

Delegated Report		Analysis sheet		Expiry Date:		08/07/2014	
Members briefing		N/A		Consultation Expiry Date:		12/06/2014	
Officer				Application Number(s)			
Tania Skelli-Yaoz				(1) 2014/3016/P (2) 2014/3088/A			
Application Address				Drawing Numbers			
128 Regents Park Road London NW1 8XL				See decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
<p>(1) Change of use at basement and ground floor levels from retail (Class A1) to beauty, health and medical (sui generis) use and replacement of grille over front lightwell with glass.</p> <p>(2) Display of illuminated fascia sign to shopfront.</p>							
Recommendation(s):		(1) Grant planning permission (2) Issue advertisement consent					
Application Types:		Full Planning Permission Advertisement Consent					

Conditions or Reasons for Refusal:	Refer to Draft Decision Notices
Informatives:	

Consultations

Adjoining Occupiers:	No. notified	13	No. of responses	00	No. of objections	00
			No. electronic	00		

Summary of consultation responses:	<p>PN advertised 22/5/14 SN displayed 16/5/14-6/6/14</p> <p>No representations received.</p>
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CAAC comments:	<p><u>Primrose Hill CAAC</u>: Objection. This shopfront is identified in the PH CA appraisal as a shopfront of merit. Policy PH45 also specifies that signage should be non-illuminated or externally illuminated. Not able to make full comment due to submitted details not sufficiently clear. Happy to review further details during course of application.</p> <p><u>Officers' comments</u>: Full details of signage (revised drawing no. 070/P.05) sent to CAAC chair; Chair on AL, therefore unavailable to reply.</p>
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Site Description

The application site includes a ground and basement floor retail unit forming part of the main high street shopping frontage in the Primrose Hill Conservation Area, on the eastern side. The upper floors are in residential use.

The site is within the designated Regents Park Road Neighbourhood centre retail parade. The adjoining unit to the south is under A1 use and the adjoining unit to the north is in A3 use.

Relevant History

N/A

Other sites:

2013/5610/P pp granted on 31/10/2013 for the change of use of the basement and ground floor from retail (A1) to mixed beauty salon, retail and café use (Sui Generis) and alterations to shopfront including new awning.

Relevant policies

National Planning Framework (2012)

The London Plan (2011)

LDF Core Strategy and Development Policies (2010)

CS4 (Areas of more limited change)

CS5 (Managing the impact of growth and development)

CS7 (Promoting Camden's centres and shops)

CS14 (Promoting high quality places and conserving our heritage)

CS18 (Dealing with our waste and encouraging recycling)

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 (2013)

CPG1 (Design)

CPG5 (Town Centres, Retail and Employment)

CPG6 (Amenity)

Primrose Hill Conservation Area Statement

Assessment

1.0 Proposal

1.1 It is proposed to change the use of the retail unit to operate as a beauty salon offering various skin treatments and alterations to the shopfront. The proposal includes the replacement of the grille over the front lightwell with glass; and new signage.

1.2 The main considerations with this application are the loss of retail use and provision of the new SG use, design and conservation and amenity.

2.0 Land Use

2.1 Policy CS7 states that the Council will promote successful and vibrant centres by providing for and maintaining a range of shops, services, food, drink and entertainment and other suitable uses to provide variety, vibrancy and choice and resisting the loss of shops as this would cause harm to the character and function of the centre.

2.2 Page 30 of CPG5 gives more detailed guidance on importance of retail activities in neighbourhood centres. According to this guidance the Council will resist schemes which result in less than 50% of ground floor premises being in retail use or more than 3 consecutive premises being in non-retail use.

2.3 The premises in question are currently vacant. The shop used to be a health food store (retail) until recently. The proposal would result in the loss of 88sqm retail floor space. The basement level would include 4 treatment rooms. The ground floor would have approximately 40sqm area for consultation, ancillary office and shop floor for the sale of beauty products.

2.4 It was noted that the Regents Park Road neighbourhood centre currently provides a full range of services, including convenience food retail, delicatessen, specialist retail such as clothing and furniture, dry cleaners, cafes, restaurants, pubs, estate agents and doctor's surgery.

2.5 The recent retail survey of the designated Regents Park Road neighbourhood centre indicates that the proportion of units in retail use in the centre is approximately 60%. The proposal would reduce this to approximately 58%. This would comply with the guidance given in CPG 5. Given the existing high level of retail vitality in the neighbourhood parade and the nature and location of the proposed use, it is not considered that the proposed change of use would harm local retail provision in the vicinity. The proposal could also provide additional services which could benefit this neighbourhood. The proposal confirms that 7 new jobs will be created.

2.6 The application premises are situated at the south end of the neighbourhood centre. The closest A4 is across from the site and the closest A3 is located adjacent to the site. However, this does not result in more than 3 consecutive premises in non-retail use and the immediate parade of shops where the site is located includes 4 other units in A1 use.

2.7 Overall, the proposed use is considered to be acceptable in principle.

3.0 Design and Impact on Conservation Area

3.1 The proposed shopfront is to remain as existing with the exception of a new wooden door with glazed panels in similar appearance to the existing.

3.2 Paragraph PH2 of the conservation area statement states that the Council will seek to retain uses

which form part of the established character of the conservation area. Regents Park Road is the principal road that curves along its length and is commercial in character with a large number of small shops and cafes. The proposed use is considered to be suitable to the character of the conservation area and would still maintain an active frontage.

3.3 Policy DP24 states that the Council will require all developments, including alterations and extensions to be of the highest standard of design and respect the character, setting, form and scale of the neighbouring properties and character and proportions of the existing building. Policy DP25 seeks to preserve and enhance important elements of local character in order to maintain the character of the conservation areas.

3.4 Policy DP30 specifically refers to shopfronts and lists the key considerations as the existing character, architectural and historic merit and design of the building and its shopfront; the relationship between the shopfront and the upper floors; and the general characteristics of shopfronts in the area.

3.5 In terms shopfronts/advertisement, the conservation area statement states that new shopfronts will be expected to preserve or enhance the visual character and appearance of the street, through respect for the proportions, rhythm and form of the original frontages.

3.6 As the existing shopfront is largely unaltered to include the retention of the stallriser, glazed area with little horizontal lines, this is acceptable and is sympathetic to the character and appearance of the conservation area and the rest of the shopfronts in the surrounding area. Most of the shopfronts in the neighbourhood centre also have awnings. The proposed awning in terms of its positioning and appearance would be similar to the existing ones in the area and acceptable in design terms.

3.7 Signage-

The original proposal did not include sufficient clarity as to its details. Drawing P.05 was submitted as a revision to show external lighting of modest size above the new lettering. This is considered acceptable and complies with guidance and policy DP30.

3.8 The proposal is considered to be acceptable in design terms as it would not harm the character and appearance of the conservation area.

4.0 Neighbouring Amenity

4.1 Policy DP26 aims to protect the quality of life of neighbours that might be affected by developments. The site is in close proximity to residential properties, which are situated above and to the rear. Conditions to limit the hours of operation would be adequate to protect the amenities of the nearby residential properties.

4.2 The proposed hours of operation would be 9:00 to 21:00 Monday to Saturday and 10:00 to 18:00 on Sunday and Bank Holiday. Subject to the safeguarding condition it is considered that proposed use would not significantly worsen the existing situation for the nearby residents.

5.0 Refuse and Servicing

5.1 According to the design and access statement an internal refuse store would be provided on the basement level in the vault with at least 3 weekly collections. In terms of deliveries there would be one or two deliveries a day from transit sized vehicles which would serve from the street as per the existing arrangements. These arrangements are considered to be acceptable.

6.0 CIL

6.1 Given no extensions are proposed the application is not liable to the Mayor' CIL.

7.0 Recommendation

7.1 Grant conditional planning permission and advertisement consent.

DISCLAIMER

Decision route to be decided by nominated members on 22nd September 2014. For further information please go to www.camden.gov.uk and search for 'members briefing'