



Planning Statement

22 Queensway, London, W2 3RX

“Change of use of the ground floor unit from commercial, business and service (Use Class E) to a betting shop (Use Class Sui Generis) including external alterations to shopfront.”

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For and on behalf of Greenfour Ltd

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1.0 Introduction and Summary

- 1.1 The proposal seeks planning permission for the change of use of the ground floor unit from commercial, business and service (Use Class E) to a betting shop (Use Class Sui Generis) including external alterations to the shopfront.
- 1.2 The unit is proposed to be occupied by William Hill Organisation Limited ('William Hill') who are seeking to relocate from no.12 Queensway to no.22 Queensway.
- 1.3 The application will be accompanied by a Unilateral Undertaking which commits no.12 Queensway to return to retail use so that the proposal does not result in the over proliferation of betting shops on the high street.
- 1.4 The following documentation is submitted in support of this application for full planning permission and advertisement consent:
 - Site Location Plan;
 - Existing and Proposed Plans and Elevations - Dwg. no 202
 - Existing Shopfront - Dwg. no 502 (Plan, Elevations and Section)
 - Proposed Shopfront - Dwg. no 503 (Plan, Elevations and Section)
 - Draft Unilateral Undertaking



2.0 The Site

2.1 The application site is located at 22 Queensway and comprises one of the ground floor units as part of a parade of retail units at the ground floor of the much larger Consort House.

2.2 The surrounding area is characterised by a variety of mainly retail and leisure uses at ground floor level, with commercial and residential uses above. The prevailing height of the surroundings is mixed with the site itself attached to Consort House that is part-ten, part-five storeys. Immediately opposite the site is a mansion block of seven storeys with the remainder of the high street varying in scale between four, five, and seven storeys.

2.3 The site is located within the Queensway/Westbourne Grove Major Town Centre. It is also located within the Queensway Conservation Area. The Queensway Conservation Area Audit describes Consort House (6-26 Queensway) as:

“a 1972 podium and tower block by brutalist architect Owen Luder. Whilst the design is of some interest, the tower is out of scale with the southern end of Queensway, and is visible in long views from Hyde Park and the overall composition has an extremely horizontal emphasis, which fails to respect the original small plot widths of the adjoining terraces.”

2.4 The site is well served by public transport, commensurate with its inner-London town centre location. It is immediately opposite an entrance to Queensway Underground station and along a number of bus routes including 70, 94 and 148. According to Webcat it is a PTAL '6a' which demonstrates excellent public transport accessibility.

Planning History

2.5 The individual planning history of 22 Queensway relates to tables and chairs and opening hours applications in the late 1990's.



- 2.6 There is recent planning history relating to the installation of new shopfronts and changes of use at 8-26 Consort House; and 36-44 Queensway (18/09557/FULL); and the demolition and redevelopment of 8-26 Consort House and Olympia Mews (18/09557/FULL). The shopfronts proposal sought to standardise the shopfronts with a more modern design and also included a change of use to unit 22 to retail along with a new mezzanine floor.
- 2.7 Although these applications have only recently been granted following the signing of a S106 agreement, the strategy for the site has changed and the proposed shopfront design has been altered in favour of a more traditional style.
- 2.8 The full planning history is summarised below:
- **18/09557/FULL** - Installation of new shopfronts to Nos.8-26 Queensway and Nos.36-44 Queensway, use of ground and mezzanine level shop unit at No.10 for Class A3 use and use of ground and mezzanine level shop unit at No.22 Queensway for Class A1 use - Granted 11th May 2022
 - **18/09727/FULL** - Demolition of existing buildings at Nos.28-34 Queensway and redevelopment of site by erection of a six storey, plus basement level, building comprising to provide Class A1 retail floorspace at basement and ground levels and 35 residential flats (Class C3) to the rear at ground level and on the upper floors. Demolition of existing buildings in Olympia Mews and redevelopment of site by erection of a replacement two storey building for use as Class B1 office floorspace - Granted 11th May 2022
 - **97/06351/ADFULL** - Approval of details pursuant to appeal decision dated 19/6/97 cond.4(l);report on sound insulation matters - Granted 4 December 1997



- **97/07792/FULL** - Variation of cond.1 of consent granted 19/6/97:increase in number of tables & chairs to 11 tables & 38 chairs, comprised of additional 2 tables & 7 chairs outside premises - Refused 4 December 1997.
- **98/01217/FULL** - Variation of cond 1 of planning consent dated 19/06/1997: increase number of tables & chairs to 11 tables & 38 chairs - Refused 6 August 1998 Allowed at appeal
- **98/02243/FULL** - Alteration to permitted opening hours from 8am-11pm to 8am- 11.30pm - Refused 6 August 1998 Allowed at appeal.



3.0 Proposal

- 3.1 The proposal seeks planning permission for the change of use of the ground floor unit from commercial, business and service (Use Class E) to a betting shop (Use Class Sui Generis) including external alterations to shopfront.
- 3.2 The unit is proposed to be occupied by William Hill Organisation Limited ('William Hill') who are seeking to relocate from no.12 Queensway to no.22 Queensway.
- 3.3 As the applicant owns both units, it is a simple land use swap, with the existing betting shop use reverting to retail (Use Class E) under the provisions of the GPDO and the proposal site changing to a betting shop (Sui Generis).
- 3.4 A letter confirming the change of use of 12 Queensway from Sui Generis to Class E is included at **Appendix 1**. As described in the letter, it is a requirement of the GPDO to notify the Council in advance of such changes of use taking place.
- 3.5 In addition to this, it is proposed that the applicant enters into a legal agreement to ensure that the vacated unit cannot be used by another betting shop operator. The purpose of this is to maintain control over the number of betting shops within the town centre. The result would therefore be a reorganisation of the uses of the town centre and would have no impact on the amount and type of uses within the town and along the high street.



4.0 Planning Policy Summary

4.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that proposals be determined in accordance with the Development Plan unless material considerations indicate otherwise. The Development Plan for the area consists of the London Plan (2021) and Westminster's City Plan 2019-2040 which was adopted in April 2021. As such both plans are up to date and the weight of a newly adopted plan.

London Plan 2021

- GG1 Building Strong and Inclusive Communities
- GG5 Growing a good economy
- SD6 Town centres and high streets
- SD7 Town centres: development principles and Development Plan Documents
- E9 Retail, markets and hot food takeaways
- HC1 Heritage conservation and growth

Westminster's City Plan 2019-2040 (April 2021)

- 13 Supporting economic growth
- 14 Town centres, high streets and the CAZ
- 39 Westminster's heritage

4.2 In addition to the policies of the Development Plan, the following policies and guidance documents carry weight as material planning considerations in the determination of the application:

- National Planning Policy Framework 2021
- Queensway Conservation Area Audit SPD (2008)
- Shopfronts, Blinds and Signs SPG (1990)



- 4.3 In addition to the above, Class A, Schedule 2, Part 3 of the General Permitted Development Order (2015) (as amended) is relevant to the determination of this proposal. This provision allows the change of use of a betting office (Sui Generis) to general commercial use (Class E) without the need for planning permission, providing written notification is given to the Council. The permitted development does not apply in the reverse direction, hence the requirement for an application for planning permission.



5.0 Planning Assessment

5.1 The key planning considerations in relation to the proposal are as follows:

- Principle of development (land use)
- Design and impact on townscape and conservation area
- Amenity impact on neighbouring residential occupants

Principle of development (land use)

5.2 Policy 14 of Westminster City Plan states that the predominance of uses such as betting shops (Sui Generis use class) can undermine town centre vitality and viability and be detrimental to public health, and should be avoided.

5.3 This application doesn't seek to add to the number of betting premises in the location, and with the closure of other betting shops in the last few years there is now only one betting shop remaining on the entire length of Queensway. As such Policy 14 should not be of concern.

5.4 The proposal seeks to change the use of no.22 Queensway from Class E to Sui Generis in order for William Hill to be able to occupy the unit as a betting shop. William Hill currently occupies no.12 Queensway and this application seeks to relocate an existing Sui Generis use at no.12 Queensway to another retail unit at no.22 Queensway.

5.5 The applicant owns both of the units, allowing for the vacated premises to revert back to a general commercial use under the provisions of the GPDO without the potential for a new betting shop operator to takeover the vacant unit. This can be secured via a Unilateral Undertaking preventing a lease with another betting shop operator at number 12 Queensway. This will ensure no impact on the proportion of uses within the town centre. As a result, the vitality and viability of the town centre will be maintained.

Recent closures of betting shops

5.6 In assessing the impact on the town centre, it is worth noting that since 2019, a number of betting shops along Queensway have closed leading to an overall reduction in the number of such uses along the high street. Listed below are the locations of betting shops along Queensway that have been permanently closed since in the last few years. The plan below (Figure 1) identifies these sites (blue) in relation to the application site (red):

- Coral, 30A Queensway, Paddington, London, W2 3RX - Permanently closed;
- William Hill 128-134 Queensway (basement unit) - Permanently closed;
- William Hill 74 Queensway - Permanently closed - Appeal allowed for change of use to an amusement centre/adult gaming centre.

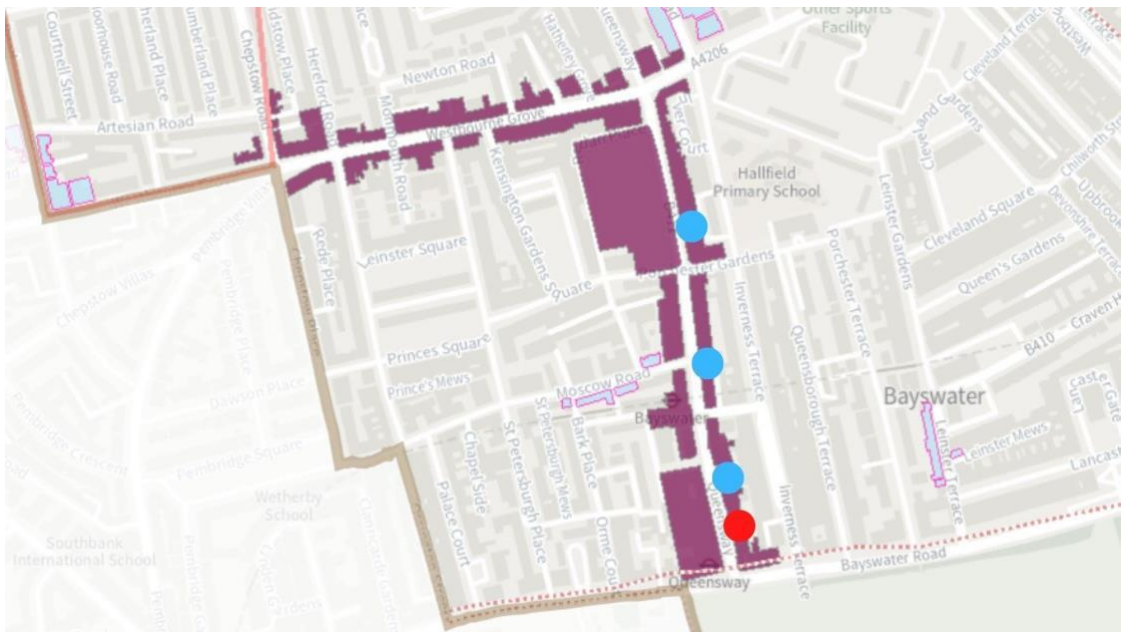


Figure 1 - Locations of vacated betting shop premises on Queensway

5.7 The proposal is submitted against a background of dwindling betting shop numbers within the town centre. The proposal therefore accords with adopted planning policy and the principle is therefore acceptable in land use terms.



Design and impact on townscape and conservation area

- 5.8 Policy 38 (Design principles) of the Local Plan requires that all development have regard to the character and appearance of the existing area, adjacent buildings and heritage assets.
- 5.9 Policy 39 (Westminster's heritage) states that development must optimise the positive role of the historic environment in Westminster's townscape. It goes on to state that the Council will ensure heritage assets and their settings are conserved and enhanced, in a manner appropriate to their significance.
- 5.10 The applicant seeks to make alterations to the shopfront suitable for the tenant and in line with a new strategy for shopfronts across the parade.
- 5.11 The proposed shopfront has been designed appropriate to its town centre location and in a manner that preserves the character and appearance of the Queensway conservation area, being similar in style to traditional shopfronts in the area.
- 5.12 The Queensway Conservation Area Audit acknowledges the contributing factor of shopfronts to the character and appearance of both individual buildings and the conservation area as a whole, noting that the area was once known as the Bond Street of the West. However, it also notes that many of the traditional shopfronts along Queensway have been lost. Improvements to shopfronts therefore present a significant opportunity for enhancement. Although it is noted that a more modern approach can be taken to shopfronts dependent on the age of the building, the principle components of a traditional shopfront should be respected.
- 5.13 There is uniformity amongst the shopfronts along the ground floor parade of this part Consort House. The vertical subdivisions of the units are clear and uniform which adds to the degree of quality of this part of the parade within the Queensway Conservation Area. The proposals will be of more traditional style but will not directly conflict with the style, thereby maintaining the consistency and uniformity of the frontage. It is



expected that similar traditional styles will be adopted by the rest of the units as developments progress.

5.14 The proposal seeks to retain the overarching elements of the existing design adding more traditional features through the use of timber frames and fascias, timber stall risers and awnings.

5.15 It is considered that the proposal respects the character and appearance of the surrounding built environment and accords with adopted planning policies and relevant planning guidance.

Amenity impact on neighbouring residential occupants

5.16 Policy 7 (Managing development for Westminster's people) requires development to respect the amenity of Westminster's people.

5.17 The proposed opening hours will remain the same as the existing unit at no.12 (0830-2200 Mon-Sat, 0900-2200 Sundays) and will therefore not create any additional movements or activity that would impact the amenities of any nearby residential occupiers.



6.0 Conclusion

- 6.1 The proposal is considered to be an appropriate town centre use that will retain the vitality of the town centre whilst respecting the amenities of adjacent residential occupiers. Importantly, there will be no change to the number of betting shops within the town centre as this proposal seeks to ‘swap’ two units that are both owned by a single landowner.
- 6.2 The proposed development accords with the relevant adopted policies within Westminster’s City Plan 2019-2040 and results in the retention of a thriving national business to the benefit of the vitality and viability of the town centre.
- 6.3 The amended shopfront design meets tenant requirements and follows a new strategy for more traditional shop frontages, appropriate for Queensway Conservation Area.