

From: [REDACTED]
To: Obote.Hope@camden.gov.uk
Sent: Wednesday, August 19, 2015 12:24 PM
Subject: Planning Application 2015/2074/P

Dear Obote Hope

Planning Application 2015/2074/P
38 Chalcot Road
London NW1

The Primrose Hill Town Team exists as an engine to encourage trade and commerce of all types in the area and holds the view that a healthy business environment will have beneficial effects for the community as a whole.

Recent changes to planning legislation at a national level have had a damaging effect on local economies with many offices lost to residential with the resultant exodus of employees and their daytime trade with local businesses.

In spite of this, Primrose Hill's retail sector is actually the healthiest I have witnessed in 20 years. This is a result of the hard work of local businesses and residents who have made a concerted effort to highlight the area as an interesting, vibrant and useful shopping destination.

There currently exists a 99% occupancy rate throughout the retail areas of Regents Park Road, Chalcot Road, Princess Road and Gloucester Avenue. This is the best example of how there is a definite demand for shop premises in Primrose Hill.

Chalcot Road in particular has seen an influx of successful and attractive businesses over recent years and I am dismayed that one of the shops should be lost to residential when it could be contributing to the retail mix and providing employment and revenues.

The independent marketing report commissioned in relation to the applicant's attempts to let the property raises serious questions over the realistic rent being sought and other anomalies. Further research into some of the objections reveals that the list of people who were interested in the premises compiled by Salter Rex was at the very least incomplete.

The previous owner states that over the last thirty years footfall was virtually non-existent in Chalcot Road. That may have been the case at one point but is certainly not the present scenario. The parade has in fact become one of the premier destinations in the area due to the superb mix of independent retailers that operate there and is thriving with customers.

In conclusion I hope that the convincing evidence provided by businesses and residents will ensure that 38 Chalcot Road can once again join the vitally important retail aspect of Primrose Hill and enjoy the same success of the neighbouring shops.

Kind regards

Phil Cowan

Chair

Primrose Hill Town Team

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