

Delegated Report		Analysis sheet		Expiry Date:		20/09/2011	
		N/A / attached		Consultation Expiry Date:		01/09/2011	
Officer				Application Number(s)			
David Glasgow				2011/3136/P			
Application Address				Drawing Numbers			
2 Broadwell Parade Broadhurst Gardens London NW6 3BQ				Refer Draft Decision Notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Change of use from storage (Class B8) to retail (Class A1).							
Recommendation(s):		Grant Planning Permission					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	15	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		Press Notice: 11/08/2011 to 01/09/2011 Site Notice: 29/07/2011 to 19/08/2011 No representations received as a result.					
CAAC/Local groups* comments: *Please Specify		CAAC: not consulted as no visual impact on conservation area.					

Site Description

The site is a single storey storage unit located within a parade of 8 similar retail and storage units known as Broadwell Parade, on the south side of Broadhurst Gardens. The building is not listed but is located within the South Hampstead Conservation Area and is located within a designated local Town Centre

Relevant History

8601031 - Outline application for the erection of two additional floors over the existing single-storey shops to be used for residential purposes (four self-contained flats) including the change of use of a retail unit to provide residential access as shown on drawing nos. 79/AB & 79/AB/01. Refused 31/07/1986.

6/7 Broadwell Parade

8905064 - Change of use from shop to minicab office and erection radio Ariel on the roof as shown on one

unnumbered drawing. Refused 21/06/1989.

Units 2 and 6 Broadwell Parade Broadhurst Gardens NW6

Continued use of units 2 and 6 for storage and staff facilities in association with the use of unit 7 for retail purposes and unit 8 for office purposes As shown on drawing no 93D0/L/01 as revised on 25.01.94. Granted 17/02/1994.

Relevant policies

LDF Core Strategy and Development Policies

- CS5 – Managing the impact of growth and development
- CS7 – Promoting Camden's Centres and shops
- DP12 – Supporting strong centres and managing the impact of food, drink, entertainment and other town centre uses
- DP13 - Employment sites and premises
- DP16 – The transport implications of development
- DP19 – Managing the impact of parking

Assessment

Proposal

The applicant seeks a change of use of 65sqm of storage (B8) floor space to retail (A1). The main consideration is the principle of the proposed change of use i.e. the loss of employment space and new retail inside an identified centre.

Change of Use

DP12 adopts a sequential approach to the provision of new retail, and states that new retail floorspace should be located in Central London Frontages, Town Centres and Neighbourhood Centres. The application site is within an identified Town Centre and is therefore considered acceptable in relation to the sequential approach to new retail uses. DP12 states that proposals for new A1 uses must not cause harm to the character, amenity, function, vitality or viability of the area. Whilst the area is predominantly residential, it includes a range of commercial uses, with the parade itself in predominantly retail use. Therefore the introduction of retail at the site would not cause harm to the character, function, vitality or viability of the area.

DP13 of the UDP has a general presumption against the loss of employment floor space, and the Council would normally expect justification in terms of assessment of viability/marketing etc in order to accept the loss of employment floor space. A strict interpretation of DP13 would likely preclude the loss of the existing storage floor space; however given the circumstances of the site, a flexible approach must be taken. From the planning history it is clear that Broadwell Parade was an entirely retail parade up until at least 1986. It can also be deduced that since this time the only approved changes from retail to storage within the parade have been at Nos 2 and 6 and this was linked directly to supporting other existing retail units. Presently units 1, 3, 4, 5, 7 and 8, all still appear to be in retail use. The storage use no longer supports the retail function of nos.6 and 8, and as a stand alone use is now obsolete and unsuited to its Town Centre location. Furthermore considered against the criteria of DP13, the site is considered unsuitable for continued employment use.

Given the nature of the site, it is considered that the retention of the storage use would actually continue to harm the character, amenity, function, vitality or viability of the parade contrary to DP12. Overall the loss of B8 and reintroduction A1 in this location is considered acceptable.

Transport

The reintroduction of 65sqm of retail space in an existing retail parade would have limited impact on traffic and parking conditions and the proposal is considered to comply with DP16 and DP19

Amenity

No external changes are proposed as part of the application and there would be no issues with regards to overlooking, loss of privacy or loss of sunlight/daylight. Given the nature and very small scale of the proposed operation, it is not considered necessary or appropriate to limit opening house hours via planning condition.

Recommendation

Grant Planning Permission.