

Savills
33 Margaret Street
London
W1G 0JDApplication Ref: **2015/2074/P**
Please ask for: **Obote Hope**
Telephone: 020 7974 **2555**

11 January 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission RefusedAddress:
38 Chalcot Road
London
NW1 8LP

Proposal:

Change of use of lower ground and part ground floor from retail and ancillary storage/workshop (Class A1) to residential use (Class C3) to create an enlarged single dwellinghouse, erection of single storey rear extension at lower ground level with associated works to ground floor front façade.

Drawing Nos: PL00_001, PL00_010, PL00_099, PL00_0100, PL00_0101, PL00_0102, PL00_0103, PL00_0200, PL00_201, PL00_202, PL00_0203, PL20_010, PL20_099, PL20_100, PL20_102, PL20_103, PL20_104, PL20_200, PL20_201, PL20_202, PL20_203, Marketing Survey from Slater Rex dated 09th April 2015, Design and Access Statement from King Conroy Architects dated 02.03.2015, Cover letter from Savills dated 8th April 2015.

The Council has considered your application and decided to **refuse** planning permission for the following reason(s):

Reason(s) for Refusal

- 1 The proposed change of use, in the absence of a robust marketing justification,



would result in the loss of a retail use which would fail to protect or enhance the neighbourhood centre and would harm the character, function and vibrancy of the area, contrary to policies CS7 (Promoting Camden's Centres and Shops) and CS8 (Promoting a successful and inclusive Camden economy) of the London Borough of Camden Local development Framework Core Strategy and to policies DP10 (Helping and promoting small and independent shops) and DP13 (Employment premises and sites) of the London Borough of Camden Local Development Framework Development Policies.

- 2 The loss of retail use on this important corner location would fail to preserve or enhance the established character of the Primrose Hill Conservation Area, contrary to the Primrose Hill Conservation Area Statement (PH2), policy CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local development Framework Core Strategy and to policy DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Ed Watson
Director of Culture & Environment