

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/0113/P	Samantha Larkin	23/03/2023 12:00:28	OBJ	<p>I have a shop on the small parade of shops on Princess road. Its very important to the business for the retail shops to remain and support each other. We have a relatively small foot fall so this would contribute to it reducing even more.</p> <p>This unit is not vacant as Diana Milner runs a thriving business on these premises.</p> <p>If this application were to succeed, it would result in the loss of a thriving retail unit (one of 5 retail units in the parade of 12) which would be a blow to the community.</p>
2023/0113/P	Jean Stanger	20/03/2023 20:01:51	COMMNT	<p>I have lived in Primrose Hill for 40 years. I urge Camden to deny planning permission for this proposal in order to maintain the character and benefit of this parade of local shops and services for the residents of Primrose Hill. The current occupant has run a successful garden design and maintenance business for many years, which provides an important and much valued service to the community. We wish to encourage local businesses by providing suitable affordable premises, rather than pushing them out in favour of housing. Camden's own guidelines state: "9.19 The Council supports development of housing within centres where they do not cause harm to the vitality and viability of these centres, for example by limiting the use of the premises at the ground floor for retail or other town centre uses." Clearly they apply in this case.</p>
2023/0113/P	Annabel Leventon	23/03/2023 15:05:20	COMMNT	<p>I object to the change of use of this beautiful and extremely successful flower and garden shop. These are just the sort of small and flourishing businesses that deserve support from Camden. We have lost so many of them over the years. Diana Milner's shop is individual, and serves many areas of the community. Her superb flower-boxes and window-boxes in all the streets around show her unique take on colour combinations and unusual flower and plant groupings. I have lived in the area since 1984 and without her shop our community would be sadly diminished. We need small businesses, not flat development. Please protect Diana Milner's business!</p>

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2023/0113/P	John O'Farrell	20/03/2023 16:52:07	OBJ	<p>Dear Sir/Madam,</p> <p>This application would remove a functioning commercial unit that is occupied by a thriving local business (Diana Milner Garden Design) that is integral to the community and provides hugely beneficial service. Too much of the commercial premises in the area have already been lost to change of use which has pushed rents up and created a shortage of affordable units to be rented. Our high streets will become residential dead zones if all commercial units are converted to housing.</p> <p>This also goes against Camden Planning policy... Policy E1 Economic development We will:</p> <ul style="list-style-type: none"> a. support businesses of all sizes, in particular start-ups, small and medium-sized enterprises; b. maintain a stock of premises that are suitable for a variety of business activities, for firms of differing sizes, and available on a range of terms and conditions for firms with differing resources; <p>Please do not allow another commercial space to be lost in the area and keep primrose hill a vibrant and diverse place to live and work.</p> <p>Best Regards,</p> <p>John O'Farrell (Local Resident)</p>
2023/0113/P	William Lander	20/03/2023 14:02:39	OBJ	<p>I am vehemently opposed to this decision. As a local resident and a customer in the past of Diana Milner's firm I am aware of what she and her team bring to the community. This is of far greater value than yet another flat which will benefit solely the landlord. It is hard enough as it is for small businesses to survive without acts of greed like this. Please reject this application.</p>
2023/0113/P	Sharon Feinstein	20/03/2023 16:26:01	COMMNT	<p>I relish doing business with this wonderful local shop and have done for years . It's loss would be nothing short of tragic for the community and further afield . I strongly object to this application to interfere with Diana Milner Garden Design Sharon Feinstein</p>
2023/0113/P	Sharon Feinstein	20/03/2023 16:26:04	COMMNT	<p>I relish doing business with this wonderful local shop and have done for years . It's loss would be nothing short of tragic for the community and further afield . I strongly object to this application to interfere with Diana Milner Garden Design Sharon Feinstein</p>

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2023/0113/P	S Dey	20/03/2023 16:08:12	COMMNT	<p>This unit is not vacant as Diana Milner runs a thriving landscaping and garden design business on these premises. website: http://www.dianamilnergardendesign.com Her business is a notable local service both in Primrose Hill and in a wider area, one much loved by all. If this application were to succeed, it would result in the loss of a thriving retail unit (one of 5 retail units in the parade of 12) which would be a blow to the community. We don't need anymore expensive and badly designed one bedroom flats in Primrose Hill we need shops and services that serve a close-knit community. This application is yet another attempt by an already wealthy property developer to eradicate these services. I bet he has not told his prospective tenant that the flat is next to a thriving, noisy and lively pub - The Albert. Hence another reason to keep Diana in her business and part of the community which she has lived and worked in for many years.</p>
2023/0113/P	Maggie Chambers	21/03/2023 12:04:15	OBJ	<p>There is a long-standing business attached to these premises. If this application were to be passed, it would result in yet another well-loved local business being removed from our streets which would be a great loss to the community as a whole. The business provides a local service in the area and it is much valued.</p>
2023/0113/P	Judy Faulds	20/03/2023 16:36:06	OBJ	<p>Diana Milner and her shop are *vital* to the neighbourhood!!! Hers is a much loved shop (and service) that many many people in Primrose Hill (and further afield) use. Does Primrose Hill need yet another overpriced one bed flat? NO. Does Primrose Hill need Diana Milner's business? YES. This simply cannot be allowed to happen.</p>

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2023/0113/P	Diana Milner	20/03/2023 11:50:54	OBJ	<p>My name is Diana Milner and I want to object to this application: I am the tenant of this shop with a lease for several more years and have already been a leaseholder for 18 years</p> <p>My business is a thriving, well used and notable local service, both in Primrose Hill and in a wider area</p> <p>I run the business out of a retail unit which serves Primrose Hill residents and visitors and complies with the aims in Camden's Planning Policies, as stated in the applicant's planning statement: Housing above and below shops</p> <p>9.23 The Council will seek to retain a strong element of convenience shopping for local residents in Camden's neighbourhood centres and ensure that any development in them does not harm the function, character or success of that centre. We will take into account the individual character of the centre when assessing development proposals but, as a guide, we will resist schemes that would result in less than half of ground floor premises in a neighbourhood centre from being in retail use or in more than three consecutive premises being in non-retail use. We will also take into account any history of vacancy in shop units and the prospect of achieving an alternative occupier for vacant premises. Applications for food, drink and entertainment uses will be carefully assessed to minimise the impact on local residents and the local area</p> <p>The application also states that:</p> <p>"There are limited retail units left in the parade. Out of the 12 units within Princess Road only one, at the opposing end of the street (No 31), provides a pure retail use. The proposal for residential use follows the theme of previous conversions in the road and is therefore in-keeping with this. "</p> <p>This is incorrect as there are five units in retail use in this parade, of which my business is one, plus a restaurant and a public house.</p> <p>This unit is not vacant as I have a thriving business on these premises so this application would result in loss of a retail unit, one of 5 in the parade of 12, which the policy aims to resist. In addition it would mean that more than three consecutive premises would come into non-retail use, which the policy also aims to resist.</p>
2023/0113/P	Sue Byrne	20/03/2023 16:17:09	OBJ	<p>I would like to object to this planning application on the ground that it reduces the supply of locally oriented retailers in the area and denies the residents the services of an excellent garden company. The Diana Milner Garden Design Company provides a valuable service to the local community especially considering the closure of several nearby garden businesses in the last decade or so. It is a much loved company offering excellent service which is used by many locals as well as by people from outside the area. Thriving companies like this add to the neighbourhood not only in regard to the service provided but also in bringing people into the area to work who then use other local services. In the parade on Princess Road that once housed 12 retail units only 5 remain. The gradual reduction of these spaces by landlords wishing to provide luxury flats leads inevitably to the area becoming a sterile dormitory rather than the strong community filled with locally oriented retailers that it currently is.</p>

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2023/0113/P	Linda Seward	21/03/2023 11:11:01	OBJ	<p>I live just around the corner from 13 Princess Road and have been going to the shop on these premises for many years.</p> <p>I strongly object to the plan to turn a thriving business in Primrose Hill, used on a daily basis by the local community, into a flat. The reason people move to Primrose Hill is to take advantage of the local amenities, which includes shops like Diana Milner's. Turning this shop into a flat will be the beginning of the loss of the parade of retail units in Princess Road as it will set a bad precedent. This will be a tremendous loss to the local community.</p> <p>In addition, this unit is not vacant as Diana Milner runs a thriving business on these premises. The building was bought by a property developer whose sole goal it to make money and in so doing, destroy a business and deprive the local community of a much loved shop for the sake of an unnecessary development. It is an absolute outrage and should not be allowed to happen.</p> <p>Please do not give permission for this development. Once this shop falls, like dominoes, the rest of the shops will eventually disappear and there will be nothing left for Primrose Hill residents to enjoy.</p>
2023/0113/P	K woods	22/03/2023 23:09:37	OBJ	<p>I object to this planning application. At this address there is a much appreciated long established local business which would be destroyed by a change of use. The area would suffer a loss of a local amenity if the existing shop is turned into a flat.</p>
2023/0113/P	Adam Thirlwell	21/03/2023 13:23:31	OBJ	<p>I strongly oppose this planning application. The existing tenant, Diana Milner Garden Design, runs a thriving business on these premises. The business is a notable local service both in Primrose Hill and in the wider area, one much loved by all, and relied on for maintenance of local gardens. If this application were to succeed, it would result in the loss of a thriving retail unit (one of 5 retail units in the parade of 12), which would be a blow to the community, especially at a time when the natural environment is of critical importance and the Mayor of London has identified green space as a priority. The developer seeks to portray this parade of retail units as somehow unimportant within Primrose Hill, but it provides important amenities and a long-standing and much-loved local business should not be driven out.</p>
2023/0113/P	Raj Haddon	21/03/2023 16:39:47	OBJ	<p>This unit is not vacant as Diana Milner runs a thriving business on these premises. Her business is a notable local service both in Primrose Hill and in a wider area, one much loved by all. If this application were to succeed, it would result in the loss of a thriving retail unit (one of 5 retail units in the parade of 12) which would be a blow to the community. We have benefitted from Diana Milner's services for over 20 years.</p>
2023/0113/P	Patricia MILLETT	22/03/2023 19:00:38	COMMNT	<p>This is not a vacant unit as Diana Milner has a thriving garden business on these premises and services the whole community of Primrose Hill. It is a much loved and notable local service and it this application was passed it would result in the loss of a thriving business and a blow to the community.</p>

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2023/0113/P	Alison Macdonald	21/03/2023 11:48:41	OBJ	I would oppose this planning application. The existing tenant, Diana Milner Garden Design, runs a thriving business on these premises. Her business is a notable local service both in Primrose Hill and in the wider area, one much loved by all, and relied on for maintenance of local gardens. If this application were to succeed, it would result in the loss of a thriving retail unit (one of 5 retail units in the parade of 12), which would be a blow to the community, especially at a time when the natural environment is of critical importance and the Mayor of London has identified green space as a priority. The developer seeks to portray this parade of retail units as somehow unimportant within Primrose Hill, but it provides important amenities and a long-standing and much-loved local business should not be driven out.
2023/0113/P	K woods	22/03/2023 23:09:41	OBJ	I object to this planning application. At this address there is a much appreciated long established local business which would be destroyed by a change of use. The area would suffer a loss of a local amenity if the existing shop is turned into a flat.
2023/0113/P	Jonathan Patrick Brandling-Harris	23/03/2023 13:56:33	COMMNT	<p>This unit is not vacant as Diana Milner runs a thriving business on these premises. Her business is a notable local service both in Primrose Hill and in a wider area, one much loved by all. If this application were to succeed, it would result in the loss of a thriving retail unit (one of 5 retail units in the parade of 12) which would be a blow to the community.</p> <p>There is no need for additional residential space on this site and all commercial units should be protected. There are plenty of one bedroom flats in the area and the community will object wildly</p>
2023/0113/P	Brenda Roberts	22/03/2023 22:04:29	OBJ	<p>I would strongly object to this application which will result in the loss of a retail shop providing a service to the community.</p> <p>The shop is ablaze with colour and fragrance all year round and is an asset to the community. We need to retain retail spaces otherwise Princess road could become a sterile boring area. Once this retail space is lost it will never be regained and is a truly retrograde step. Princess road needs to continue to be a vibrant shopping and community area otherwise the soul of the area is lost. I have lived and worked in the area for over 40 years.</p>
2023/0113/P	Brenda Roberts	22/03/2023 22:04:33	OBJ	<p>I would strongly object to this application which will result in the loss of a retail shop providing a service to the community.</p> <p>The shop is ablaze with colour and fragrance all year round and is an asset to the community. We need to retain retail spaces otherwise Princess road could become a sterile boring area. Once this retail space is lost it will never be regained and is a truly retrograde step. Princess road needs to continue to be a vibrant shopping and community area otherwise the soul of the area is lost. I have lived and worked in the area for over 40 years.</p>
2023/0113/P	Brenda Roberts	22/03/2023 22:04:37	OBJ	<p>I would strongly object to this application which will result in the loss of a retail shop providing a service to the community.</p> <p>The shop is ablaze with colour and fragrance all year round and is an asset to the community. We need to retain retail spaces otherwise Princess road could become a sterile boring area. Once this retail space is lost it will never be regained and is a truly retrograde step. Princess road needs to continue to be a vibrant shopping and community area otherwise the soul of the area is lost. I have lived and worked in the area for over 40 years.</p>

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2023/0113/P	Maria Swards	21/03/2023 13:42:28	APP	<p>This unit (Diana Miller) runs a thriving business on These premises. Her business is notable local service both in Primrose Hill and in a wider area which is loved by us all.</p> <p>If this application was to succeed it would result in the loss of one of five retail units which would be a blow to the Community.</p> <p>I would like you to consider this Application very carefully as businesses Like this are needed in areas</p>
2023/0113/P	Maria Swards	21/03/2023 13:42:31	APP	<p>This unit (Diana Miller) runs a thriving business on These premises. Her business is notable local service both in Primrose Hill and in a wider area which is loved by us all.</p> <p>If this application was to succeed it would result in the loss of one of five retail units which would be a blow to the Community.</p> <p>I would like you to consider this Application very carefully as businesses Like this are needed in areas</p>
2023/0113/P	dr and mrs anthony du vivier	23/03/2023 16:32:30	INT	<p>my husband and I feel very strongly that this application should be turned down. Small independent shops are fading out of camden at an alarming rate. Diane Milner shop gives an excellent service to individuals and to the community. One only has to look at window boxes in the area to see examples of her work. we do not need more housing in the area but we do need a shop that gives such excellent service</p>
2023/0113/P	Simon Carne	23/03/2023 16:57:25	OBJ	<p>The application is contrary to Camden Local Plan Policies TC3 (shops outside of centres) and TC5 (small and independent shops).</p> <p>And</p> <p>Camden Planning Guidance (2021) - Town Centres and Retail</p> <p>2.7 Where a planning application proposes the loss of a shop in retail use, we will consider whether there is a realistic prospect of such use continuing. The Council will generally require the submission of marketing evidence to show that there is no realistic prospect of demand to use a site for continued retail use.</p> <p>There is an established florist in occupation.</p>
2023/0113/P	Katelin Teller	20/03/2023 15:24:27	OBJ	<p>I am writing to object to the planning application to turn the Diana Milner garden Design shop at 13 Princess Road into a residential flat. This unit is not vacant as Diana Milner runs a thriving business on these premises. Her business is a notable local service both in Primrose Hill and in a wider area. I myself have used the services of Diana Milner Garden design for over thirty years and hers is a cherished local business in Primrose Hill. If this application were to succeed, it would also result in the loss of a thriving retail unit (one of 5 retail units in the parade of 12) which would be a blow to the community where much needed shops and services are needed by the community more than new residences.</p>
2023/0113/P	Patricia Snell	21/03/2023 13:44:23	APP	<p>Very much object to change of use from commercial to residential.</p> <p>This road is a very popular part of the community.</p> <p>All the shops along the road are much used and much appreciated which includes the very popular garden design/ flower shop. I myself have regularly used this very regularly for over thirty years.</p> <p>PMS 22.03.23</p>

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2023/0113/P	Henrietta Spiegelberg	20/03/2023 13:46:08	OBJ	Diana Milner and her team run an excellent and thriving business at No 13 Princess Road which is of huge benefit to the local community of Primrose Hill and further afield. I do not support this application as it is a threat to Diana's business and the loss of a thriving retail unit on the parade would be a great loss to the street and the community.
2023/0113/P	linda johnson	20/03/2023 16:10:33	COMMNT	<p>I do not understand this application.</p> <p>A successful local gardening business has been run from these premises for many years by Diana Milner and for lots of local people this is the business that they turn to for hard landscaping or for annual upkeep of their gardens. Diana and her team are skilled plants people and enthusiastic workers. They are flexible and do both large and small jobs.</p> <p>The application seems to amount to a bullying tactic to try to push out this successful and much-loved local enterprise. Primrose Hill is characterised by its mixed residential and commercial premises and the loss of a thriving business would detrimentally change this part of Princess Road</p> <p>Please reject it.</p> <p>Linda Johnson, 23 Fitzroy Road NW1 8TP</p>
2023/0113/P	Susan Edwards	20/03/2023 16:45:06	OBJ	<p>Dear sirs</p> <p>"This unit is not vacant as Diana Milner runs a thriving business on these premises. Her business is a notable local service both in Primrose Hill and in a wider area, one much loved by all. If this application were to succeed, it would result in the loss of a thriving retail unit (one of 5 retail units in the parade of 12) which would be a blow to the community."</p>
2023/0113/P	Claudia Arney	20/03/2023 13:49:24	OBJ	This unit is not vacant as Diana Milner runs a thriving business on these premises. Her business is a notable local service both in Primrose Hill and in a wider area, one much loved by all. If this application were to succeed, it would result in the loss of a thriving retail unit (one of 5 retail units in the parade of 12) which would be a blow to the community

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2023/0113/P	Lorna Fowlet	21/03/2023 15:40:25	COMNOT	<p>This application will only detract from the local area of both Princess Road and of Primrose Hill. Both have always been areas of mixed use, which has prevented this being a homogenous residential area and enabled it to remain one with retail, artisan and community activity, with its several pubs, all of which enrich its community spirit. The Community Association and Library bear testament to this. A strong sense of community is what distinguishes P Hill from other areas. 13 Princess Road, Diana Milner's shop is a lively busy heavily used part of this community. Diana was already running her business when we moved here in 1983. To destroy this, to enable someone who has recently become its landlord, to create a one bedroom flat will be detrimental to the road where not a shop front has changed. The planning applicant knew he was buying a tenanted retail business, clearly with redevelopment in mind. Should he be granted permission which will lessen the appearance of that terrace and the life of the road then he should not be able to change the ground floor fenestration. This is a blatant attempt to profit the applicant at the expense not only of the occupying gardener/florist but of the wider community who use this outlet and enjoy its blending into the road. Additionally the business at 13 brings money into the area since several clients are not immediately local and it provided employment for skilled, trained long-standing staff.</p>
2023/0113/P	Chris McIlaverty	21/03/2023 19:27:59	OBJ	<p>This unit is not an empty space as Diana Milner runs a thriving business on these premises. Her business is a notable local service both in Primrose Hill and in a wider area, one much loved by all.</p> <p>Diana and her team have worked wonders on my back garden!</p> <p>If this application were to succeed, it would result in the loss of a thriving retail unit (one of 5 retail units in the parade of 12). This would be a blow to the community</p>
2023/0113/P	Tijen O'Reilly	22/03/2023 16:11:57	OBJ	<p>I write to object to this planning application. The shop provides a useful and popular retail and service unit at present and it would be harmful to the community to lose this valuable service/asset. In addition the shop adds to the daytime communal activity and benefit of the street which was always intended to be a row of shops and businesses. Residential occupation would present a bland appearance and loss of street interest.</p>
2023/0113/P	Mary	20/03/2023 17:27:21	COMMNT	<p>I find this astonishing that a thriving retail shop that serves all the local community for gardening services and floristry would be possibly closed to change into residential. Why? Surely Camden is committed to creating healthy high streets for the communities with great amenities. This street has many great shops, why would we take away a thriving much loved retail business that's given back to residents so that some landlord can make more money. Camden we are better than this. It must be stopped.</p>

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2023/0113/P	Phebe Robinow	22/03/2023 17:43:52	OBJ	<p>I do not understand why Camden Council would even consider change of use in the case of Diana Milner's shop, partly because she has a thriving and popular business on these premises and partly because many shops went under during the pandemic and it is surely positive that her shop is still there and still successful. She provides a great service to people in Primrose Hill and beyond (we, for example, are between Regent's Park and Camden Town) so why would the Council want to close her down? This run of shops, and those in Chalcot Road, will be in danger if this application succeeds. Primrose Hill is one of the few areas in Camden where there are still independent shops, something councils all over the country are crying out for. When we came to live in CT nearly 45 years ago, the High Street and Parkway, apart from M&S and Boots, was full of wonderful independent shops - look at them now. I hope planning officers and councillors will understand that, in the end, the destruction of vibrant shopping streets which enhance an area pulls down the whole area. When an area goes down, the Council receives LESS MONEY IN LOCAL TAXES so, if for that reason alone, please refuse this application.</p>
