

Delegated Report		Analysis sheet		Expiry Date:		25/12/2014	
		N/A		Consultation Expiry Date:		27/11/2014	
Officer				Application Number(s)			
Alex McDougall				1. 2014/5857/P 2. 2014/6537/A			
Application Address				Drawing Numbers			
46 Camden High Street London NW1 0JH				Refer to draft decision notice.			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
<ol style="list-style-type: none"> Conversion and part change of use of ground floor shop unit (Class A1) to 2 units (1 x Class A1, 1 x Class A2) fronting Camden High Street and Plender Street respectively (retrospective) and alterations to shopfront. Display of 3 fascia signs. 							
Recommendation(s):		<ol style="list-style-type: none"> Grant planning permission Grant advertisement consent 					
Application Type:		<ol style="list-style-type: none"> Full Planning Permission Advertisement Consent 					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	29	No. of responses No. electronic	00 00	No. of objections	00
Summary of consultation responses:		Site Notice 05/11/14 – 26/11/14. Press Notice: 06/11/14 – 27/11/14. No responses received.					
Camden Town CAAC comments:		The Camden Town CAAC generally supports the proposal due to the proposed improvement to the shopfront. The CAAC questioned the lack of toilets in the proposed A1 use as reason to doubt the viability of the unit as an independent business. The applicant has submitted revised drawings which include a toilet. As such the proposal is considered to resolve the CAACs concerns.					
Site Description							
The site is occupied by a 3 storey end of terrace building on the eastern side of Camden High Street at the intersection with Plender Street. The original building has been extended to the front and side at ground level to make a commercial unit. The site is part of the Camden Town Centre, is identified as a secondary retail frontage, and is located within the Camden Town Conservation Area.							

The ground floor commercial unit, the subject of this application is currently divided into an A1 unit to the front (Camden High Street) and an A2 unit to the side (Pratt Street).

Relevant History

46 Camden High Street (application site):

2012/4549/P - Planning permission was refused on 24/05/2014 for change of use of ground floor level from retail shop (Class A1) to estate agents (Class A2) (retrospective). Appeal dismissed 16/06/2014. Reasons for refusal:

- 1) *The use of the entire ground floor premises as an estate agent harms the function, vitality and viability of Camden High Street, by reason of the loss of retail floor space (Class A1) within a secondary retail frontage, and exacerbates an existing over-concentration of non-retail premises...*

2010/0605/P – Planning permission was granted on 30/04/2010 for the change of use of part of the existing retail unit (Class A1) for financial and professional services (Class A2) on basement and ground floors. The proposal resulted in loss of one third of the retail floor space. The drawings approved show the unit divided lengthwise to create two units with frontage to Camden High Street.

2010/5933/P – Planning permission was refused on 08/02/2011 for the extension to existing facade of shop front (Class A1) to create an independent kiosk for use as a mini-cab office (sui generis) following the demolition of existing timber frame store. Reasons for refusal:

- 1) *The proposed shop front extension, by reason of the poor quality of the detailed design, would be detrimental to the appearance of the building and the character and appearance of the conservation area...*
- 2) *The proposed mini cab office, by reason of adverse impact on vehicular and pedestrian traffic and introduction of an additional non-sustainable transport mode...*

2007/6310/P – Planning permission was granted on 16/10/2008 for the change of use of first and second floor from storage space for a shop (A1) to residential, and the erection of a third floor roof extension and a three storey rear extension to create 3 x 2 bedroom self-contained flats (C3).

2006/2003/P – Planning permission was granted on 22/06/2006 for the installation of an automatic teller machine (ATM) to shopfront.

49 Camden High Street:

2012/3286/P – Planning permission was refused on 17/08/2012 for the change of use from retail (Class A1) to a mini cab office (Sui Generis). Reasons for refusal:

- 1) *The proposed change of use would harm the function, vitality and viability of Camden High Street, by reason of the loss of retail floor space (Class A1) within a secondary retail frontage.*
- 2) *The proposed mini cab office by reason of servicing walk-in trade from the street, is likely to lead to uncontrolled informal parking/waiting in nearby streets in an area of parking stress and add to traffic congestion. The proposal is therefore detrimental to the functioning of the highway network, contrary to CS5 (Impact of development) and CS11 (Promoting sustainable and efficient travel) of the London Borough of Camden Local Development Framework Core Strategy and policies DP16 (Transport Implications of Development) DP17 (Walking, Cycling and Public Transport), and DP21 (Highways Works) of the London Borough of Camden Local Development Framework Development Policies.*

3) *The proposed mini cab office, by reason of its 24 hour operation is likely to impact on neighbouring residential occupiers in terms of noise and general disturbance. The proposal is there for contrary to Camden Core Strategy policy CS5 (Managing the Impact of Growth and Development) as well as Camden Development Policies DP12 (Supporting strong centres and managing the impact of food, drink, entertainment and other town centre uses) and DP26 (Managing the impact of development on occupiers and neighbours) which variously seek to protect the amenity of residential neighbours.*

51a Camden High Street:

CTP/K12/2/B/35402 - Planning permission was granted on 06/07/1983 for the change of use of the ground floor from retail to restaurant with takeaway facilities.

Relevant policies

National Planning Policy Framework 2012

National Planning Practice Guidance

London Plan 2011

London Housing SPG

Camden LDF Core Strategy 2010

CS1 Distribution of growth

CS2 Growth areas

CS5 Managing the impact of growth and development

CS7 Promoting Camden's centres and shops

CS8 Promoting a successful and inclusive Camden economy

CS11 Promoting sustainable and efficient travel

CS13 Tackling climate change through promoting higher environmental standards

CS14 Promoting high quality places and conserving our heritage

Camden Development Policies 2010

DP10 Helping and promoting small and independent shops

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

DP13 Employment sites and premises

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

DP20 Movement of goods and materials

DP22 Promoting sustainable design and construction

DP24 Securing high quality design

DP25 Conserving Camden's heritage

DP26 Managing the impact of development on occupiers and neighbours

DP29 Improving access

DP30 Shopfronts

Camden Planning Guidance (updated 2013)

CPG1 Design

CPG3 Sustainability

CPG5 Town Centres, Retail and Employment

CPG6 Amenity

CPG7 Transport

Camden Town Conservation Area Character Appraisal

Assessment

Detailed Description of Proposed Development

Part of the works the subject of this application have been completed.

The application is detailed as follows:

Completed

- The unit would be divided crosswise to create one unit on Camden High Street (A1) and one unit on Plender Street (A2). The A1 unit is approximately 26.1sqm (34%) and the A2 unit is approximately 50.4sqm (66%).
- Change of use of rear of ground floor shop unit (Class A1) to Class A2 fronting Camden High Street and Plender Street respectively.

Proposed

- Internal alterations to include a toilet for the A1 unit (does not require permission).
- Alterations to signage including dividing existing fascias on Camden High Street and Plender Street
- New traditional shopfront including new corbelling, capitals, cornicing, front door, integrated security shutter and introduction of mullions and stall riser.

The A1 unit is currently occupied by a hairdressers and the A2 unit is currently occupied by a real estate agent, both in keeping with the proposed use classes.

During the course of assessment the Applicant submitted revised drawings incorporating toilet facilities in the proposed A1 unit in response to concerns from Council officers about the viability of the A1 unit.

Principle of Development

Loss of retail

Camden Planning Guidance 5 'Town Centres, Retail and Employment' p3.14 states that Camden, "*will generally resist proposals that will result in less than 50% of the premises in Secondary Frontages being in retail use*". The proposal would create 1 additional unit within the secondary frontage, not in A1 use. As such it would result in a marginal reduction in the proportion of A1 uses in the area. However, as an A1 use would remain, there would be no net reduction in the number of A1 uses. As such the vitality of the street would be unchanged.

However, previous similar applications have been refused, partially due to concerns that the proposed A1 use would not be viable. The A1 unit the subject of this application is currently occupied by an A1 use (hairdresser). Furthermore, the Applicant proposes to install W/C facilities in the A1 use, further adding to its viability. As such the unit is considered to be sufficiently viable. The space is likely to be appropriate for service uses, such as hairdressers, which tend to take up less space than other A1

uses.

As such the proposal is considered to be acceptable in principle subject to the assessment below.

Proposed Use

The proposal would result in an additional A2 unit, currently in use as a real estate agent. The unit would front Plender Street, a secondary frontage, and as such is considered to be an appropriate location for such a use. However, a betting shop in this location is considered likely to negatively affect the vitality and viability of the town centre. As such a condition is recommended restricting use of the unit as a betting shop.

Alterations and Additions

The alterations and additions to the shopfront are considered to be acceptable in principle subject to a detailed assessment of the proposed design.

Advertisements

Advertisements are considered to be acceptable in principle subject to an assessment on the design, residential amenity and public safety of the proposal.

Design

Shopfront

The existing shopfront is a contemporary glazed shopfront, not in keeping with the character of the conservation area. The applicant has submitted detailed plans, sections and elevations which demonstrate that the new shopfront would be of a more traditionally detailed form in keeping with the appearance of the building and the character of the conservation area.

Signage

The proposed signage is considered to be of an acceptable design, and have an acceptable impact on the character of the conservation area for the following reasons:

- a) The proposed signage will not be lit.
- b) The proposed signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.
- c) The business logos are restricted to one per frontage.

For the reasons listed above the proposed development is considered to be consistent with policies CS14 and DP24 of the London Borough of Camden's Local Development Framework as well as Camden Planning Guidance on Design.

Residential Amenity

Use

The proposed use is not considered likely to result in unacceptable noise or odour impacts on adjoining and nearby properties.

Signage

The proposed signage will not be lit and as such will not have an impact on the amenity of any adjoining or nearby properties.

For the reasons listed above the proposal is considered to be in accordance with Development Policy DP26 of the London Borough of Camden's Local Development Framework.

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Waste

The proposal does not include any additional waste storage. Given the small size of the A1 unit it is not considered likely to result in a large quantity of waste. Businesses in this area tend to leave their rubbish out on the pavement for collection daily. As such the lack of waste storage is not considered to be reason to refuse the application.

Recommendation

Grant planning permission and advertisement consent.