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**From:** Pippa Luce [REDACTED]  
**Sent:** 28 November 2023 23:26  
**To:** Planning  
**Subject:** RE: application 2023/0113/P for 13 Princess Road NW1 8JR

Dear Sir/Madam

**RE: application 2023/0113/P for 13 Princess Road NW1.**

I object to this application, having lived in Primrose Hill since 1990, above a shop in the same parade at number 31 Princess Road. This unusual and characterful blend of local shops serve the residents of Primrose Hill and wider community, and maintaining the mixed use occupancy of the area is important in maintaining the diversity of the environment and the community.

The property houses a thriving local business that serves the needs of both the immediate and wider community. The current occupant has run a successful garden design and maintenance business for many years. I believe local businesses need to be encouraged 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." The proposed conversion to residential would, in my opinion, cause harm to the vitality of the area. It would limit ground retail and by default inhibit the success of the parade of other successful businesses in Princess Road as a result.

The premises are small, productively and attractively used by this business, whereas a residential conversion would be pokey and diminish both the property and parade. It would stand out for being the only residential property at ground level in this section of the street. It would also adversely impact on a successful local business, which would be forced to relocate. Please protect Diana Milner's business and the character of the area.

Kind regards,

Catherine Philippa Luce