

Camden Planning Guidance

Town Centres, Retail & Employment

London Borough of Camden

CPG 5



September 2013

CPG5 Town Centres, Retail and Employment

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1 Introduction

What is Camden Planning Guidance?

- 1.1 We have prepared this guidance to support the policies in our Local Development Framework (LDF). This guidance is therefore consistent with the Camden Core Strategy and Camden Development Policies, and is a formal Supplementary Planning Document (SPD) which is an additional “material consideration” in planning decisions. The Council formally adopted CPG5 – Town centres, retail and employment on 7 September 2011 following statutory consultation. This document was updated on 4 September 2013 following statutory consultation to include Section 4 on the Central London Area food, drink and entertainment, specialist and retail uses. The Camden Planning Guidance documents (CPG1 to CPG8) replace Camden Planning Guidance 2006.
- 1.2 The Camden Planning Guidance covers a range of topics (such as housing, sustainability, amenity and planning obligations) and so all of the sections should be read in conjunction with, and within the context of, Camden’s other LDF documents.

What does this guidance cover?

- Retail uses;
 - Town centres;
 - Central London local Areas;
 - Central London frontages;
 - Neighbourhood centres;
 - Small shops;
 - Controlling the impact of food, drink and entertainment uses; and
 - Employment sites and business premises.
- 1.3 This guidance supports the following Local Development Framework policies:

Camden Core Strategy

- CS5 Managing the impact of growth and development;
- CS7 Promoting Camden’s centres and shops, and policies;
- CS8 Promoting a successful and inclusive economy and Development Policy
- CS9 Achieving a successful Central London

Camden Development Policies

- DP10 Helping and promoting small and independent shops;
- DP11 Markets;
- DP12 Supporting strong centres and managing the impact of food, drink, entertainment and other town centre uses;

- DP13 Employment premises and sites; and
- DP26 Managing the impact of development on occupiers and neighbours.

3 Town centres

KEY MESSAGES

- Camden has six successful town centres, each with their own character.
- We will protect the shopping function of our town centres by ensuring there is a high proportion of premises in retail use.
- We will control food, drink and entertainment uses to ensure that our town centres are balanced and vibrant as well as ensuring that these uses do not harm the amenity of local residents and businesses.
- We will seek a mixture of suitable uses within our town centres as well as a variety of uses in each frontage.

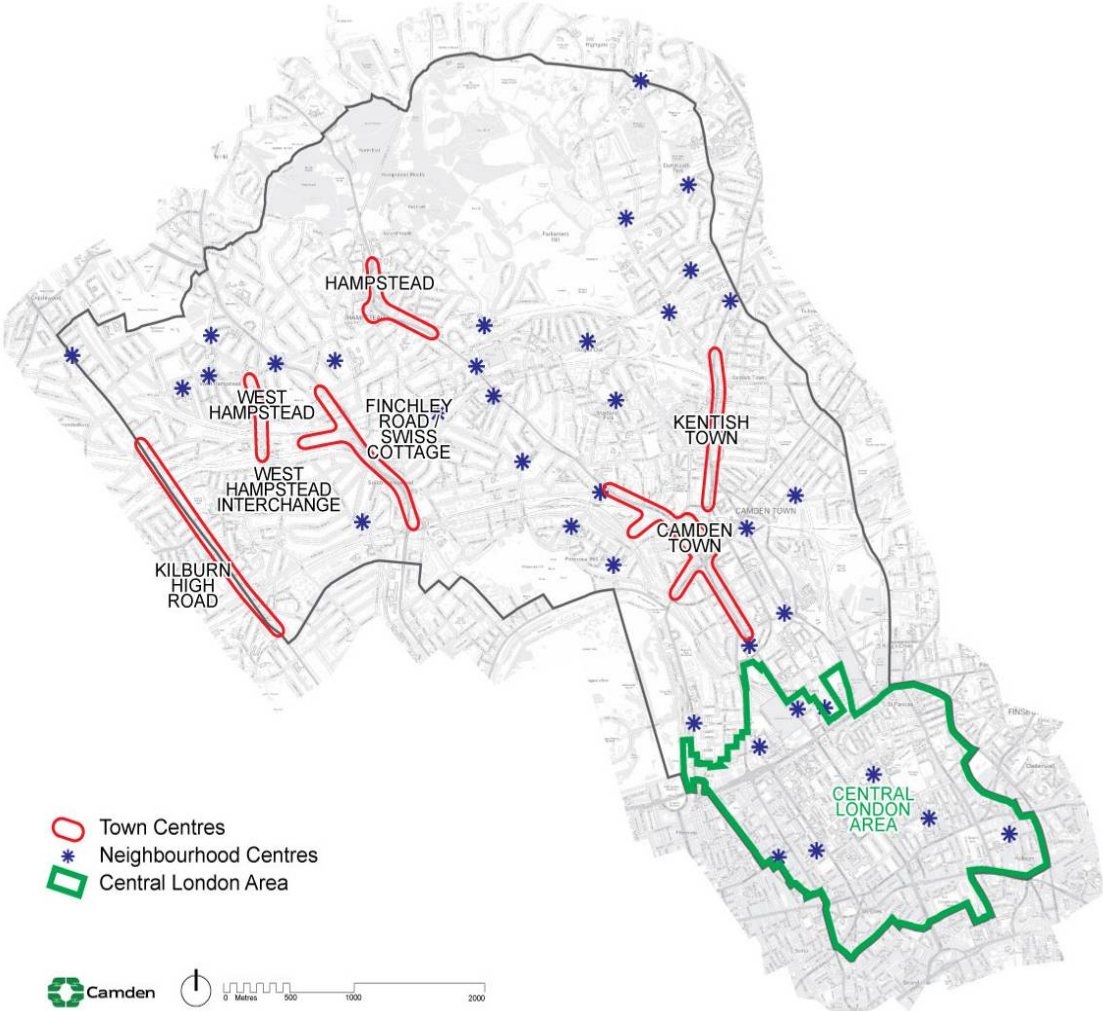
- 3.1 The Council recognises that Camden's centres have different characters and experience differing development pressures. The following section provides additional area-based guidance on how the policies in the Local Development Framework will be interpreted and implemented in relation to applications for retail, food, drink and entertainment uses in the following locations:

- Camden Town;
- West Hampstead;
- Finchley Road / Swiss Cottage;
- Kilburn;
- Kentish Town;
- Hampstead Town; and
- Neighbourhood Centres.

Central London

- 3.2 If your application is in Camden's Central London Area please refer to Section 4 of this guidance.

Camden’s main shopping locations



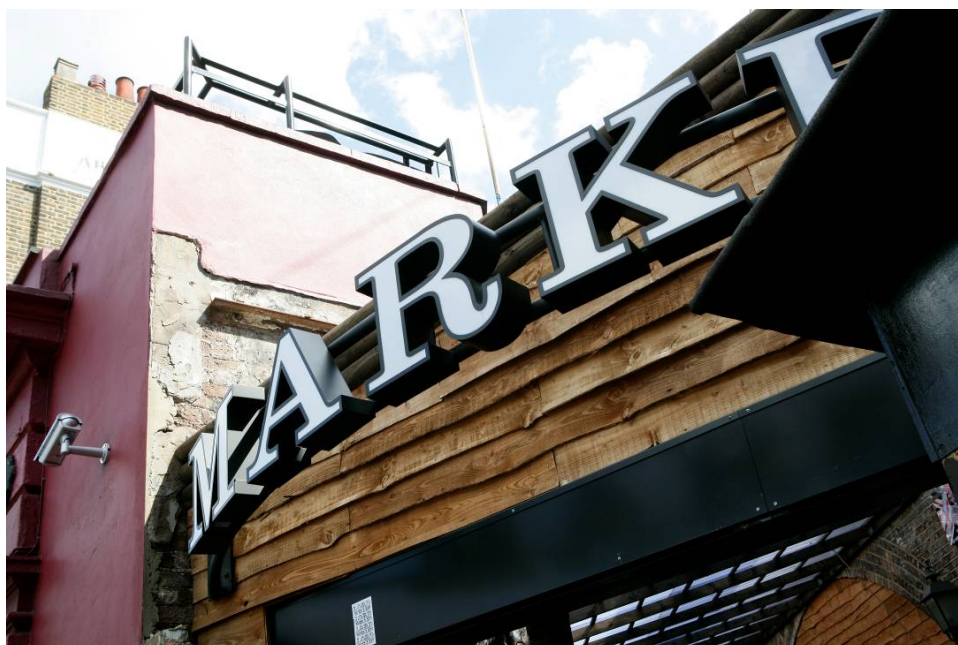
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Camden Town

- 3.3 Camden Town is the largest of the Borough's town centres and is well known for its markets and music venues. Parts of Camden Town have historic importance and have been designated as the Camden Town Conservation Area. However, residential and business communities are concerned about increasing impacts associated with food, drink and entertainment activities such as pubs, clubs, bars and restaurants, such as noise, anti-social behaviour, crime, litter and traffic congestion.
- 3.4 The Council wants to build on Camden Town's success and strong identity in order to develop a unique, vibrant, safe and diverse centre, which offers something for everyone throughout the day and evening, whilst also creating an environment which provides a high standard of amenity for residents.

What uses are acceptable in Camden Town?

- 3.5 To provide clarity on how the Council will manage the number, size and type of food, drink and entertainment uses within the Camden Town area, we have defined three types of street frontages where particular considerations apply (see the map on page 14). These are:
- Core shopping frontages;
 - Secondary frontages and areas; and
 - Sensitive frontages.



Core Shopping Frontages

- 3.6 The Core Shopping Frontages effectively cover the main shopping streets within Camden Town, which includes Camden High Street and Chalk Farm Road. This area is the retail heart of Camden Town and the Council's primary objective here is to ensure that new developments do not cause harm to the character, function, vitality and viability of the centre, particularly its shopping function. The Council considers that any reduction in the stock of premises suitable for retail purposes in the defined Town Centre would harm the retail function and character of the centre.
- 3.7 In the Core Shopping Frontages South (south of the junction of Jamestown Road, Hawley Crescent and Camden High Street) we will not grant planning permission for development which results in the number of ground floor premises in retail use falling below 75%.
- 3.8 In the Core Shopping Frontages North (north of the junction of Jamestown Road, Hawley Crescent and Camden High Street) the Council will not grant planning permission for development which results in the number of ground floor premises in retail falling below 50% within Core Shopping Frontages
- 3.9 Where the number of retail premises in these frontages is already less than the minimum requirement of 75% or 50%, no further loss of retail will be permitted (please see Appendix 3 for a detailed explanation of how to calculate the percentage of uses in frontages).
- 3.10 Camden Town is a highly accessible location and is considered suitable for evening activities which will provide a diversity of jobs and keep the centre vibrant and attractive. A careful balance needs to be struck that allows for food, drink and entertainment uses in central locations but does not cause harm to the core shopping function. New food, drink and entertainment uses may be acceptable up to a maximum of 20% of each street frontage. This allows for some expansion of food, drink and entertainment uses. However, for frontages which already have more food, drink and entertainment than the threshold level, no further increase in these uses will be permitted.
- 3.11 Retail uses will be protected along Core Shopping Frontages, and generally within Camden Town Town Centre. The net loss of shopping floorspace (A1) will be resisted. The exception to this will be where the Council considers that such a loss will not cause harm to the character, function, vitality and viability of the centre and the new use meets other objectives of Camden's Core Strategy.
- 3.12 To avoid excessive fragmentation of the centre, no more than two consecutive non-retail uses (including restaurants) will be permitted.

Secondary Frontages and Areas

- 3.13 The Secondary Frontages and Areas have a varied character and a range of uses. They include the side streets of the town centre, the

employment and market areas adjacent to the Regent's Canal and the Roundhouse. These areas have a relatively limited number of residential properties and are generally well-served by public transport facilities.

- 3.14 We will generally resist proposals that will result in less than 50% of the premises in Secondary Frontages being in retail use
- 3.15 It is important to note that there are some residential uses in or near these locations and that food, drink and entertainment uses could cause harm to the amenity of people living nearby. The Council will take particular care to ensure that proposals do not harm residential amenity and will not grant consent for proposals that it considers would do so.

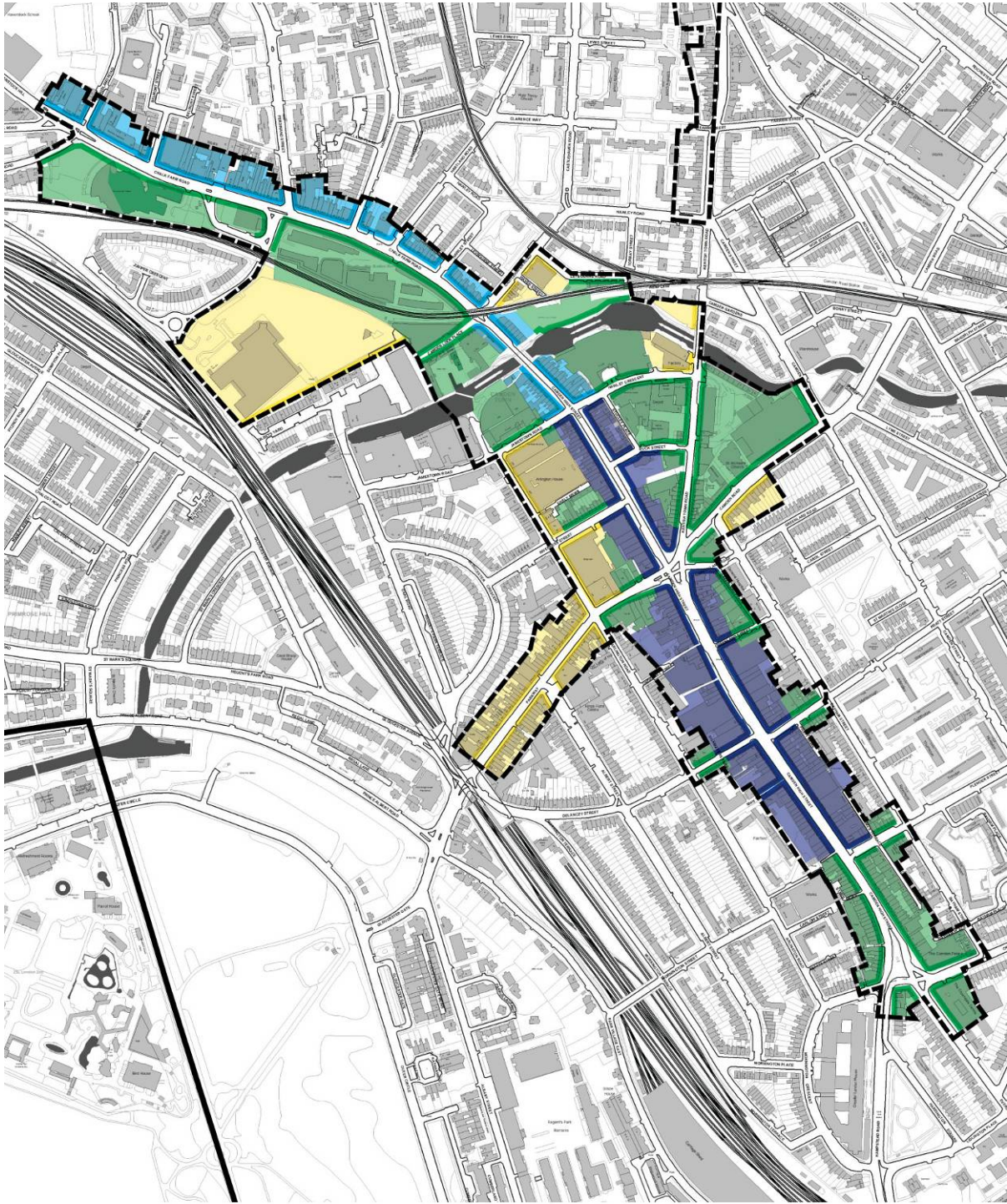
Sensitive Frontages

The Sensitive Frontages are:

- streets on the edge of the town centre with commercial activities on the ground floor and homes above; and
- town centre frontages that are opposite frontages that contain of significant amounts of housing.


- 3.16 It is in these streets that there is likely to be the greatest conflict between late-night activities and the amenity of local residents.
- 3.17 Some of the Sensitive Frontages already have significant numbers of food, drink and entertainment uses. We will aim to maintain a balance of uses in these frontages, allowing some flexibility for change in the future while protecting retail and other facilities.
- 3.18 A maximum of 30% of premises in each of these frontage may be food, drink and entertainment uses.
- 3.19 New and expanded food, drink and entertainment uses must be small in scale with a maximum gross floor area (GFA) of 100m² to ensure residential amenity is protected.
- 3.20 Exceptions will only be made where it can be demonstrated that larger uses will not create harmful impacts or undermine the character of the area.
- 3.21 Opening hours granted through planning consents for food, drink and entertainment uses in this area are likely to be more restricted than those for similar activities within the Main Shopping Frontages because of the proximity of residential properties (also see Paragraphs 6.17 to 6.19 for further information on hours of operation).
- 3.22 In addition to the minimum and maximum percentage figures for retail and food, drink and entertainment, we will seek a range of other suitable uses within the town centre as a whole, and in individual frontages.

Map 1. Camden Town Frontages






	A1 Retail	A3, A4 or A5 Food, drink or entertainment
Core (north)	Min 50%	Max 20%
Core (south)	Min 75%	Max 20%
Sensitive	-	Max 30%
Secondary	-	-

Note: Per frontage, see Appendix for list of frontages, applies to ground floor shops only

 LDF Town Centre

Camden Town

 0 Metres 50 100 200 300

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West Hampstead

- 3.23 West Hampstead is located in the north west of the borough between Swiss Cottage to the east and Kilburn to the west. The centre is linear in nature, extending along West End Lane with a small extension into Broadhurst Gardens in the south.
- 3.24 West Hampstead contains a variety of uses. Shopping uses account for almost half of the ground floor uses in the centre, and independent retailers make up a large proportion of this, while a significant number of premises are occupied by food and drink uses.



How should retail uses be protected in West Hampstead?

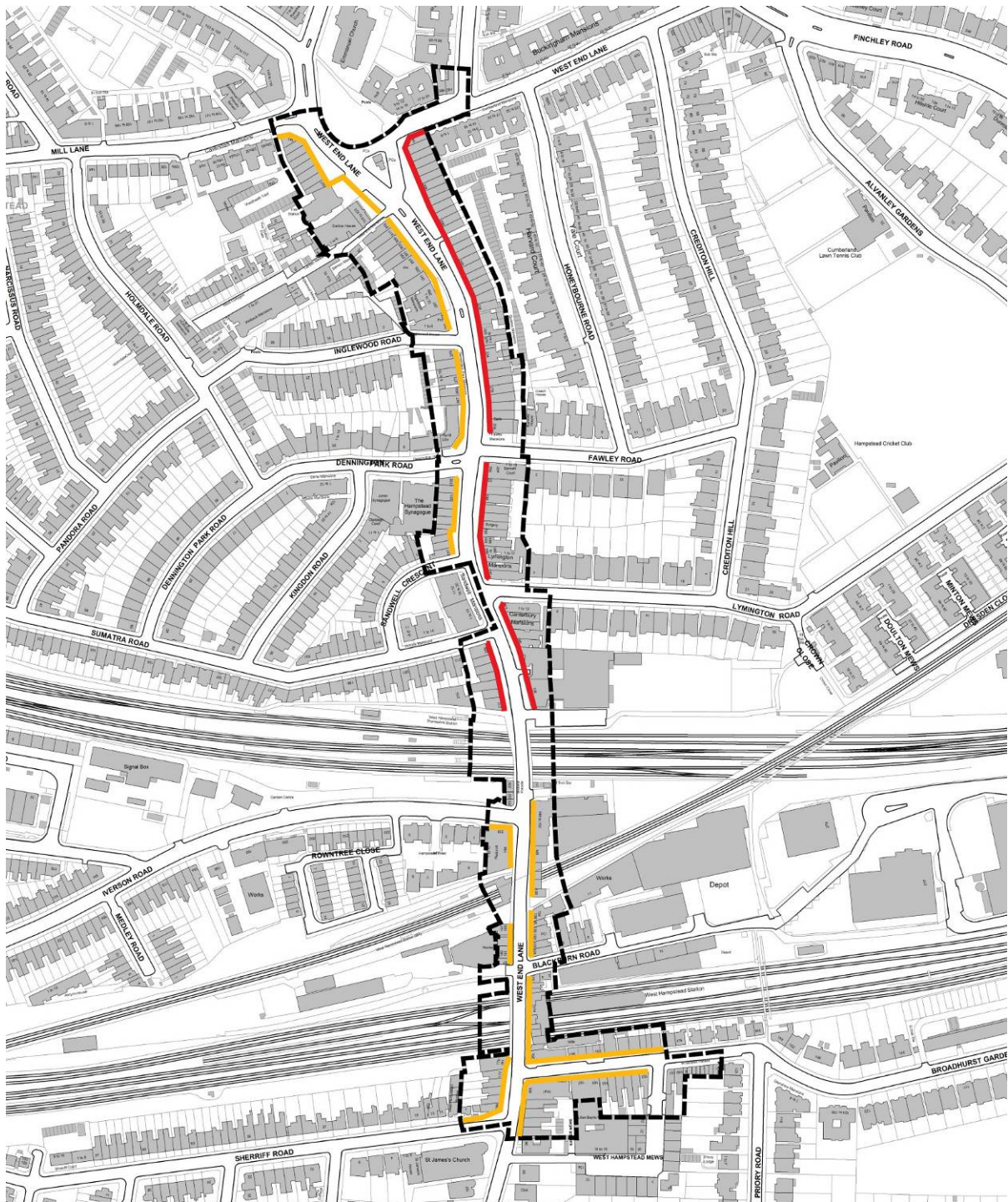
- 3.25 Retail uses are important for ensuring West Hampstead retains a viable shopping function to meet the needs of the local area and therefore we have designated the following shopping frontages:
- Core Frontages; and
 - Secondary Frontages.
- 3.26 See the map on page 17 for the location of the frontages in West Hampstead.

- 3.27 The Council considers that the retail function and character of West Hampstead will be harmed by a reduction in the stock of premises suitable for retail purposes. We will not grant planning permission for development which:
- in **Core Frontages** results in the number of ground floor premises in retail use falling below 75% of the total premises; and
 - in **Secondary Frontages** 50% of the total premises
- 3.28 Please see Appendix 3 for information on how to calculate the percentage of uses in frontages.
- 3.29 Where the number of retail premises in these frontages is already less than the minimum requirement of 75% or 50%, no further loss of retail will be permitted.

How many food, drink and entertainment uses are acceptable in West Hampstead?

- 3.30 The Council recognises that food and drink uses make a positive contribution to the overall mix of uses and the vitality of West Hampstead town centre. Many of the existing food and drink uses located in the north of the centre have taken advantage of the wide pavements that exist and have outside seating areas. This adds vitality to the street scene. For all proposals for new or expanded food, drink and entertainment uses in West Hampstead we will consider the impact of these uses, whether cumulatively or individually, on:
- the retail character and function of the centre;
 - the overall mix of uses in the centre; and
 - local amenity.
- 3.31 To protect the character of the town centre, permission for development of food, drink and entertainment uses may be granted to a maximum of 25% of total premises in each individual frontage. Where the number of these uses already exceeds 25% of premises within a frontage no further food, drink and entertainment uses will be permitted.
- 3.32 To avoid the creation of concentrations of food, drink and entertainment uses that could result a harmful impact to the amenity of local residents and businesses, we will not permit development which result in more than two of these uses being located consecutively in a frontage.
- 3.33 In addition to the minimum and maximum percentage figures for retail and food, drink and entertainment, we will seek a range of other suitable uses within the town centre as a whole, and in individual frontages.

Map 2. West Hampstead Frontages



LDF Town Centre

Retail Frontage Classification



Core Min 75% A1 in each frontage



Secondary Min 50% A1 in each frontage

Note: See Appendix for list of frontages
applies to ground floor shops only

West Hampstead

0 Metres 50 100 200



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Finchley Road/Swiss Cottage

- 3.34 Finchley Road/Swiss Cottage extends along Finchley Road from south of Swiss Cottage underground station to Finchley Road and Froggnal overground station.



How are retail uses be protected in Finchley Road/Swiss Cottage?

- 3.35 Shopping uses are important to ensure Finchley Road/Swiss Cottage retains a viable retail function to meet the needs of the local population. In order to protect retail uses in this town centre we have designated two types of frontages:
- Core Frontages; and
 - Secondary Frontages.
- 3.36 See the map on page 20 for the location of the frontages in Finchley Road/Swiss Cottage.

Core frontages

- 3.37 Any reduction in the number of premises in retail use in the Core Frontages could harm the shopping function and character of the centre. Therefore we will not permit development which results in the number of ground floor premises in shop use falling below 75% of the total premises in each of the Core Frontages. Some core frontages in this town centre already have less than 75% of their Core Frontage in retail use and therefore we will not allow any further loss of retail uses in these frontages.

Secondary frontages

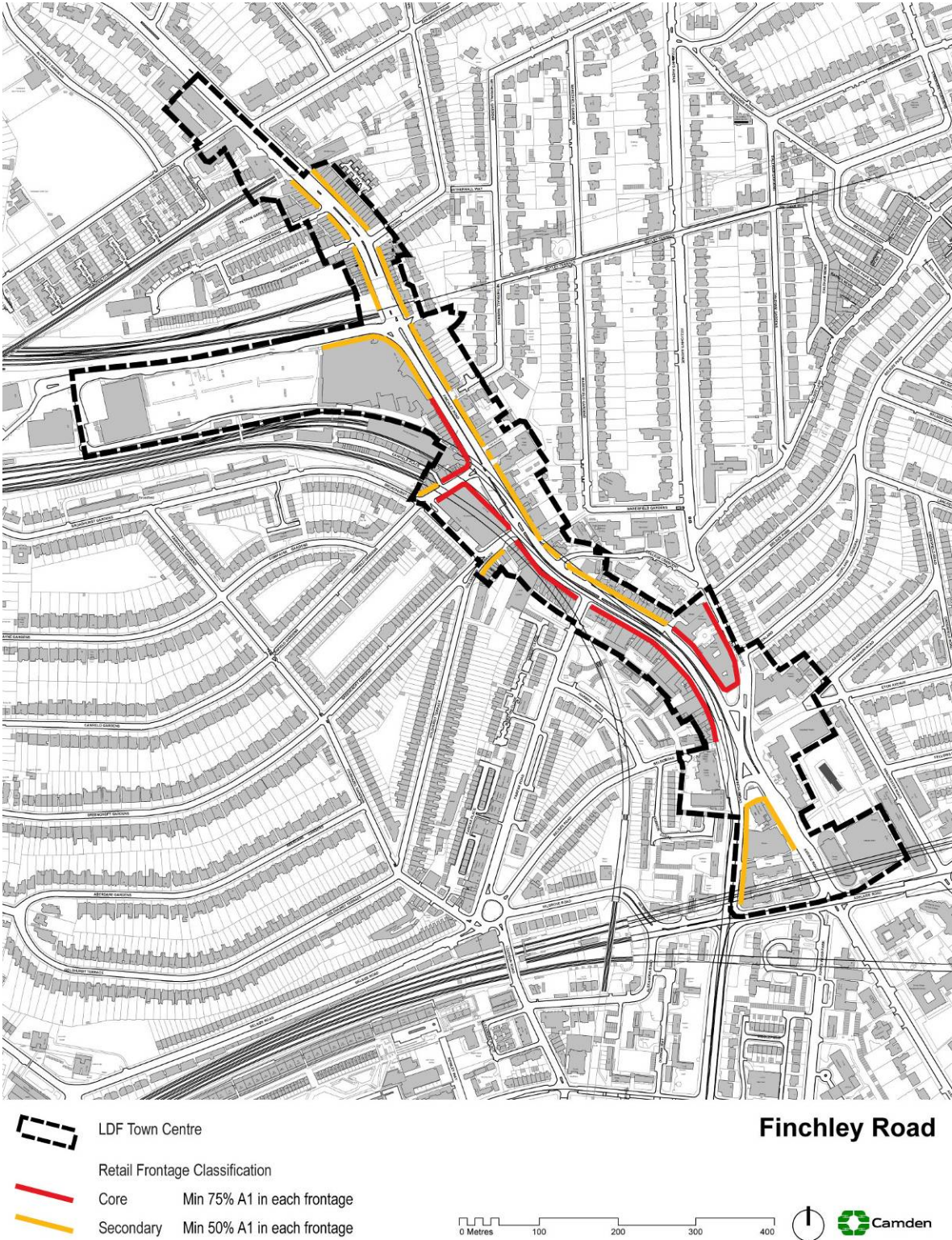
- 3.38 The Council also wants to ensure that the shopping function and character of Finchley Road/Swiss Cottage is not harmed by

developments in other parts of centre. Therefore, outside of the core frontages we will permit a change from retail to a non-retail use where it would not cause the number of premises in retail use to fall below 50% in a particular frontage. Where the number of premises in retail use is already less than 50%, no further loss of shop uses will be permitted in these frontages.

How many food, drink and entertainment uses are acceptable in Finchley Road/Swiss Cottage?

- 3.39 In order to protect shopping facilities, maintain the character of Finchley Road/Swiss Cottage and avoid cumulative impacts on the amenity of residents, we will allow a maximum of 20% of the total premises within the designated Core Frontages to be in food, drink or entertainment use.
- 3.40 In frontages where over 20% of premises are already in food, drink and entertainment use, we will not permit further food, drink and entertainment uses.
- 3.41 To prevent harmful impacts on the large residential population within this centre, new or expanded food, drink and entertainment uses should be small in scale. Small in scale is generally considered to be 100sq m. Larger premises may be considered acceptable for restaurants, which generally have less impact than other food, drink and entertainment uses. The Council will consider the nature of the proposed use and its location, taking into account the level and proximity of housing, when assessing the acceptability of a proposal in terms of its size.
- 3.42 Due to the large amount of housing above shop premises on Finchley Road, the Council does not consider that it is appropriate to allow new or expanded nightclubs in the Finchley Road/Swiss Cottage centre.
- 3.43 To avoid concentrations of evening and night time uses that could create harmful impacts, we will not permit development that would result in more than two consecutive food, drink and entertainment uses in a row.
- 3.44 In addition to the minimum and maximum percentage figures for retail and food, drink and entertainment, we will seek a range of other suitable uses within the town centre as a whole, and in individual frontages.

Map 3. Finchley Road Frontages



Note: See Appendix for list of frontages applies to ground floor shops only

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Kentish Town

- 3.45 Kentish Town Town Centre provides shopping and service uses for the local area. It has a good range of shops and services for its size, with many independent traders and a significant amount of food and drink uses.



How are retail uses protected in Kentish Town?

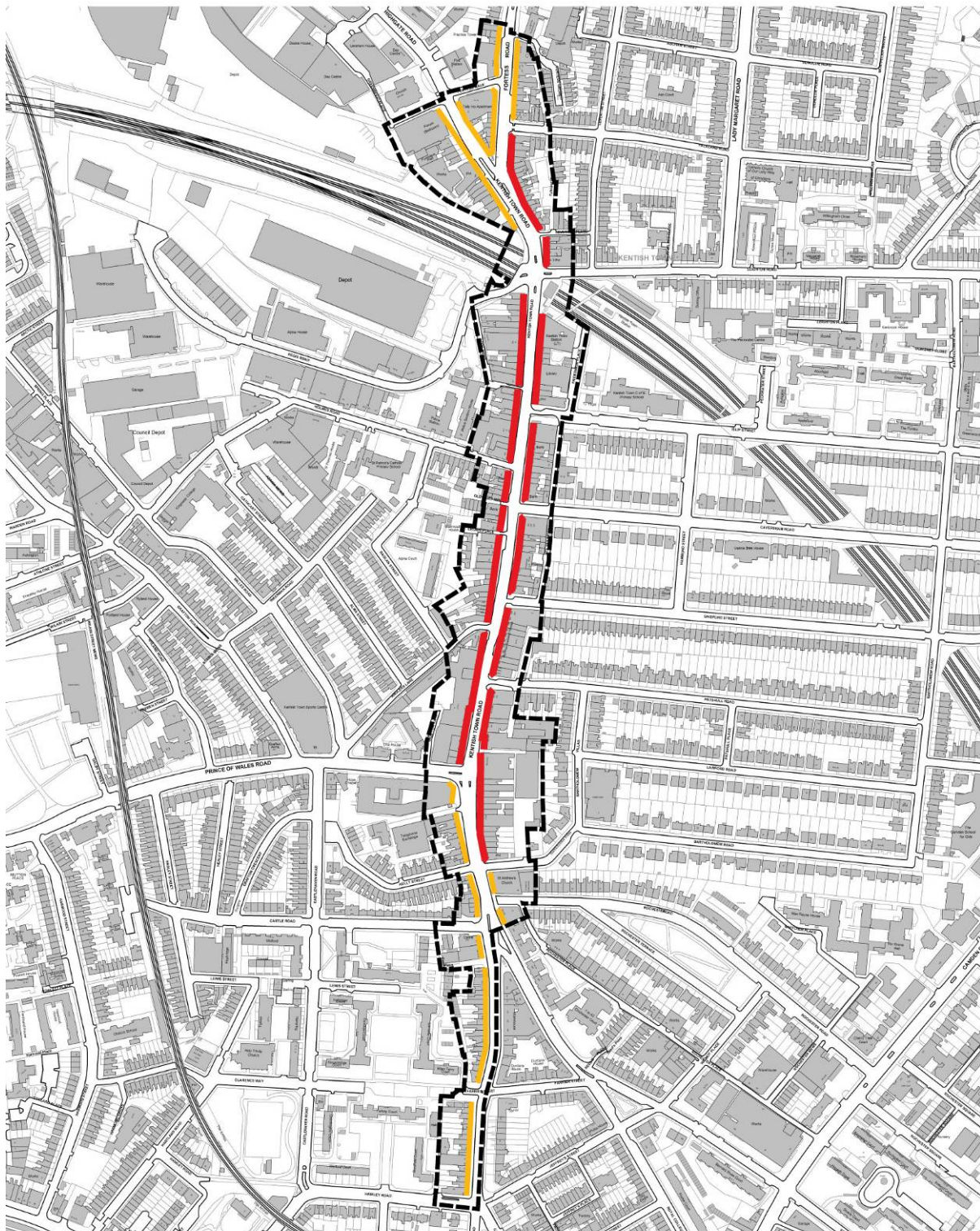
- 3.46 In order to protect the retail function of the centre, we have designated Core and Secondary Frontages. See the map on page 23 for the location of the frontages in Kentish Town. The Council will generally resist proposals that would result in:
- less than 75% of the premises in Core Frontages being in retail use; or
 - less than 50% of the premises in Secondary Frontages being in retail use.
- 3.47 This guidance will be applied having regard to the existing character of Kentish Town and individual frontages.

How should non-retail uses be provided in Kentish Town?

- 3.48 In accordance with policy DP12 of Camden Development Policies, we will seek to prevent concentrations of uses that would harm a centre's attractiveness to shoppers or its residential amenity. The Council will therefore generally resist proposals that would result in:
- more than 2 consecutive premises within the Core Frontages being in non-retail use;
 - more than 3 consecutive premises in non-retail use within Secondary Frontages.

- 3.49 In addition to the minimum and maximum percentage figures for retail and food, drink and entertainment, we will seek a range of other suitable uses within the town centre as a whole, and in individual frontages.

Map 4. Kentish Town Frontages



- LDF Town Centre**
- Retail Frontage Classification**
- **Core** Min 75% A1 in each frontage
 - **Secondary** Min 50% A1 in each frontage

Note: See Appendix for list of frontages applies to ground floor shops only

Kentish Town

0 Metres 50 100 200 300



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Kilburn High Road

- 3.50 Kilburn High Road straddles the border of the boroughs of Camden and Brent, and is the second largest centre in the borough. It has a large number of small, independent shops and mostly serves the day-to-day needs of the local population.



How are retail uses protected in Kilburn High Road?

- 3.51 In order to protect the retail function of Kilburn High Road, we have designated Core and Secondary Frontages (see map on page 26 for the frontage locations). The Council will generally resist proposals that would result in:
- less than 75% of the premises in Core Frontages being in retail use; or
 - less than 50% of the premises in Secondary Frontages being in retail use.
- 3.52 This guidance will be applied having regard to the existing character of Kilburn High Road and individual frontages.

How should non-retail uses be provided in Kilburn High Road?

- 3.53 In accordance with policy DP12 of Camden Development Policies, we will seek to prevent concentrations of uses that would harm a centre's attractiveness to shoppers or its residential amenity. The Council will therefore generally resist proposals that would result in:
- more than 2 consecutive premises within the Core Frontages being in non-retail use;
 - more than 3 consecutive premises in non-retail use within Secondary Frontages.

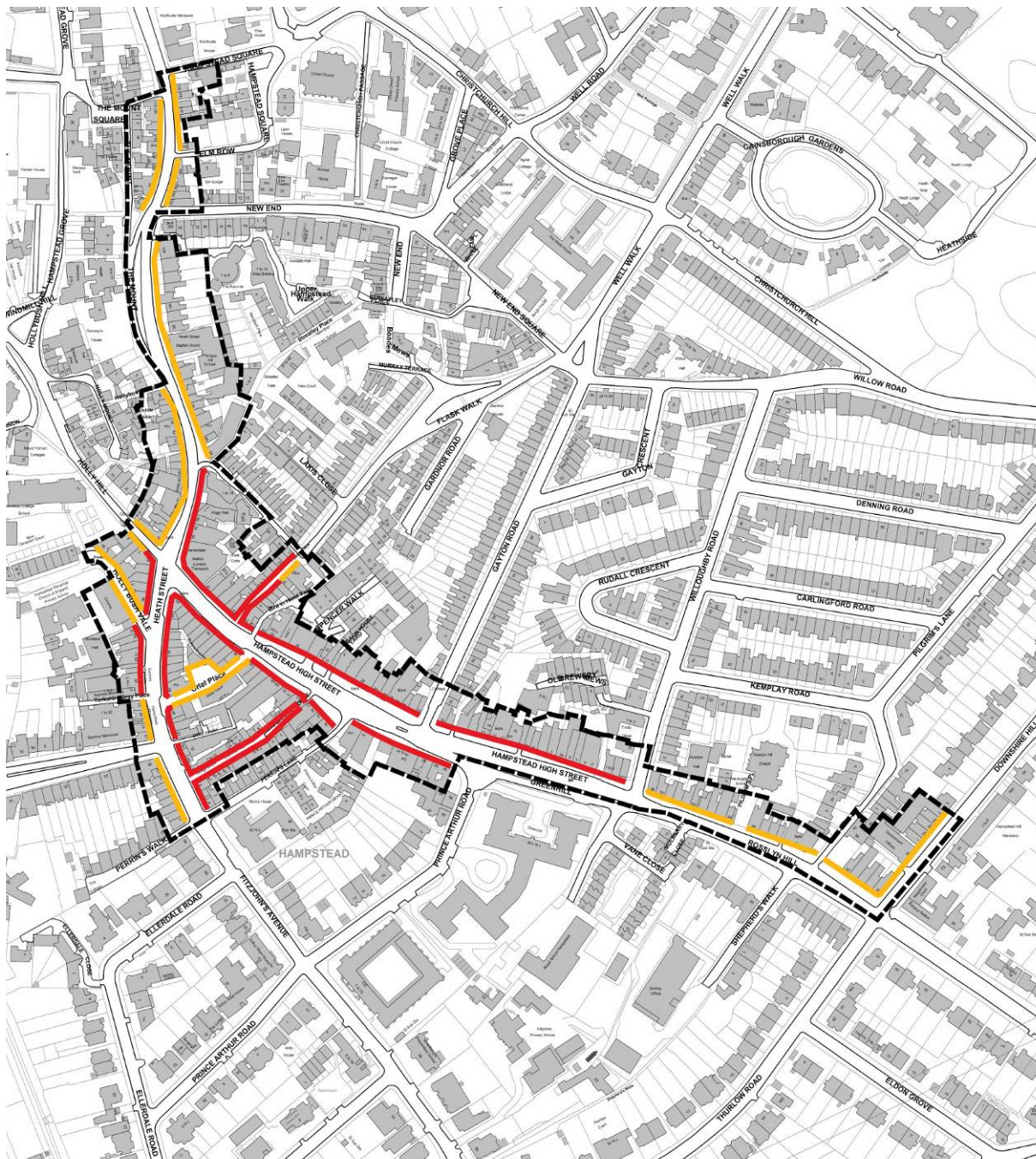
- 3.54 In addition to the minimum and maximum percentage figures for retail and food, drink and entertainment, we will seek a range of other suitable uses within the town centre as a whole, and in individual frontages.

Map 5. Kilburn Frontages



- more than 2 consecutive premises within the Core Frontages being in non-retail use;
- more than 3 consecutive premises in non-retail use within Secondary Frontages.

Map 6. Hampstead Frontages



-  LDF Town Centre
- Retail Frontage Classification
-  Core Min 75% A1 in each frontage
-  Secondary Min 50% A1 in each frontage

Note: See Appendix for list of frontages applies to ground floor shops only

Hampstead

0 Metres 50 100 200



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Neighbourhood Centres outside of the Central London Area

- 3.59 Camden's Neighbourhood Centres provide for the day-to-day needs of people living, working or staying nearby. They generally consist of groupings of between five and fifty premises which focus on convenience shopping. Other uses that can make a positive contribution to the character, function, vitality and viability of these centres include:
- financial and professional services;
 - food and drink uses;
 - launderettes;
 - doctors;
 - dentists; and
 - veterinary surgeries.
- 3.60 As a guide we will resist schemes that result in:
- less than 50% of ground floor premises being in retail use; or
 - more than 3 consecutive premises being in non-retail use.
- 3.61 We will take into account any history of vacancy in the centre and the viability of retail use at that location.
- 3.62 Large-scale retail development (over 1,000m²) and late night licensed entertainment will generally be inappropriate in Neighbourhood Centres due to the impact of deliveries, noise and customers on residential amenity. Neighbourhood Centres will be considered suitable locations for food and drink uses of a small scale (generally less than 100m²) that serve a local catchment, provided they do not harm the surrounding area.
- 3.63 For a list of the properties included in Camden's neighbourhood centres, please refer to Appendix 1 - Properties located within Camden's Centres. The neighbourhood centres are also shown on our proposals map. Guidance on the Neighbourhood Centres located within the Central London Area can be found in Section 4.

7 Employment sites and business premises

KEY MESSAGES

- Camden has a very restricted supply of sites and premises suitable for light industrial, storage and distribution uses.
- We will categorise sites according to their characteristics to determine which sites and premises should be retained.
- In instances where we accept the principle of redevelopment of an employment site, our priority will be to secure permanent housing and/or community uses.

7.1 This guidance supports Camden Core Strategy policy CS8 *Promoting a successful and inclusive economy* and policy DP13 *Employment premises and sites* in the Camden Development Policies. These policies work together to provide our approach to the provision and protection of employment sites and business premises.

7.2 We will protect existing employment sites and premises that meet the needs of businesses and employers. This guidance explains the circumstances when we will consider alternative uses for an employment site. It also provides more information on marketing requirements and our approach to Hatton Garden, the Industry Area and mixed use developments.

Offices

7.3 Camden's Core Strategy sets out the projected demand and planned supply of office floorspace in the borough. We expect the supply of offices to meet the projected demand over the plan period and as a result we may allow a change from B1(a) offices to another use in some circumstances, such as older office premises or buildings that were originally built as residential dwellings. Our priority is for the replacement use to be permanent housing or community use. This approach is in line with policy DP13 *Employment premises and sites* in the Camden Development Policies.

7.4 There are a number of considerations that we will take into account when assessing applications for a change of use from office to a non-business use, specifically:

- the criteria listed in paragraph 13.3 of policy DP13 of the Camden Development Policies;
- the age of the premises. Some older premises may be more suitable to conversion;
- whether the premises include features required by tenants seeking modern office accommodation;

- the quality of the premises and whether it is purpose built accommodation. Poor quality premises that require significant investment to bring up to modern standards may be suitable for conversion;
- whether there are existing tenants in the building, and whether these tenants intend to relocate;
- the location of the premises and evidence of demand for office space in this location; and
- whether the premises currently provide accommodation for small and medium businesses.

7.5 When it would be difficult to make an assessment using the above, we may also ask for additional evidence in the form of a marketing assessment. Paragraph 6.18 below provides more information on marketing.

Hatton Garden

7.6 As set out in the Core Strategy policy CS8 and policies DP1 and DP13 of the Camden Development Policies, the Council takes a different approach to development in Hatton Garden. Here the conversion of office premises to residential or D1 use will only be permitted where 50% of the floorspace is provided as affordable B1c space for use as jewellery sector workshops. Where proposals involve an increase in B1a or residential floorspace then 50% of the uplift must be provided as jewellery sector B1c space. In addition, the conversion of office premises will only be permitted where it can be demonstrated that they have been vacant and marketed for at least two years. Paragraph 6.18 below provides more information on what we expect to be included in any marketing exercise.

7.7 Where it has been agreed by the Council that the provision of jewellery workshop space is not possible, we will still require the provision of residential floorspace in line with Policy DP1 of the Camden Development Policies. In addition we will require a financial contribution towards the support of the jewellery industry. The level of contribution will be related to the area of workspace that would otherwise have been expected. Where jewellery sector workshop space is provided, we will require the space to be marketed at rents comparable to average rents paid by existing jewellery manufacturers for comparable premises in Hatton Garden. Please see CPG 8 – Planning Obligations for our detailed approach.

Light industrial, industrial, storage and distribution

7.8 Camden has a very restricted supply of sites and premises suitable for light industrial, storage and distribution uses. This means that there is a high level of demand for the remaining sites and that the majority of sites are well occupied and able to secure relatively high rents as long as they have good access and separation from conflicting premises.

- 7.9 We have identified three main categories of sites and premises in the borough:

Category 1

- 7.10 Sites in this category provide the highest quality accommodation. Typically, they provide:
- purpose built accommodation;
 - predominantly single storey premises;
 - clear, high ceiling heights;
 - high loading bays and doors (min 5.5m or 18ft high);
 - access for large delivery and servicing vehicles both into and around the site;
 - 24 hour operation with unrestricted loading access; and
 - minimal risk that the 24-hour operation will adversely harm the amenity of neighbouring properties.



Category 2

- 7.11 The majority of Camden's industrial stock falls into Category 2. They usually have a selection of the following characteristics:
- good access for servicing and delivery;
 - slightly more restricted hours of operation than Category 1 sites;
 - roller shutter doors;
 - clear, high floor to ceiling heights (3-5m);
 - lots of natural light;
 - level access – normally ground floor;
 - flexible neighbouring uses;
 - limited number of upper floors with goods lift access; and
 - some off street parking.

Category 3

- small, isolated premises;
- poor access - narrow streets, small doors, steps;
- no goods lifts;

- little or no space for servicing;
- incompatible neighbouring uses (most often residential); and
- lower ground or basement level.

- 7.12 Category 1 sites are rare in Camden and will always be protected. Category 2 sites are more common in Camden and will usually be protected unless there is very strong marketing evidence (see below for details of our marketing expectations) to show that they are no longer suitable. The Business Premises Study 2011 advises that most sites within categories 1 and 2 can be marketed and let successfully. Category 3 sites are heavily compromised and may not be suitable for continued industrial use when they become empty or need significant investment, although they could be suitable for office B1(a) space.
- 7.13 We will use these categories to determine which sites and premises should be retained and which can be released for redevelopment. The characteristics of categories 1 and 2 will also be used to guide the design of new business premises.

Refurbishment and improvements

- 7.14 Many industrial buildings only require a small amount of investment to maintain them or to bring them back into a reasonable condition. As long as the site has good access other factors, such as the age of a building, are irrelevant for most occupiers as the specification for an industrial unit has not changed in many years.

New industrial premises

- 7.15 The characteristics that make new industrial premises successful are similar to categories 1 and 2 above. Ideally, new space should resemble category 1 as closely as possible. The most important features are good delivery/servicing access, separation from other uses, freedom to operate at all times and a 50-70% site coverage. Where mixed use development is planned employment and residential uses should normally be provided in separate blocks. Whilst it may be difficult to achieve all of these features in Camden, we will expect new developments to include as many as practically possible.

Industry area

- 7.16 Camden's Industry Area is one of the few areas where there is a concentration of industrial, storage and distribution uses (within classes B1, B2, B8 or related Sui Generis) where no other uses prejudice the operation of business in the area.
- 7.17 As stated in Core Strategy Policy CS8 and in paragraph 8.15, the Industry Area will be safeguarded by resisting any proposals which jeopardise the continued use of sites for industrial, storage and distribution purposes. This includes proposals which would introduce any of the following uses: residential, student accommodation, community facilities, retail, food, drink or entertainment premises.

Marketing

- 7.18 We will require evidence of a marketing exercise for the loss of employment uses, in line with Core Strategy Policy CS8 and policy DP13 of the Camden Development Policies. As a minimum, we will expect marketing exercises to include the following:
- Use of a reputable local or national agent with a track record of letting employment space in the borough;
 - A visible letting board on the property (constant throughout the marketing period);
 - Marketing material should be published on the internet, including popular online property databases such as Focus;
 - Continuous over at least 2 years from when the letting board is erected and the property is advertised online (i.e. not simply from when agents were appointed). We will consider shorter marketing periods for B1(a) office premises;
 - Advertised rents should be reasonable, reflecting market rents in the local area and the condition of the property;
 - Lease terms should be attractive to the market:
 - at least three years, with longer terms, up to five years or longer, if the occupier needs to undertake some works
 - and/or short term flexible leases for smaller premises which are appropriate for SMEs;
 - A commentary on the interest shown in the building, including any details of why the interest was not pursued; and
 - Where there is an existing employment use then we will require evidence that the tenant intends to move out.

Further information

- Camden Business Premises Study, 2011, Roger Tym and Partners
- The Demand for premises of London's SMEs, 2006, London Development Agency
- Industrial Capacity Supplementary Planning Guidance, 2008. Greater London Authority

8 Appendices

Appendix 1 - Properties located within Camden's Centres

- 8.1 The following tables contain all the addresses which are within Camden's centres.

Properties located within the town centre core retail frontages

Camden Town	Core frontages south: 38-224 Camden High Street (E side) 57-265 Camden High Street (W side) Core frontages north: 267- 289 Camden High Street (W side) East yard, Chalk Farm Road (W side) 226-250 Camden High Street (E side) 1-89 Chalk Farm Road (E side) 2-18a Haverstock Hill (E side)
Hampstead	Core frontages: 1-47 (N side) and 55-84 (S side) Hampstead High Street, 4-62 (E side) and 23-47 (W side) Heath Street, 1-10 and 12-16 Perrins Court, 1-17 (NW side) and 2-10 (SE side) Flask Walk
Kentish Town	Core frontages: 124-282 (E side) and 189-345 (W side) Kentish Town Road
Kilburn High Road	Core frontages: 42-218 Kilburn High Road (E side)
Swiss Cottage	Core frontages: 135-265 Finchley Road O2 Centre
West Hampstead	Core frontages: 176-280 West End Lane (E side)