

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/0113/P	Adam Simmonds	31/03/2023 20:53:00	OBJ	<p>I object to this application for a number of reasons.</p> <p>Firstly, Diana has been an important part of the Primrose Hill community for many years and for her to lose her base could lead to the loss of her business, which would be disastrous to her personally, as well as her many happy clients, including myself.</p> <p>Primrose Hill is in a transformative period where it would appear that the Council is giving insufficient consideration to the mix of commercial and residential units. Losing attractive and cared-for retail units removes the soul from our streets.</p>
2023/0113/P	Roz Davies	27/03/2023 17:36:48	COMMT	<p>This unit is not vacant as Diana Milner runs a thriving business on these premises and she still has 3 years left on her lease. It is hard enough to run a small business these days and 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 another thriving retail unit in a parade of 12 units of which 5 are retail adding great value to the local community.</p> <p>Please make sure this doesn't happen, otherwise all other local hard working small businesses will be in jeopardy if this is accepted and sets a precedent.</p>
2023/0113/P	CATHERINE PACE O'SHEA	29/03/2023 19:20:19	OBJ	<p>I am a local resident living on the Swiss Cottage side of the park and visit this shop and other local businesses on an almost daily basis.</p> <p>This shop has been an important part of the community for many years and is well known for designing and maintaining many of our local gardens, balconies and window boxes.</p> <p>The wonderful mix of independent businesses and homes is key to the vibrancy of the area.</p> <p>I understand that the Camden Council Policy is to support small businesses and to maintain a stock of premises of differing sizes. Approval of this application would seem to fly in the face of this policy.</p> <p>As a Camden resident for over 25 years I hope that this application will be rejected and that this business can continue to serve our local community.</p>
2023/0113/P	Fiona Fisher	24/03/2023 12:31:00	OBJ	<p>I object to the change of use for this local flower and garden shop to residential status</p> <p>We have seen the loss of several unique individual business in the area. These business contribute to character of the locality and preserve individual livelihoods</p> <p>Please decline this application.</p>

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/0113/P	Jd jones	28/03/2023 10:46:54	APP	<p>Diana Milner's shop is a vital part of our neighborhood. We are a community of beloved shop owners and residents. This is a village - a community. Her business and her great staff of horticulturalists and gardeners are an essential part of primrose hill st johns wood regent's park. We need her business and her amazing team in our midst.</p> <p>To think a greedy developer says his conversion would ease housing is laughable. If he cares so he would be working on developing good, vibrant multi homes housing with the housing board.</p> <p>He doesn't understand the close knit nature of our community and he has no care how losing businesses impacts our neighborhood.</p> <p>We outright oppose his plans. Thank you</p>
2023/0113/P	Antonio Alfano	28/03/2023 11:33:33	OBJ	<p>Diana Milner apart from running a successful business, is also a respected and much loved member of the local community. we have a restaurant La Collina at 17 Princess road, frequented mainly by local residents, and can testify at how upset some people have been at the thought of Diana being forced to shut down her business which she personally has a relationship with most if not all of her customers. if the planning permission was to go ahead, it would be a great loss for the local community.</p>
2023/0113/P	Jane Morris	27/03/2023 11:15:40	OBJ	<p>I was sad to see this application and object to this change of use for 13 Princess Road. The ground floor and basement flat in question are not just some vacant unit but very much in use as a notable local service. Diana Milner runs a thriving business on these premises and has done for as long as I can remember. I and many of my friends and neighbours have used the services of Diana Milner Garden Design and maintenance to create and maintain beautiful gardens and window box displays which are not only a joy for the residents but a joy for all the visitors and passers by in the area. I have had people knock on my door countless times while they photograph the window boxes and ask how they might create the same and I send them round to the ground floor of 13 Princess Road. Diana Milner and her team's professional expertise and creativity is second to none and this wonderful business, the only one of its kind in our local area which feels very much like a village, is a deep rooted asset. 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 sad loss to the community. Primrose Hill is a very special area of London and it's residents know to support their independent retailers such as the one in this unit, in order that our village remains rather unique and special. This is a very sad application to see while this business remains a thriving asset to the community.</p>

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/0113/P	Melanie Press	31/03/2023 11:58:37	OBJ	<p>This is a Regents Park conservation area - and the retail area has been designed and planned for a business.</p> <p>We need more interesting independent women-owned businesses in London, especially one which is green and naturally organic such as DIANA MILNER's.</p> <p>I've worked with Diana Milner since 2004, collaborating on projects and she is a local service for whom my neighbours on Oval Road NW1 are reliant upon to turn their concrete spaces into ecological ground where bees and birds can feed.</p> <p>I am too a local business owner at 160 Regents Park Road, NW1, since 2004: previously at 3 Erskine Road NW3. So I know how important local businesses are to maintaining the integrity of a neighbourhood such as we've achieved with Primrose Hill.</p> <p>Please do not let this retail space become another luxury flat.</p> <p>This unit is not vacant as Diana Milner runs a thriving business on these premises. 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	Dee Wright	04/04/2023 17:21:00	OBJ	<p>It would be a grave mistake to grant this planning application. This is a thriving, much loved local business that services its local community well - you can see that from the number of objections registered on your site. There is limited commercial space in Primrose Hill, so it would destroy this business if the space were converted for residential use. We need Camden Council to preserve the services available to residents, so this community can continue to flourish.</p>
2023/0113/P	Lorraine Barnes	25/03/2023 16:21:16	OBJ	<p>Diana Milner runs a thriving business from 13 Princess Road. This block includes a number of small businesses which are long-standing, part of the unique charm of Primrose Hill and much loved in the area. If this application were to succeed, it would result in the loss of a thriving retail unit (one in 5 units in the parade of 12), and would be a blow to the area. I would note that Diana Milner's business offers garden design, which benefits so many of us in Primrose Hill and helps make this area more beautiful through our gardens and window boxes. Indeed you can see the evidence of her work outside 13 Princess Road and the other shops in the parade. I believe this contribution adds not only to the aesthetic of this area but the continued attraction of visitors and a thriving small independent retail community. I strongly object to this application and invite you to protect the heritage and charm of Primrose Hill, including its independent businesses and specifically Diana Milner.</p>

<b>Application No:</b>	<b>Consultees Name:</b>	<b>Received:</b>	<b>Comment:</b>	<b>Response:</b>
2023/0113/P	Lorraine Barnes	25/03/2023 16:21:40	OBJ	Diana Milner runs a thriving business from 13 Princess Road. This block includes a number of small businesses which are long-standing, part of the unique charm of Primrose Hill and much loved in the area. If this application were to succeed, it would result in the loss of a thriving retail unit (one in 5 units in the parade of 12), and would be a blow to the area. I would note that Diana Milner's business offers garden design, which benefits so many of us in Primrose Hill and helps make this area more beautiful through our gardens and window boxes. Indeed you can see the evidence of her work outside 13 Princess Road and the other shops in the parade. I believe this contribution adds not only to the aesthetic of this area but the continued attraction of visitors and a thriving small independent retail community. I strongly object to this application and invite you to protect the heritage and charm of Primrose Hill, including its independent businesses and specifically Diana Milner.
2023/0113/P	Caroline Cooper	26/03/2023 18:10:39	OBJ	I object strongly to this proposed change of use. This is a popular and successful local shop which, with its lovely flower displays, is badly needed along this little stretch of retail in Princess Road. We all know shops are struggling all over the UK, but how can the Council even consider closing one which is flourishing (literally), and which helps to keep alive the small shops along Princess and Chalcot Roads. Do NOT please permit it to be changed into a flat.
2023/0113/P	Caroline Cooper	26/03/2023 18:10:41	OBJ	I object strongly to this proposed change of use. This is a popular and successful local shop which, with its lovely flower displays, is badly needed along this little stretch of retail in Princess Road. We all know shops are struggling all over the UK, but how can the Council even consider closing one which is flourishing (literally), and which helps to keep alive the small shops along Princess and Chalcot Roads. Do NOT please permit it to be changed into a flat.
2023/0113/P	Steven Hurwitz	27/03/2023 20:28:50	OBJ	The premises in question are currently occupied by Diana Milner which is a thriving and successful garden landscape business serving the local community and wider area. In fact, most of the terrace is occupied on the ground floor by businesses upon which local residents depend. Therefore, there can be no justification, in my opinion, for any change of use.

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/0113/P	P J White	04/04/2023 14:43:28	OBJ	<p>I wish to object to this application on the following grounds:</p> <p>the tenant has a lease for several more years and have already been a leaseholder for many years</p> <p>Her business is a thriving, well used and notable local service, both in Primrose Hill and in a wider area</p> <p>She runs 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:</p> <p>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 this business is one, plus a restaurant and a public house.</p> <p>This unit is not vacant as she has 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> <p>For the above reasons I urge you to retain retail use here and refuse this application.</p>
2023/0113/P	Dorothy Marden	28/03/2023 16:44:35	OBJ	<p>The loss of a valued and unique business in Primrose Hill would result from this change of use. It would also mean yet another shop front closed in and not used as it was originally designed for, in a secondary shopping street which gives character to Primrose Hill.</p>