

Camden Planning Guidance

# Town Centres, Retail & Employment

CPG **5**

London Borough of Camden



September 2013

## CPG5 Town Centres, Retail and Employment

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# 1 Introduction

## What is Camden Planning Guidance?

- 1.1 We have prepared this guidance to support the policies in our Local Development Framework (LDF). This guidance is therefore consistent with the Camden Core Strategy and Camden Development Policies, and is a formal Supplementary Planning Document (SPD) which is an additional “material consideration” in planning decisions. The Council formally adopted CPG5 – Town centres, retail and employment on 7 September 2011 following statutory consultation. This document was updated on 4 September 2013 following statutory consultation to include Section 4 on the Central London Area food, drink and entertainment, specialist and retail uses. The Camden Planning Guidance documents (CPG1 to CPG8) replace Camden Planning Guidance 2006.
- 1.2 The Camden Planning Guidance covers a range of topics (such as housing, sustainability, amenity and planning obligations) and so all of the sections should be read in conjunction with, and within the context of, Camden’s other LDF documents.

## What does this guidance cover?

- Retail uses;
  - Town centres;
  - Central London local Areas;
  - Central London frontages;
  - Neighbourhood centres;
  - Small shops;
  - Controlling the impact of food, drink and entertainment uses; and
  - Employment sites and business premises.
- 1.3 This guidance supports the following Local Development Framework policies:

### Camden Core Strategy

- CS5 Managing the impact of growth and development;
- CS7 Promoting Camden’s centres and shops, and policies;
- CS8 Promoting a successful and inclusive economy and Development Policy
- CS9 Achieving a successful Central London

### Camden Development Policies

- DP10 Helping and promoting small and independent shops;
- DP11 Markets;
- DP12 Supporting strong centres and managing the impact of food, drink, entertainment and other town centre uses;

- DP13 Employment premises and sites; and
- DP26 Managing the impact of development on occupiers and neighbours.

## 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.

## 3 Town centres

### KEY MESSAGES

- Camden has six successful town centres, each with their own character.
- We will protect the shopping function of our town centres by ensuring there is a high proportion of premises in retail use.
- We will control food, drink and entertainment uses to ensure that our town centres are balanced and vibrant as well as ensuring that these uses do not harm the amenity of local residents and businesses.
- We will seek a mixture of suitable uses within our town centres as well as a variety of uses in each frontage.

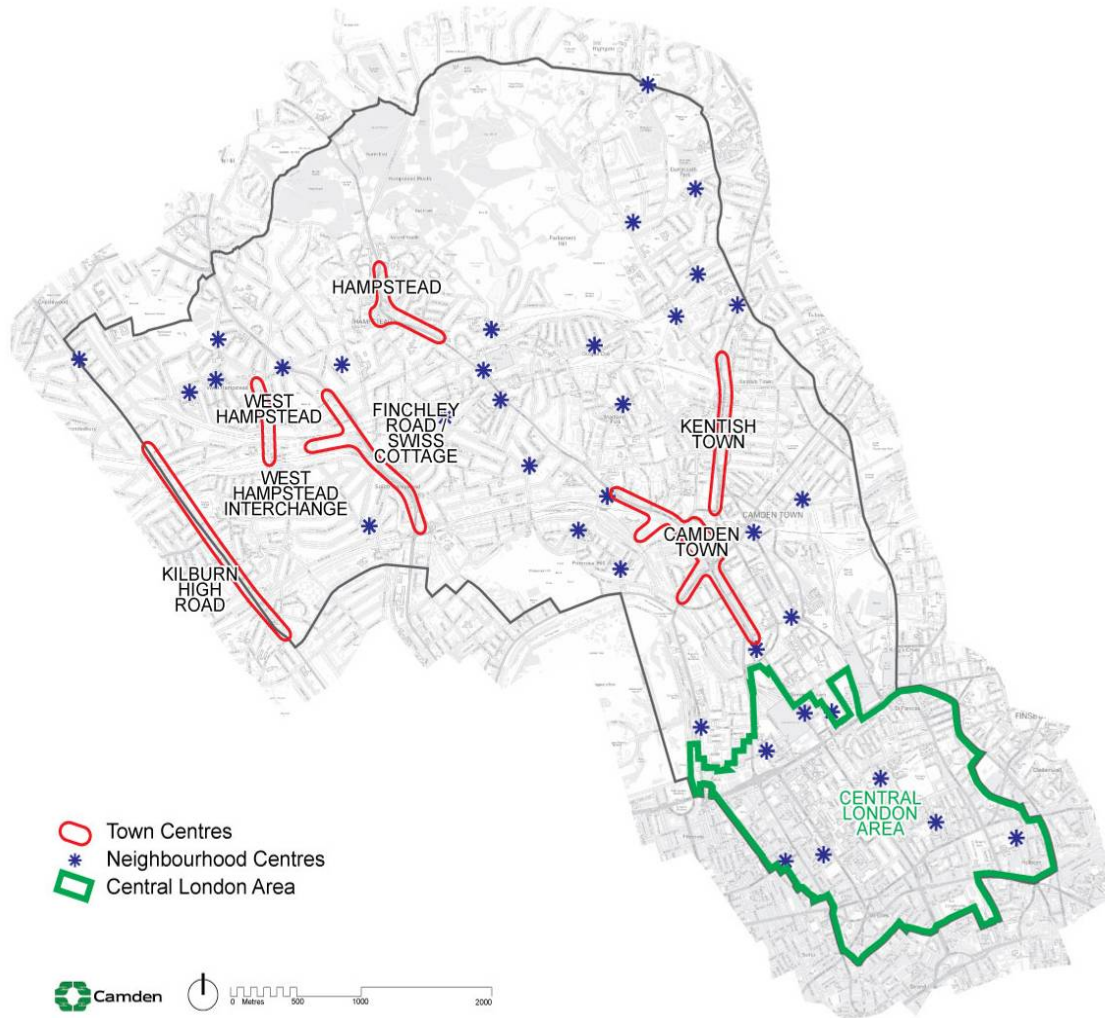
3.1 The Council recognises that Camden's centres have different characters and experience differing development pressures. The following section provides additional area-based guidance on how the policies in the Local Development Framework will be interpreted and implemented in relation to applications for retail, food, drink and entertainment uses in the following locations:

- Camden Town;
- West Hampstead;
- Finchley Road / Swiss Cottage;
- Kilburn;
- Kentish Town;
- Hampstead Town; and
- Neighbourhood Centres.

### Central London

3.2 If your application is in Camden's Central London Area please refer to Section 4 of this guidance.

### Camden's main shopping locations



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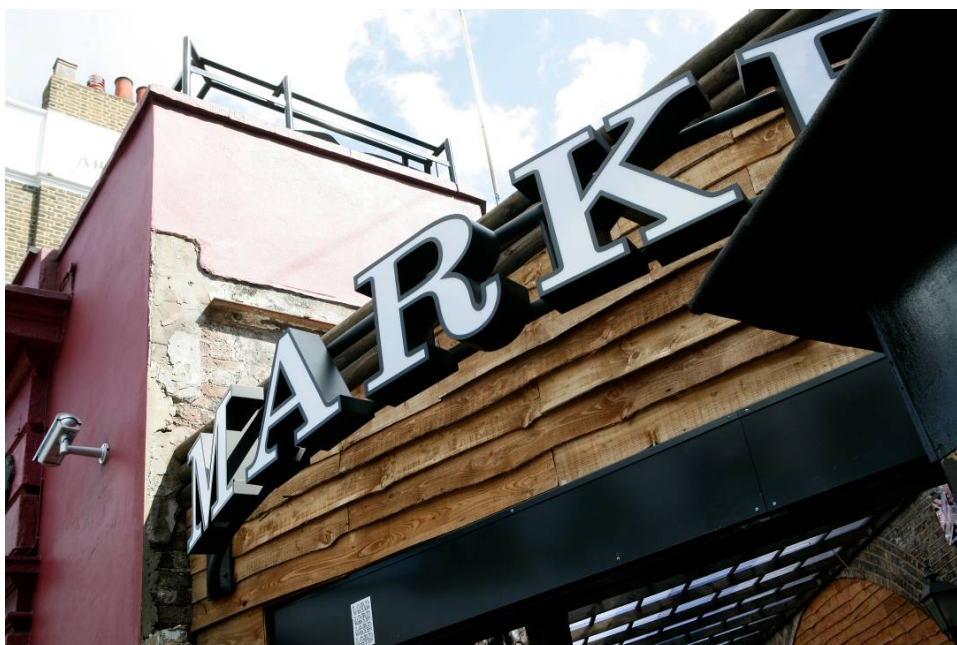


## Camden Town

- 3.3 Camden Town is the largest of the Borough's town centres and is well known for its markets and music venues. Parts of Camden Town have historic importance and have been designated as the Camden Town Conservation Area. However, residential and business communities are concerned about increasing impacts associated with food, drink and entertainment activities such as pubs, clubs, bars and restaurants, such as noise, anti-social behaviour, crime, litter and traffic congestion.
- 3.4 The Council wants to build on Camden Town's success and strong identity in order to develop a unique, vibrant, safe and diverse centre, which offers something for everyone throughout the day and evening, whilst also creating an environment which provides a high standard of amenity for residents.

### What uses are acceptable in Camden Town?

- 3.5 To provide clarity on how the Council will manage the number, size and type of food, drink and entertainment uses within the Camden Town area, we have defined three types of street frontages where particular considerations apply (see the map on page 14). These are:
- Core shopping frontages;
  - Secondary frontages and areas; and
  - Sensitive frontages.



### Core Shopping Frontages

- 3.6 The Core Shopping Frontages effectively cover the main shopping streets within Camden Town, which includes Camden High Street and Chalk Farm Road. This area is the retail heart of Camden Town and the Council's primary objective here is to ensure that new developments do not cause harm to the character, function, vitality and viability of the centre, particularly its shopping function. The Council considers that any reduction in the stock of premises suitable for retail purposes in the defined Town Centre would harm the retail function and character of the centre.
- 3.7 In the Core Shopping Frontages South (south of the junction of Jamestown Road, Hawley Crescent and Camden High Street) we will not grant planning permission for development which results in the number of ground floor premises in retail use falling below 75%.
- 3.8 In the Core Shopping Frontages North (north of the junction of Jamestown Road, Hawley Crescent and Camden High Street) the Council will not grant planning permission for development which results in the number of ground floor premises in retail falling below 50% within Core Shopping Frontages
- 3.9 Where the number of retail premises in these frontages is already less than the minimum requirement of 75% or 50%, no further loss of retail will be permitted (please see Appendix 3 for a detailed explanation of how to calculate the percentage of uses in frontages).
- 3.10 Camden Town is a highly accessible location and is considered suitable for evening activities which will provide a diversity of jobs and keep the centre vibrant and attractive. A careful balance needs to be struck that allows for food, drink and entertainment uses in central locations but does not cause harm to the core shopping function. New food, drink and entertainment uses may be acceptable up to a maximum of 20% of each street frontage. This allows for some expansion of food, drink and entertainment uses. However, for frontages which already have more food, drink and entertainment than the threshold level, no further increase in these uses will be permitted.
- 3.11 Retail uses will be protected along Core Shopping Frontages, and generally within Camden Town Town Centre. The net loss of shopping floorspace (A1) will be resisted. The exception to this will be where the Council considers that such a loss will not cause harm to the character, function, vitality and viability of the centre and the new use meets other objectives of Camden's Core Strategy.
- 3.12 To avoid excessive fragmentation of the centre, no more than two consecutive non-retail uses (including restaurants) will be permitted.

### Secondary Frontages and Areas

- 3.13 The Secondary Frontages and Areas have a varied character and a range of uses. They include the side streets of the town centre, the

employment and market areas adjacent to the Regent's Canal and the Roundhouse. These areas have a relatively limited number of residential properties and are generally well-served by public transport facilities.

- 3.14 We will generally resist proposals that will result in less than 50% of the premises in Secondary Frontages being in retail use
- 3.15 It is important to note that there are some residential uses in or near these locations and that food, drink and entertainment uses could cause harm to the amenity of people living nearby. The Council will take particular care to ensure that proposals do not harm residential amenity and will not grant consent for proposals that it considers would do so.

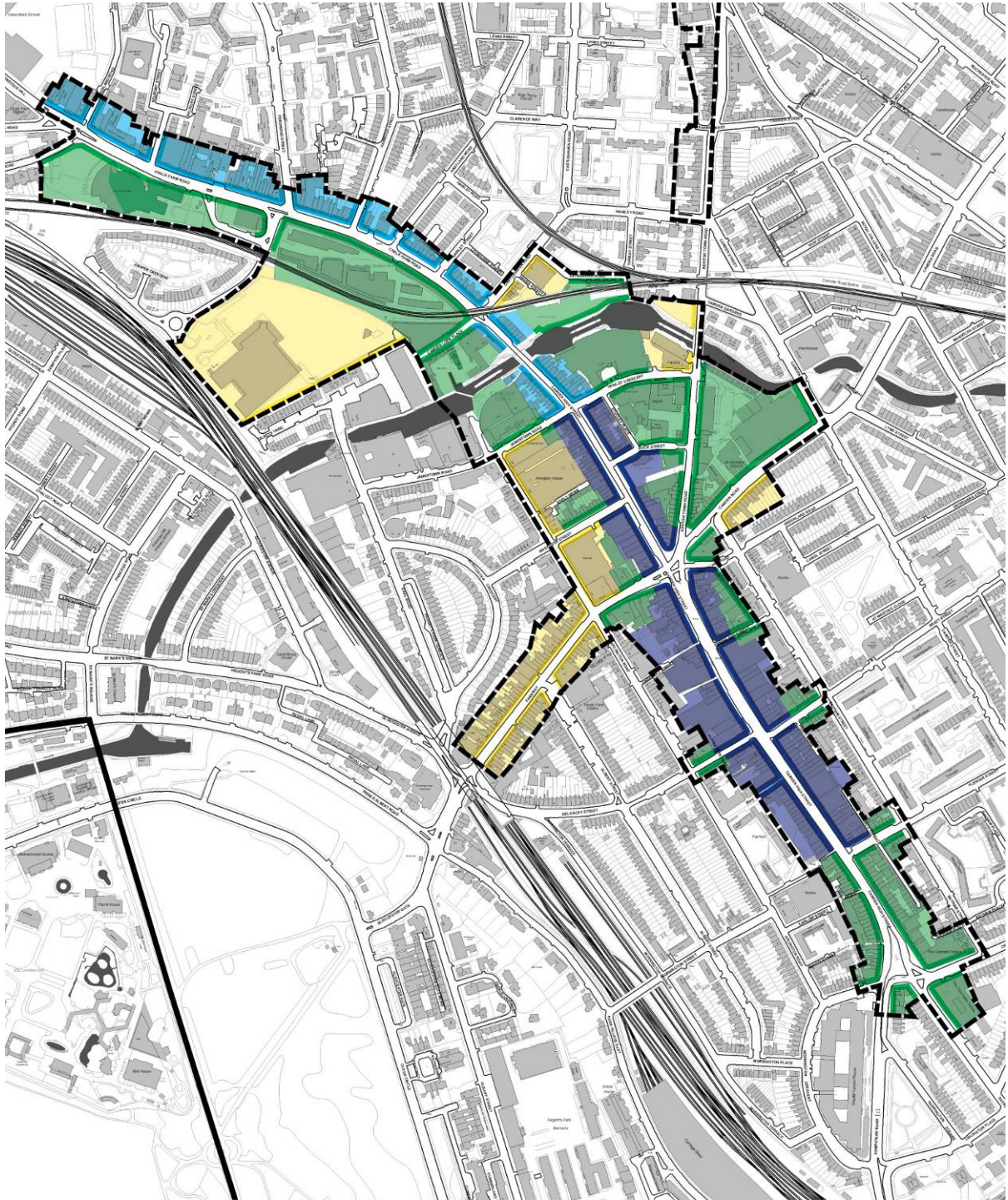
### **Sensitive Frontages**

The Sensitive Frontages are:

- streets on the edge of the town centre with commercial activities on the ground floor and homes above; and
- town centre frontages that are opposite frontages that contain of significant amounts of housing.

- 3.16 It is in these streets that there is likely to be the greatest conflict between late-night activities and the amenity of local residents.
- 3.17 Some of the Sensitive Frontages already have significant numbers of food, drink and entertainment uses. We will aim to maintain a balance of uses in these frontages, allowing some flexibility for change in the future while protecting retail and other facilities.
- 3.18 A maximum of 30% of premises in each of these frontage may be food, drink and entertainment uses.
- 3.19 New and expanded food, drink and entertainment uses must be small in scale with a maximum gross floor area (GFA) of 100m<sup>2</sup> to ensure residential amenity is protected.
- 3.20 Exceptions will only be made where it can be demonstrated that larger uses will not create harmful impacts or undermine the character of the area.
- 3.21 Opening hours granted through planning consents for food, drink and entertainment uses in this area are likely to be more restricted than those for similar activities within the Main Shopping Frontages because of the proximity of residential properties (also see Paragraphs 6.17 to 6.19 for further information on hours of operation).
- 3.22 In addition to the minimum and maximum percentage figures for retail and food, drink and entertainment, we will seek a range of other suitable uses within the town centre as a whole, and in individual frontages.

Map 1. Camden Town Frontages



	A1 Retail	A3, A4 or A5 <small>Food, drink or entertainment</small>
Core (north)	Min 50%	Max 20%
Core (south)	Min 75%	Max 20%
Sensitive	-	Max 30%
Secondary	-	-

Note: Per frontage, see Appendix for list of frontages, applies to ground floor shops only

 LDF Town Centre



**Camden Town**



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## West Hampstead

- 3.23 West Hampstead is located in the north west of the borough between Swiss Cottage to the east and Kilburn to the west. The centre is linear in nature, extending along West End Lane with a small extension into Broadhurst Gardens in the south.
- 3.24 West Hampstead contains a variety of uses. Shopping uses account for almost half of the ground floor uses in the centre, and independent retailers make up a large proportion of this, while a significant number of premises are occupied by food and drink uses.



### How should retail uses be protected in West Hampstead?

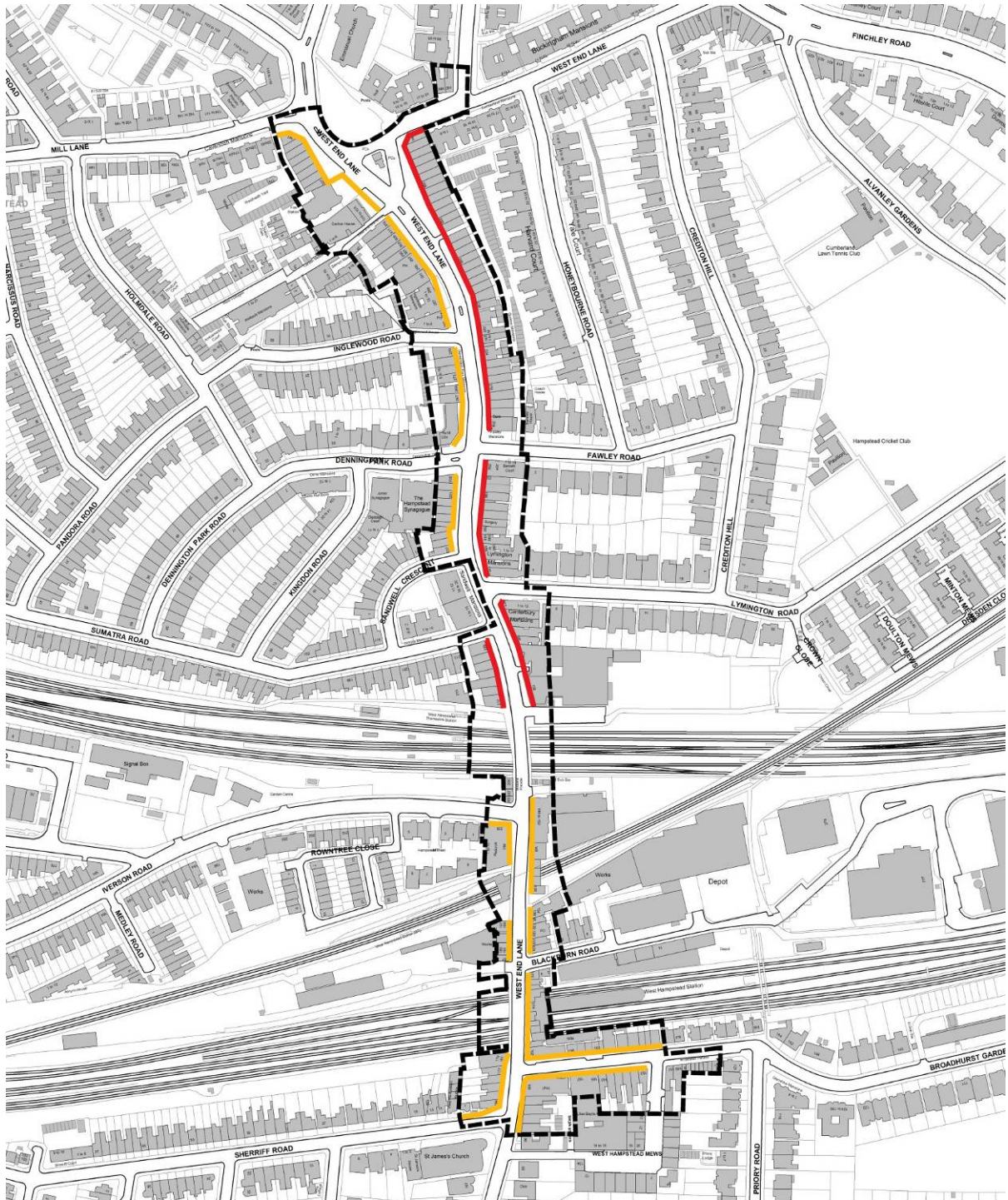
- 3.25 Retail uses are important for ensuring West Hampstead retains a viable shopping function to meet the needs of the local area and therefore we have designated the following shopping frontages:
- Core Frontages; and
  - Secondary Frontages.
- 3.26 See the map on page 17 for the location of the frontages in West Hampstead.

- 3.27 The Council considers that the retail function and character of West Hampstead will be harmed by a reduction in the stock of premises suitable for retail purposes. We will not grant planning permission for development which:
- in **Core Frontages** results in the number of ground floor premises in retail use falling below 75% of the total premises; and
  - in **Secondary Frontages** 50% of the total premises
- 3.28 Please see Appendix 3 for information on how to calculate the percentage of uses in frontages.
- 3.29 Where the number of retail premises in these frontages is already less than the minimum requirement of 75% or 50%, no further loss of retail will be permitted.

#### **How many food, drink and entertainment uses are acceptable in West Hampstead?**

- 3.30 The Council recognises that food and drink uses make a positive contribution to the overall mix of uses and the vitality of West Hampstead town centre. Many of the existing food and drink uses located in the north of the centre have taken advantage of the wide pavements that exist and have outside seating areas. This adds vitality to the street scene. For all proposals for new or expanded food, drink and entertainment uses in West Hampstead we will consider the impact of these uses, whether cumulatively or individually, on:
- the retail character and function of the centre;
  - the overall mix of uses in the centre; and
  - local amenity.
- 3.31 To protect the character of the town centre, permission for development of food, drink and entertainment uses may be granted to a maximum of 25% of total premises in each individual frontage. Where the number of these uses already exceeds 25% of premises within a frontage no further food, drink and entertainment uses will be permitted.
- 3.32 To avoid the creation of concentrations of food, drink and entertainment uses that could result a harmful impact to the amenity of local residents and businesses, we will not permit development which result in more than two of these uses being located consecutively in a frontage.
- 3.33 In addition to the minimum and maximum percentage figures for retail and food, drink and entertainment, we will seek a range of other suitable uses within the town centre as a whole, and in individual frontages.

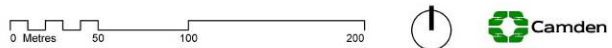
Map 2. West Hampstead Frontages



-  LDF Town Centre
-  Core     Min 75% A1 in each frontage
-  Secondary     Min 50% A1 in each frontage

Note: See Appendix for list of frontages applies to ground floor shops only

**West Hampstead**



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## Finchley Road/Swiss Cottage

- 3.34 Finchley Road/Swiss Cottage extends along Finchley Road from south of Swiss Cottage underground station to Finchley Road and Frognal overground station.



### How are retail uses be protected in Finchley Road/Swiss Cottage?

- 3.35 Shopping uses are important to ensure Finchley Road/Swiss Cottage retains a viable retail function to meet the needs of the local population. In order to protect retail uses in this town centre we have designated two types of frontages:
- Core Frontages; and
  - Secondary Frontages.
- 3.36 See the map on page 20 for the location of the frontages in Finchley Road/Swiss Cottage.

#### Core frontages

- 3.37 Any reduction in the number of premises in retail use in the Core Frontages could harm the shopping function and character of the centre. Therefore we will not permit development which results in the number of ground floor premises in shop use falling below 75% of the total premises in each of the Core Frontages. Some core frontages in this town centre already have less than 75% of their Core Frontage in retail use and therefore we will not allow any further loss of retail uses in these frontages.

#### Secondary frontages

- 3.38 The Council also wants to ensure that the shopping function and character of Finchley Road/Swiss Cottage is not harmed by

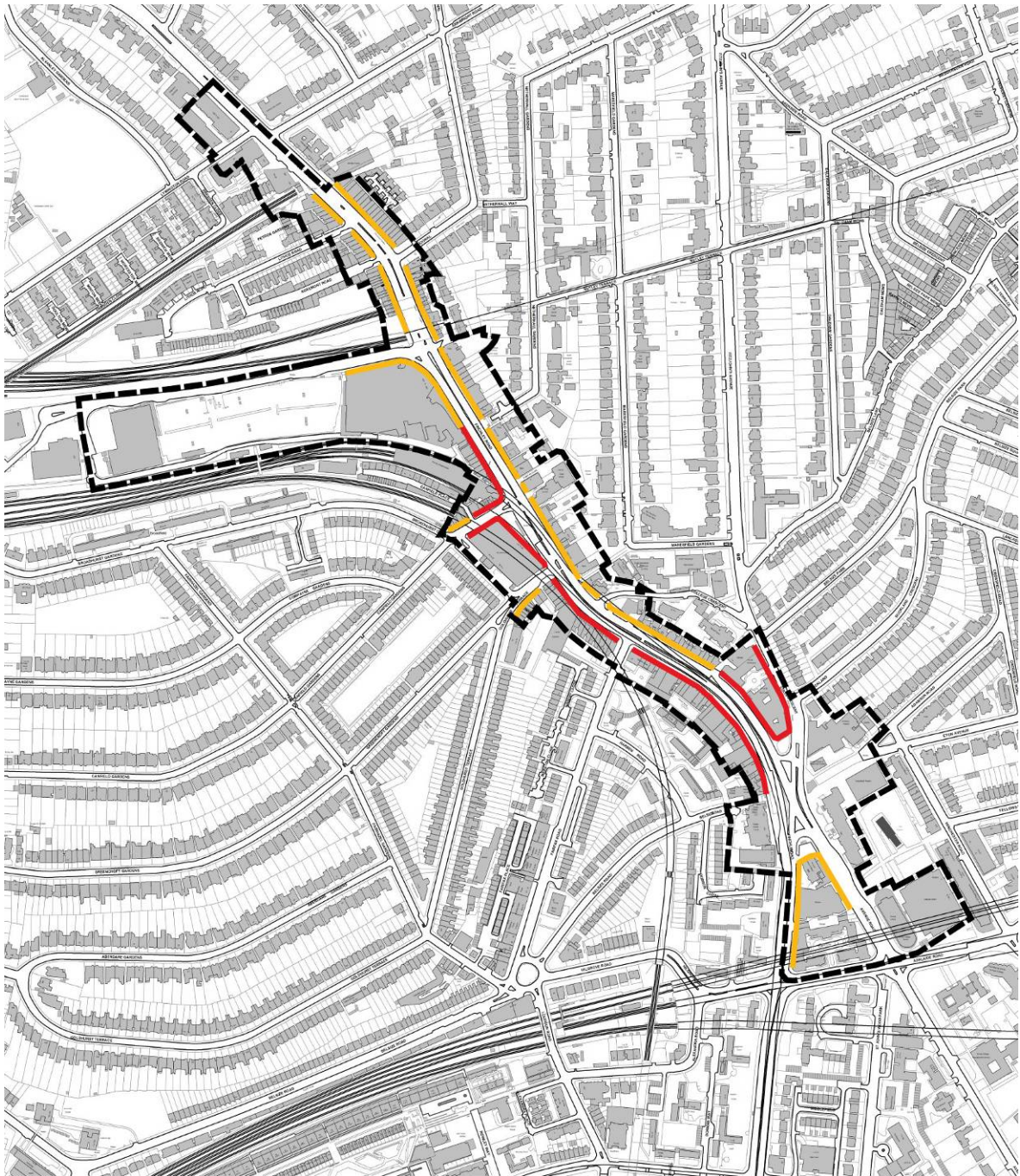


developments in other parts of centre. Therefore, outside of the core frontages we will permit a change from retail to a non-retail use where it would not cause the number of premises in retail use to fall below 50% in a particular frontage. Where the number of premises in retail use is already less than 50%, no further loss of shop uses will be permitted in these frontages.

### **How many food, drink and entertainment uses are acceptable in Finchley Road/Swiss Cottage?**

- 3.39 In order to protect shopping facilities, maintain the character of Finchley Road/Swiss Cottage and avoid cumulative impacts on the amenity of residents, we will allow a maximum of 20% of the total premises within the designated Core Frontages to be in food, drink or entertainment use.
- 3.40 In frontages where over 20% of premises are already in food, drink and entertainment use, we will not permit further food, drink and entertainment uses.
- 3.41 To prevent harmful impacts on the large residential population within this centre, new or expanded food, drink and entertainment uses should be small in scale. Small in scale is generally considered to be 100sq m. Larger premises may be considered acceptable for restaurants, which generally have less impact than other food, drink and entertainment uses. The Council will consider the nature of the proposed use and its location, taking into account the level and proximity of housing, when assessing the acceptability of a proposal in terms of its size.
- 3.42 Due to the large amount of housing above shop premises on Finchley Road, the Council does not consider that it is appropriate to allow new or expanded nightclubs in the Finchley Road/Swiss Cottage centre.
- 3.43 To avoid concentrations of evening and night time uses that could create harmful impacts, we will not permit development that would result in more than two consecutive food, drink and entertainment uses in a row.
- 3.44 In addition to the minimum and maximum percentage figures for retail and food, drink and entertainment, we will seek a range of other suitable uses within the town centre as a whole, and in individual frontages.

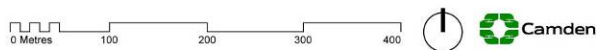
Map 3. Finchley Road Frontages



-  LDF Town Centre
- Retail Frontage Classification
-  Core      Min 75% A1 in each frontage
-  Secondary      Min 50% A1 in each frontage

Note: See Appendix for list of frontages applies to ground floor shops only

**Finchley Road**



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## Kentish Town

- 3.45 Kentish Town Town Centre provides shopping and service uses for the local area. It has a good range of shops and services for its size, with many independent traders and a significant amount of food and drink uses.



### How are retail uses protected in Kentish Town?

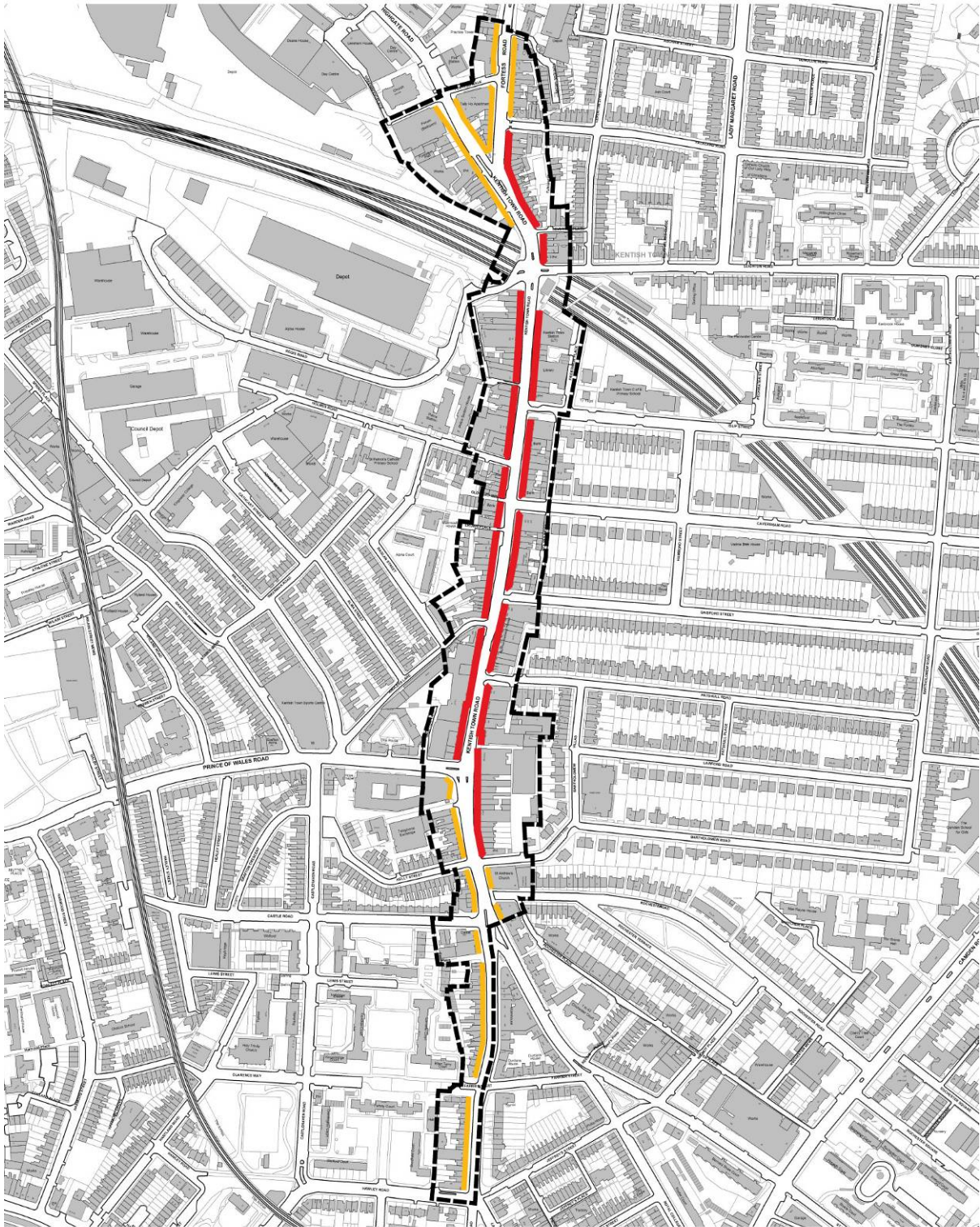
- 3.46 In order to protect the retail function of the centre, we have designated Core and Secondary Frontages. See the map on page 23 for the location of the frontages in Kentish Town. The Council will generally resist proposals that would result in:
- less than 75% of the premises in Core Frontages being in retail use; or
  - less than 50% of the premises in Secondary Frontages being in retail use.
- 3.47 This guidance will be applied having regard to the existing character of Kentish Town and individual frontages.

### How should non-retail uses be provided in Kentish Town?

- 3.48 In accordance with policy DP12 of Camden Development Policies, we will seek to prevent concentrations of uses that would harm a centre's attractiveness to shoppers or its residential amenity. The Council will therefore generally resist proposals that would result in:
- more than 2 consecutive premises within the Core Frontages being in non-retail use;
  - more than 3 consecutive premises in non-retail use within Secondary Frontages.

- 3.49 In addition to the minimum and maximum percentage figures for retail and food, drink and entertainment, we will seek a range of other suitable uses within the town centre as a whole, and in individual frontages.

Map 4. Kentish Town Frontages



-  LDF Town Centre
- Retail Frontage Classification**
-  Core     Min 75% A1 in each frontage
-  Secondary     Min 50% A1 in each frontage

Note: See Appendix for list of frontages applies to ground floor shops only

**Kentish Town**



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## Kilburn High Road

- 3.50 Kilburn High Road straddles the border of the boroughs of Camden and Brent, and is the second largest centre in the borough. It has a large number of small, independent shops and mostly serves the day-to-day needs of the local population.



### How are retail uses protected in Kilburn High Road?

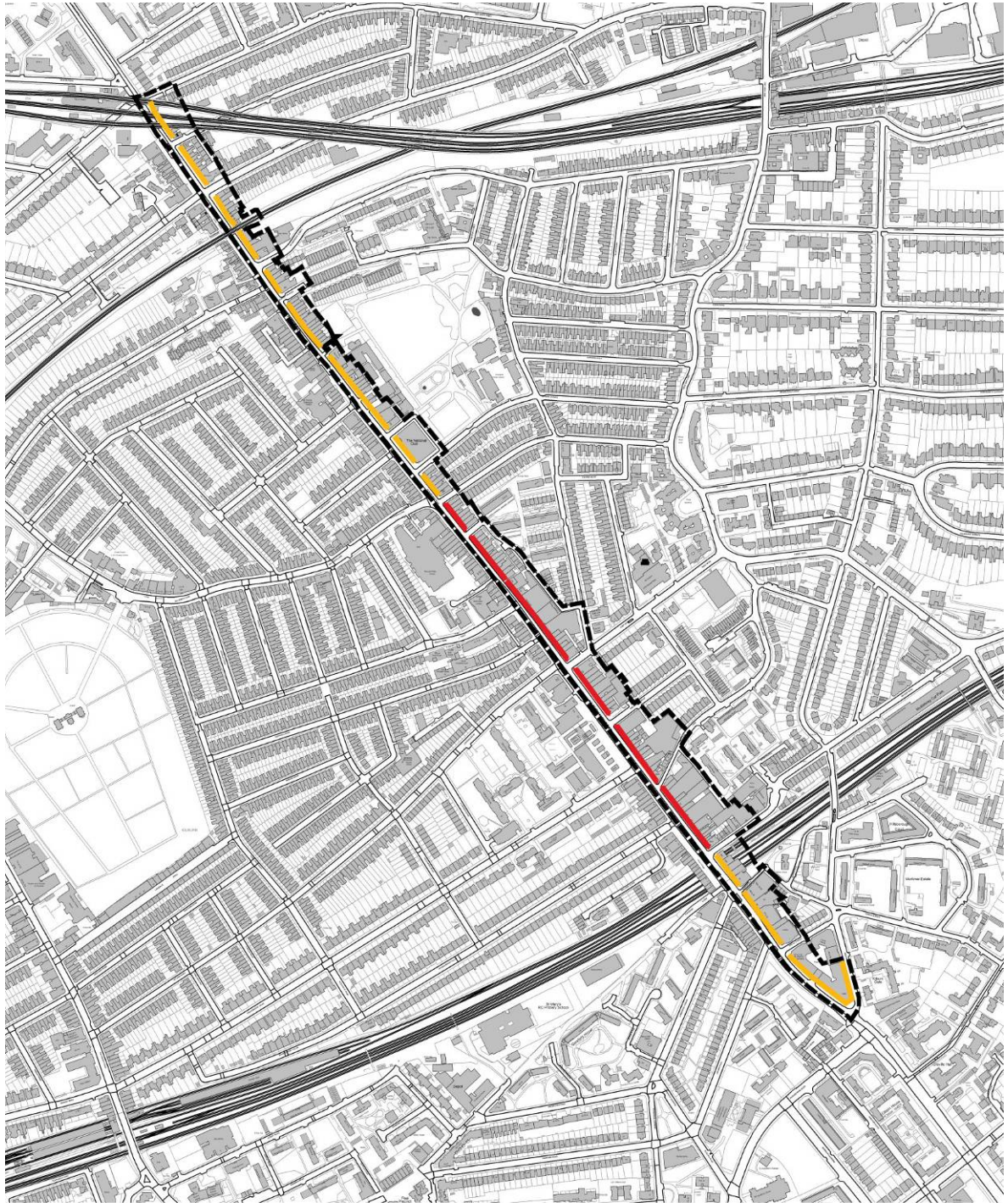
- 3.51 In order to protect the retail function of Kilburn High Road, we have designated Core and Secondary Frontages (see map on page 26 for the frontage locations). The Council will generally resist proposals that would result in:
- less than 75% of the premises in Core Frontages being in retail use; or
  - less than 50% of the premises in Secondary Frontages being in retail use.
- 3.52 This guidance will be applied having regard to the existing character of Kilburn High Road and individual frontages.

### How should non-retail uses be provided in Kilburn High Road?

- 3.53 In accordance with policy DP12 of Camden Development Policies, we will seek to prevent concentrations of uses that would harm a centre's attractiveness to shoppers or its residential amenity. The Council will therefore generally resist proposals that would result in:
- more than 2 consecutive premises within the Core Frontages being in non-retail use;
  - more than 3 consecutive premises in non-retail use within Secondary Frontages.

- 3.54 In addition to the minimum and maximum percentage figures for retail and food, drink and entertainment, we will seek a range of other suitable uses within the town centre as a whole, and in individual frontages.

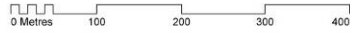
Map 5. Kilburn Frontages



-  LDF Town Centre
- Retail Frontage Classification**
-  Core      Min 75% A1 in each frontage
-  Secondary      Min 50% A1 in each frontage

Note: See Appendix for list of frontages applies to ground floor shops only

### Kilburn



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## Hampstead

- 3.55 This is one of Camden's smallest centres, but draws many people from outside of the borough, attracted by the high quality environment and up-market shops, cafés and bars. The whole centre is within a Conservation Area and has many listed buildings, contributing to the special character of the area.



### How are retail uses protected in Hampstead?

- 3.56 In order to protect the retail function of the centre, we have designated Core and Secondary Frontages (see map on page 29 for the location of the frontages). The Council will generally resist proposals that would result in:
- less than 75% of the premises in Core Frontages being in retail use; or
  - less than 50% of the premises in Secondary Frontages being in retail use.

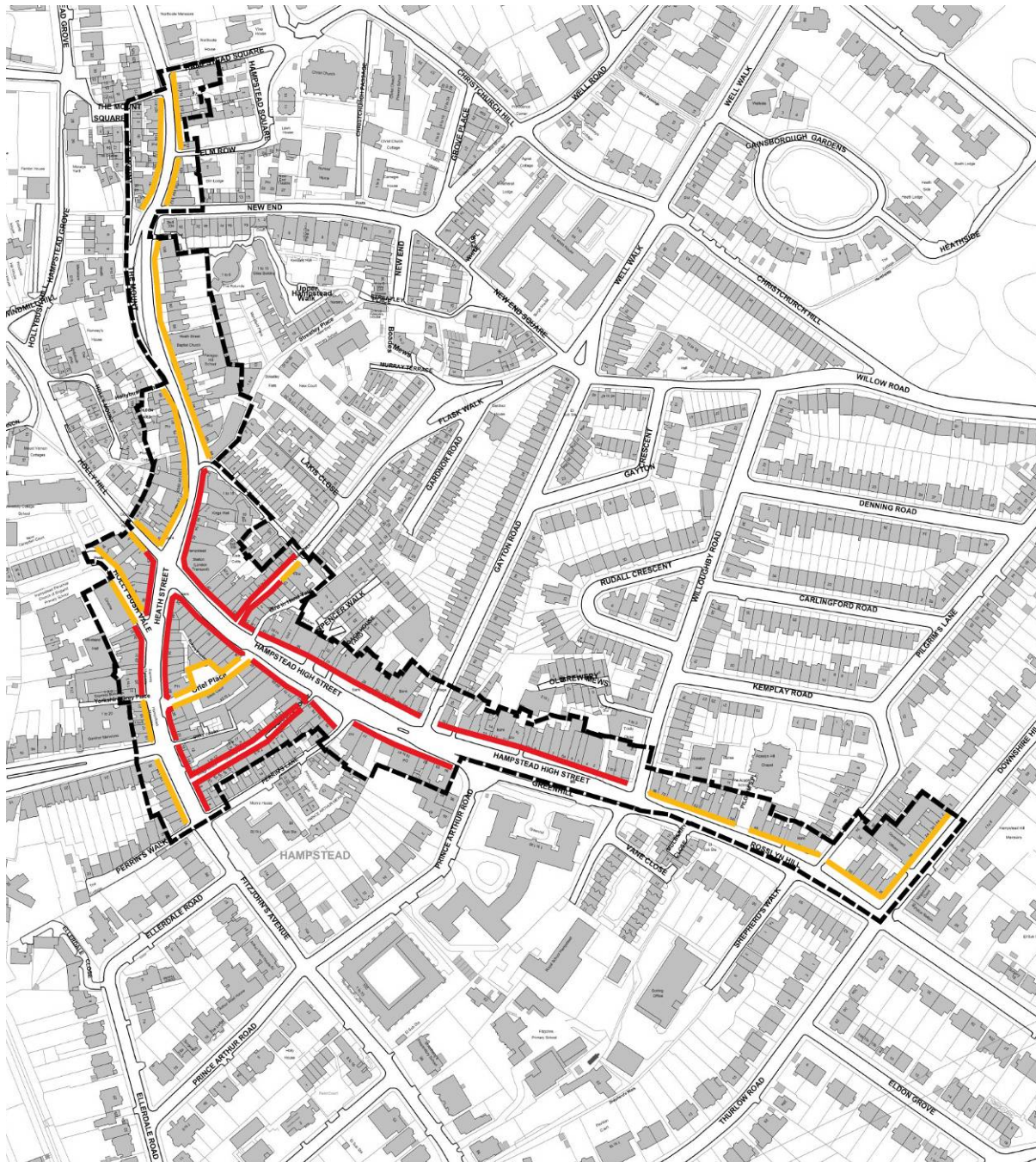
- 3.57 This guidance will be applied having regard to the existing character of the centre and the individual frontages.

### How should non-retail uses be provided in Hampstead?

- 3.58 In accordance with policy DP12 of the Camden Development Policies, we will seek to prevent concentrations of uses that would harm a centre's attractiveness to shoppers or its residential amenity. The Council will therefore generally resist proposals that would result in:

- more than 2 consecutive premises within the Core Frontages being in non-retail use;
- more than 3 consecutive premises in non-retail use within Secondary Frontages.

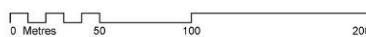
Map 6. Hampstead Frontages



-  LDF Town Centre
- Retail Frontage Classification**
-  Core Min 75% A1 in each frontage
-  Secondary Min 50% A1 in each frontage

Note: See Appendix for list of frontages applies to ground floor shops only

## Hampstead



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## Neighbourhood Centres outside of the Central London Area

- 3.59 Camden's Neighbourhood Centres provide for the day-to-day needs of people living, working or staying nearby. They generally consist of groupings of between five and fifty premises which focus on convenience shopping. Other uses that can make a positive contribution to the character, function, vitality and viability of these centres include:
- financial and professional services;
  - food and drink uses;
  - launderettes;
  - doctors;
  - dentists; and
  - veterinary surgeries.
- 3.60 As a guide we will resist schemes that result in:
- less than 50% of ground floor premises being in retail use; or
  - more than 3 consecutive premises being in non-retail use.
- 3.61 We will take into account any history of vacancy in the centre and the viability of retail use at that location.
- 3.62 Large-scale retail development (over 1,000m<sup>2</sup>) and late night licensed entertainment will generally be inappropriate in Neighbourhood Centres due to the impact of deliveries, noise and customers on residential amenity. Neighbourhood Centres will be considered suitable locations for food and drink uses of a small scale (generally less than 100m<sup>2</sup>) that serve a local catchment, provided they do not harm the surrounding area.
- 3.63 For a list of the properties included in Camden's neighbourhood centres, please refer to Appendix 1 - Properties located within Camden's Centres. The neighbourhood centres are also shown on our proposals map. Guidance on the Neighbourhood Centres located within the Central London Area can be found in Section 4.

## 5 Small shops

### KEY MESSAGES

- We will consider the provision of small premises in large retail developments, typically those over 1000 sq m.
- Small shops should typically be no more than 100sq m in size, and should provide affordable space for independent retailers.

### Small independent shops

- 5.1 Policy DP10 *Helping and promoting small and independent shops* in Camden Development Policies encourages the provision of small shop premises suitable for occupation by small and independent businesses, and seeks to protect shops outside of designated centres.
- 5.2 This section provides detailed guidance on our approach to securing small, affordable and independent shops in appropriate locations. We will consider the merits of each case on a site-by-site basis in determining the suitability of provision of small and independent shops.



### **How will they be secured and managed?**

- 5.3 The following key factors will be considered in relation to the provision of small, independent and affordable shops:
- size and location;
  - users; and
  - affordability.

#### **Size and location**

- 5.4 The Council will consider the provision of small premises in large retail developments, typically those over 1,000 sq m. A small shop is considered to be 100sqm or smaller and should be designated as A1 use. Where the applicant can demonstrate to the satisfaction of the Council that there is no realistic prospect of demand for the small shop to be used for retail an appropriate non-A1 use may be considered.

#### **Users**

- 5.5 We will encourage developers to seek independent occupiers for small premises. We consider 'independent' to broadly mean businesses with no more than 5 stores. We would also encourage the occupation of premises by businesses that provide a direct service to local residents.

#### **Assessment of affordability**

- 5.6 There is no accepted definition of what constitutes an "affordable" rent for small businesses/retailers. As a result, appropriate rental levels need to be derived for individual centres or specific streets on a case by case basis. Policy DP10 in Camden Development Policies states that the Council will encourage the provision of affordable premises and these are considered to be retail rents significantly below market rates.
- 5.7 When assessing the affordability of retail rents in Camden, the Council will consider:
- average unit size;
  - occupancy rates; and
  - rental levels.
- 5.8 The Council may require the submission of an assessment of affordability which should provide information on the above as well as demonstrating how the 'affordable' rent value has been calculated. The calculations should consider market research on rateable values (i.e. either within the immediate street and the overall centre or, where development falls outside a centre, the neighbouring / nearby properties of a similar use class on the same street).
- 5.9 Where feasible, the assessment should include other details, such as recent rent reviews and lease renewal costs within the given centre or street. A proposal could show average rents in premises immediately adjacent or neighbouring the development site or the nearest town or

neighbourhood centre and provide rents at least 10-20% below market level.

- 5.10 There are three main ways providing affordable premises (listed in order of priority):
- provision on-site (the Council's preferred option);
  - provision off-site (i.e. on another appropriate site under the applicant's control, with the agreement of the Council); or
  - through a financial contribution (in exceptional circumstances).
- 5.11 The form of provision will be negotiated on a case by case basis.
- 5.12 A number of alternative concessionary affordability options could also be considered where developments do not fall within or near a designated town centre, such as:
- the creation of flexible lease structures, including turnover rents that encourage variety and provide short lease premises to enable independent retailers to break into the market; or
  - property companies could sign an agreement to allow small or independent retailers to pay monthly rents. This could be applied to independent retailers with five stores or less (and paying an annual rent to a maximum of £50,000 or less on each property).
- 5.13 The onus will be on the developer to justify the chosen method of affordability.

#### **Key requirements for planning applications**

- 5.14 In order to secure the provision of small shop premises, planning applications will need to:
- include a detailed internal floor-plan/layout identifying the designated floorspace for the small premises;
  - identify the maximum size of each unit within the proposed development;
  - demonstrate how affordability is being achieved, and
  - indicate (where possible) how independent occupiers will be secured.
- 5.15 Plans should identify the small premises / affordable components and applications should include a schedule and drawings setting out how the three criteria identified above (small, independent and affordable components) will be met.



- 5.16 Planning conditions will be used to deliver and secure the small shop premises, for example by:
- determining the number and size of premises;
  - ensuring that individual premises do not exceed 100sq m; and
  - preventing developments from being amalgamated into a larger shop premises.
- 5.17 Camden will use planning conditions and / or s106 planning obligations / legal agreements to support the provision of affordable shop premises suitable for small or independent retailers. The priority will be for shops in the A1 use class. Proposals for other use classes will be considered taking into account the overall character of the centre.
- 5.18 To secure affordability in the longer term, a legal agreement will need to include the following:
- identification of the designated small premises and affordable floorspace (let below market rates); and
  - a guarantee that the small premises and the discounted rents or alternative method of achieving affordability remain in perpetuity or over an agreed period of time.

#### **Other considerations**

- 5.19 We acknowledge that the provision of small and independent shop premises may not be viable in all schemes. We will be flexible in our approach to securing such space, and will take into account overall scheme viability, and in particular the viability of A1 shops when considering the suitability of providing small premises within developments.



- 5.20 We will also consider the number of small shop premises already present in a particular area, site characteristics and design and layout. Application of the approach outlined above will be considered along with other strategic priorities.

