



9. 5. 16

To: Hugh Miller  
London Borough of Camden  
5 Pancras Square  
N1C 4AG  
[planning@camden.gov.uk](mailto:planning@camden.gov.uk)

re: 71 Falkland Road NW5 2XB, Application 2016/1562/P

Dear Hugh Miller

Kentish Town Neighbourhood Forum (KTNF) objects to this application for change of use from shop (A1 use) to two-bedroom self-contained flat at ground floor level; new bay window plus entrance as replacement for shopfront; including alterations to fenestration.

**The Kentish Town Neighbourhood Plan (KTNP)** has gone through two statutory consultations, has been approved by the examiner and will go to referendum on 9 June 2016. The policies in the Plan therefore have a legal status. The Plan can be viewed on the Kentish Town Neighbourhood Forum website: [www.ktnf.org](http://www.ktnf.org)

**Policy CC4: Protection of shops outside the centre** (p.35), addresses the protection of seven shops including no. 71 Falkland Road. The policy wording and Reasoned Justification is below:

**In support of and as a local interpretation of L B Camden's policy DP10, the net floorspace associated with the following stores will be protected, subject to viability. These stores have been identified as attaining the applied standard in DP10: each store is more than 5-10 minutes' walk away from alternative provision or is situated close to a nursing home.**

*Reasoned Justification*

*KTNF supports the retention and protection of shops outside the Town Centre. L B Camden's policy DP10 states "The Council will seek to protect shops outside centres by only granting planning permission for development that involves a net loss of shop floorspace outside designated centres provided that:*

- alternative provision is available within 5-10 minutes walking distance [400-800 metres];*
- there is clear evidence that the current use is not viable; and*
- within the Central London Area, the development positively contributes to local character, function, viability and amenity."*

*It is important for the community that existing shops outside the Town Centre are retained because these shops, which are usually convenience stores, provide a vital service meeting the day-to-day needs of local communities, especially those who are less mobile. This includes the elderly, the infirm and those without access to a car.*

*In the event of planning applications being made for change of use or redevelopment, it is expected that a marketing report should form part of the planning proposals demonstrating how the property has been actively marketed for a period of not less than 12 months prior to the planning application being made. The marketing report shall include details of the interest generated and viewings that have taken place together with copies of correspondence relating to interest expressed in the property and indicate the reasons why occupancy has not been achieved for the existing use.*

*In addition, a financial viability assessment should accompany the planning application demonstrating why the existing use is unviable based on current market evidence. The applicant should be willing for both the marketing report and viability assessment to be peer reviewed at the discretion of the Council, using agents appointed by the Council, but on the understanding that the cost of each peer review will be met by the applicant.*

*Policy CC4 conforms to Core Strategy policies CS7.17, CS10, CS15, CS16 and adopted Development Policies DP10, DP26 and guidance set out in the following documents: CPG5.4, Camden Social Infrastructure Needs Assessment (2009); Shaping Neighbourhoods: character and context supplementary planning guidance non technical summary GLA (June 2014) and London Small Shops Study, GLA / Roger Tym & Partners (2010).*

The accompanying letter from the Ariston Property Group to the application in no way satisfies the specifications in the Reasoned Justification of the KTNP policy CC4. It is not a marketing report demonstrating how the property has been actively marketed and does not include details of interest generated, viewings, or copies of correspondence. Furthermore a financial viability assessment is not supplied with the planning application.

KTNF objects to the application on the grounds that it has not been demonstrated that sufficient effort has been made to market the property as an A1 shop. We have never seen a For Sale or To Let notice on the shop. This store was successful and useful for local residents before it was closed down and it was indispensable for the elderly and infirm who live nearby.

We are asking you to refuse the application for the reasons given above, and to ask for a detailed marketing report and financial viability assessment before the application is resubmitted.

Please keep me informed of the progress of this application.

If officers recommend approval of this application, we are asking for it to go before the Development Committee. Please inform me of the date of the Committee meeting.

Yours Sincerely

Caroline Hill  
Chair Kentish Town Neighbourhood Forum  
13 Leverton Street, NW5 2PH



