

Application ref: 2023/0113/P
Contact: Sophie Bowden
Tel: 020 7974
Email: Sophie.Bowden@camden.gov.uk
Date: 29 November 2023

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk

www.camden.gov.uk/planning

Stuart Henley & Partners
Suite 13, Rivers Lodge
West Common
Harpenden
AL5 2JD

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)
NOTIFICATION OF DECISION WHEN AN APPEAL HAS BEEN MADE
REFUSAL

Address:
13 Princess Road
London
NW1 8JR

Proposal: Change of use of ground floor and basement from retail to residential comprising 1 x 1 bed flat and associated alterations to fenestration.

Drawing Nos: 5354/01, 5354/02, 5354/03 and Submission statement received 10/01/2023

The Council has considered your application and had an appeal not been made to the Secretary of State, would have refused Full Planning Permission for the following reason(s):

Reason(s) for Refusal

- 1 The change of use fails to protect the primary frontage, nor does it enhance the role and unique character of Princess Road. The proposal will result in the loss of a suitable retail use that provides variety, vibrancy and choice and maintains the retail function of the area. The proposal is therefore contrary to policies TC2 (Camden's centres and other shopping areas) of the London Borough of Camden Local Plan 2017.
- 2 The design of the front elevation fails to respect the local context, nor does it preserve or enhance the character and appearance of the Primrose Hill

Conservation area. The proposal is therefore contrary to policies D1 (Design) and D2 (Heritage) of the London Borough of Camden Local Plan 2017.

- 3 The proposed development, in the absence of a legal agreement securing car-free housing, would contribute unacceptably to parking stress and congestion in the surrounding area and fail to promote more sustainable and efficient forms of transport and active lifestyles, contrary to policies T2 (Parking and car-free development) and DM1 (Delivery and monitoring) of the Camden Local Plan 2017.
- 4 The proposed development, in the absence of adequate cycle parking spaces or a legal agreement securing a financial contribution to provide cycle parking in the vicinity, would fail to promote more sustainable and efficient forms of transport and active lifestyles, contrary to policies T1 (Prioritising walking, cycling and public transport) of Camden Local Plan 2017
- 5 The proposed development, in absence of a legal agreement securing an Approval in Principle, would contribute unacceptably to the increased impact of the structural integrity of the highway as a result of the proposed development contrary to DM1 (Delivery and monitoring) of the Camden Local Plan 2017.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer