

17 Southampton Road
London NW5 4JS

27th June 2014

Neil Collins
East Area Team
Planning Department
London Borough of Camden
Town Hall Extension
Argyle Street
London EC1H 8ND

Dear Sir

I wish to object to the following Planning Applications –

1-3 Southampton Road – 2014/3371/P – change of use
2014/3347/P – overall, extension
11 Southampton Road - 2014/3525/P – change of use

I will deal with all three Planning Applications together as my concerns are the same for each of them and their particular effects on the surrounding area.

I list my objections as follows and will discuss them generally

The proposals do not comply with the Local Authority informal policy guidance

The proposals are in direct conflict with the character of the area

The proposals are in direct conflict with existing Planning Permission

There will be a considerable loss of historic street pattern, a Victorian terrace with shops.

There will be an adverse effect on the local businesses and economy

There will be an increase in Parking in an already congested area.

The density of the development is too high.

Generally

The developers, quite rightly, wish to maximise their profit from these buildings, but the current proposals do not take on board the effect on the immediate surroundings.

We have been told that this parade is on the Camden Local list of Non-Designated Heritage Assets, this development is surely the direct opposite of this.

When the sale of this parade was first discussed we were told that the policy was to retain the shops, so why consider anything different to that. I think that everyone else in the parade wants to retain and improve the Historic nature of the parade, the developers will move on within a year without any thought of what they are leaving behind.

The developers suggest that the shops are unsustainable, but these premises have not been marketed other than to sell them by auction. Where is the evidence that there is no requirement for local shops and businesses. The developers position is that the sale of a further 2 bedroom flat is much more lucrative than letting or selling a shop. They purchased these properties as commercial units with living accommodation, why would they expect that to change.

There are three existing business in the parade, trading successfully, and the business conducted in 1-3 and 11 Southampton Road traded successfully for over 20 years until it was sold to a new owner. The subsequent failure of the business was due to inexperience rather than trading problems with the parade. Adopting these changes of use will be detrimental to other traders in the parade.

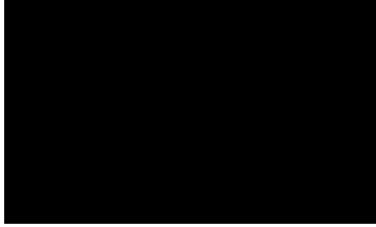
The developers use the conversion of 11 and 13 Southampton Road as a precedent and existing conversions to support their applications. I would point out that 11 Southampton Road was redeveloped without a Planning Application being made, and only exists in this form because of the time scale involved since the development. I understand that a retrospective application has been made, which will no doubt be approved, but I wonder if Planning Permission would ever have been granted.

I understand that No 13 has parking restrictions imposed, Section 106 I believe, so that the address is not eligible for Parking Permits. With the pressure on residential parking in the area this sort of restriction should be the absolute minimum position in any additional development.

I would ask that the Planning Department/Committee limit the level of development in Southampton Road and retain the Victorian Terrace in its present form. We cannot do anything about Nos 13 and 15, but this should not be used as a precedent to

approve this application. Surely the requirement in the area is to provide good quality Social Housing and support local community, these proposlas do nothing to support either of these considerations while they will exacerbate problems for everyone else in the parade.

Yours faithfully



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