

**79-81 FAIRFAX ROAD, LONDON NW6 4DY**

**LONDON BOROUGH OF CAMDEN**

## PLANNING STATEMENT

Prepared by



NICHOLAS TAYLOR

+ ASSOCIATES

31 WINDMILL STREET,  
LONDON W1T 2JN

020 7636 3961

[WWW.NTAPLANNING.CO.UK](http://WWW.NTAPLANNING.CO.UK)

[INFO@NTAPLANNING.CO.UK](mailto:INFO@NTAPLANNING.CO.UK)

December 2014

O/R: 521/14



## CONTENTS

	Pg
1.0 INTRODUCTION	3
2.0 SITE & SURROUNDING AREA	4
3.0 PLANNING HISTORY	5
4.0 PROPOSED SCHEME	6
5.0 POLICY FRAMEWORK	8
6.0 PLANNING APPRAISAL	9
<i>Retail Survey</i>	9
7.0 CONCLUSIONS	12

## APPENDICES

	Pg
1. RETAIL SURVEY	13
2. OPENING HOURS OF ALTERNATIVE FITNESS FACILITIES WITHIN 1 MILE OF APPLICATION SITE	14
3. EXISTING STREET SCENE (8 <sup>TH</sup> OCTOBER 2014)	15

## 1.0 INTRODUCTION

- 1.1 This planning statement has been prepared in support of a planning application at 79-81 Fairfax Road which seeks a change of use of a vacant retail unit (Use Class A1) to a personal fitness facility and ancillary treatment rooms and office (Use Class D2) for Performance 18.
- 1.2 Performance18 is one of the leading personal health, fitness and training companies in the St. Johns Wood area, and has been operating in the area for over 8 years. It is made up of an elite team of personal trainers and injury rehabilitation therapists who operate at the highest level of professionalism.
- 1.3 They successfully operated out of The Wellington Building for the past 8 years, where they fully renovated the gym to create one of the most successful training facilities in the area. Due to the Wellington building now being redeveloped into residential properties, Performance18 is hoping to secure new premises in the locality to continue to meet the needs of the community. To ensure that the character of the area is retained, no external works will be required to enable this relocation.
- 1.4 This planning statement will initially provide a description of the site and surrounding area in Section 2 before providing a brief planning history for the site in Section 3. The proposed scheme will be outlined subsequently in Section 4.
- 1.5 Section 5 will outline the relevant policy framework at various tiers and Section 6 will justify the principle of development in the form of a planning appraisal. This will include a detailed retail survey demonstrating the proposed scheme's impact on the immediate area. The report is then concluded in section 7.
- 1.6 This planning statement is to be read in conjunction with all drawings and documentation that forms part of this submission.



FIG 1.1 – 79-81 FAIRFAX ROAD (HIGHLIGHTED IN GREEN)

## 2.0 SITE AND SURROUNDING AREA

- 2.1 The application site is located on the west side of Fairfax Road, and forms part of a neighbourhood shopping centre which comprises a long parade of retail, and food retail uses with three storeys of residential accommodation above.
- 2.2 The application premises is a vacant retail unit comprising of 145sqm in area, occupying the ground and basement levels. It was previously occupied by a *Bang and Olufsen* electrical equipment retail store. They have since ceased trading from this unit. Access to the public is from Fairfax Road only however a service delivery entrance exists at basement level giving service access to the building at the rear onto Shakespeare Court, which is the case for many of the retail units in the “Fairfax Road Neighbourhood Centre”.
- 2.3 The neighbourhood centre has controlled parking immediately outside and wide footpaths creating an attractive pedestrian environment. Many of the restaurants on street have external tables and seating to serve additional customers.
- 2.4 Outside of the established Neighbourhood Centre, the area is predominantly residential in character with large amounts of housing to the north and west. The site is very well connected with Swiss Cottage and South Hampstead stations located nearby.
- 2.5 Finchley Road, which is a major thoroughfare of four lanes with retail units established on either side is a short walk northwards (see Fig 2.1 below).



FIG 2.1 - FINCHLEY ROAD LOOKING SOUTH-EAST FROM THE JUNCTION OF FAIRFAX ROAD.

- 2.6 The site has a PTAL of 6a, demonstrating that the immediate area is subject to excellent public transport links.

### 3.0 PLANNING HISTORY

- 3.1 There is only one planning application submitted to Camden Council in relation to 79-81 Fairfax Road. It was submitted in 2001 and granted conditionally, detailed below.

#### App PWX0103748

- 3.2 Bang & Olufsen, an electrical retailer already operating out of 79-81 Fairfax Road submitted a planning application in August 2001 for the replacement of a shopfront for a “*Hi-Fi Retail*” (A1) Unit. This also involved some slight internal re-arrangements.
- 3.3 Within this planning application, the established use was correctly described as A1 retail. This was conditionally granted on 23<sup>rd</sup> October 2001 with minimal conditions.
- 3.4 Surrounding units in the neighbourhood centre have been subject to various applications but none are particularly noteworthy in relation to this application.

#### 4.0 PROPOSED SCHEME

- 4.1 This application involves the change of use of this vacant retail unit (A1) to a personal fitness facility (D2) and ancillary treatment rooms and office. To implement this use, external alterations are not required.
- 4.2 This planning permission will allow Performance 18 applicant to open a personal fitness facility for their established base of local clients, conducting one-on-one gym and injury rehabilitation sessions.
- 4.3 This unit will not be a typical gym with mass attendances. Performance 18 is a personal fitness facility which primarily trains people on an individual basis between trainer and client only. The ground floor level will be an open plan gym with reception area. Towards the rear of this floor, there will be male and female changing and toilet facilities. This floor will be for personal training and most physical activities, retaining an active frontage in the streetscene. The basement level will accommodate treatment rooms for injury therapy or muscle recovery. A small ancillary office is also accommodated at this level.
- 4.4 The proposed hours of business are as follows:
- |                |           |
|----------------|-----------|
| <b>Mon-Fri</b> | 6am – 9pm |
| <b>Sat</b>     | 7am – 5pm |
| <b>Sun</b>     | 8am – 1pm |
- 4.5 As is the case with many fitness facilities, people like to avail of their services before and after the working day, resulting in a slightly extended hours of operation when compared to a traditional commercial operation. Similar examples in the local area are included in Appendix 2. With the applicant training only one individual at a time, it is not considered that allowing this fitness facility slightly extended opening hours will cause any adverse impacts on the character or amenity of the area.
- 4.6 Since this is already a vibrant neighbourhood centre with some units having extended hours of operation currently (Zara Cafe at 95A Fairfax Road opens at 7am while Singapore Garden at 83 Fairfax Road is open until 11pm most evenings), the necessary proposed hours of operation are considered to be acceptable.
- 4.7 Despite having rear access to Shakespeare Court at basement level, there will be no deliveries or activity at this access point, ensuring that the residential amenity of the mews in Shakespeare Court and Fairfax Place is unaffected.

- 4.8 The majority of Performance18's clientele are local residents in the areas of St John's Wood, Swiss Cottage, Maida Vale, Belsize Park and Hampstead. Most of the existing client base live within a walking distance of the proposed property and could walk to the facility. No parking is provided on site but customers have the option of walking, public transport or the existing "pay and display" facilities when travelling to Performance 18.
- 4.9 This proposal will make active use of a vacant unit within an established neighbourhood centre.

## 5.0 POLICY FRAMEWORK

5.1 The following strategic planning policies are of relevance with this application:

### National Planning Policy Framework 2012

### The London Plan 2011

5.2 At a more detailed level, specific local policies in relation to this scheme include.

### Camden Core Strategy 2010

CS3 Other highly accessible areas

CS5 Managing the impact of growth and development

CS7 Promoting Camden's centres and shops

CS11 Promoting sustainable and efficient travel

CS14 Promoting high quality places and conserving our heritage

CS17 Making Camden a safer place

CS19 Delivering and monitoring the Core Strategy

### Camden Local Development Policies 2010

DP12 Supporting strong centres and managing the impact of food, drink, entertainment and other town centre uses

DP16 The transport implications of development

DP17 Walking, cycling and public transport

DP18 Parking standards and limiting the availability of car parking

DP19 Managing the impact of parking

DP24 Securing high quality design

DP26 Managing the impact of development on occupiers and neighbours

DP28 Noise and vibration

DP29 Improving access

DP30 Shopfronts

### Camden's Supplementary Planning Guidance

CPG5 Town centres, retail and employment

CPG6 Amenity

CPG7 Transport



## 6.0 PLANNING APPRAISAL

### Principle of Development

- 6.1 The site is located in the middle of an established neighbourhood centre. Camden's planning policies CS7 and DP12 therefore apply. Under these policies, the Council seeks to maintain a range of shops amongst other suitable uses to provide variety, vibrancy and choice, as well as resisting the loss of shops where this would harm the character and function of the centre. In addition to this, Camden Council will only grant permission for the loss of shops outside centres in Central London where it considers that the replacement use will also contribute positively to the local area.
- 6.2 Specific Planning Objectives for neighbourhood centres are outlined in Section 7 of the Core Strategy, and in particular Policy CS7. It states that as a guide, development proposals that result in over *half of the ground floor* units being non-retail would be inappropriate development within neighbourhood centres. In addition to this, Camden Council will resist developments that result in *three or more units in a row* being non-retail.
- 6.3 In accordance with the above policy, a retail survey of the neighbourhood centre along Fairfax Road was conducted on 8<sup>th</sup> October 2014. The results are as follows:

#### ***Retail Survey [8.10.14]***

- 6.4 The Fairfax Road Neighbourhood Centre is a four storey linear block, supporting 21 commercial units and 6 more addresses giving access to the residential units above.
- 6.5 Please refer to Appendix 1 where the results of the survey are tabulated. There is a good mix of local convenience stores, restaurants, furniture stores, and hairdressers (Use Classes A1-A5), fulfilling its role as a functioning neighbourhood centre. The only vacant unit in the row is 79-81 Fairfax Road, which is the subject of this planning application.
- 6.6 Camden Policy CS7 states that the Local Planning Authority will resist development proposals that would result in the number of retail units in the neighbourhood centre being less than 50%. The table provided in Appendix 1 of this document confirms that the existing retail element stands at 95% (20/21). If this proposal is granted planning permission, the retail element of the neighbourhood centre will still be over 90.4% retaining a strong retail presence. In addition, this proposal will provide a further service for the local people which is not already evident in this neighbourhood centre. This development proposal complies with this policy regarding non-retail uses in a neighbourhood centre.

- 6.7 In addition, Policy CS7 states that any development in a Neighbourhood Centre which results in three non-retail uses in a consecutive row will be resisted by the Council. The application site is sandwiched by Singapore Garden to the south and Sushi Bar Atari restaurant to the north, both in A3 use. This proposal therefore complies with this policy.



FIG 6.1 – 3D REPRESENTATION OF THE EXISTING RETAIL ELEMENT OF FAIRFAX ROAD (APPLICATION SITE IS IN GREEN. RETAIL ACTIVITY IN PURPLE)

- 6.8 As a result of the retail survey, the proposed change of use is wholly justifiable and suitable in its location. The neighbourhood centre will suffer from no change in external appearance and will become more vibrant with an additional commercial unit on the parade.

### Transport

- 6.9 Visitors to the facility who arrive by car can use the existing “pay and display” parking located immediately outside this unit. When conducting a site visit on 8<sup>th</sup> October 2014, there was an ample amount of unoccupied spaces which could be utilised by the fitness facilities customers. Given the low numbers to attending the gym at any one time, the change of use is not expected to have any impact on the highway network. Moreover, with a PTAL of 6a, it is envisaged that more sustainable methods of transport will be utilised by the users of the fitness facility.

- 6.10 As this scheme is well below a 500sqm floorspace threshold outlined in Appendix 1 of the Development Policies, a transport assessment will not be submitted with this report as the transport impact of this proposed scheme will be negligible.

#### Design and Accessibility

- 6.11 In respect of Policies CS14, DP24, DP29 and DP30 which consider amongst other matters, the character and appearance and accessibility of proposals, this application is for a change of use with no external changes including the point of entry via Fairfax Road. As a result, the scheme complies with all relevant policy in relation to design and accessibility.

#### Impact on neighbouring amenity

- 6.12 In respect of protecting amenity of neighbouring occupiers and residents pursuant to CS5 and DP26, there will not be amplified levels of music or excessive noise generated by gym equipment usually generated by a traditional gym. As this fitness facility is for personal training and one-on-one sessions, noise generated will not be unreasonably loud or excessive in accordance with the Environment Protection Act 1990.
- 6.13 To alleviate any concerns regarding noise impacts on the neighbouring amenity, the applicant has commissioned a noise survey to be completed prior to the gymnasium occupying the unit. This will ensure that noise impacts are not a concern. In any case, should officers be minded to approve this application, we invite a condition be attached to this permission. Planning permissions recently secured within the borough have had a similar condition attached:

*"No music shall be played on the premises in such a way as to be audible within any adjoining premises or in the adjoining highway"*

*Reason: To safeguard the amenities of the adjoining premises and the area generally in accordance with the requirements of policies CS5 and CS7 of the London Borough of Camden Local Development Framework Core Strategy and policy DP26 of the London Borough of Camden Local Development Framework Development Policies.*

- 6.14 In addition to this, the delivery entrance which previously delivered goods to the retail unit via the residential setting of Shakespeare Court will no longer be in operation, thus improving the environment for the neighbouring amenity.

## **7.0 CONCLUSIONS**

- 7.1 This application for a change of use from vacant retail unit (A1) to a fitness facility (D2) is considered to be a suitable change of use in accordance with adopted planning policy.
- 7.2 This development is justified in terms of its location within a neighbourhood centre. The retail survey in Section 6 shows that the high proportion of retail activity in the neighbourhood centre will not be affected by this proposal.
- 7.3 As can be seen from the submitted plans, any works required to implement this permission will be internal and the existing frontage will not need to be altered in any way. We would consider this scheme wholly suitable to attain planning permission.
- 7.4 The development will increase the footfall along the Fairfax Road neighbourhood centre and provide an alternative community leisure use to the locality, making a positive contribution to this part of Camden borough.

## APPENDICES

### 1. RETAIL SURVEY RESULTS (8<sup>TH</sup> OCTOBER 2014)

	Address	Occupier	Use Class
1.	35 Fairfax Road, London	Residential Entrance	C3
2.	37 Fairfax Road, London	Posners Floor Studio	A1
3.	39 Fairfax Road, London	Hampstead Design Hub	A1
4.	41 Fairfax Road, London	Skin3	A1
5.	43 Fairfax Road, London	Belsize Bathrooms	A1
6.	45 Fairfax Road, London	Avalanche	A1
7.	47 Fairfax Road, London	Chabad Lubavitch	A1
8.	49 Fairfax Road, London	Residential Entrance	C3
9.	51-53 Fairfax Road, London	La Delizia	A1/A3
10.	55 Fairfax Road, London	AT&C	A1
11.	57 Fairfax Road, London	Unnamed Office	B1
12.	59 Fairfax Road, London	Residential Entrance	C3
13.	61 Fairfax Road, London	Camerich	A1
14.	63-65 Fairfax Road, London	Peter's Restaurant	A1/A3
15.	67 Fairfax Road, London	Residential Entrance	C3
16.	69 Fairfax Road, London	INLondonproperties.com	A2
17.	71-73 Fairfax Road, London	Woodenfloors.uk.com	A1
18.	75 Fairfax Road, London	Sushi Bar Atari	A3
19.	77 Fairfax Road, London	Residential Entrance	C3
20.	79-81 Fairfax Road, London	Proposed Performance 18 (Fitness Facility)	D2
21.	83 Fairfax Road, London	Singapore Garden	A3
22.	85 Fairfax Road, London	Residential Entrance	C3
23.	87-89 Fairfax Road, London	Betfred	A2
24.	91 Fairfax Road, London	Bathroom Design Studio	A1
25.	93 Fairfax Road, London	Supersave Shop	A1
26.	95 Fairfax Road, London	Savemore Food & Wine	A1
27.	95A Fairfax Road, London	Zara Cafe	A3

## 2. OPENING HOURS OF ALTERNATIVE FITNESS FACILITIES WITHIN 1 MILE OF APPLICATION SITE

Address	Opening Hours	Distance from Site (miles)
<b>Swiss Cottage Leisure Centre</b> <i>Adelaide Road</i> <i>Camden</i> <i>London</i> <i>NW3 3NF</i>	Monday 6:30 am – 10:00 pm Tuesday 6:30 am – 10:00 pm Wednesday 6:30 am – 10:00 pm Thursday 6:30 am – 10:00 pm Friday 6:30 am – 10:00 pm Saturday 8:00 am – 6:00 pm Sunday 8:00 am – 6:00 pm	0.281
<b>Move 360</b> <i>8 Canfield Place</i> <i>London</i> <i>NW6 3BT</i>	Monday 6:30 am – 8:00 pm Tuesday 6:30 am – 8:00 pm Wednesday 6:30 am – 8:00 pm Thursday 6:30 am – 8:00 pm Friday 6:30 am – 8:00 pm Saturday 8:00 am – 4:00 pm Sunday 8:00 am – 4:00 pm	0.359
<b>Virgin Active Swiss Cottage</b> <i>O2 Centre</i> <i>255 Finchley Road</i> <i>London</i> <i>NW3 6LU</i>	Monday 6:00 am – 10:30 pm Tuesday 6:00 am – 10:30 pm Wednesday 6:00 am – 10:30 pm Thursday 6:00 am – 10:30 pm Friday 6:00 am – 10:30 pm Saturday 7:30 am – 7:30 pm Sunday 7:30 am – 7:30 pm	0.409
<b>Fitt4Less</b> <i>34-36 Kilburn High Road</i> <i>London</i> <i>NW6 5UA</i>	Monday 6:30 am – 11:00 pm Tuesday 6:30 am – 11:00 pm Wednesday 6:30 am – 11:00 pm Thursday 6:30 am – 11:00 pm Friday 6:30 am – 10:00 pm Saturday 8:00 am – 7:00 pm Sunday 8:00 am – 7:00 pm	0.623
<b>Bannatynes Health Club</b> <i>4 Greville Road</i> <i>Maida Vale</i> <i>London</i> <i>NW6 5H7</i>	Monday 6:30 am – 10:00 pm Tuesday 6:30 am – 10:00 pm Wednesday 6:30 am – 10:00 pm Thursday 6:30 am – 10:00 pm Friday 6:30 am – 10:00 pm Saturday 9:00 am – 9:00 pm Sunday 9:00 am – 9:00 pm	0.748



## 3. EXISTING STREET SCENE

