

2 Retail uses

KEY MESSAGES

- Major new retail uses should be within growth areas or town centres.
- We will protect the retail function of our town centres by ensuring there is a high proportion of premises in shopping use.
- We will apply specific guidance to each town centre and to the Central London Area.

2.1 Camden has a range of small, medium and large shops which provide essential services for residents as well as more specialist shops which attract visitors from outside the borough. The range of shops in Camden adds to its character and ensures that our town centres and shopping areas are vibrant and varied.

New retail uses

2.2 Core Strategy policy CS7 sets out our hierarchy of shopping frontages, town centres and other locations suitable for retail use. Camden's growth areas and town centres are the main focus for the provision of new shops (see map 2 in the Core Strategy).

2.3 New retail uses should be appropriate to the size, character and role of the centre in which it is to be located.

2.4 Where new retail uses are proposed outside the areas listed in CS7 we will take a sequential approach to considering the suitability of the site, having regard to the distribution of retail growth identified in Policy CS7 and the existing retail hierarchy.

2.5 Where large new retail uses are proposed outside the areas identified in CS7 the Council will also require an impact assessment.

2.6 Further guidance on the sequential approach and information on the issues to be addressed in an impact statement is set out in National Planning Policy Framework (NPPF) and the *Planning for Town Centres: Practice guidance on need impact and the sequential approach*.

Protecting and promoting retail uses

2.7 In order to provide for and retain the range of shops in the borough the Council aims to keep a certain proportion of premises in its centres in retail use.

2.8 The proportion of shops that we aim to retain will vary from centre to centre and area to area. Detailed guidance on the proportion of retail uses that we will maintain within our town centres, Central London local areas, Central London Frontages, and neighbourhood centres is set out in Sections 3, and 4 of this guidance.

- 2.9 Where a planning application proposes the loss of a shop in retail use, we will consider whether there is a realistic prospect of such use continuing. We may require the submission of evidence to show that there is no realistic prospect of demand to use a site for continued retail use.
- 2.10 Depending on the application the Council may require some or all of the following information:
- where the premises were advertised (shopfront; media, web sources etc) and when (dates);
 - how long the premises were advertised for and whether this was over a consistent period;
 - rental prices quoted in the advertisement (we expect premises to be marketed at realistic prices);
 - copies of advertisements;
 - estate agents details;
 - any feedback from interested parties outlining why the premises were not suitable for their purposes; and
 - consideration of alternative retail uses and layouts.