJ

Planning application reference number: n/a

Proposal: Change of use from Class E to Class E and Sui Generis for just Unit 1, 1A, Ashley Gardens, Ashley Road, London, N17 9LJ (B1A-C2-00-03).

See below grey shaded area shows proposal unit.



Existing Use:

The original application was granted permission under reference HGY/2017/2045 for commercial floorspace (Class A3) with a condition that Class A1 use is not included in this permission.

An amendment was approved under S73 with application reference HGY/2019/2804, but the mentioned condition remained in place.

Both mentioned Use Classes (A1 & A3) now fall under Class E.

A further amendment under S73 has been approved with application reference HGY/2020/2806 where the condition is now read *'the non-residential space shall not include any use except Class E (Commercial, business and service) uses unless otherwise agreed in writing by the Local Planning Authority'*. This leaves the granted Use Class as Class E.

The unit is currently unlet.

Comment from the original application HGY/2017/2045 Committee report 28112017 meeting.

Taking into account the wider approach to employment re-provision across the Ashley Road South Masterplan, the overall balance of employment floorspace is considered to be acceptable. The overall balance of retail, food & drink and commercial floorspace, subject to the controls recommended in this report, is likely to contribute to a genuinely mixed use neighbourhood.

Proposal

The proposal is for a change of use from class E to Class E and Sui Geris to allow for the unit to be let to Mother Kelly (<https://motherkellys.co.uk/>).

Mother Kelly's is an assortment of taprooms and bottle shops that specialise in offering delicious beer from the finest independent breweries. Who pride themselves on providing an open, welcoming atmosphere, friendly teams who want to pour you something you will really enjoy and, of course, outstanding beer and other beverages. It is our aim to bring people together; to create community through kindness, inclusivity and incredible drink.

This is directly inline with the above comment from the original application, we believe that they would be the perfect fit for the unit and support in creating a great community.

They currently have 4 venues with the venues at Stratford/E20 being of a similar design and located at the ground floor of a large residential development that worked really well and been greatly received.

The proposal will not change the amount of employees or customers as previously agreed.

Also, it has taken a core part of the business strategy, quoted below, to be able to provide flexibility across the range of commercial use demands, as mentioned as well in committee comments, quoted above.

4.3 Ashley Road South Vision

The Berkeley Square Development site on Ashley Road will be delivered as part of the wider Ashley Road Masterplan (outlined in Appendices). We understand that Notting Hill Housing are applying for detailed planning permission for Building 2, 2A and 3. (Appendix 1).

The use of the commercial space across the wider masterplan needs to be complimentary with Notting Hill Housing's plans for their residential and commercial provision, along with the National College for Digital Skills. A holistic view of all space needs to be adopted.

The Ashley Road masterplan site shall be complimentary across the wider provision, as well as the Tottenham district centre. The accommodation has been designed for flexibility across a range of use classes. This will also include potential space for both small and medium business operators and start-up enterprises.

The nature of this space will aim to be complimentary with any CoWorking space, and the National College for Digital Skills with young students being given the opportunity to use incubator space within the Ashley Road South site.

Both Berkeley Square Developments and Notting Hill Housing should be mindful of the retail and leisure uses within Building 1, 1A, 2, 2A, 3 and 4 (as outlined above) in the interests of good estate management.

All commercial uses should anticipate the projected increase in footfall and act as an amenity for the new office, retail and leisure workers and the new college students.

7.0 CFC's vision for Tottenham Hale

7.1 Tenant demand

The commercial space proposed at Ashley Gardens is designed to be appealing to a broad mix of operators across A1/A3/B1/D2 use classes and would meet the needs and requirements of the residents and attract visitors.

We envisage the commercial space will be well received within the current market and will attract a combination of good covenants together with a few niche and independent operators.

RETAIL

- The existing retail surrounding Ashley Road is limited, and there is a lack of services and comparison shopping opportunities for local residents.
- The retail provision is not substantial enough to create a destination that will draw in consumers from the wider area. However, there will be a captive market from the residents, workers and visitors.
- We would suggest that good quality local food & beverage businesses are targeted for any café or restaurant space. Along with London wide and national operators.
- We also envisage a coffee shop, bakery, hair salon, cycle shop, dry cleaner, laundrette and a local convenience store as being suitable uses as it will service residents, workers and the wider Tottenham Hale residents.
- We will produce a list of target uses and occupiers for your consideration in due course.

LEISURE (D2 USE)

- There is currently no D2 use class consent within the commercial accommodation on the Ashley Road site
- However, to increase the amenity provision within the site, securing an affordable gym/studio operator would be an effective use.
- This will attract the new workers, residents and students at the College for Digital Skills.
- Anytime Fitness, Frame, F45 and Blok are some examples of potential operators that can be targeted.

OFFICE

Occupiers from a variety of sectors are seeking more affordable options than central London, but within a creative and vibrant environment, which Tottenham Hale has the potential to provide. We anticipate demand from the following types of occupier.

- Local creative tenants who want to set up their business near to where they live. With appropriate marketing and branding we believe that creative start-up Tenants can be attracted to Ashley Road which will help to create a new and exciting office cluster.
- Small to medium sized companies that might view Tottenham as an alternative to areas like Shoreditch, Hackney and Camden.
- PR – AIPR, Sane, Rich London
- Digital Marketing – Dezeen Ltd, ICrossing
- Media Agency – Family Ltd, Rockwell House
- Design/Maker Use – Solid Lab, FormFormForm Ltd, Prototype 21
- Co-working – The Trampery, We Work

Whilst we have recommended A1/A3/D2 use within this part of the development, there is flexibility for B1 office use, if such demand was to be established.

* we have advised on A1/A3/D1 use within this part of the development. However, as the commercial units have flexible use we have included B1 office advice accordingly

7.3 Local Tenants

- In addition, during the period of marketing existing and local tenants can be targeted for discussions about taking newly developed/refurbished space within the Ashley Road site, subject to covenant strength and branding.
- We have also carried out desktop research into the availability of existing alternative commercial properties within the immediate locality (outlined in Appendix 4).

Conclusion:

The proposal overall is considered to be acceptable and there would be no unacceptable impacts to adjacent properties or to the character of the area/appearance of the existing building as no alterations are proposed externally. It is, therefore, our understanding that planning permission should be granted.