



Real value in a changing world

Planning Statement

Relation to: Change of Use Application for 2 Crowndale Road, Camden, London,
NW1 1TT

November 2012

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1 Introduction

Background

- 1.1 Jones Lang LaSalle has been instructed to provide planning consultancy support regarding a retrospective application for the change of use at 2 Crowndale Road, Camden through the preparation of a detailed planning application.
- 1.2 The purpose of this planning statement is to clarify the nature of the application, to analyse it against the relevant planning policy framework, to consider any other material considerations and to demonstrate why planning permission should be forthcoming.
- 1.3 The application seeks a retrospective change of use from A1 (Shops) / B1 (Business) to A2 (Financial and Professional Services) on the ground and lower ground floor.
- 1.4 This planning statement:
 - Describes the planning application scheme;
 - Explains the form of the planning application and the status of the supporting information;
 - Examines and justifies the proposal against the relevant planning policy background;
 - Analyses the planning issues arising;
 - Explains the benefits of the proposal

Application Contents

- 1.5 The application includes the following documents:
 - Planning application fee of £335;
 - Completed application forms;
 - Full set of architectural drawings;
 - Design and Access Statement;
 - Planning Statement

Statement Structure

- 1.6 The remainder of this statement adopts the following structure:
 - Section 2 describes the site and surrounding area;
 - Section 3 describes the planning history;
 - Section 4 summarises the relevant planning policy;

- Section 5 sets out the case for permission;
- Section 6 provides the conclusions

2 Site and Surrounding Area

Site

- 2.1 2 Crowndale Road is located in the London Borough of Camden. The subject site comprises a 6-storey building comprising an estate agents at ground and lower ground floor, with 13 residential flats above (1x studio, 2 x 1-bed, 7 x 2-bed and 3 x 3-bed). The site covers an area of approximately 0.02 hectares (0.06 acres), please see appendix 1 for a site plan.
- 2.2 The site is just outside of the flood zone, has no listed status and is not within a Conservation Area.
- 2.3 The site is a corner property situated at the junction of Crowndale Road, Royal College Street and Pancras Road. The surrounding street scene contains some notable large brick buildings, including 19th century Goldington Court on the opposite corner and 20th century Cecil Rhodes House.
- 2.4 The site is situated in a highly sustainable location, approximately 200m from Mornington Crescent underground station and approximately 300m from London St Pancras and London Kings Cross rail stations.
- 2.5 The site has good road access from Crowndale Road (B512), connecting surrounding road networks including Hampstead Road (A400) and Eversholt Road (A4200) to the south, providing direct links into the city. Royal College Street (A5202) provides direct links into north London towards Kentish Town. A number of bus routes into the city run along Crowndale Road. The site has a PTAL rating of 6a and as such is suited to high density development.

Surrounding Area

- 2.6 The surrounding area comprises a mix of uses including retail, commercial and residential. Adjacent to the site is a large 5-storey residential-led development comprising retail units at the ground floor and flats above. To the south of Crowndale Road lies an 8-storey residential-led development, again with retail units on the ground floor. To the north of the site are 4-storey blocks of residential apartments. Directly to the east is the 6-storey high Goldington Building comprising residential apartments.
- 2.7 A number of uses surround the site, including Regent's Park to the west, Camden Market to the north, a number of schools and college's including St.Martin's College of Art and Design, community sports centres, industrial and commercial uses including Carreras Cigarette Factory.

3 Current Uses and Planning History

Current Uses

- 3.1 Currently the site accommodates The New World Accommodation Estate Agents on the ground and lower ground, having occupied the unit for approximately 4 years, with 13 residential flats (Class C3) above in accordance with the Use Class Order (2010).

Site Specific Allocations

- 3.2 The subject site is allocated in the LDF Proposals Map (2010) as being situated in an area of unallocated 'white land'.
- 3.3 The adjoining site to the west and the site opposite to the south are located in Neighbourhood Centres. Kings Cross St Pancras Conservation Area is situated along the east of the site, bounded by Royal College Street. Camden Town Conservation Area is situated further west, bounded by Camden Street.
- 3.4 In addition, there are a number of Open Space designations surrounding the site, including Goldington Crescent Gardens, Oakley Square and Camden Town Playground.

Planning History

- 3.5 A desk based planning history search for the 2 Crowndale Road has been undertaken. The following highlights the planning history available for the site.
- 3.6 Planning permission was granted (subject to a S.106 Legal Agreement) on 23 March 2005 (under ref: 2004/5515/P) for the *"demolition of the existing part one/part two-storey public house (Class A3) and erection of a new six-storey building comprising a dual use of offices (B1) or retail (A1) at ground floor and basement, with 13 residential flats (1 x studio, 2 x one-bed, 7 x two-bed, 3 x three-bed) above."*
- 3.7 Planning permission was granted on 27 July 2006 (under ref: 2005/2134/P) for the submission of *"details of facing materials, pursuant to condition 2a of the planning permission granted subject to a S106 agreement dated 23/03/05 (2004/5515/P), for the demolition of the existing part one/part two-storey public house (Class A3) and erection of a new six-storey building."*

4 Policy Context

4.1 The application site is situated in an area under the administrative control of the London Borough of Camden. Section 38(6) of the Planning & Compulsory Act 2004 states that application must be determined in accordance with the relevant Development Plan unless material considerations indicate otherwise. As such, the application has been considered against the following policy considerations:

- National Planning Policy Framework (2012)
- The London Plan (amended 2011)
- The London Borough of Camden Core Strategy (CS) (2010)
- The London Borough of Camden Development Policies (2010)
- Other Material Considerations

National Guidance

4.2 The National Planning Policy Framework (NPPF) was adopted on 27 March 2012. The key sections in the NPPF that have been considered include:

| NPPF Section | Key Consideration |
|---|---|
| 1) Building a strong, competitive economy | Aims to ensure that the planning system does everything it can to support sustainable economic growth. Planning policies should support existing business sectors, taking account of whether they are expanding or contracting and, where possible, identify and plan for new or emerging sectors likely to locate in their area. Policies should be flexible enough to accommodate needs not anticipated in the plan and to allow a rapid response to changes in economic circumstances. |
| 2) Ensuring the vitality of town centres | Local planning authorities should promote a competitive town centre environment, which provides “customer choice and a diverse retail offer” whilst reflecting the individuality of town centres. |

Regional Guidance

4.3 The relevant regional guidance for the subject site is the revised London Plan 2011. The London Plan places the site in north London within the Inner London boundary. Relevant policies from The London Plan 2011 are indicated below:

| Policy Reference | Policy Summary |
|--|---|
| Policy 2.9 Inner London | Aims to work to realise the potential of inner London in ways that sustain and enhance its recent economic and demographic growth while also improving its distinctive environment. |
| Policy 4.8 Supporting a successful and diverse | Supports a diverse and competitive retail sector which promotes sustainable access to |

retail sector the goods and services that Londoner's need.

Local Guidance

Camden Core Strategy 2010-2025

4.4 The London Borough of Camden adopted their Core Strategy on 8 November 2010. Key relevant policies include:

| Policy Reference | Policy Summary |
|--|--|
| CS7 Promoting Camden's centres and shops | <p>The Council will promote successful and vibrant centres throughout the borough to serve the needs of residents, workers and visitors by:</p> <p><i>f) providing for and maintaining, a range of shops, services, food, drink and entertainment and other suitable uses to provide variety, vibrancy and choice; and</i></p> <p><i>g) protecting and promoting small and independent shops, and resisting the loss of shops where this would cause harm to the character and function of a centre.</i></p> |

Camden Development Policies 2010-2025

4.5 The London Borough of Camden adopted their Development Policies on 8 November 2010. Key relevant policies include:

| Policy Reference | Policy Summary |
|--|---|
| DP10 Helping and promoting small and independent shops | <p>The Council will seek to protect shops outside centres by only granting planning permission for development that involves a net loss of shop floorspace outside designated centres provided that:</p> <p><i>d) alternative provision is available within 5-10 minutes' walking distance; and</i></p> <p><i>e) there is clear evidence that the current use is not viable.</i></p> |
| DP13 Employment premises and sites | <p>The Council will retain land and buildings that are suitable for continued business use and will resist a change to non-business unless:</p> <p><i>a) it can be demonstrated to the Council's satisfaction that a site or building is no longer suitable for its existing business use; and</i></p> <p><i>b) there is evidence that the possibility of retaining, reusing or redeveloping the site or building for similar or alternative business use has been fully explored over an appropriate period of time.</i></p> |

5 The Case for Permission

Principle of Development

- 5.1 The application seeks retrospective planning permission for the change of use of the ground and lower ground floor from A1 (Shops) / B1 (Business) to A2 (Financial and Professional Services). This section considers the principle of development and policy constraints relating to the proposed change of use in the context of relevant local planning policy, as well as material considerations.
- 5.2 The site is currently allocated as 'white land' however is situated adjacent to a Neighbourhood Centre to the west and south as demonstrated by the LDF Proposals Map.
- 5.3 National policy seeks to identify and plan for new or emerging business sectors likely to locate in their area. Policies should be flexible enough to accommodate needs not anticipated in the plan and to allow a rapid response to changes in economic circumstances (NPPF Section 1). NPPF Section 2 states that local planning authorities should promote a competitive town centre environment, which provides *customer choice and a diverse retail offer* whilst reflecting the individuality of town centres. Furthermore, it goes on to state that town centres should include sites suitable to meet the mixed use requirements of town centres, including retail, leisure, commercial, office, tourism, cultural, community and residential development. In addition, London Plan Policy 4.8 supports a diverse and competitive retail sector.
- 5.4 Core Strategy Policy CS7 promotes successful and vibrant centres throughout the borough to serve the needs of residents, workers and visitors by providing for and maintaining, a range of shops, services and other suitable uses. The supporting text states that *the Council will ensure that development in its centres is appropriate to the character, size and role of the centre in which it is located, and does not cause harm to neighbours, the local area or other centres. Shop and service uses (in use classes A1 and A2) and markets are considered suitable for all levels of centre.*
- 5.5 The Neighbourhood Centre provides a good range of local services including a newsagent, dry-cleaners, cafe, and chemist. A change of use of the unit from A1/B1 to A2 would not unacceptably undermine the local shopping function of the adjacent centre and in fact, would enhance it by continuing to provide a diverse range of local facilities for a centre of this size and type. In addition, the change of use retains an active corner frontage, providing interaction between the people inside the premises and passers-by.
- 5.6 In terms of the loss of the lawful use class, Development Policy DP10 states that the Council will only grant planning permission for development that involves a net loss of shop floorspace outside designated centres provided that alternative provision is available within 5-10 minutes' walking distance and there is clear evidence that the current use is not viable.
- 5.7 The supporting text states, *we will resist the loss of shops (Use Class A1) unless there is alternative provision within 5-10 minutes' walk (approximately 400-800 metres), depending on the scale of provision. We will also take into account the viability of the premises for the existing use, in particular any history of vacancy in a shop unit and the prospect of achieving an alternative occupier. However, we recognise that, as the number of people shopping locally has declined, it is unlikely that all shops outside centres will continue to find an occupier.*
- 5.8 As demonstrated there is alternative provision of Class A1 shops adjacent to the site in the Neighbourhood Centre, furthermore Class A2 use is recognised as an established centre use. Providing a Class A2 use will help to ensure an appropriate mix of uses and provide a use which meets local needs. The Council recognises that it is hard to find occupiers outside centres, therefore having an estate agents already occupying the unit alleviates this risk.

- 5.9 Development Policy DP13 states the Council will resist a change to non-business unless there is evidence that the possibility of redeveloping the site or building for similar or alternative business use has been fully explored over an appropriate period of time. The estate agents has been an established use on the site for 4 years, therefore is fully appropriate. In addition, the use contributes to economic activity by increasing the number of employees on site.
- 5.10 As demonstrated, a change of use from Class A1/B1 to A2 enhances the adjacent Neighbourhood Centre, providing a range of local facilities which contribute to a competitive and diverse retail sector. A change of use to A2 would alleviate the risk of the unit becoming unoccupied if it were to stay as A1/B1, adding to the vitality of the centre. In addition, the site has been occupied as an A2 use for a number of years and complies with the policy tests for the loss of Use Class A1 and B1. The proposal should therefore be considered acceptable.

Key Development Aspects

Design, Scale and Massing

- 5.11 In terms of design the impact of the proposal is negligible, therefore there will be no adverse impact on the street scene or the character of the building.
- 5.12 The proposal is in accordance with Core Strategy Policy CS14 (Promoting high quality places) ensuring Camden's places and buildings are attractive, safe and easy to use by requiring development of the highest standard of design that respects local context and character.

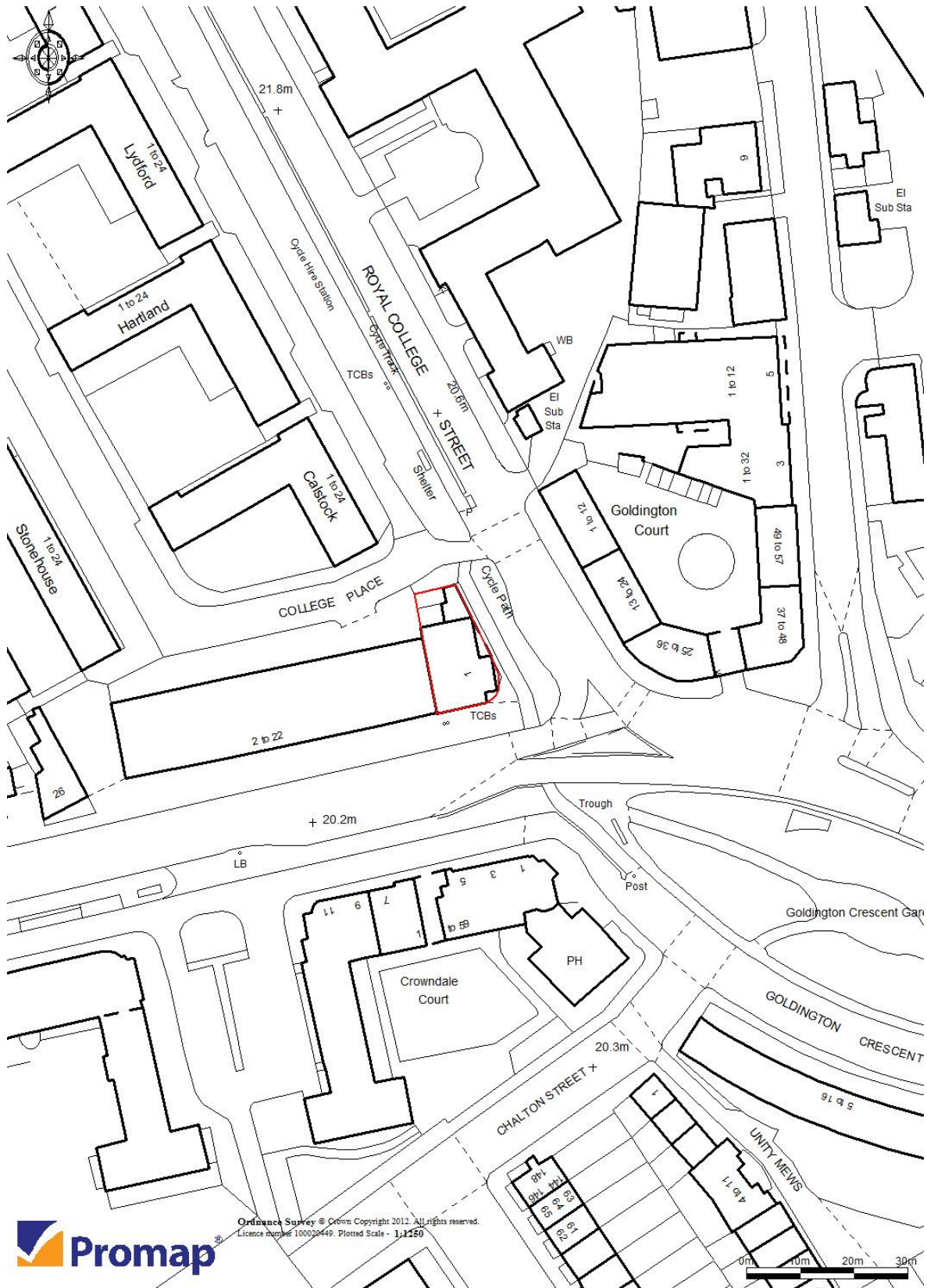
Accessibility and Parking

- 5.13 Pedestrian and vehicular accessibility onto the site will remain unchanged.
- 5.14 The proposal will not increase car parking provision on the site.
- 5.15 The proposal will not result in a change in floor area. Servicing arrangements will therefore be in line with the existing regime, thus not impacting on the existing vehicular or pedestrian flow.

6 Conclusion

- 6.1 Currently the site accommodates an estate agents (Class A2) at ground and lower ground floor with 13 residential flats (Class C3) above in accordance with the Use Class Order (2010). This retrospective planning application seeks a change of use of the ground and lower ground floor from A1 (Shops) / B1 (Business) to A2 (Financial and Professional Services).
- 6.2 This planning application has been prepared with full regard to the relevant planning policy framework and identified aspirations for the site.
- 6.3 The application is supported by a comprehensive package of information to address all the relevant issues arising.
- 6.4 There are a number of key factors in allowing this change of use from A1/B1 to A2. These are as follows:
- The proposal is in accordance with national policy, which seeks to promote competition in order to provide diverse retail and customer choice;
 - The Class A2 unit will provide a local service and is a complimentary town centre use in accordance with Core Strategy Policy CS7;
 - There is currently a good range of other services, especially Class A1 shops in the adjacent Neighbourhood Centre;
 - The site has been occupied as a Class A2 use for approximately 4 years;
 - A change of use to Class A2 would alleviate the risk of the unit becoming unoccupied if it were to stay as Class A1/B1, adding to the vitality of the centre;
 - The change of use will have a positive impact on the adjacent centre as it will still retain an active frontage;
 - The use creates jobs, thereby will not have a significant impact on the loss of Class B1 use.
- 6.5 It is our view that the application accords with relevant Development Plan policies and we consider it appropriate to grant planning permission.

Appendix 1 – Site Plan





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