

# PLANNING, DESIGN AND ACCESS STATEMENT

**CHANGE OF USE – A1 (SHOP) TO A3 (RESTAURANT) AND  
ALTERATIONS TO FRONT ELEVATION AT GROUND FLOOR, 71  
CAMDEN ROAD, LONDON, NW1 9EU**

**APPLICANT:  
MR. RIAD IBRAHIM**

**AGENT:  
PAUL CRAMPHORN – DETAILED PLANNING LTD**



Image 1: Existing image of shop fronts (site outlined in red)

## 01. INTRODUCTION

This planning application is by Mr Riad Ibrahim and Mr Michael Slattery. The application is for the change of use of the ground floor shop at 71 Camden Road, from Class A1 (retail) to Class A3 (Restaurant). The application also includes alterations to the shop front.

This application follows the Full Planning Application for A3/A4 mixed use with amalgamation with No.69, this application was refused and the applicant has since requested pre-application advice. Following the pre-app report and after careful consideration, the applicant has decided to apply for A3 use only as this seemed to be a more favourable option to the council.

Detailed Planning Ltd (The Agent), hope that this proposal can be positively negotiated and look forward to any discussions or meetings.

The documents included are:

- Planning Form
- Planning, Design and Access Statement (this document)
- Marketing Assessment/Information
- Noise Impact Assessment
- Location Plan and Block Plan
- Existing Plans
- Proposed Plan
- Existing Elevation
- Proposed Elevations

## 02. THE SITE AND SURROUNDING AREA

The application relates to a ground floor retail unit (Class A1) forming a 4-storey building. The mid terrace property is located on the south end of Camden Road, north of Camden Road Overground Station.

The current ground floor level retail unit (Class A1) is 96.2 sqm in floor space. No .71 can be accessed via the front shop front and rear access via Foster Court. There are independent residential flats located on the first, second and third floors above the shop.

The application site is flanked by mixed use units, the wider parade comprises a variety and vibrant uses including classes A1 (Shop), A2 (professional services) and A3 (café).

Property uses on the same side of the application site:

75b – Café

75 – Take Away Restaurant

73 – Convenient Store (shop)

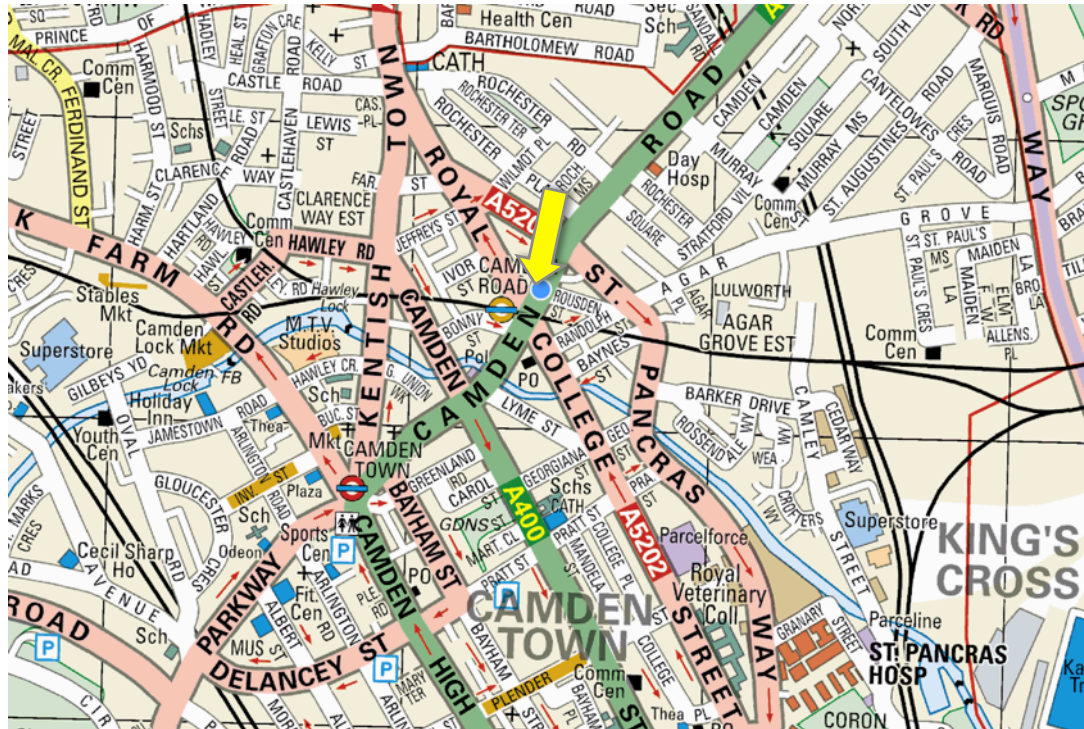
71 – Application Site – Current use: Convenient Store (Shop)

69 – Bar (pub)

67 – Shop

65 – Shop

- 63 – Estate Agents
- 61 – Salons
- 59 – Café
- 57 – Betting Premises



Map of the surrounding area

The application building is sited within the Camden Broadway Conservation Area and is registered as a building that makes a positive contribution to the conservation area, it is not known to be listed. The site is not within the Camden Town centre as identified in CPG5 (Town Centres, Retail & Employment).

### 03. RELEVANT POLICIES

#### LDF Core Strategy and Development Policies

- CS5 (Managing the impact of growth and development)
- CS7 (Promoting Camden's centre and shops)
- CS8 (Promoting a successful and inclusive Camden economy)
- CS14 (Promoting high quality places and conserving our heritage)
- DP12 (Supporting strong centres and managing the impact of food, drink, entertainment and other town centre uses)
- DP13 (Employment sites and premises)
- DP17 (Walking, cycling and public transport)
- DP20 (Development connecting to the highway network)
- DP24 (Securing high quality design)
- DP25 (Conserving Camden's heritage)

DP26 (Managing the impact of development on occupiers and neighbours)  
DP28 (Noise and vibration)

**Camden Planning Guidance 2011/2013**

CPG1 (Design)  
CPG5 (Town Centres, Retail and Employment)  
CPG6 (Amenity)

**04. LOSS OF A1 USE AND PREVENTION OF DISTURBANCE OF AN A3**

The site is located a short walk from the Camden Town Centre, there are also (Class A1) uses in the immediate surrounding area. Therefore, it is considered there is alternative provision within 5-10 minutes walk.

The ground floor A1 shop has been vacant since July 2014, it is understood the business did not flourish and struggled to sustain business.

The renovation and conversion of the site will compliment the character, function, vitality and viability of the local area.

**Marketing Information**

The applicant has provided samples of the adverts posted on Zoopla, Right Move, Your Move Portal and in Your Move Bentley Estate Agents in Camden Road. The premise was advertised from February 2015 until the end of November 2015. The information was submitted within a pre-application advice submission and the planning officer confirmed the information meets the points set out in section 2.10 of CPG5 and the council would consider a more viable class use.

**Minimising Impact on Neighbouring Amenity – DP12**

The applicant has taken measures to reduce impact to neighbours. The applicant has commissioned an acoustic report providing evidence and practical measures to reduce the noise to the upper residential units in accordance with guidance in Policy DP28, the advice from the report will be adopted during the conversion. It is proposed that the operating hours would be restricted to 11am to 11pm to further protect the amenity of neighbours.

The extract from the rear kitchen will be connected to the existing extract of No.69, this should avoid potential disturbances to neighbours.

**Sustainable Use**

The National Planning Policy Framework encourages sustainable developments The proposed use is considered sustainable, for the following reasons:

The applicant has recognised the potential for a successful business. The applicant currently operates a business at No.69 and has been successfully trading for 15 years.

The proposed use would require more staff creating jobs in the local area.

The current A1 use is considered as poorly viable, partly due to excessive A1 units in the immediate area.

The A3 change of use can be converted back to A1 without planning permission

## 05. DESIGN

### Landscaping

The front area will be finished with timber decking, new iron railings will be installed to the basement steps and the partial front boundary.

### Appearance

There is a mix of shop front styles in the immediate surrounding area, the original shop front is of poor quality materials and is in urgent need of improvement. The existing shop front will be replaced with timber frame doors and windows. The design improves the character of the property and the conservation area, in accordance with policies DP24 and DP25. The proposed shop front is sympathetic, in keeping and sits comfortably with the existing shop units. The design has been carefully considered so not to undermine the character of the area.

### Scale/Amount

There are no extensions proposed, the shop front aperture size will remain as existing.

### Layout

The site is long and narrow in nature, customers will continue to access the unit from Camden Road and the existing shop front. To the rear of the property, toilets, store rooms and kitchen will be laid out with the rear access door retained.

## 06. ACCESS & TRANSPORT

Occasional deliveries will be required to deliver goods and materials, these are not expected to be excessive, nor warrant a delivery and servicing management plan. The property fronts a Red Route preventing stopping between 7am and 7pm; however, parking is permitted between 7am and 4pm for up to 30 minutes.

Customers using private vehicles are expected to be very low, the location benefits from high quality transport links located nearby. The site scores a PTAL rating 6a, considered very high. The majority of the customers will be from the local area or from the wider area travelling on local transport (underground system, buses and trains). The nearest station is Camden Road, located in close proximity to the south of the site. Camden Town Station is located to the south west. The nearest bus stops are located on Camden Road, St Pancras Way and Royal College Street.

The pre-application report comments that it is unlikely that the proposed construction works are unlikely to be significant enough to warrant a Construction management Plan or a contribution towards footway repaving.

There is also access to the rear of the site suitable for staff.

## 07. CONCLUSION

The proposed development has been sensitively and carefully considered. The applicant has sought pre-application advice and the recommendations in the report have been adopted in this planning application. With the considerations, design measures taken to reduce impact and compliance with relevant policies, it is thought the scheme is a positive and viable option that will have the support from the council, subject to any appropriate conditions.

KIND REGARDS,

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