

Planning Statement

CONVERSION OF AN EXISTING COMMERCIAL PROPERTY TO 2no
RESIDENTIAL UNITS AT 22-24 PRINCE OF WALES ROAD, LONDON NW5



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Prepared by

BB PARTNERSHIP LTD
CHARTERED ARCHITECTS

1.0 INTRODUCTION

1.1 This Planning Statement has been prepared by BB Partnership Ltd in support of the full planning application and change of use application for the conversion of the existing commercial unit on the ground floor of 22-24 Prince of Wales Road, London NW5 3LG to 2no self-contained residential units.

1.2 The statement is to be read in conjunction with the following documents:

- Location Plan
- Existing and Proposed Drawings
- Accompanying photograph sheet
- Accompanying Design and Access Statement



Aerial view of the property location and the surrounding area

2.0 COMPLIANCE WITH PLANNING POLICY

- 2.1 During the design process both local and national planning policy has been consulted in order to provide a high quality development in accordance with all policy requirements which helps Camden meet its housing targets without having a detrimental effect on the character and appearance of the surrounding conservation area. This includes but is not limited to:

- 2.1.1 National Planning Policy Framework (NPPF)
- 2.1.2 The London Plan
- 2.1.3 Camden's Local Development Framework (LDF)
- 2.1.4 The Inkerman Conservation Area Statement
- 2.1.5 Camden Planning Guidance (CPG)
- 2.1.6 Camden Core Strategy (CS)
- 2.1.7 Camden's Housing Technical Standards

Principle of conversion to flats

- 2.2 Camden's Core Strategy policy CS6 (Providing Quality Homes) states that the Council will aim to make full use of Camden's capacity for housing by *"maximising the supply of additional housing to meet or exceed Camden's target of 5,950 homes from 2007 to 2017, including 4,370 self-contained homes"*. Furthermore, it refers to housing as *"the priority land-use of Camden's Local Development Framework"*. Consideration should also be given to Development Management policy DP2 of the LDF which states that *"the Council will seek to maximise the supply of additional homes in the borough"*.
- 2.3 The proposed conversion of the existing A1 unit to 2no self-contained flats (C3 use) will therefore make a positive net contribution to the Council's housing target in line with Policy CS6 and reflects the priority land use within the borough.
- 2.4 There is also a precedent of conversion into flats along Prince of Wales Road with consent being previously granted at 25 Prince of Wales Road for conversion into three self-contained flats.
- 2.5 Policies CS7 (Promoting Camden's centres and shops) and DP10 (Helping and promoting small and independent shops) of Camden's Local Development Framework (LDF) seeks to promote, protect and enhance centres throughout the borough and protect shops outside centres. As the site is located close to Kentish Town Centre and is not within a designated centre there should be no objection to the loss of retail floor space in this instance, as stated in the Pre-Application response.
- 2.6 It is therefore considered acceptable in planning terms to convert the ground floor of the property into flats as residential use on the site should be seen as a greater asset to the community than the existing retail unit.
- 2.7 It should also be noted that the current tenant of the retail unit, the Beardsmore Gallery, has not renewed their lease and the ground floor of the property will shortly be vacant. This is therefore seen as the ideal time to convert the ground floor into valuable residential space and will be more beneficial to the community than a retail unit that will be difficult to let due to the residential nature of the host building and the internal layout of the retail being suited to residential use resulting in inefficient retail space.

3.0 PROPOSED DESIGN

- 3.1 Consideration has been made to Core Strategy Policy CS14 which states that *“the Council will require development to be of the highest standard of design that respects local context and character”*. Policy DP24 also echoes this, ensuring all design is of the highest quality.
- 3.2 The proposed residential units comply with the London Plan’s minimum space standards as set out in the Housing SPG. The proposed Flat 1 has a GIA of 54sqm and Flat 2 has a GIA of 57sqm, complying with the minimum requirement of 50sqm for one bed, two person flats. Indeed Camden’s CPG on Housing requires a minimum of 48sqm for new two person self-contained units which the proposed flats comfortably exceed.
- 3.3 Both units have access to generous private amenity space at the back of the property, as well as the benefit of a setback from the street line to incorporate secure cycle storage and refuse storage areas.
- 3.4 A number of alternate layouts, dwelling mixes and schemes have been considered during design development.
- 3.4.1 Initially a scheme comprising 4no two bed flats with a new basement was proposed, which was submitted for Pre-Application advice. Although the principle of residential development was established and residential use was encouraged for the site, the proposals were deemed unacceptable largely due to the proposed basement and issues with the standard of accommodation in this area. As a result the basement was omitted from the scheme.
- 3.4.2 A revised scheme was developed and submitted for Prior Approval as a result of the advice from the Pre-Application which comprised 2no two bed flats. As mentioned in the accompanying Design and Access Statement, this was withdrawn due to Prior Approval not being possible for buildings in a conservation area.
- 3.4.3 This scheme did however go to public consultation and a number of comments were made on the proposals, largely critical of the layout and configuration of the rooms. The scheme was therefore revised taking these comments into account, resulting in this proposed application which comprises 2no one bed flats which are good sized, efficiently laid out and make the most of the natural light to the site.
- 3.5 It is considered that the proposed scheme meets the requirements set out in CS6 (Providing Quality Homes) of Camden’s Core Strategy as well as the requirements of DP5 of the LDF.
- 3.6 Both units have access to generous private amenity space at the front and back of the property which incorporate secure cycle and refuse storage areas.
- 3.7 Each flat will comply with Lifetime Homes requirements (where possible due to the constraints of the existing building and the site) and therefore Part M of the Building Regulations in order to meet the requirements of DP6 of Camden’s LDF.