



# ROBINSON ESCOTT PLANNING LLP



CHARTERED TOWN PLANNING AND DEVELOPMENT CONSULTANTS

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## **APPLICATION FOR PLANNING PERMISSION MADE BY:**

**MR D TALBOT**

## **CONCERNING A PARTIAL CHANGE OF USE FROM RETAIL (USE CLASS A1) TO A DUAL USE WITHIN USE CLASSES A1 AND D1**

**AT:**

**STUDIO 63  
63 CHETWYND ROAD  
LONDON**

**PLANNING, DESIGN, AND  
ACCESS STATEMENT**

**REP REF: MB/DT/13/213**

**1. INTRODUCTION:**

- 1.1. We are instructed to submit this revised application for planning permission, proposing a partial change of use of the ground floor commercial premises at 63 Chetwynd Road, London from retail (Use Class A1) to a dual use comprising retail and an injury clinic and associated personal training.
- 1.2. This application has been prepared following the withdrawal of a previous proposal, considered by the Council under reference number 2012/3264/P. It is submitted that the changes made to the proposed use, together with the additional justification which is provided in support of the proposed change of use sets out a compelling and persuasive case, which we consider should enable the Council to grant planning permission.

## **2. THE APPLICATION SITE:**

- 2.1. The application site comprises a small commercial unit, previously occupied by “Lara Wine”, which closed in 2011 following 12 months of unsuccessful operation. The site lies on the north western side of Chetwynd Road, close to the crossroad junction with York Rise.
- 2.2. As the Proposals Map extract below confirms, the property forms part of the Dartmouth Park Conservation Area and comprises part of a Neighbourhood Centre.

**Map key**

-  Conservation Area  
Dartmouth Park
-  Neighbourhood Centre

For more information, or if you are unable to view the map, please contact the [Forward Planning and Projects Team](#)



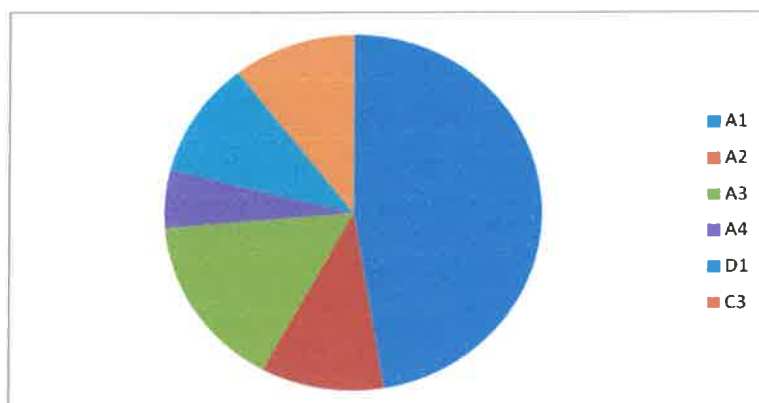
- 2.3. The application building is a three storey mid-terrace property with commercial space at ground floor level with, it is understood, residential accommodation above. Inside the commercial unit there are three distinct areas. Firstly, the front retail display area, which includes the till and counter, along with a substantial area for retail display, comprising both wall-hung and free-standing displays. Behind this and at a higher level is the sports diagnostic area, which is used for personal training sessions. Finally, beyond this is the changing and fitting room, which can be used by customers who wish to try garmets before purchasing them, or who want to change before/after a personal training session.
- 2.4. The application site forms part of a neighbourhood centre, which comprises a variety of units on Chetwynd Road and York Rise, as follows:

**Chetwynd Road**

<b>Number</b>	<b>Occupant</b>	<b>Use Class</b>
56	Liberty Kebabish	A3
58	Postal & Courier etc	A1
60	Face to Face	A1
62	The Choice Dry Cleaner	A1
64	Benham & Reeves	A2
61	Backs and Beyond	D1
63	Studio 63	A1/D1
65-67	Village Vet	D1
69	Jackson Bros. Ltd (butcher)	A1

**York Rise**

<b>Number</b>	<b>Occupant</b>	<b>Use Class</b>
12	Lavania's	A1
14	Tony Moggach Inter Media Africa Ltd	A2
16	Continental Provision Stores	A1
20	Village Cafe	A3
22	Dwellinghouse	C3
24	Monsoon	A3
31	The Cook Shop	A1
33	Truffles Deli	A1
35	Dartmouth Arms	A4
37	Dwellinghouse	C3



- 2.5. In total there are 19 units within the defined Neighbourhood Centre, comprising 9 retail (including the lawful use of the application site), which equates to around a 48% proportion of the centre. By contrast, lawful D1 uses occupy 2 units, equating to approximately a 11% proportion of the centre.
- 2.6. It is evident from the foregoing that retail uses are by far the most numerous within the centre, with other complimentary uses providing services for the surrounding residential population.
- 2.7. However, there are clear signs of the difficulty that commercial tenants have had in sustaining their operations, given that there are two residential properties which occupy former commercial units. The first, at no.22 York Rise was approved by the Council under reference number 85/01519 and the other, at 37 York Rise has no planning history available online, but we assume it to be lawful.

**3. PLANNING HISTORY AND THE APPLICATION PROPOSAL:**

- 3.1. There are two relevant applications relating to this property. The first comprised an application for a lawful development certificate, which sought the Council's confirmation that the use carried out at the application property constituted a retail use with the diagnostic service being ancillary, meaning that planning permission was not required. Under reference number 2012/6433/P the Council refused a certificate and an appeal was lodged against that decision, which was unsuccessful.
- 3.2. Under reference number 2012/3264/P, planning permission was sought for a material change of use from retail to a personal training and diagnostic clinic within Use Class D1. That application was subsequently withdrawn.
- 3.3. This revised application proposes a partial change of use, which would allow the applicant to continue to undertake their valued services within Use Class D1, but would also retain a primary retail element to the front of the unit.
- 3.4. The history associated with the application premises shows that retail units have not been sustainable at this site and prior to the applicant occupying the unit, it stood empty for in excess of 1 year. The changes of use away from commercial to residential within the centre further demonstrate the difficulty small traders have in sustaining businesses in this part of the Borough and submitted in support of the application is a Market Conditions Report by estate agents, London Residential, which discusses the problems experienced by local traders in this area.
- 3.5. The applicant recognises the benefits to the area and street scene as well as the vibrancy of the centre which arises from providing an active retail frontage at the property and the proposed floor plan shows large areas of retail display within the front areas of the unit. The shop would sell sports clothes and equipment and would involve attractive window displays, as well as display shelves and rails within the

shop. Where floor displays are proposed, these would be on mobile rails, allowing for easy movement and clearance of the displays when a client or group are using the personal training or injury clinic service which would also be provided.

- 3.6. Clients using the personal training service and diagnostic clinic are often referred to by local GP's surgeries, or nearby chiropractors, for example. Other clients have become aware of the operation due to them living in the area and have then purchased personal training classes either individually or as part of a small group. The applicant has not, at any time since occupying the premises, advertised in the local press, or elsewhere.
- 3.7. The proposed opening hours are from 8am to 9pm on weekdays and Saturdays. The premises would be closed on Sundays and Bank Holidays.
- 3.8. The services are well used by local residents and their support is well documented, with letters and emails of support and petitions already having been sent to the Council. A sample of these letters and emails of support is at **APPENDIX 1**.

**4. PLANNING POLICY:**

- 4.1. Of relevance to this application are the Government's policy objectives as set out in the National Planning Policy Framework (the Framework), the strategic policy objectives set out in the London Plan and the detailed policy requirements contained within the Council's Local Development Framework.

***The Framework:***

- 4.2. The Ministerial foreword sets out that development which is sustainable should go ahead without delay and that the presumption in favour of sustainable development should be the basis for every decision. The Government sets out that there are three dimensions to sustainable development, including an economic role, where development should contribute towards building a strong, responsive and competitive economy. The second dimension is the social role of development in supporting strong, vibrant and healthy communities, including the provision of services that reflect the community's needs and supporting its health.
- 4.3. Section 1 of the Framework relates to building a strong and competitive economy, securing economic growth by creating jobs and further advises that planning should act to encourage, not act as an impediment to sustainable growth. Paragraph 22 sets out that policies should avoid the long term protection of sites in a particular use. It says that where there is no reasonable prospect of the allocated use continuing, applications for alternative uses should be considered on their merits and having regard to market signals and the relative need for different uses to support sustainable local communities.
- 4.4. Section 2 seeks to promote competitive town centres which provide choice to local residents.



***London Plan***

- 4.5. Chapter 3 relates to London's people and policy 3.17 relates to health and social care, saying that the Mayor supports the provision of high quality health care which is appropriate for a growing and changing population. Policy 3.19 relates to the provision of sports facilities. It seeks to encourage greater participation in sport.
- 4.6. Chapter 4 relates to London's economy and Policy 4.8 sets out that successful, competitive and diverse retail sectors should be promoted.

***Local Development Framework***

- 4.7. The Camden LDF comprises the Core Strategy, Development Policies and Camden Planning Guidance. In the Core Strategy, Policies CS1, CS4, CS5, CS7 and CS8 are relevant to this application; in the Development Policies, Policy DP12 is relevant to this application; and Camden Planning Guidance 5 is relevant to consider.
- 4.8. Policy CS1 considers the distribution of growth in the Borough and explains that the Council will endeavour to deliver sustainable development, promoting developments in the most sustainable locations.
- 4.9. Policy CS4 relates to areas of more limited change, explaining that in such locations, the Council will ensure that development respects the character of its surroundings, conserves heritage and provides local benefits.
- 4.10. Policy CS5(a) explains that the Council is committed to delivering development that meets the needs of Camden's population. Part (d) of the policy explains the intention to preserve heritage assets and to enhancing the amenity and quality of life of local communities. Parts (e) and (f) of the policy seek to ensure that development does not cause harm to residential amenity and further seeks to ensure that developments

contribute towards strong and successful communities, balancing the needs of development with the needs and characteristics of the area and of the local community.

4.11. Policy CS7 refers to the commercial centres in the Borough, explaining that Neighbourhood Centres will be supported and that the authority will endeavour to promote sustainable and vibrant centres to serve the needs of local residents, businesses and visitors alike. The policy explains that the diverse needs of each centre will be considered, but sets out a general presumption in favour of preserving retail uses, where their loss would harm the character and function of a centre.

4.12. Related to the policy, at pg.80 of the Core Strategy, the Council sets out its overarching aims for Neighbourhood Centres. It is explained that a strong convenience retail element will be retained for local residents and any development should not harm the character, function or success of that centre. It is further advised that the Council *"...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."* The key points arising from this are that proposals should retain at least 50% of floorspace in retail use. Secondly, the general rule applied by the Council is that developments should not result in four or more consecutive units being in non-retail use.

4.13. Policy CS8 seeks to ensure the delivery of a strong economy in the Borough and explains that the Council will recognise the important contribution of different sectors towards achieving this aim.

- 4.14. Policy DP12 seeks to ensure that developments do not harm the character, function, vitality or viability of centres and explains that the Council will consider the effect that non-retail uses will have on a centre.
- 4.15. Camden Planning Guidance 5 (CPG5) relates to town centres, retail and employment. Paragraphs 2.7 – 2.8 explain the Council's objective of retaining sufficient retail activity in each centre, with the proportion required varying from one centre to the next. Paragraph 2.9 explains that where a development would involve the loss of a retail shop, evidence might be required to show that there is no realistic prospect of that use continuing.
- 4.16. Paragraphs 3.59 – 3.63 relate to Neighbourhood Centres and advise that these provide the day-to-day needs of nearby residents, workers and visitors, mainly providing for convenience shopping. The guidance acknowledges the important role that complimentary uses have in enhancing the vitality and viability of such centres.
- 4.17. Paragraph 3.60 advises that as a general rule, the Council will resist proposals which would result in less than 50% of ground floor premises being in non-retail use and that the Council will generally oppose schemes which would result in there being more than 3 consecutive non-retail uses (i.e. 4 or above).

**5. PLANNING MERITS:**

- 5.1. The principal issue for consideration in this application is whether the proposed dual A1/D1 use would preserve the function, character, viability and vitality of the Neighbourhood Centre. Other issues to consider are the impact of the development on residential amenity and the effect on the character of the Dartmouth Park Conservation Area.

***Impact on the Neighbourhood Centre:***

- 5.2. The previous section demonstrates different policies in the Framework and in the Development Plan pull in opposing directions. However, the overarching policy aim which must be the focus of the consideration of this issue is to provide a sustainable form of development which will help to deliver a viable, strong and competitive economy. The starting point of the Development Plan is that retail uses should be preserved, unless that use is shown to be unsustainable, at which point, other uses must be considered on their merits.
- 5.3. It is shown through the evidence supporting this application that the retail use at the application site has been difficult to sustain, with the previous off licence occupier trading for around 12 months, followed by a period of vacancy in excess of 1 year prior to the applicant acquiring a lease and commencing his business operation. Indeed it is evident that the neighbourhood centre has been declining for many years, given the residential properties existing where previous ground floor commercial units would once have been located.
- 5.4. The applicant acknowledges the important role which retail has in sustaining Neighbourhood Centres and it has always been their intention to provide a strong retail element to their operation, although that may not have been properly communicated in previous applications. Sensibly, this application proposes a dual

A1/D1 use, combining a retail function with enhanced retail display areas to the front of the ground floor premises with the injury clinic and personal training element principally being kept to the rear.

- 5.5. The different elements of the business will sustain each other, helping to achieve a viable business which will attract customers during shopping hours, with the clinic and personal training sessions provided throughout the day and into the evening. Despite not advertising his business, the applicant has established a successful operation which is clearly highly valued by nearby residents, doctors, businesses and schools alike.
- 5.6. The applicant has worked hard in the 14 months since the operation commenced to make his business an integral part of the centre and the local community and his success in achieving this objective is demonstrated by the considerable local support which has been attracted even prior to the application being submitted. Letters of support and petitions have been submitted to the Council already and a sample are provided at **APPENDIX 1**.
- 5.7. The site's history shows that a straightforward retail operation is unsustainable and in terms of promoting healthy lifestyles and a healthy local community, the proposed use is undisputably preferable to the off licence which preceded it.
- 5.8. In considering the effects of the proposed use on the character and function of the centre, the property's vacancy prior to the applicant taking occupation must be accounted for and the Council will surely accept that it is preferable for a previously vacant unit to be occupied and used productively than for it to be left unoccupied, which would unquestionably harm the vitality and character of the neighbourhood centre and the character and appearance of the conservation area.

- 5.9. Policy seeks to ensure that no fewer than 50% of ground floor uses are in retail use. Given the proposed continued retail function, the current level of retail provision in the centre stands at 48% (9 retail units out of the 19 in the centre), so not materially below the 50% threshold. Prior to the applicant occupying the property, it was vacant, so the proportion of retail service would have been 42% (8 retail units out of the 19 units in the centre). Accordingly, the application has resulted in an increase in retail provision compared with the previous situation.
- 5.10. Policy further seeks to ensure that no more than 3 consecutive non-retail uses are provided within a neighbourhood centre and the survey above shows that the proposal would not conflict with this objective.
- 5.11. As the proposed floor plans demonstrate, the use would provide for substantial retail displays within the front part of the shop, including attractive and well-laid out window displays. The retail displays are not currently implemented at the site, but will be once permission for the use has been granted. It is understandable that the applicant does not want to commit additional expense to purchasing new equipment and garments for sale when he might have to close the business.
- 5.12. It is considered that the development enhances the function and character of the neighbourhood centre, providing a sustainable operation where previously one had not existed for many years. The development would not be in any material conflict with the Development Plan and would attract pedestrian visits to the centre during shopping hours which would help to sustain the other A and D Class uses which exist therein.

***Impact on residential amenity***

5.13. The dual use which is proposed does not result in any anti-social behaviour, litter being left on the street, the generation of unpleasant fumes or smells and does not involve the playing of loud music which might cause harm to residential amenity.

5.14. It is generally accepted that uses such as the one proposed in this application relate well to surrounding residential property and there is no reason to take a different view in connection with this scheme, especially given the high level of local support which exists.

5.15. In the light of the local support and the compatible nature of the proposed use, it is considered that no harm to residential amenity would occur from this development.

***Impact on the Dartmouth Park Conservation Area***

5.16. The development has not resulted in any external alteration to the application property, other than the display of new signage, retrospective consent for which would be sought through an advertisement consent application which will be submitted once planning permission is granted for the proposed use.

5.17. The ground floor premises's principal contribution to the conservation area is in respect of providing an active and attractive window display which would reinforce the commercial character of the centre and, therefore, this part of the conservation area. The applicant is committed to providing enhanced retail display areas within the ground floor premises, including an appropriate window display and they acknowledge the important contribution to the conservation area's character which is made by other retail units in the centre, including those at Truffles Delicatessen and Face-to-Face.



5.18. It is considered that once the development has been implemented in full, with the necessary high quality window display provided, there would be no harm caused to the character and appearance of the Dartmouth Park Conservation Area.

***Other matters***

5.19. In the event that the Council is, in principle, happy to grant planning permission for the proposed use, but wishes to protect itself in the future from potentially irresponsible occupants of the application property abusing the new use and not providing the necessary retail element, the applicant would be willing to accept a personal planning permission.

5.20. Of relevance to this suggestion is paragraph 93 of Circular 11/1995 – The use of conditions in planning permission. This advises that there are occasions where it is appropriate to grant permission for the use of a building for some purpose which might not normally be permitted because there are strong grounds for doing so. In such a case, the permission should be made the subject of a condition that it shall enure only for the benefit of a named person (normally the applicant). It is for this reason that the applicant's name is used on the application form, allowing the Council to take a view as to the need for such a consent to be granted.

5.21. If a condition is imposed which makes the permission personal to the applicant, then if they ever vacate the premises, its lawful use would immediately revert to a retail use within Use Class A1.



**6. CONCLUSION:**

- 6.1. The development enhances the function, character, viability and vitality of the neighbourhood centre given that the proposed operation occupies a unit which previously had been vacant for in excess of 1 year. The proposed dual use compliments the centre's retail function and the surrounding uses, generating pedestrian visits during and outside the normal shopping hours.
- 6.2. The development would help to enhance the Borough's economy and the would play important economic and social roles, which enhance its sustainability and ensure compliance with the Government's policy objectives, as well as the more detailed policy requirements set out in the Development Plan.
- 6.3. The development enjoys considerable levels of support from nearby residents, businesses, doctors and schools and this fact should be afforded substantial weight by the Council when deciding the application.
- 6.4. The final issue for consideration in the application is the development's impact on the Dartmouth Park Conservation Area and the case is made that once a well laid out retail display is provided in the front window, the property will make an enhanced contribution to the area's character and appearance.
- 6.5. It is considered that planning permission can reasonably be granted for the proposed development. However, if the Council wishes to add an extra safeguard, a personal planning permission is suggested as this would ensure that if ever the applicant was to vacate the premises, its lawful use would revert to retail within Use Class A1.
- 6.6. The Council is respectfully requested to grant planning permission for the proposed development.



# APPENDIX 1

30 Brookfield Park, London, NW5 1ER

The Planning Department  
London Borough of Camden  
5th floor  
Argyle Street  
London  
WC1H 8EQ

Wednesday, 28<sup>th</sup> August

Dear Sirs

Re: Studio 63, Chetwynd Road, London NW5

As both a local resident and user of the Studio 63 Personal Training Studio, I am writing to you to explain how the studio improves my life and why I am very keen for it to remain in its present format for the good of the whole local community.

As a working mother of 2 small children, with very limited time, being able to access facilities in the immediate locality is vital to being able to take frequent and regular exercise. I also use the swimming pools at Kentish Town, as well as the facilities on Hampstead Heath, but Studio 63 offers something different. At the Studio I have received 1-2-1 instruction in a private and welcoming environment, which has helped me to regain fitness after my last pregnancy and overcome injuries. Since the studio is local, I have been able to get there 1 to 2 times per week which simply would not be possible if the studio were further away (and not in walking distance). By using a personal trainer I have a safe and varied program tailored to my personal needs and I know I'm exercising correctly and my progress is being monitored. It's hard to overestimate the positive effect that being able to access this kind of exercise has had on my life.

In Dartmouth Park we are very fortunate to have a small but varied selection of shops and services which as a family we use on a daily basis. The shops of Swains Lane and York Rise / Chetwynd Road enable us to be able to walk for provisions. We are well serviced with supermarkets (Tesco, Continental Stores), a pharmacy, newsagents, florist, 2 butchers, doctor's surgery, beauticians, restaurants, cafes and so on, and Studio 63 is a very welcome addition to the list. If the studio were to be replaced by a retail unit it's hard to think of an alternative outlet that could offer the local community the same lifestyle benefits. I have now lived in Dartmouth Park for just over 5 years and have seen a number of retail units (including in the same site as Studio 63) come and go as the community cannot sustain a large number of shops. Studio 63, however, goes from strength to strength and it would be very disappointing to see it go and be replaced by another shop that the local residents don't need, and will therefore not survive.

You may wonder why I have taken the time to write in such detail about a personal training studio, and my answer is simple. It's the most vital local facility to my being able to maintain a fit and healthy lifestyle, as I am sure it is for many others. Dartmouth Park would be a far worse place without it.

Yours faithfully

Sophie Kent

BACKS & BEYOND

London Borough of Camden  
Planning Department  
5<sup>th</sup> Floor, Argyle Street  
London WC1H 8EQ

30<sup>th</sup> August 2013

Dear Sir/Madam

**RE: Ground Floor 63 Chetwynd Road, NW5**

I am writing in support of full D1 usage of the ground floor of 63 Chetwynd Road.

I have owned a business in the area for the last 8 years. I also have known Mr Talbot for this whole time, and can vouch for his sincerity, honesty, and standing in the community.

I am convinced that a full D1 usage should be granted for the following reasons:

- the Chetwynd road/York rise shop community is not a typical high street with lots of footfall and therefore should not be considered as such. There is much less need for retail space, and a much higher demand for services such as personal training.

- the last business at number 63 was a mini supermarket, which was so underused (no doubt because there is already enough retail in the area) that it closed down within a year of opening.

- Chetwynd road has gained a reputation for being a 'health haven' with both my business and the beauty clinic opposite helping to define this reputation. A personal training studio is thus a natural next step.

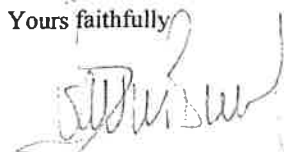
- businesses such as Mr Talbot's bring much needed clients to the area who can then use the nearby retail services. This is the case with my business also, with the great majority of my 'out of area' patients using the local shops every time they visit.

- if Mr Talbot were forced to close (as a result of your decision), the failure of the previous minimarket would discourage anyone else opening a business there, and we could end up with yet another empty shop.

Thank you for taking the time to read this letter, and I hope it helps you to come to what we all in the area (both residents and business owners alike) feel would be the right decision, that is to grant Mr Talbot the D1 usage that he has requested.

With kind regards

Yours faithfully



Gavin Burt  
Registered osteopath  
Clinic Director

**Backs & Beyond Limited**, 61 Chetwynd Road, London, NW5 1BX.

Tel: (020) 7284 4664 [www.backsandbeyond.co.uk](http://www.backsandbeyond.co.uk)

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29 August 2013

London Borough of Camden.  
The Planning Department.  
5th floor, Argyle Street.  
London WC1H 8EQ

Dear Planning Department

Re: Studio 63, 63 Chetwynd Road, NW5

I write this letter in support of the application for continuing planning permission for Studio 63. This is an excellent resource providing an opportunity for all residents in the area to engage in focused exercise, with all the health and lifestyle benefits that follow from this.

Dan Talbot is an excellent trainer and we are lucky that he has chosen to work in our local area. There is no similar facility in the immediate vicinity.

The site of the studio has been used by a series of retail shops that have opened and subsequently failed due presumably to lack of custom. This suggests that there is little demand for further retail shops in the immediate area; the other shops and cafes in the road certainly meet all my shopping needs.

I hope that the relevant permission will be given so that this excellent studio can continue in our local area.

Yours sincerely

  
NANCY BIGGS

London Borough of Camden  
The Planning Department  
5th floor  
Argyle Street  
London WC1H 8EQ

To Whom it May Concern

re Daniel Talbot  
63 Chetwyn Road

I have been seeing Daniel as a personal trainer for several years and fully support his bid to remain in his current location. The studio is an asset to the community, with its elegant front and interior. The space is ideal for one to one training sessions. I can't imagine a better use for the location, given Daniel's devotion to health and fitness. I would be very disappointed if the Council did not support and encourage him.

Michael Shak

26 St Albans Villas  
Dartmouth Park  
London NW5 2RB

40 Woodsome Road  
Dartmouth Park  
London NW5 1RZ  
07980 826 994

London Borough of Camden.  
The Planning Department.  
5th floor, Argyle Street.  
London WC1H 8EQ

28<sup>th</sup> August 2013

Dear Camden Council,

Re: Personal Training Studio at 63 Chetwynd Rd

I am writing in support of maintaining the unit at 63 Chetwynd Road as a personal training studio for the local community. As you will be aware muscular skeletal problems are a major problem for people in desk jobs which is the kind of work that most of us in this area do. The literature tells us that one in three people suffer from back pain every year and many are forced to ask for NHS treatment.

In fact medical services can only offer pain control, which has a short-term impact. The only long-term help is provided by exercise. So we are very lucky to have a facility like the Personal Training Studio available to us. The location of the Studio works well because it is close to a very well-stocked food shop where we can buy provisions before or after our training session.

I hope that the Studio will continue to operate in its current location for a long time to come,

Yours sincerely

A handwritten signature in black ink, appearing to read 'Maxine Sacks', with a stylized, cursive script.

Maxine Sacks

**Julia Eisner**  
35 Cressida Road London N19 3JN  
T: 07711 223303 E: juliaeisner@me.com

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London Borough of Camden  
The Planning Department  
5th floor, Argyle Street  
London WC1H 8EQ

28<sup>th</sup> August 2013

Dear Sir/Madam

**Re: Studio at 63 Chetwynd Road**

I am writing in reference to and in support of the Studio at 63 Chetwynd Road. I attend the studio and train with Daniel Talbot whose presence in Chetwynd Road has added considerably to the community of shops in the area. The studio has transformed my life - I go twice a week and consequently now regularly also use the other shops in York Rise and Chetwynd Road. It is a very popular place and fits in extremely well. As a result of going to the Studio, I was introduced to Backs & Beyond, the osteopath next door – the combination of the studio and the osteopath is really effective.

I cannot understand the logic of preferring to have an empty shop rather than an exercise studio which offers a popular service, owned and run by someone who grew up in the area and therefore has a particular interest and investment in the success of the community. The studio works very well and is clearly encouraging clients to use and enjoy the other shops.

I hope this letter will go some to assuring you of the amount of support and contribution the Studio makes to the area.

Yours sincerely

Julia Eisner



Tom Toumazis  
59 Rosslyn Hill  
London NW3 5UQ  
tom.toumazis@gmail.com

25<sup>th</sup> August 2013  
London Borough of Camden.  
The Planning Department.  
5th Floor, Argyle Street.  
London WC1H 8EQ

To whom it may concern,

I am writing to you regarding Studio 63 and my family's express wish that the studio continues to operate in Chetwynd Road. We have lived in Hampstead for over 8 years and until we began to visit Studio 63, none of us ever stopped and shopped in Dartmouth Park. At best Chetwynd Road was a cut through to Archway or Holloway.

My wife and three children are all clients of Dan Talbot's and we have all over the past year discovered Dartmouth Park and the various shops within the area.

Dan has been a terrific advocate for other business and I am now a customer of Backs and Beyond, Truffles Deli, Vet Village and we have also visited the local pub, The Dartmouth Arms. None of this would have happened had Dan not brought our custom to the area.

I should also add that we regularly buy sporting equipment from Studio 63, including clothing and fitness equipment as well as health drinks and nutritional foods.

Stephanie, Christopher, Gabriel, Helen Toumazis and I all believe that Studio 63 should remain open. Dan Talbot is a credit to the community and an example of how a young man has taken the initiative against all odds to build a business, with his training partner Steve. We should be celebrating this approach in today's challenging economic climate. Every High Street should have a Dan Talbot, ready to take an abandoned unit and turn it into a thriving business which contributes to the community.

Please look upon Studio 63 favourably and allow a business to add something to the community and encourage more of this brave thinking within your Borough.

Kind Regards,

Tom, Helen, Christopher, Stephanie and Gabriel Toumazis

**Subject:** FW: Letters of Support

**From:** Lindsay MacRae <lindsay.macrae@btinternet.com>  
**Date:** 27 August 2013 10:02:36 BST  
**To:** Daniel Talbot <daniel82\_talbot@yahoo.co.uk>  
**Subject: Re: Letters of Support**

Dear Daniel

Here's my letter of support.

Lindsay MacRae  
28 Chetwynd Road  
London NW5 1BY

27th August 2013

To who it may concern,

I am writing in support of Studio 63 in Chetwynd Road. I have lived in the street for more than 10 years and have seen at least three businesses come and go. All have sold either food or alcohol which are available at four other shops within 200 metres. When an off licence was on the site it was burgled/held up on several occasions which had a negative affect on the local community.

I feel very strongly that Studio 63 brings something positive to the area. Considering how much effort Camden Council spends persuading us to lead healthy and active life styles I am amazed that it doesn't appear to be giving Studio 63 its full support.

In my opinion Chetwynd Road has an excellent mix of shops which are well used and liked by the local community. What we don't need is another retail unit selling goods which we could buy more cheaply on the internet. As exercise is one of the few things which you can't purchase on line I would have thought that this makes Studio 63 a particularly sustainable business. It's also a place which most users walk to - a huge consideration in a street already choked with traffic !

I use Studio 63 regularly. It is not a 'fancy' gym with sky high prices but a place where teenagers and pensioners can go to help them lead healthy and active lives. People who use the studio are also likely to use other shops in the area for a drink afterwards or for osteopathy. Obviously it's a business which requires a bit of space. Filling it with shelves and drinks machines therefore makes little sense.

In a short period of time Studio 63 has become a much used and well liked asset to the street. Daniel has worked hard to build up the business . I think that to change the focus towards retail would send out a profoundly negative message - that being fit is somehow less important than shopping.

Yours faithfully

40 Woodsome Road  
Dartmouth Park  
London NW5 1RZ  
07980 826 994

London Borough of Camden.  
The Planning Department.  
5th floor, Argyle Street.  
London WC1H 8EQ

28<sup>th</sup> August 2013

Dear Camden Council,

Re: Personal Training Studio at 63 Chetwynd Rd

I am writing in support of maintaining the unit at 63 Chetwynd Road as a personal training studio for the local community. As you will be aware muscular skeletal problems are a major problem for people in desk jobs which is the kind of work that most of us in this area do. The literature tells us that one in three people suffer from back pain every year and many are forced to ask for NHS treatment.

In fact medical services can only offer pain control, which has a short-term impact. The only long-term help is provided by exercise. So we are very lucky to have a facility like the Personal Training Studio available to us. The location of the Studio works well because it is close to a very well-stocked food shop where we can buy provisions before or after our training session.

I hope that the Studio will continue to operate in its current location for a long time to come,

Yours sincerely

Maxine Sacks

**15 Oakford Road**

**London**

**NW5 1AJ**

London Borough of Camden  
The Planning Department  
5th floor

Argyle Street

London WC1H 8EQ

28<sup>th</sup> August 2013

Dear Sir/Madam

I understand that there is a question as to whether or not Studio 63 personal training should remain open and would like to raise with you the various significant reasons why I feel it is a key part of the community/area:

- For local residents such as myself, who don't want to pay a gym membership and who do much of their training in local public areas such as Hampstead Heath, Studio 63 is the perfect training option
- Many of us also frequent Backs & Beyond next door, whose services connect well with those of Studio 63
- Until I started to go to Studio 63, I didn't use the other shops/outlets in the area. Now I am a regular at many of them, including the beauty salon opposite and the deli
- Many friends/colleagues of mine from outside the area have also started to frequent Studio 63 and other local outlets, including a partnership that Studio 63 instigated with MTV (a Camden-based business employing several hundred people)
- Other retail shops that have opened have continuously failed within this unit proving the lack of demand for retail
- I would also strongly oppose the closure of Studio 63 also because the sight of a closed shop gives a negative impression for local residents and visitors alike

I very much hope that Studio 63 will remain open, providing a positive and essential service to many local residents, such as myself, and visitors to the area.

Yours faithfully,

Caroline Beaton

2 Chetwynd Road  
London  
NW5 1BU

06 September 2013

London Borough of Camden  
The Planning Department  
5th floor  
Argyle Street  
London  
WC1H 8EQ

Dear Sir/Madam

**Studo 63, 63 Chetwynd Road NW5**

I am writing to express my support for the Personal Training Studio at 63 Chetwynd Road. I work in Face to Face and having the Osteopath and the fitness studio across the road is great as we all recommend clients to each other. This can only be good for the local economy and community.

I know that several other shops opened and failed in that space and quite honestly I do not feel that we need another mini supermarket in that area (as that is probably what it would become) as we have Continental stores just around the corner.

We had an empty shop in that space for quite a while and that was quite unsightly and does not portray a positive image for the other businesses in the area.

My son has used the exercise studio a lot and has only good and positive things to say about it. Considering obesity is a big national problem at the moment it can only be a positive thing to have an exercise studio in the area.

Yours sincerely

Melissa Deco

## Mark Batchelor

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**From:** Daniel Talbot [daniel82\_talbot@yahoo.co.uk]  
**Sent:** 17 September 2013 12:45  
**To:** Mark Batchelor

**To whom it may concern:**

23/8/2013

I write in support of Daniel Talbot and Studio 63 on Chetwynd Road. I am a local resident who has become a client of the studio recently in order to recover from a serious leg injury. I value greatly Daniel's expertise in helping me recover. In general, I also consider the presence of this fitness and training studio to be an important part of our community. Local amenities such as Studio 63 have a distinctive role: anyone in the neighbourhood who wants to improve their fitness, or recover from injury, can reach it on foot, without needing even public transport, let alone using a car.

The impact of sedentary lifestyles is an important topic of debate these days and I should know – I have 30 years' experience as a sports journalist with athletics my specialist subject. In the wake of the London Olympics, I believe we should be encouraging all-round fitness in our communities across the generations.

The diversity of our local shops help create a vibrant community in Dartmouth Park and the surrounding area. Studio 63 plays a significant part in this and I strongly support its work and wish it to continue.

Andy Edwards  
Freelance Broadcast Journalist  
Member of the British Athletics Writers' Association

5a Woodsome Road  
London  
NW5 1RX

E: [edwardstrackwise@aol.com](mailto:edwardstrackwise@aol.com)

Sent from my iPad

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2 Chetwyn Road  
London  
NW5 1BU

05 September 2013

London Borough of Camden  
The Planning Department  
5th floor  
Argyle Street  
London  
WC1H 8EQ

Dear Sir/Madam

**Studo 63, 63 Chetwynd Road NW5**

I am writing to express my support for the Personal Training Studio at 63 Chetwynd Road. I feel that having this facility in this space can only be a good thing for the community. Having the Osteopath next door and Face to Face (beauty shop) across the road all complement each other very well. It feels as if we have our own little fitness and beauty area within our community.

I know that several other shops opened and failed in that space and quite honestly I do not feel that we need another mini supermarket in that area (as that is probably what it would become) as we have Continental stores just around the corner.

Having a closed shop in that space as we did for quite a while is quite unsightly and does not portray a positive image for the other businesses in the area.

In the present climate of couch potatoes and obesity it is a great boon to have an exercise studio in the area. My son has used it a lot and has only good and positive things to say.

Yours sincerely

David Rosie

***C/o 17-29 Hawley Crescent***

***London***

***NW1 8TT***

London Borough of Camden  
The Planning Department  
5th floor  
Argyle Street  
London WC1H 8EQ

12<sup>th</sup> September 2013

Dear Sir/Madam

I understand that there is a question as to whether or not Studio 63 personal training should remain open and would like to raise with you the reasons why I feel it is a key part of the local area:

- As an employee at MTV (a Camden-based business employing over 900 hundred people) who recently started a partnership with Studio 63, I frequently attend Studio 63 for personal training sessions as have many colleagues of mine
- Studio 63 is a much more convenient option for those like myself who don't wish to pay a gym membership

I very much hope that Studio 63 will remain open, providing a positive and essential service to many local residents and visitors, such as myself, to the area.

Yours faithfully,

Natasha Wickers



Dear Sir/Madam,

I am writing in support of Studio 63 at 63 Chetwynd Road. I am a local resident and feel strongly that this business adds very positively to the area. I have been using it myself over the last year as I wanted to improve my health and fitness, and through the studio I have been introduced to the next door business, Backs and Beyond, who have nothing but positive things to say about Studio 63, so I believe it's position to be mutually beneficial to these businesses.

It is so important to me as a resident to have access to a range of different businesses locally (within easy walking distance) and the York rise/Chetwynd Road area provides us with a really good and useful selection of services into which studio 63 fits perfectly. It is stylish and unobtrusive from the street, and fits into the ethos of the other local businesses.

I think it would be a tragedy for this business to be forced to close, for Daniel Talbot, and for the local residents.

Yours faithfully,  
Patricia Potter  
16 Grove Terrace,  
London NW5 1PH

Dear Daniel,

It was a great surprise to hear that you might be under pressure from Camden Council to change your business model or potentially lose your license. I view your enterprise as a model business for the area.

In your upcoming meetings with our local Councillors and/or the planning department, please feel free to provide this letter as evidence of my support as a customer, local resident (Tufnell Park), Labour Party member and lifelong environmental campaigner. The reasons for this are the following:

- You are a young entrepreneur from the area. Given the alarming context of record youth unemployment, your enterprise should be championed, facilitated and emulated – nothing less.
- You attract footfall to an otherwise quiet street and you regularly publicise other local businesses to your clients. Every time I visit you, I stop to buy a paper, a drink or something else on the way home. You keep me up to date on developments in the area, providing suggestions for everything from local builders to activities to try.
- Your business is focused on wellbeing which is entirely in tune with the area: people live near the Heath to enhance their physical and mental wellbeing and the existing businesses on your street (the osteopath, the beauty therapist etc) have also responded to this demand.
- As I understand it, you are engaged in socially motivated activities, for example you have made speeches at your old school and have worked with local kids on improving their fitness.
- The alternatives are not viable, as I have witnessed over the last two years. You are a going concern and therefore of value in terms of local tax revenue and the character of the area.

Please keep me informed of your progress and do let me know if further action is required on your behalf.

All the best,

Kate

Kate Hampton

Executive Director, Climate Change

Direct: +44 207 121 9207

Mobile: +44 777 137 4234

Skype: katehamptongray

**Subject:** FW: Studio 63, Chetwynd Road NW5

**From:** "Alfred Nathan" <alf@chalkmark.com>  
**Date:** 22 August 2013 10:40:15 BST  
**To:** "Daniel Talbot" <daniel82\_talbot@yahoo.co.uk>  
**Subject:** **Re: Studio 63, Chetwynd Road NW5**

ATT: Planning Department  
London Borough of Camden  
Town Hall  
5th Floor  
Argyle Street  
London WC1H 8EQ

**Re: Studio 63, Chetwynd Road NW5**

Dear Sir/Madam,

My name is Alfred Nathan and I live at 22 Croftdown Road NW5 1EH.  
I am writing to express my support for Studio 63 as it has become an integral part of our community life and would be a great loss should it close.  
I have been there many times as a client and met local shop owners and residents who also use the facilities.  
I have had many a conversation with my neighbours about our progress in our efforts to become more fit and healthy and it has promoted a cohesion that I believe would be lacking without Studio 63.  
I respectfully request the Camden Officers and Councillors to give Studio 63 their continued support as we do in our local community.

Yours Sincerely  
Alfred Nathan

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**Mark Batchelor**

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**Subject:**

FW: 63 Chetwynd Rd NW5

**From:** David Sprecher <[elkhound46@gmail.com](mailto:elkhound46@gmail.com)>  
**Date:** 25 August 2013 16:10:48 BST  
**To:** Daniel Talbot <[daniel82\\_talbot@yahoo.co.uk](mailto:daniel82_talbot@yahoo.co.uk)>  
**Subject:** 63 Chetwynd Rd NW5

To  
London Borough of Camden  
Planning Department

Dear Sirs

I am sending this representation to you via Mr Talbot's email as I am abroad on vacation.

I have lived in St Albans Road NW5 for over 25 years and until Studio 63 opened I had almost never used that shopping parade. As a user of the Studio I am now acquainted with that parade of shops and have used some of them for the first time.

I believe that the fitness studio has added a badly needed injection of life into what has at times seemed like a failing parade. There is nothing so damaging to the area as another vacant shop or a shop offering products or services overlapping with those of other nearby shops.

If you do not wish to damage this little community of shops I urge you to grant it permission to operate as a fitness studio.

Yours faithfully  
David Sprecher  
9 St Albans Road  
London NW5 1RG

David Sprecher.  
Sent from my mobile phone via gmail.

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**Subject:**

FW: Attention camden council : re studio 63

**From:** "Sara Maragh" <sara@spdiffusion.com>

**Date:** 25 August 2013 16:28:52 BST

**To:** <daniel82\_talbot@yahoo.co.uk>

**Subject:** Attention camden council : re studio 63

To whom it concerns :

Myself and my family moved to the dartmouth park area 6 years ago , at that time we were , even in our mid 40's some of the younger members of the community .....since then we have noted a steadily growing influx of familys with young children and teenagers re-locating to the area .

There has definitely been a change in the requirements of what was a very ageing community of residents who had lived here many many years.

In the 6 years we have been here we have noted the arrival of a deli to serve the more cosmopolitan needs of the community , but little else to cater for the younger generation

I was delighted with the arrival of a personal fitness studio , health and fitness is should be an essential part our life style , and an ingredient that should b available to all communities .

With the gym offering a personalised service it fits perfectly with the busy lifestyles of the new generation .

I became a client of the gym within the first few months of its opening and have remained so ,visiting at least twice a week , it offers an excellent quality of personalised training , as well as flexibility to complement my work schedule .

Since I have started to train there , one of my teenage daughters has also become a client

There is no other company within the dartmouth park area that offers this service , we are well covered for food and beverages , for dry cleaning , indian restaurants , and post office facilities .....the vet , the physio therapy studio , the beautician , the estate agent and the personal fitness studio are totally in line with the needs of an ever evolving inner city community .

In addition to the studio fulfilling my health and fitness needs , it has also given me access to purchasing fitness equipment that I can use at home .

I strongly believe that the dartmouth park community have benefited from having the studio facilities and expertise within its immediate neighbourhood , it has given residents all of ages and abilities the opportunity to train with professional caring instructors , whether it is to loose weight , increase personal fitness , or recover from sports or other injuries the instructors are fully able to aid and help .

In my opinion fitness studios have become an essential requirement of every thriving and contemporary community , as necessary as food , drink and restaurant facilities.

Finally with regard to dartmouth park the studio has perfectly completed the needs of a modern evolving neighbourhood

Regards

Sara maragh

75 dartmouth park rd

Nw5 1sl

**52 Woodsome Road, London NW5 1RZ**

**020 7482 2548**

**hello@tchevalier.com**

5 July 2012

Camden Council  
London NW1

Dear Sir or Madam,

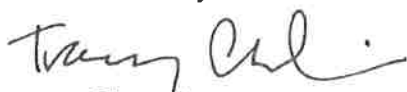
I am writing in support of the newly opened Studio 63 fitness studio at 63 Chetwynd Road, London NW5.

I am a local resident and use daily the shops at the junction of Chetwynd Road and York Rise. The premises Studio 63 has moved into have been empty for over a year – always a depressing sight for residents, as we like to be surrounded by thriving businesses. Before that there was a small food shop/off licence, which repeated what Continental Food Stores around the corner already does much better. I went into it once and never returned. Before that there was a wine shop, not particularly well stocked, run by indifferent owners.

I welcome Studio 63's arrival. It fits in well with the shops already there, and in particular compliments its neighbours, Backs and Beyond (chiropractic). It is not noisy, or smelly, it isn't open late at night, it doesn't have many deliveries. It encourages fitness and well-being and a positive outlook. The co-proprietor, Daniel Talbott, has been my personal trainer for over five years. I know him well and can confirm that he is reliable, trustworthy, and committed to making his business a success. Residents and local shops are lucky to have such a cheerful, positive man opening a business in the area.

Please contact me if you have any questions.

Yours sincerely,



Tracy Chevalier

**9 BOSCASTLE ROAD**  
**LONDON NW5 1EE**

23/02/2012

To whom it may concern

I am writing in support of Daniel Talbot's application to open a Fitness Studio in Chetwynd Road. To me it would seem that the change of use is from one commercial enterprise to another one.

Daniel Taylor is 'a local boy' who is using his initiative to set up a resource from which people in the area can benefit. Health and Fitness are important for everyone and are part of a preventive approach from ill health to fitness. As the Olympic games are fast approaching we are all particularly aware of the benefit to all of keeping active. Evidence suggests that exercise helps with the management of depression which is the basis of many days off work and I impacts on the quality of the life of a sizeable percentage of the population.

Daniel is also keen to involve young people in the area by offering the opportunity for work experience ?

I would therefore hope the council will see its way to granting the necessary permission.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Prue Norton', written in a cursive style.

Prue Norton