

Carter Jonas

**112 Malden Road
Kentish Town
NW5 4BY**

**Change of Use to Residential (Prior
Approval Application)**

Retail Impact Assessment

On behalf of Mr Desmond Hirsch & Dr Pam Hirsch

30 November 2015

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1.0 INTRODUCTION

Background and the Scheme

- 1.1 This Retail Impact Assessment has been prepared by Carter Jonas on behalf of Mr Desmond & Dr Pam Hirsch (“the Applicant”) to accompany a Prior Approval application relating to a proposed change of use from retail (Class A1) to residential (Class C3) (“the Proposal”) at the ground floor of 112 Malden Road, Kentish Town NW5 4BY (“the Site”). This will provide a one bed flat.
- 1.2 This Retail Impact Assessment has been completed in order to meet the requirements set out in Statutory Instrument 2015 number 596 relating to The Town and Country Planning (General Permitted Development) (England) Order 2015 (“the Order”). The Order states that a change of use from Class A1 (shop) to a building within Class C3 (dwelling house) is Permitted Development under ‘Class M’ subject to a number of defined criteria being met.
- 1.3 This Retail Impact Assessment assesses the Proposal against the two pertinent ‘retail tests’ set out in Condition (1)(d) of the Order; based on whether the impact of the change of use is undesirable in terms of:
- There being adequate provision of services (Class A1 or Class A2) - but only where there is a reasonable prospect of the building being used to provide such services; or
 - The sustainability of a key shopping area - where the building is located within this key shopping area.
- 1.4 Further details relating to the Proposal and the Prior Approval application process and requirements are referred to in the accompanying documentation submitted as part of this application, namely in the Covering Letter and scheme drawings.

Statement Contents

- 1.5 Against this background, this Retail Impact Assessment provides an assessment of the Site and wider Town Centre to understand whether the Proposal can be supported. The scope of this Assessment is as follows:

- **Section 2** describes the Application Site and the main features of the surrounding area.
- **Section 3** provides a review of the health of the existing retail / service function of Queen's Crescent Neighbourhood Centre and sets out the contribution of the Site to this.
- **Section 4** outlines the prospects of the Site being re-used for a retail / service use.
- **Section 5** provides an assessment of the impact of the Proposal on Queen's Crescent and our conclusions against the pertinent statutory tests.

2.0 APPLICATION SITE AND SURROUNDINGS

Application Site and Surroundings

- 2.1 The boundary of the Site is identified in red on the Site Location Plan. The Site extends to approximately 79 sq. m (0.0079 hectares).
- 2.2 The Site comprises a vacant ground floor former dwelling that was likely converted into a retail unit before the 1970s. The District Valuer has assessed the unit as having a net floor area of 29.2 sq m (314 sq ft). There is a 1m depth external space to the front and no rear external space. The upper parts are separate residential accommodation (112A Malden Road) on the two floors above whilst the front two thirds of the basement is used by the adjacent property, No. 110, and is not currently accessible from the ground floor subject shop.
- 2.3 The Site frontage falls within the Neighbourhood Centre of Queen's Crescent, as defined in Camden Council's Development Plan Policy CPG5 on Town Centres, Retail and Employment. The Site frontage is part of an existing parade of four shops at right angles to Queen's Crescent and beyond the gates that define the street market and therefore lies beyond the true shopping area of Queen's Crescent. This Malden Road area ends with the Four Trees Surgery (118) which is only open in the mornings and in the evenings and which is closed between 1:00 and 4:00 on most days (on Mondays it reopens at 4:30 and on Thursday afternoon and at weekends it is closed). The two next door shops 114 & 116 are shuttered and boarded, the previous cycle business having closed in April 2015. 110 Malden Road is a café. The Site therefore lies in the periphery of the neighbourhood Centre. A Context Plan showing the extent of the Neighbourhood Centre and the location of the Site is provided at **Appendix 1**.
- 2.4 The rear part of the Site does not fall within the Neighbourhood Centre and neither does the adjacent property to the immediate south of the rear of the Site 131A Queen's Crescent. The Neighbourhood Centre contains a range of retail and service facilities serving the area, with the main offer focused on the central part of Queen's Crescent. The twice weekly Street Market offers additional retail facilities favouring in particular those traders for whom low trading overheads are essential and who are able to pass on savings through offering low price goods. Further

detail relating to Queen's Crescent Neighbourhood Centre as well as Malden Road is provided in Section 3 of this document.

- 2.5 Although the wider area is predominantly residential in character, Queen's Crescent and Kentish Town Road (which is the Main Retail Centre) provide distinct commercial spines through this area. The Queen's Crescent retail and service mix including Cheriton on the western side of Malden Road is outlined in **Appendix 2**. Those addresses that fall within the Neighbourhood Centre boundary are highlighted in pale green.
- 2.6 Malden Road falls outside of the Queen's Crescent Neighbourhood Centre with the exception of the subject Site frontage and its immediate neighbours to the north of Queen's Crescent and Cheriton, a 1960s Council Estate, including shops on higher land to the west of Malden Road. However, the inclusion of both in the Queen's Crescent Neighbourhood Centre seems to bear little reference to its actual contribution to the retail or service presence within Queen's Crescent as defined by the gates at its east side junction with Malden Road. Immediately south of the Queen's Crescent junction the public house (108) on the corner and launderette (106) are not included in the Neighbourhood Centre.
- 2.7 Malden Road itself is has been in transition to residential uses over many years as demonstrated by the high number of addresses highlighted in yellow within the list in **Appendix 3** which can be seen to have been converted from retail to residential use. The list also shows that the Queen's Crescent Neighbourhood Centre uses are widened by some Malden Road properties. There are for example two dental practices but the single solicitor's office has now been converted to residential use.
- 2.8 Recent planning applications relating to this trend towards residential and away from retail uses include:

2013/0048/P	2 Malden Road London NW5 3HR	Change of use of ground level shop (Class A1) and associated basement storage and staff room to 2 Studio self-contained flats, (Class C3), including alterations to both front elevations to include new windows and a door plus new lightwell with railings on the Malden Road frontage and enlarged	FINAL DECISION	16-01-2013	Granted Subject to a Section 106 Legal Agreement
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lightwell with railings on the Prince of Wales Road frontage.

2011/1785/P	157 Malden Road London NW5 4HT	Change of use from shop (Class A1) to a two-bedroom residential unit (Class C3) at ground floor level including the erection of a single storey rear extension and external alterations.	FINAL DECISION	05-05-2011	Granted Subject to a Section 106 Legal Agreement
2010/0409/P	Flat A (ground floor), 153 Malden Road, London, NW5 4HT	Change of use of ground floor unit from retail (Class A1) to one bedroom residential flat (Class C3), including alterations to the front elevation and new door and window in the rear.	FINAL DECISION	18-02-2010	Granted Subject to a Section 106 Legal Agreement

Relevant Site Planning History

- 2.9 Planning Permission was approved 22 September 1971 for Erection of a ground and first floor extension and installation of new shop front ref: CTPA110/2V4/11609. The retail use therefore predates this time.

3.0 THE HEALTH AND FUNCTION OF QUEEN'S CRESCENT NEIGHBOURHOOD CENTRE

Background

3.1 Kentish Town Centre (eg Kentish Town Road) is a top tier Centre in the Council's Retail Centres hierarchy as established by Policy CS7 of the Camden Core Strategy (Adopted November 2010). The supporting text to Policy CS7 states that the Centre "provides shopping and service uses for the local area" (p.75). By contrast the supporting text to neighbourhood areas such as Queen's Crescent is qualified at 7.17 where it states 'We will also seek to protect shops, including those on small shopping parades, where their loss would cause harm to a centre or local area' (our emphasis). Our contention is that no such harm would be caused by the loss to retail of the Site which:

- falls outside of the Neighbourhood Centre proper
- has a 29.2m² floor area
- has been closed and shuttered for approximately 8 ½ of the last ten years
- has neighbour shops that are also closed and shuttered.

3.2 The most recent review of the Kentish Town Road Centre was published as part of the Camden Retail and Town Centres Study (November 2013). This states that: "the centre provides a day to day shopping offer serving local needs, and is pitched towards the mid to low end of the market" (paragraph 5.50). The Study concludes that: "Kentish Town is considered to be performing well in relation to the provision of convenience and service units; however, there is limited comparison goods retail floorspace in the centre" (paragraph 5.54). In all it is "functioning reasonably well" (paragraph 5.57). The Study goes on to say that: "the centre may benefit from consolidation of the retail core, and greater land use flexibility in the more peripheral areas" (paragraph 5.58).

3.3 Camden's Development Plan does not identify Primary or Secondary Shopping Frontages or a Primary Shopping Area (or equivalent) within the Kentish Town Centre boundary. The Primary Shopping Area is, as per the National Planning Policy Framework (NPPF) definition, a "defined area where retail development is concentrated ..."

3.4 The Council's Retail and Town Centres Study identifies a Core Shopping Frontage

between Fortress Road and Royal College Street (paragraph 5.51) and this is considered to be equivalent to the Primary Shopping Area.

Queen's Crescent Neighbourhood Centre

- 3.5 As already noted the Neighbourhood Centre of Queen's Crescent is defined in Camden Council's CPG5 on Town Centres, Retail and Employment. There is no additional information to the list of grouped addresses which are shown in schematic format on the plan included in **Appendix 1**.
- 3.6 This assessment of the vitality and viability, or health, of Queen's Crescent Neighbourhood Centre is based on two site visits undertaken in September and October 2015 and is informed by the health check indicators identified in Section 14 Paragraph 006 of the published online Planning Practice Guidance (PPG) (April 2014). This refers to the general structure of the Town Centre; accessibility and pedestrian flows; diversity of main Town Centre uses; proportion of vacant street level property; perception of safety and occurrence of crime; and the state of Town Centre environmental quality.

Structure of the Centre

- 3.7 The Neighbourhood Centre provides a localised shops and services offer for its immediate residential catchment. The description column of the **Appendix 2** list shows the range of uses. The range of sizes and rateable values are shown in separate columns. As can be seen from this list the Site is amongst the smallest / lowest rental value properties.
- 3.8 The linear neighbourhood Centre runs east to west and is formalised on Thursdays and Saturdays when the Street Market operates. On these days gates are closed at Grafton Road (to the east), at the junctions to Weedington Road, Allcroft Road, Bassett Street and to the west at Malden Road. This closure of the gates enables stalls to be erected on the roadways, pedestrians to walk safely and generally supports the look, feel and economic viability of the Neighbourhood Centre.
- 3.9 The main focus for shops and services in the Neighbourhood Centre is within the Core Shopping Frontage and in particular the central parts closest to the Library – the main if not only municipal facility falling within the retail area. In fact, the police station immediately beyond no 102 at the south-eastern end of the Neighbourhood

Centre is specifically excluded from the Neighbourhood Centre designation. In effect, it is only this gated area of Queen's Crescent that can reasonably be considered to function as akin to a 'key shopping area' (referring to the Regulations and Condition (1)(d)(ii) of SI 2015/596). The Site therefore falls outside of such an area.

- 3.10 It is perhaps not surprising that the Malden Road shops and Cheriton shops included within the designation of the Local Neighbourhood Centre but falling outside of the defined Street Market area are closed and shuttered. Of the four "neighbourhood shops" facing Malden Road only one is trading at present and that is No. 110 which has a primary frontage to Queen's Crescent. Of the six shops falling within Cheriton, three are shuttered and vacant leaving only a party shop, a hairdresser, and a community centre and nursery. Of these only two open shops fall within the A1/A2 designation and, as they are owned by Camden Council there may be an element of rental assistance.

Accessibility

- 3.11 Kentish Town Road is very well connected and easily accessible by a variety of modes of transport. This is consistent with the Camden Retail and Town Centre Study 2013 (paragraph 5.57) published by CVA and Camden Council.
- 3.12 Queen's Crescent Neighbourhood Centre benefits from the close proximity of Kentish Town mainline railway and Underground Stations, West Kentish Town Overland Station, Chalk Farm and Belsize Park Underground Stations - all located within walking distance.
- 3.13 Regarding busses, the No 46 (essentially City to Paddington) and No 24 (essentially Pimlico to Hampstead) buses both run along Malden Road and have a shared stop close to Queen's Crescent.
- 3.14 Queen's Crescent Neighbourhood Centre is also well situated for access by car with controls deterring commuters but benefitting market traders, residents and shoppers (outside of the hours 9:00 to 11:00) with limited formal on-street car parking.
- 3.15 Finally cyclists are catered for by the provision of Council cycle hoops immediately in front of the Site and Malden Road is a "yellow" recommended cycle route with

cycle lane markings.

Diversity of Uses and Offer

- 3.16 We undertook site visits in September/October and provide a breakdown of uses within the Neighbourhood Centre against national averages. This is shown in Table 1 below. A full list of Neighbourhood Centre occupiers showing type of use, District Valuer size, District Valuer Rental Value and categorisation for the analysis below is set out in Appendix 2.

Table 1

Sector	Units		
	No. of Units	%	National Average (%)
Convenience (Class A1)	19	30.65%	8.81%
Comparison (Class A1)	13	20.97%	40.91%
Service (Class A2 – A5)	9	14.52%	36.52%
Vacant	8	12.90%	12.60%
Miscellaneous	13*	20.97%	1.16%
Totals	62	100.00%	100.00%

Source: Carter Jonas Site Visits (September/October 2015) and Experian (April 2014).

* A number of these are first floor workshop uses.

Convenience

- 3.17 The Queen's Crescent Neighbourhood Centre's convenience goods offer is above the national average but most of these Convenience shops are extremely small family run-open all-hours businesses often selling fruit and vegetables at £1 per bowl. By contrast the number of Comparison Class and Services Class shops are well below the National Average. This reflects their need to be in larger centres such as Kentish Town Road.
- 3.18 Kentish Town Road key shopping centre includes a Sainsbury's Local, Tesco Express, Co-operative convenience store and Costcutter. These are all located on Kentish Town Road, with the Sainsbury's Local (no.329), Co-op (no. 250), Iceland (no. 304) and Costcutter (no.316) all in the very centre of the Town Centre,

nearest to the stations. The Tesco Express (no.199) is further from the stations, although still within the 'core' as defined in the Retail and Town Centres Study. All of these stores act primarily as top-up shopping destinations with no main food destination shops in the centre. There are also a number of independent grocery stores or specialist food stores in the centre.

Comparison

- 3.19 The Queen's Crescent Neighbourhood Centre contains a limited range of comparison goods stores, consistent with its effective Local Centre status and relation to higher order centres in Camden and Hampstead as well as Central London. The Council's Retail and Town Centres Study considers the lack of comparison goods retailers to be symptomatic of the limited availability of units and unit size and the subsequent difficulty in attracting retailers (paragraph 5.55).
- 3.20 The service offer of Kentish Town Road is strong and provides a key attraction to the centre for its local population. This offer primarily relates to food and drink uses (Use Classes A3 – A5), although there are a number of Class A2 uses also, including a number of Estate Agents. The service offer is considered to be adequate for a Centre of this size and role and is considered to provide well in terms of 'essential' services. These include a Post Office (Wolsey Mews, off Kentish Town Road), dentists (6 Highgate Road, 160 Kentish Town Road and 122 Rochester Road), pharmacies and chemists (126, 196, 218 and 321 Kentish Town Road), a Job Centre (174 Kentish Town Road), Opticians (210, 271 and 308 Kentish Town Road), a Citizens Advice Bureau (242 Kentish Town Road), a Library (268 Kentish Town Road), Community Centres (2 Falkland Road and 222 Prince of Wales Road), a number of banks and also dry cleaners and launderettes. We note that the majority of these essential services are located within the 'core' frontage. Some, but not banks, or estate agents are repeated in the Malden Road / Queen's Crescent area drawn more widely.

Proportion of Vacant Units

- 3.21 There are a limited number of vacancies in the Neighbourhood Centre. These are highest in peripheral parts of the Queen's Crescent Neighbourhood Centre, where footfall is least and the quality of accommodation is worst and in need of most investment. We note that, at the time of our survey in September/October 2015 the number of vacant units was significantly below the national average, at approximately 8% within the tight definition of the Neighbourhood Centre

boundaries.

Perception of Safety

Local knowledge suggests that Queen's Crescent Neighbourhood Centre has a generally safe feel and there was no evidence of serious crime problems at our site visits other than the high levels of security grills, shutters and bars that are endemic in the area. Throughout the Queen's Crescent / Malden Road area, the presence of residential accommodation in close proximity and often on upper levels of buildings adds to the level and perception of safety. In more peripheral areas, there is, as expected, a higher perception of potential crime and vandalism, although this is largely due to the lack of investment in properties, particularly those that are commercial and vacant.

Queen's Crescent / Malden Road Environment

- 3.22 The Queen's Crescent Neighbourhood Centre and surrounding roads provide a varied environment, largely the result of the nature of it being spread out. The overall feel of the environment in this part of Kentish Town is one of a busy and popular area.
- 3.23 There are less attractive parts that detract from the Neighbourhood Centre and have provided limited environmental value. These require investment to improve the area and increase investor confidence and interest in these parts. Recent examples are the new flats in Alcroft Road where there were previously workshops and the rebuilding with a shop below and flats above of the previously dilapidated 74 Queen's Crescent at the junction with Bassett Street.
- 3.24 We note that parts of the Neighbourhood Centre are located within or adjacent to Conservation Areas and there are a variety of historic and more modern buildings of merit.

Summary

- 3.25 Overall, Queen's Crescent Neighbourhood Centre is considered to be healthy according to its more localised role and function and can be considered to broadly be vital and viable in line with the relevant NPPF and NPPG indicators. It has an above average wide range of convenience retailers and because of the primary retail centre at Kentish Town Road, a below average number of comparison goods and services.

- 3.26 On market days in particular there are good levels of footfall through the security gated Street Market Centre but this is not the case at either end of Queen's Crescent as can be seen by the Neighbourhood designation ending well before Grafton Street to the east and by the failing shops beyond Queen's Crescent to the west on Malden Road and at Cheriton where the majority of the shops (including the Site) are vacant and shuttered.

The Contribution of the Application Site

- 3.27 The Site is located on Malden Road in an area that falls outside of the twice weekly Street Market area and therefore outside of the gated 'road closed' area. By virtue of the linear-nature of Queen's Crescent Neighbourhood Centre and Site's separation from the Neighbourhood Centre, the potential contribution of the Site to the general role and function of the Centre is very limited.
- 3.28 Queen's Crescent Neighbourhood Centre, as established above, is principally a retail and services Centre with the predomination of units providing Convenience, Comparison and Service Goods. Within these there are a high number of very similar Convenience stores in particular. Although other parts of the Neighbourhood Centre do contribute to the Centre's function, this contribution can realistically be considered to diminish as one moves away from the core area, essentially the Street Market area. The Site, in a different road beyond the linear Neighbourhood Centre, can therefore be considered to perform a very marginal role in the overall function of Queen's Crescent Neighbourhood Centre.
- 3.29 Moreover, the Site is vacant (and has been for at least 8 ½ of the last 10 years) and is in need of substantial investment in terms of its internal and external condition. It therefore provides no active retail or service contribution to this part of the Centre and it is reasonable to conclude that its contribution to the Neighbourhood Centre as a whole is currently nil with negligible potential without future investment.
- 3.30 The retail area within the unit is unusually small. It is therefore of limited merit or value to the Neighbourhood Centre and should accordingly not be afforded any protection for the wellbeing of the Centre's continued or future health.

4.0 SITE HISTORY & ATTRACTION

Background

- 4.1 The Applicant acquired the site 14th September 2015. At the time of purchase, the ground floor retail unit was vacant having last been in active retail use as a failed green grocer / mini market early in March 2015 when the unit was repossessed by the mortgagees in possession (a bank) due to accumulated debts.
- 4.2 The previous owner had purchased the property in October 2003 and not only failed to keep up with his mortgage payments but also seems to have spent no money on property maintenance during his 13 years of ownership. The front wall to the upper floors bows out of true (as can be seen from the rebuilt front wall to Nos 114 and 116 adjacent) and the original Victorian slate roof has been overlaid with roofing felt and needs to be re-roofed.
- 4.3 The unit was unoccupied between April 2005 and December 2013. A tenant traded briefly as a Mini Market / Greengrocer for possibly a year from January 2014 before closing the business and gutting the interior.
- 4.4 The small retail area and limited basement space are such that, given the poor trade prospects noted at 3.00 above it would not be viable to seek to restore the fabric and bring the ground floor into beneficial use as a shop.

Prospects for Re-use of the Site

- 4.5 The building has not been in active use for long periods which firmly suggests that historically the unit has been difficult to let as a retail unit with no realistic interest in the site for this use during approximately 8.5 years out of the last 10.
- 4.6 The adjacent two units 114 & 116 are vacant and shuttered and their forced closure as a cycle business following the huge growth in Internet retailing has been documented in the Camden Journal in April 2015.
- 4.7 Currell & Co, Commercial property agents marketed the Site for six months from March to September 2015. Although they had a good number of parties view the site there was only sustained interest from those who, as with the applicants, saw the Site as one needing to be rescued from decline by conversion to residential

use. There were finally two parties interested in acquiring the freehold – both with plans for conversion to residential. It is Currell's view and ours that the location is not one where a viable business could have any hope of being established and succeeding.

- 4.8 Following previous owner neglect, separation of the basement, damage to the interior of the Site by the previous tenant and against the backdrop of the inherent locational problems, there is considered to be a very limited prospect for the unit being financially viable to a potential retailer / service provider or for an investor looking to keep the building in this use by securing a sound tenant.
- 4.9 We have considered the viability of the shop to a potential Use Class A1 or A2 tenant and discussed the interest received over the six months when Currell Commercial marketed the property. We have also marketed the property ourselves for approximately three months on a leasehold basis through our agency department and consulted with them. The problem has been a total lack of serious interest. From A2 users there has been no interest. For them, the ideal location is to be on a busy key shopping street (such as Kentish Town Road) – ideally with a corner position so as to maximise window display or next to a busy bus stop or Underground Station. A1 users include the type of short-term tenant who briefly occupied from early 2014. Ideally they want short-term arrangements where they can negotiate rent-free occupation in exchange for taking on the Business Rates liability. Where there are other vacant shops they will move from one to another – usually on the basis of unpaid rent (and rates).
- 4.10 Following the above, the contribution of the Site to the retail health of the Neighbourhood Centre has been historically slight, at best. The poor trading location, the small trading size, the vacant and shuttered neighbour and the high costs of attending to the fabric all combine to render the prospects of beneficial use as a shop being non-existent.

5.0 SUMMARY, ASSESSMENT AND CONCLUSIONS

- 5.1 This Impact Assessment has been prepared by Carter Jonas on behalf of the new property owners to support a Prior Approval application to demonstrate the acceptability of a proposed change of use from retail (Class A1) to residential (Class C3) at the subject address 112 Malden Road.
- 5.2 The proposed change of use is considered to be Permitted Development under Part 3 Class M of The Town and Country Planning (General Permitted Development) (England) Order 2015. In relation to retail impact, the Regulations require an applicant to demonstrate the impact of the change of use against the tests set out in Condition (1)(d) of the Order; whether the impact of the change of use is undesirable because of the impact of the change or use:
- on adequate provision of services of the sort that may be provided by a building falling within Class A1 (shops) or, as the case may be, Class A2 (financial and professional services) of that Schedule, but only where there is a reasonable prospect of the building being used to provide such services, or
 - where the building is located in a key shopping area, on the sustainability of that shopping area.

Provision of Services (Class A1 or A2)

- 5.3 The Explanatory Memorandum relating to Statutory Instrument 2015/596 states that this Class M of Permitted Development is principally intended to protect against an impact on the provision of “important local services, such as post offices”. The Site is currently vacant and therefore offers no service, important or otherwise at this time. Although the Explanatory Memorandum refers to a post office as an example, we acknowledge that the Statutory Instrument refers to a wider test and the adequate provision of services including all potential Class A1 or Class A2 uses. Once more, the unit is vacant and provides no benefit at present.
- 5.4 The ‘test’ at Condition (1)(d)(i) is predicated on there being “a reasonable prospect of the building being used to provide such services”. As has been demonstrated, there is a very limited prospect for the Site to be brought back into

active retail use. On this basis and although we have considered this test, we note that it is not strictly relevant due to there being no reasonable prospect of securing this use on the Site.

- 5.5 Section 3 of this Impact Assessment concludes that Queen's Crescent Neighbourhood Centre is a reasonably healthy retail Centre performing an important local retail and services role. There is no indication that there is currently an under-provision of such services (those within Use Classes A1 and A2), in fact we have identified above average provision. There is also no reasonable prospect of the Site being able to support this provision. As such, the proposed change of use of the Site is considered to be acceptable and consistent with the Government's intentions with this Legislation that seeks to bring "underused shop units back into use" (Explanatory Memorandum paragraph 7.2). We also note that this is consistent with the Draft London Plan Further Alterations (January 2014) which seeks to proactively manage 'surplus retail floorspace' and provide diversification of Town Centres to include higher density residential uses (Policy 2.15).

Sustainability of the Neighbourhood Centre

- 5.6 Section 3 of this Impact Assessment provides a health check of Queen's Crescent Neighbourhood Centre, concluding that it is a viable Centre which performs an important local retail and services role and function. The test requires the demonstration that there will be no undesirable impact on the sustainability of a 'key shopping area'. As stated previously, it can realistically be assumed that the Site falls outside of the key shopping area of Kentish Road Town Centre being located at some distance. Nevertheless, for completeness and without prejudice we consider whether the loss of the unit will harmfully affect the sustainability of the neighbourhood Centre.
- 5.7 Considering the function of the Centre and whether this will be compromised, we highlight that the Site is currently vacant and therefore there is effectively no impact in terms of the loss of the unit from the 'stock' of commercial (Class A1 or Class A2) floorspace. There is no evidence to suggest that the Site plays any other role at present (or in the recent past) in the function of the Town Centre and therefore the impact on its sustainability is nil. As set out in the Statutory Instrument Explanatory Memorandum, the test seeks to only protect "valued and

successful retail provision". The site is not considered to provide a service which falls within such a definition.

- 5.8 The potential for there to be any negative impact is also limited by virtue of both the peripheral location of the Site relative to the central parts of the Neighbourhood Centre (the assumed 'key shopping area') and the poor condition (both internal and external) of the unit. Without investment, which is not considered to be a viable option, the reoccupation of the unit cannot realistically be considered likely and therefore any theoretical harm to the Centre's future function and sustainability cannot be substantiated.
- 5.9 As noted at 2.4 above the rear part of the Site does not fall within the Neighbourhood Centre and neither does the adjacent property to the immediate south of the rear of the Site 131A Queen's Crescent. It follows that there is already precedent for the Neighbourhood Centre street run not being contiguous in Neighbourhood Centre terms and that the rear part of the Site does not technically need to meet the same tests as the remainder.

Conclusion

- 5.10 Against this background, the proposed Change of Use of the Site from Class A1 retail to Class C3 residential will have no negative effects on the sustainability of Queen's Crescent Neighbourhood Centre nor will it negatively impact the provision of Class A1 or Class A2 services. As such, it satisfies Condition (1)(d) parts (i) and (ii) of the Order and can be considered to warrant Prior Approval as Permitted Development.


Appendix 1

Plan showing detail of 112 Malden Road – part within and part outside of Neighbourhood Centre

Planning policy map

Find planning policies by clicking the map or using the address / postcode search

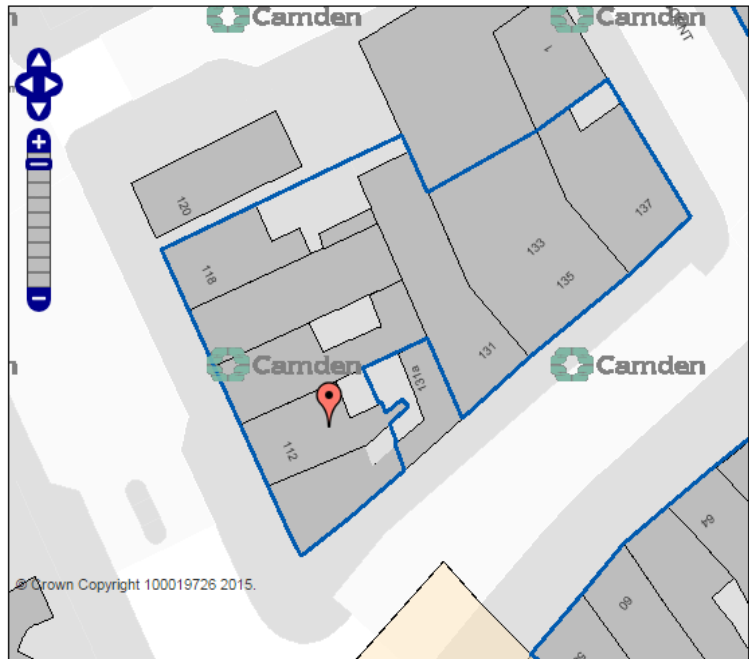
Map key

 Neighbourhood Centre

For more information, or if you are unable to view the map, please contact the [Forward Planning and Projects Team](#)

Find an address

Please enter a Camden postcode or street:




Plan Showing Queen's Crescent Neighbourhood Centre

Planning policy map

Find planning policies by clicking the map or using the address / postcode search

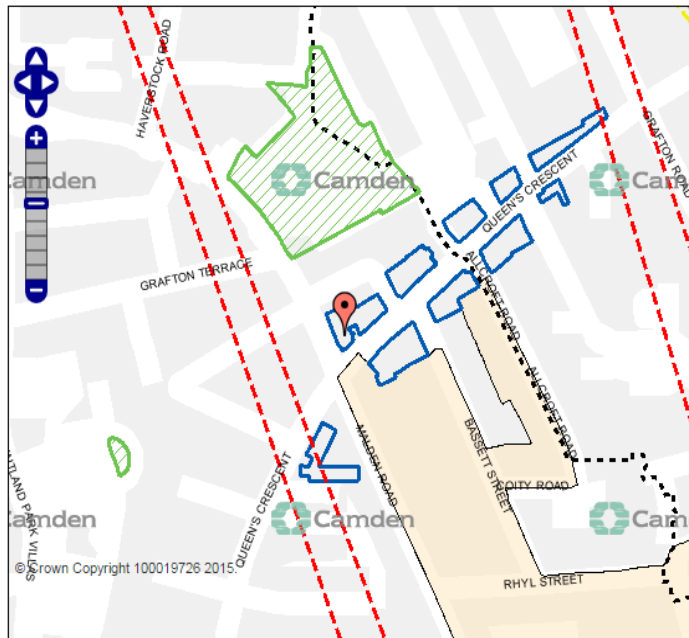
Map key

 Neighbourhood Centre

For more information, or if you are unable to view the map, please contact the [Forward Planning and Projects Team](#)

Find an address

Please enter a Camden postcode or street:



Appendix 2

Queen's Crescent Neighbourhood Centre Shop Uses, Sizes & Service Categories

Address	Description	DV Size sq m	DV		Rateable Value	PP S5
			Value	per sq		
110, MALDEN ROAD, LONDON, NW5 4BY BST & GND FS	Briefly Café now Vacant & Shuttered	103.12	£	300	£10,500	V
112, MALDEN ROAD, LONDON, NW5 4BY	Vacant & Shuttered	29.20	£	300	£6,800	V
114-116, MALDEN ROAD, LONDON, NW5 4BY	Vacant, Shuttered & Removed from Rating				£0	V
118, MALDEN ROAD, LONDON, NW5 4BY	Surgery	156.40	£	135	£17,250	M
21, CHERITON, QUEEN'S CRESCENT, LONDON, NW5 4EZ BS Gift & Party Shop		60.8	£	120	£5,100	C2
22, CHERITON, QUEEN'S CRESCENT, LONDON, NW5 4EZ BS Hardresser		60.4	£	120	£5,000	C2
23-24, CHERITON, QUEEN'S CRESCENT, LONDON, NW5 4EZ Shuttered & Vacant		124.6	£	120	£8,400	V
25, CHERITON, QUEEN'S CRESCENT, LONDON, NW5 4EZ BS Shuttered & Vacant		60	£	120	£5	V
26 CHERITON, QUEEN'S CRESCENT, LONDON, NW5 4EZ BS` Shuttered but Religious Centre?		51.47	£	120	£4,500	V
27-30 CHERITON, QUEEN'S CRESCENT, LONDON, NW5 4EZ Community Centre & Day Nursery		218.68	£	120	£20,750	M
58, QUEEN'S CRESCENT, LONDON, NW5 4EE BST & GND FLI Optician		93.66	£	375	£11,750	C2
60, QUEEN'S CRESCENT, LONDON, NW5 4EE BST & GND FS Household Goods		111.60	£	375	£15,750	C2
62-64, QUEEN'S CRESCENT, LONDON, NW5 4EE GND F Supermarket		192.30	£	375	£36,500	C
66, QUEEN'S CRESCENT, LONDON, NW5 4EE Vacant & Shuttered		87.40	£	375	£11,250	V
68, QUEEN'S CRESCENT, LONDON, NW5 4EE Beauty Salon		51.04	£	375	£12,500	C2
70, QUEEN'S CRESCENT, LONDON, NW5 4EE GND F Vacant & Shuttered (undergoing works)		62.28	£	375	£11,000	V
72, QUEEN'S CRESCENT, LONDON, NW5 4EE Bakery, Patisserie & Sandwich bar		100.40	£	375	£13,500	C
74, QUEEN'S CRESCENT, LONDON, NW5 4EB GND F Shop being rebuilt with flats over					£0	V
76, QUEEN'S CRESCENT, LONDON, NW5 4EB NHS Surgery		134.10	£	375	£14,000	M
78, QUEEN'S CRESCENT, LONDON, NW5 4EB GND F General store & butcher & wholesaler		76.40	£	375	£15,500	C
80, QUEEN'S CRESCENT, LONDON, NW5 4EB GND F Mini Market		59.62	£	375	£12,750	C
82, QUEEN'S CRESCENT, LONDON, NW5 4EB GND F Greengrocer & Household		49.00	£	375	£12,250	C
84, QUEEN'S CRESCENT, LONDON, NW5 4EB Takeaway		52.78	£	375	£10,250	S
86, QUEEN'S CRESCENT, LONDON, NW5 4EB GND F Chemist		62.70	£	375	£14,000	C
88, QUEEN'S CRESCENT, LONDON, NW5 4DY GND FL INC 51 Mini Market		105.21	£	375	£18,750	C
90, QUEEN'S CRESCENT, LONDON, NW5 4DY GND F Café		70.11	£	400	£11,500	C
92, QUEEN'S CRESCENT, LONDON, NW5 4DY GND F Takeaway		73.00	£	375	£16,750	S
94, QUEEN'S CRESCENT, LONDON, NW5 4DY GND F Mini Market & Butcher		76.50	£	375	£16,750	C
96, QUEEN'S CRESCENT, LONDON, NW5 4DY Café		28.57	£	375	£9,700	S
98, QUEEN'S CRESCENT, LONDON, NW5 4DY Restaurant & Takeaway		77.63	£	250	£14,750	S
100, QUEEN'S CRESCENT, LONDON, NW5 4DY GND F Mini Market & Greengrocer		64.53	£	375	£16,750	C
104, QUEEN'S CRESCENT, LONDON, NW5 4DU BST & GND F Off Licence		72.70	£	375	£12,250	C
102A, QUEEN'S CRESCENT, LONDON, NW5 4DU GRD FLR Phone Shop		27.85	£	375	£10,000	C2
102B, QUEEN'S CRESCENT, LONDON, NW5 4DU GRD FLR LE Hairdresser		30.27	£	375	£10,250	C2
102B, QUEEN'S CRESCENT, LONDON, NW5 4DU GRD FLR RI Money change shop		17.43	£	375	£6,200	C2
104 (ADJ), QUEEN'S CRESCENT, LONDON, NW5 4DU Police Station		104.10	£	180	£17,500	
MALDEN ROAD GATES & PUBLIC WC						
131A, QUEEN'S CRESCENT, LONDON, NW5 4EG Phone & Internet Shop		26.73	£	350	£6,900	
131, QUEEN'S CRESCENT, LONDON, NW5 4EG Chemist		108.30	£	350	£19,750	C2
133 & 135, QUEEN'S CRESCENT, LONDON, NW5 4EG GND F Nisa Supermarket		190.91	£	350	£32,250	C
133-135, QUEEN'S CRESCENT, LONDON, NW5 4EG ATM		1.00	£	5,950	£5,900	C2
139, QUEEN'S CRESCENT, LONDON, NW5 4ED GRD FLR Post Office		27.60	£	350	£9,600	C2
141, QUEEN'S CRESCENT, LONDON, NW5 4ED GND F Takeaway		71.41	£	350	£13,750	S
143, QUEEN'S CRESCENT, LONDON, NW5 4ED GND F Takeaway		51.70	£	350	£11,500	S
145, QUEEN'S CRESCENT, LONDON, NW5 4ED GND F Mini Market		47.20	£	350	£10,750	C
147, QUEEN'S CRESCENT, LONDON, NW5 4ED GND F Newsagent,		58.42	£	350	£12,000	C
149, QUEEN'S CRESCENT, LONDON, NW5 4ED GND FLR Hairdresser		60.70	£	350	£10,250	C
151, QUEEN'S CRESCENT, LONDON, NW5 4ED GND F Mini Market		65.20	£	350	£12,750	C
157, QUEEN'S CRESCENT, LONDON, NW5 4EA Grocer & Butcher		122.43	£	350	£27,250	C
159, QUEEN'S CRESCENT, LONDON, NW5 4EA GND FLR Vacant & Shuttered		68.51	£	350	£10,750	V
161, QUEEN'S CRESCENT, LONDON, NW5 4EA GND FLR Betting Shop		64.80	£	350	£12,000	S
163, QUEEN'S CRESCENT, LONDON, NW5 4EA GND F General Store & Greengrocer		28.63	£	150	£3,950	C
165, QUEEN'S CRESCENT, LONDON, NW5 4EA Library					£23,000	M
167, QUEEN'S CRESCENT, LONDON, NW5 4DS Antique Shop		123.64	£	150	£12,750	C2
169-171, QUEEN'S CRESCENT, LONDON, NW5 4DS Upper floor workshops		231.91	£	100	£22,000	M
173-175, QUEEN'S CRESCENT, LONDON, NW5 4DS Upper floor Yoga hall		227.80	£	100	£22,000	M
177, QUEEN'S CRESCENT, LONDON, NW5 4DS Café		107.22	£	150	£12,500	S
179, QUEEN'S CRESCENT, LONDON, NW5 4DS GND F Vacant & Shuttered double shop		81.10	£	150	£10,750	V
181, QUEEN'S CRESCENT, LONDON, NW5 4DS Upper floor workshops		84.49	£	100	£8,400	M
183, QUEEN'S CRESCENT, LONDON, NW5 4DS Upper floor workshops		62.17	£	100	£6,200	M
185, QUEEN'S CRESCENT, LONDON, NW5 4DS Upper floor workshops		84.47	£	100	£8,400	M
187, QUEEN'S CRESCENT, LONDON, NW5 4DS Upper floor workshops		61.96	£	100	£6,100	M
189, QUEEN'S CRESCENT, LONDON, NW5 4DS Newsagent, Tobacconist & Off Licence		60.38	£	150	£8,800	C
191, QUEEN'S CRESCENT, LONDON, NW5 4DS Internet Café		42.70	£	150	£5,400	S
193, QUEEN'S CRESCENT, LONDON, NW5 4DS Upper floor workshops		45.93	£	100	£4,550	M
195, QUEEN'S CRESCENT, LONDON, NW5 4DS Upper floor workshops		78.30	£	100	£7,800	M
197, QUEEN'S CRESCENT, LONDON, NW5 4DS Upper floor workshops		47.20	£	100	£4,700	M
199, QUEEN'S CRESCENT, LONDON, NW5 4DS Upper floor workshops		77.70	£	100	£7,700	M
201, QUEEN'S CRESCENT, LONDON, NW5 4DS Dry cleaner		67.30	£	150	£9,700	C2

Falls within Queen's Crescent Neighbourhood Centre

Appendix 3

Malden Road Shop Uses and Sizes & Highlighting those converted to Residential Use

Address	Description	Size sq m	DV Value per sq m	Rateable Value
2, MALDEN ROAD, LONDON, NW5 3HR BST & GND F FRC	Vacant & Shuttered - Permission to convert to C3	72.30	£ 300	£9,200
4, MALDEN ROAD, LONDON, NW5 3HT	Takeaway	71.00	£ 300	£8,400
6, MALDEN ROAD, LONDON, NW5 3HR BST & GND FS	Clothes Shop	52.90	£ 300	£7,700
8, MALDEN ROAD, LONDON, NW5 3HR GND F	Dry cleaner	24.83	£ 300	£6,600
10, MALDEN ROAD, LONDON, NW5 3HR GND & BST FS	Mini Market	71.90	£ 300	£8,900
14, MALDEN ROAD, LONDON, NW5 3HN	General Store / Newsagent	56.28	£ 300	£6,800
16, MALDEN ROAD, LONDON, NW5 3HN BST & GND FS	Café	43.90	£ 300	£7,000
18, MALDEN ROAD, LONDON, NW5 3HN BST & GND FS	Clothes Shop	45.50	£ 300	£6,500
20, MALDEN ROAD, LONDON, NW5 3HN BST-GRD FLR	Restaurant	119.29	£ 300	£12,250
34, MALDEN ROAD, LONDON, NW5 3HH	Dentist	118.20	£ 225	£26,500
46, MALDEN ROAD, LONDON, NW5 3HG BST & GND FS	Treatment Centre	83.80	£ 300	£9,200
48, MALDEN ROAD, LONDON, NW5 3HG GRND & BST	Converted to Residential			
50, MALDEN ROAD, LONDON, NW5 3HG BST & GND FS	Dentist	99.20	£ 200	£19,750
52, MALDEN ROAD, LONDON, NW5 3HG GRND & BST	Converted to Residential			
54, MALDEN ROAD, LONDON, NW5 3HG GRND & BST	Converted to Residential			
56, MALDEN ROAD, LONDON, NW5 3HG GRND & BST	Converted to Residential			
58, MALDEN ROAD, LONDON, NW5 3HG GND F	Off Licence & General Store	61.21	£ 300	£14,750
106, MALDEN ROAD, LONDON, NW5 4DA BST& GND FS	Launderette	70.28	£ 300	£9,300
108, MALDEN ROAD, LONDON, NW5 4DA SIR ROBERT PE	Public House			£37,750
QUEEN'S CRESCENT JUNCTION & PUBLIC WC				
110, MALDEN ROAD, LONDON, NW5 4BY BST & GND FS	See Queen's Crescent Neighbourhood Centre List			
112, MALDEN ROAD, LONDON, NW5 4BY	See Queen's Crescent Neighbourhood Centre List			
114-116, MALDEN ROAD, LONDON, NW5 4BY	See Queen's Crescent Neighbourhood Centre List			
118, MALDEN ROAD, LONDON, NW5 4BY	See Queen's Crescent Neighbourhood Centre List			
158, MALDEN ROAD, LONDON, NW5 3HT	Storage Compound	39.49	£ 100	£4,650
160A, MALDEN ROAD, LONDON, NW5 3HT	Car Repairs & Carwash	124.67	£ 100	£14,750
162, MALDEN ROAD, LONDON, NW5 4BS	Fishing Tackle shop	69.70	£ 300	£9,200
164, MALDEN ROAD, LONDON, NW5 4BS BST + GND FS	Funeral Parlour	66.90	£ 300	£10,250
166, MALDEN ROAD, LONDON, NW5 4BS THE GYPSY QU	Public House			£30,100
1, MALDEN ROAD, LONDON, NW5 3HS FIDDLERS ELBOV	Public House			£23,000
5, MALDEN ROAD, LONDON, NW5 3HS	Tool Hire Shop	137.08	£ 225	£12,000
7, MALDEN ROAD, LONDON, NW5 3HT	Off Licence & General Store	126.57	£ 225	£14,250
9, MALDEN ROAD, LONDON, NW5 3HT	Internet Café	62.07	£ 200	£9,200
11, MALDEN ROAD, LONDON, NW5 3HT	Mini Market	69.95	£ 160	£8,800
13, MALDEN ROAD, LONDON, NW5 3HT UNIT 2 LEYSDOV	Community Centre Office	57.50	£ 160	£7,600
15, MALDEN ROAD, LONDON, NW5 3HS GND F	Takeaway	61.47	£ 160	£7,900
19, MALDEN ROAD, LONDON, NW5 3HY	Hairdresser	43.00	£ 175	£7,100
21-23, MALDEN ROAD, LONDON, NW5 3HY GRD FLR	Chemist	132.70	£ 175	£16,250
117 MALDEN ROAD, LONDON, NW5 4HT	Converted to Residential			
119 MALDEN ROAD, LONDON, NW5 4HT	Converted to Residential			
139, MALDEN ROAD, LONDON, NW5 4HS BST & GND FS	Takeaway	74.20	£ 300	£9,400
141, MALDEN ROAD, LONDON, NW5 4HS BST & GND FLR	Off Licence & General Store	84.09	£ 300	£9,200
147-149, MALDEN ROAD, LONDON, NW5 4HT GND F	Betting Shop	75.10	£ 300	£16,750
151 MALDEN ROAD, LONDON, NW5 4HT	Converted to Residential			
153 MALDEN ROAD, LONDON, NW5 4HT	Converted to Residential			
155, MALDEN ROAD, LONDON, NW5 4HT	Café	61.60	£ 300	£9,800
157 MALDEN ROAD	Converted to Residential			
159, MALDEN ROAD, LONDON, NW5 4HT GND F	Takeaway	50.40	£ 300	£7,900
161, MALDEN ROAD, LONDON, NW5 4HT GND F	Minicab Office	40.20	£ 300	£7,500
163, MALDEN ROAD, LONDON, NW5 4HT GND F FRNT	Upholsterer	43.70	£ 300	£7,600
165, MALDEN ROAD, LONDON, NW5 4HT	Massage Parlour	26.27	£ 300	£7,000
169 MALDEN ROAD	Converted to Residential			
167, MALDEN ROAD, LONDON, NW5 4HT	Newsagent	51.00	£ 300	£8,000
171, MALDEN ROAD, LONDON, NW5 4HT GND F	Dry cleaner	29.69	£ 300	£8,600
173, MALDEN ROAD, LONDON, NW5 4HT GND F	Furniture Shop	35.00	£ 300	£8,400
Converted to Residential				
Falls within Queen's Crescent Neighbourhood Centre				