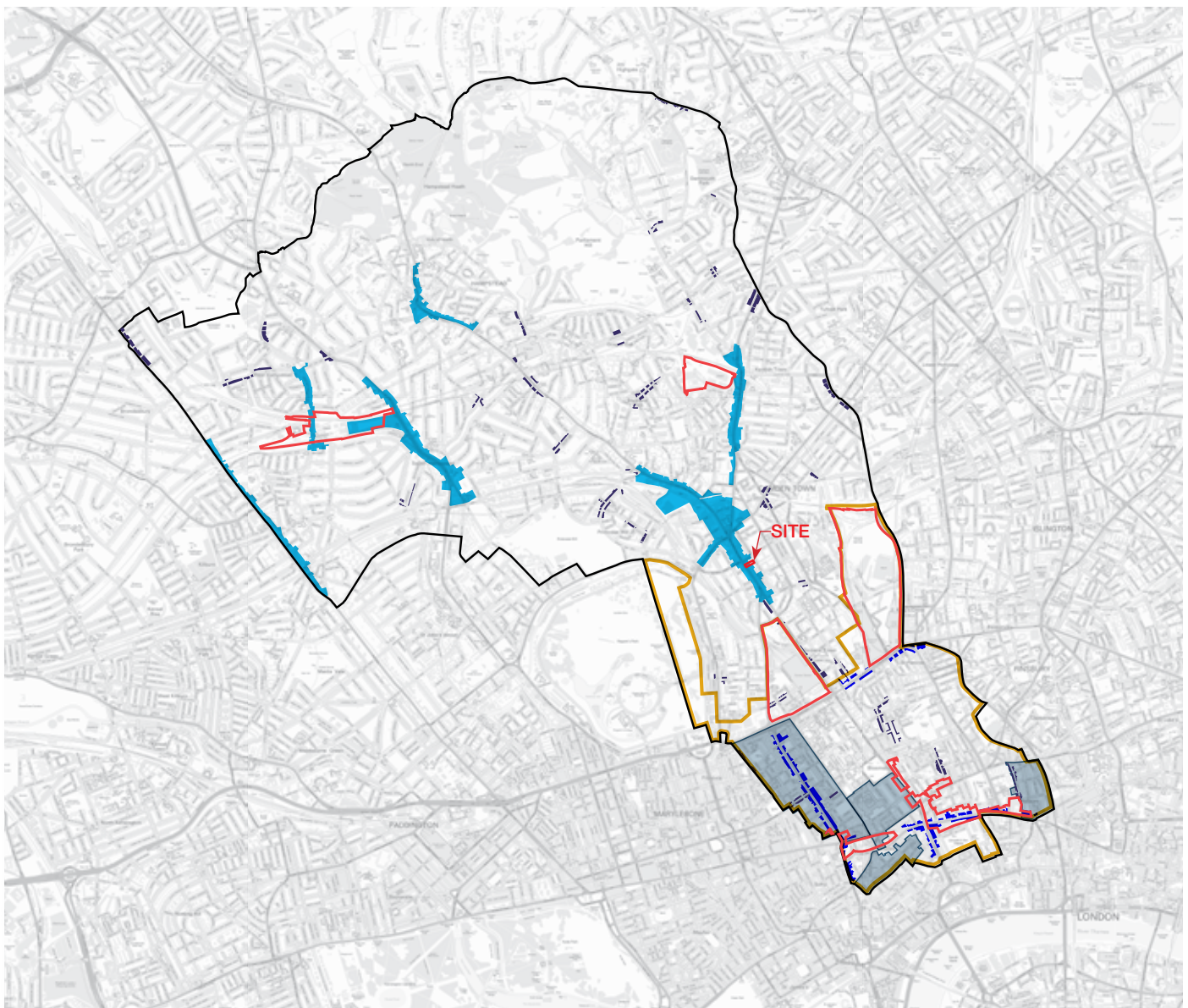


The Site is located in Camden on Camden High Street. According to Camden Local Plan Policies Map, the site is classified as Town Centre.

SITE : 124 Camden High Street, London NW1 0LU



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- |                         |                        |                  |
|-------------------------|------------------------|------------------|
| Growth Area             | Neighbourhood Centre   | Borough Boundary |
| Town Centre             | Specialist Retail Area |                  |
| Central London Frontage | Central Activity Zone  |                  |

The Site is currently a 3-Storey retail unit with use class A1. Yet the upper floors are currently vacant and under utilised.

Ground Floor - Shop Retail - 92.28m<sup>2</sup>  
- Storage & WC - 44.8m<sup>2</sup>  
- Total - 137.08m<sup>2</sup>

First Floor - Vacant Space 113.02m<sup>2</sup>

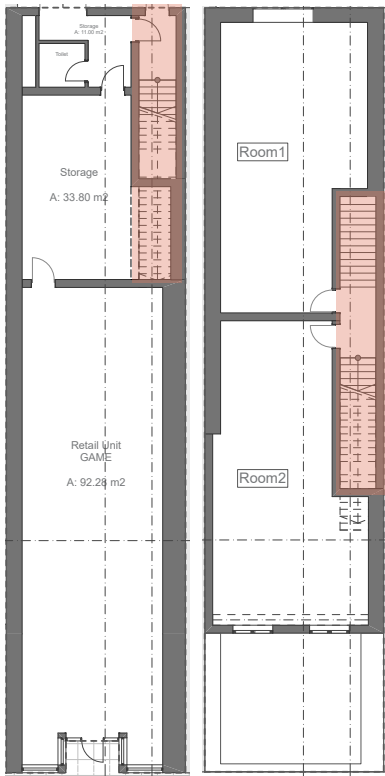
Second Floor - Vacant Space - 37.91m<sup>2</sup>

According to the Local Plan Policies, the town centre is encouraged to keep the quantity of shop areas and frontage.

As only the ground floor is currently used as a shop, there is opportunity for the upper floors to be used as office space. The ground floor and shop frontage will remain as existing and there will be no loss in retail area.

Existing Front View





As the ground floor plan shows, the stairs to upper floors are separate to the retail unit. Moreover, the stairs are narrow and the access is not convenient as it is located next to a storage and WC area. Therefore, the upper floors are not desirable either for customers to visit or for staff to use them as part of the shop.

Existing First Floor



Existing Stairs to Upper Floors



Existing Second Floor



We would like to explain that how this proposal is in accordance with Local Plan. The site is 3 storey-retail unit. However, currently only the ground floor is used as the retail space as the upper floors are not desirable for the retail unit (Please refer to page 3). We would like to change these unutilised first and second floors to a self contained office. We understand that there will be loss of A1 class, however we also would like to explain that how gaining B1a office area to this site will be beneficial rather than keeping them as A1 class.

**In terms of E1,**

*f 'direct new office development to the growth areas, Central London, and the town centres in order to meet the forecast demand of 695,000sqm of office floorspace between 2014 and 2031;'*

The site is located in Town centre which has a high demand for office area. This proposal will create an office for 15 employees.

**In terms of TC 2,**

This new proposal does not jeopardise the function of the shop as the shop will remain as existing. Moreover, the shop front and the main entrance for the shop from Camden High Street will be also retained as existing.

**In terms of TC 4,**

This new proposal is consistent with this policy as we are gaining office area(B1a) to Town Centre by converting unutilised floors into an office whilst retaining the original shop unit on the ground floor. Moreover, the new office from this proposal will not have any harm to Town centre / Camden High Street as they will use the entrance from an existing open air courtyard on Bayham street.