

Delegated Report		Analysis sheet		Expiry Date:	01/09/2011	
		N/A / attached		Consultation Expiry Date:	07/07/11	
Officer			Application Number(s)			
Connie Petrou			2011/3291/P			
Application Address			Drawing Numbers			
219 Belsize Road London NW6 4AA			See decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature			
Proposal(s)						
Change of use from retail (Class A1) to recruitment agency (Class A2).						
Recommendation(s):		Grant				
Application Type:		Full Planning Permission				
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice				
Informatives:						
Consultations						
Adjoining Occupiers:		No. notified	00	No. of responses	00	No. of objections
				No. electronic	00	
Summary of consultation responses:		One off site notice				
CAAC/Local groups* comments: *Please Specify		N/A				

Site Description

The site is a three storey end of terrace Georgian property with frontages on both Belsize Park and Kilburn Vale. The ground floor unit which is the subject of this application is currently vacant but was previously A1 use. The upper floors are in residential use. The property is not a listed building but is located in the Priory Road Conservation Area.

Relevant History

None

Relevant policies

LDF Core Strategy and Development Policies

CS5 Managing the impact of growth and development; CS7 Promoting Camden's centres and shops; CS8 Promoting a successful and inclusive Camden economy; CS9 Achieving a successful Central London Borough of Camden; CS14 Promoting high quality places and conserving our heritage

DP10 Helping and promoting small and independent shops; DP24 Securing high quality design; DP25 Conserving Camden's Heritage; DP26 Managing the impact of development on occupiers and neighbours; DP30 Shopfronts

Camden Planning Guidance 2006

Section 46 Town centres, retail and entertainment uses.

Camden Town Conservation Area Statement

Disclaimer

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Assessment

Proposal

Change of use from use Class A1 (retail) to Class A2 Financial & Professional Services.

Main Considerations

- Land use
- Impact on host building
- Neighbourhood Amenity

Land use

The property is not located in a designated retail frontage however, is located in one of Camden's smaller shopping parades. Policy CS7 establishes the hierarchy of centres within the borough and seeks to ensure that smaller shopping parades continue to meet local needs for shopping, services and facilities. Policy DP10 seeks 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:

- Alternative provision is available within 5-10minutes walking distance;
- There is clear evidence that the current use is not viable;
- Within the Central London Area, the development positively contributes to local character, function, viability and amenity (N/A).

The site is within 5-10 minute walking distance from Kilburn High Road which offers a wide selection of shopping provision. The current unit has been vacant for 7 months and has been marketed for a similar period of time.

The unit is to be taken up by a public run recruitment agency (Class A2) which specifically attracts passing trade. Given the unit is currently vacant it is not considered that the loss of the existing A1 use would harm this frontage. Furthermore, A2 uses are typically found within shopping frontages and are considered to contribute to the function and character of a centre. A2 uses also provide services to visiting members of the public and can provide for an active street frontage, similar to A1 uses.

It is considered in these circumstances that there are valid reasons why the proposals should be considered acceptable, namely the vacancy of the existing unit and the role the use will play within the frontage and wider centre.

Impact on the host building

Due to the fact that there are no external alterations proposed, it is considered that the impact on the host building will not be of any significance, thereby complying with the relevant planning guidance and policies.

Neighbourhood amenity

The change of use to a professional and financial service is not considered to have a significantly greater impact on the neighbouring amenity than a retail unit. The hours are likely to be mainly daytime and it is not considered necessary to condition the times of use.

Recommendation: Grant Planning Permission