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1<sup>st</sup> September 2014

Dear Sirs,

**104 ARLINGTON ROAD, CAMDEN, NW1 7HP  
PLANNING APPLICATION FOR CHANGE OF USE FROM RETAIL (USE  
CLASS A1) TO PHOTOGRAPHIC STUDIO AND ANCILLARY OFFICES  
(USE CLASS B1c)**

I write on behalf of our client, Boulton Brooks (Arlington Road) Limited, to submit a full planning application for change of use of the above property from retail use (Use Class A1) to photographic studio and ancillary offices (Use Class B1c).

**Site Context**

The application site is located on Arlington Road within the borough of Camden and on the edge of Camden Town Centre. The proposal relates to 104 Arlington Road which is a single storey Grade II listed industrial style building on the east side of Arlington Road. It falls within the Camden Town Conservation Area. The lawful use of the property is entirely retail and is used as a showroom (Use Class A1).

The main entrance is located at Arlington Road, with secondary access from a door opening out onto the adjacent Yard and a small cul-de-sac to the rear.

The surrounding area has a mix of commercial and residential uses and is within close proximity to Camden Town Underground Station. There is a terrace of Grade II listed residential properties opposite the application site. To the south of the site is a pub and snooker club and a single storey extension (in office use) and a car park on the north side of the application site.

**Planning History**

The planning history for the site is detailed below and confirms the lawful use of the building is retail (A1 Use Class).

- Planning permission (ref: **PE9700868R1**) was granted on 03/04/98 for works of external alterations including the replacement of the existing entrance in connection with the change of use of the premises from B2/B8 to B1. The associated listed building consent (ref: **LE9700879R1**) for internal and external alterations was also granted on 03/04/98.

- Planning permission for (ref: **PEX0100063**) was granted on 27/07/01 for refurbishment including alterations to the front doors, installation of a fire door to the rear, and the erection of a dormer link between the two buildings, a side extension and rear conservatory in connection with the use of the premises for office purposes within Class B1a. The associated listed building consent (ref: **LEX0100064**) was also granted on 27/07/01.
- **EN030046** – An enforcement notice (listed building) was issued on 11/03/03 for the installation of rubber mats, permanently and completely on the glass atrium style roof of No. 104 and No. 106 without the grant of listed building consent. The subsequent appeal was dismissed and enforcement notice upheld.
- **EN020319** – An enforcement notice was issued on 12/03/03 for the use of the premises for entertainment, conference purposes and sound installation measures without planning permission. The subsequent appeal was dismissed and the enforcement notice upheld.
- **2003/3024/P** – Application for the change of use from B1 to a gallery and exhibition hall (Class D1) was approved in May 2003. This was approved subject to a S106 detailing the management and operation of the D1 use, especially for the evening events. The section S106 has yet to be signed, and therefore its lawful use remained as B1.
- Planning permission (ref: **2004/3437/P**) was granted on 01/10/2004 for the change of use from office (B1) to (A1) shop. The application only related to the main double height building and not the single storey extension constructed adjacent which remained in B1 use.
- Permission (ref: **2006/4598/P**) was granted on 02/01/2007 for variation of condition 2 pursuant to planning permission reference 2004/3437/P to extend opening hours of retail shop (Class A1).

### **Proposed Use**

The application proposes to change the use of the existing building (A1 Use Class) to a photography studio with ancillary offices (B1c Use Class). No internal or external alterations are proposed to the listed building at this stage. The existing internal area totals 930 sq m, the proposal will convert this floor space to a photography studio and ancillary offices.

### **Planning Assessment**

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires any planning application to be determined in accordance with the development plan, unless material considerations indicate otherwise. The statutory development plan comprises the Camden Core Strategy (2010) and Development Policies Document (2010). The site is located just outside of the designated town centre and located within Camden Town Conservation Area and the building is Grade II listed.

### **Loss of Retail Use**

The existing use of the building comprises 930 sq m of retail floor space including mezzanine levels at first and second level floor. The ground floor area forms the core retail use of the unit with the upper mezzanines levels comprising ancillary showroom and office space. Policy CS7 of Camden's Core Strategy (2010) states

that the council will seek to protect and enhance the role and unique character of each of Camden's centres. The application site falls outside of the Camden Town Centre and is thus not a preferred location for retail.

Development Management Policy DP10 refers to helping and promoting small and independent shops. It notes that 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:

- a. Alternative provision is available with 5 – 10 minutes' walking distance;
- b. There is clear evidence that the current use is not viable;
- c. Within the Central London Area, the development positively contributes to local character, function, viability and amenity.

Firstly given the scale of the floorspace in the building it cannot be considered to comprise a small shop. Secondly, the site is located a very short walk, approximately 100m, from Camden High Street, the preferred location for retail uses. There are a wider variety of alternative retail uses located within walking distance of the application site.

Whilst the proposal will involve the loss of retail floorspace, this is limited due to the nature and configuration of the building, which we consider to be more suitable for office space due to the physical layout of the building.

### ***Benefits of Alternative Use***

The proposed change of use will provide 930 sq m of B1(c) floor space, this is to be occupied by a photography studio and ancillary offices. This use is considered entirely appropriate here for the following reasons:

1. Camden's Core Strategy promotes the need for additional light and creative industries within the borough. Core Strategy Policy CS8 details that the council will promote a secure and strong economy through the provision of additional office floor space to meet the forecast of 615,000 sq m to 2026. Furthermore, the policy details that the council will expect a mix of employment facilities and types, including the provision of facilities suitable for small and medium sized enterprises. The council will recognise and encourage the concentrations of creative and cultural businesses in the borough. The Core Strategy details that Camden Town has one of the largest concentrations of creative businesses in inner London with over 500 creative workplaces and around 5,000 employees. The proposed change of use will contribute positively to this policy aspiration.
2. The creation and expansion of creative industries is supported by paragraph 22 of the NPPF which promotes the clusters and networks of creative industries as they contribute towards creating a strong and competitive economy.
3. The Camden Employment Land Review 2008 forecasts that the demand for offices will increase by 615,000 sq m between 2006 and 2026. The council have identified that the council will direct new business development to town centres that are accessible specifically Camden Town.

4. The proposed change of use will create additional jobs and this will be substantially more than the existing retail use. The existing use employs around 3 people that work on a shift basis and the proposed use will generate around 25 jobs. Therefore, there is a substantial increase in jobs that the proposed use of the unit will be able to offer and overall this will positively contribute to Camden's local economy.
5. The site is located on the edge of Camden Town Centre in a highly accessible and sustainable location and within walking distance of a number of bus routes and Camden Town and Mornington Crescent tube stations. The proposed change of use is in accordance with paragraph 14 of the NPPF which promotes sustainable development throughout the planning process.

### **Amenity**

The proposal site is surrounded by a mix of residential and commercial properties. The proposed change of use will not generate excessive noise nor will it visually impact the surrounding area. Therefore it will not have a detrimental impact on the local amenity of the area in accordance with Core Strategy Policy CS1 'distribution of growth', Core Strategy Policy CS5 'managing the impact of growth' and development management policy DP26 'managing the impact of development on occupiers and neighbours'.

### **Accessibility and Transport**

The site is highly accessible by sustainable modes of transport including Camden Town and Mornington Crescent tube stations and a number of bus routes as it is located on the edge of Camden Town centre. The increase in the number of employees would not cause any significant pressure or increase the demand on the existing transport infrastructure. In addition, the proposed change of use would not change or alter the existing access. This is in accordance with Core Strategy policy CS11 'Promoting sustainable and efficient travel' and development management policies.

### **Planning Benefits**

The proposed change of use will provide significant planning benefits including:

- Providing additional employment floorspace for creative industries;
- Contributing towards the provision of future employment floorspace within Camden;
- Providing a more efficient use of the existing floorspace within the building for a desired use;
- Creating additional jobs for people within the local area;
- Providing employment floorspace that is highly accessible within a sustainable edge-of-centre location; and
- Conserving the existing listed building in its current form.

### **Content of Planning Application**

- Completed application forms and relevant certificates;

- Drawings; and
  - o Location Plan 001 at 1:500
  - o Site Plan 002 at 1:200
  - o Existing Ground Level Floor Plan 003 at 1:100
  - o Existing First Level Floor Plan 004 at 1:100
  - o Existing Second Level Floor Plan 005 at 1:100
  - o Proposed Ground Level Floor Plan 006 at 1:100
  - o Proposed First Level Floor Plan 007 at 1:100
  - o Proposed Second Level Floor Plan 008 at 1:100
  - o Existing and Proposed Cross Section 009 at 1:100
  
- Application fee of £385.

I look forward to receiving confirmation of the validation of the application, if in the interim there is any further information you may need please contact either myself or Bethan Hawkins.

Yours faithfully

pp. *BHawkins*

**Matthew Roe**  
**Director**

