

Development Management
London Borough of Camden
2nd floor
5 Pancras Square
Judd Street
LONDON
WC1H 9JE

(Ref. BS/0184)

13 July 2019

Dear Sir or Madam,

RE: 68 MANSFIELD ROAD, LONDON, NW3 2HU
FP APPLICATION: CONTINUED USE OF THE SITE FOR MIXED-USE
A1 RETAIL AND B8 STORAGE & DISTRIBUTION
SUPPORTING PLANNING, DESIGN & ACCESS INFORMATION

This letter – Supporting Planning, Design and Access Information, is submitted to the London Borough of Camden (“Council”), on behalf of Kalpen Patel (“Applicant”), in support of a Full Planning Application (“Application”) at 68 Mansfield Road, London, NW3 2HU (“Site”).

This Application seeks: *“The continued use of the site for mixed use retail (A1) and storage and distribution (B8)”* (the ‘Proposal’). No external alterations are proposed.

The contents of this letter are as follows:

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|----------------------------|-----------------------------|
| 1. Background & Objectives | 4. Relevant Planning Policy |
| 2. Site Details | 5. Planning Considerations |
| 3. Proposed Development | 6. Conclusions |

This letter should be read in conjunction with the Drawings of the ground floor and planning application fee of £462.00. The Applicant will pay the Council the planning fee of £462.00 via the Planning Portal.

1. BACKGROUND & OBJECTIVES

i. Background

The Applicant represents the leaseholder who wishes to continue the use of the retail unit to the front of the Site (pharmacy) that benefits from planning permission alongside the use of stores to the rear of the Site for the storage and distribution of goods to the other local pharmacies. The stores are used in part as an ancillary function to the pharmacy on Site.

ii. Objectives

The proposed development is intended to achieve the important planning aims of retaining employment floor space while improving the viability of the retail frontage of the building, arising out of the Site’s characteristics and accessible location, together with the existing planning policy context.

The main objectives of the proposed development are:

- Regularising the use of the floorspace for mixed development
- Ensuring the impact on neighbour amenity and local highway conditions is reasonable
- Ensuring the retail unit is not compromised in terms of its viability and contribution to the vitality of the area.

2. SITE DETAILS

i. Site Description

The Site comprises a ground floor commercial premises within a 3 storey terrace row of a parade of ground floor shops and businesses with flats and offices above.

The shop unit and built form extends to the rear of the Site and accessed from a private road, Hodes Row. Loading bays and short stay parking are available on Mansfield Road in front of the Site.

The internal layout of the Site, as shown by the proposed ground floor plan, comprises the retail unit to the front of the Site, with the pharmacy and dispensary to the rear. A staff kitchen and toilet are located between these areas and behind this, sits the storage area.

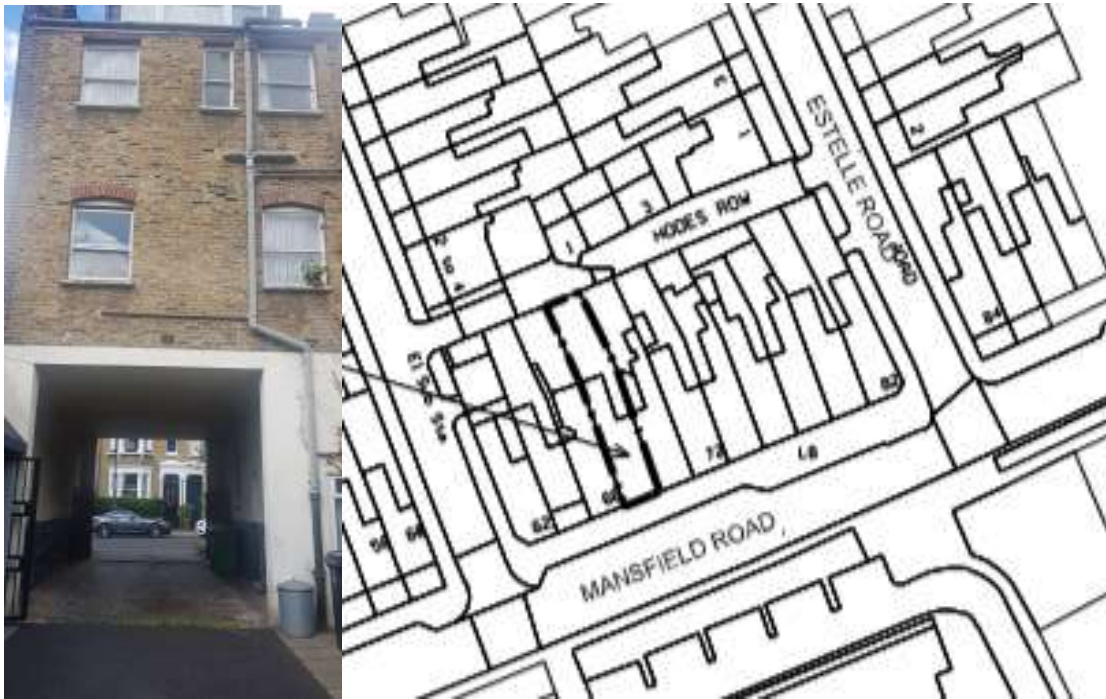
The pharmacy operates on Monday to Friday 9am to 6pm and Saturday 10am to 3pm and there are 5 staff working at the premises.

Site Photographs

Front Elevation – Mansfield Road



Rear Access road looking towards Courthope Road & Site Plan



Mansfield Road



ii. Context

The parade between Courthope Road and Estelle Road is mixed use (commercial ground floor with flats above) whereas the surrounding area is predominantly residential (flats and single family dwelling houses).

Aerial Photograph of the Site & Surrounding Area



Heritage Assets

The Site lies within a conservation area.

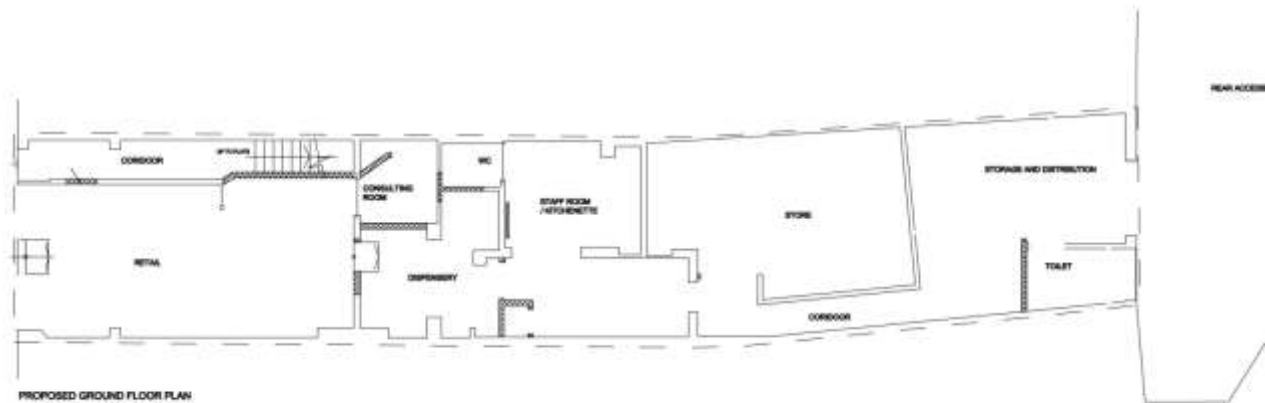
Transport & Accessibility

The Site has a PTAL rating of 3 (on a scale of 1a - 6b, where 6b is the most accessible), as indicated on maps produced by TfL. The Site is therefore considered to be moderately accessed by public transport links. Indeed, the site is between Gospel Oak Overground Station to the east and Belsize Park Underground Station to the southwest.

Site Location



Proposed Ground Floor Layout



iii. Planning History

A planning history search of the Site has been undertaken by making use of the online property search engine on the Council's website.

Application Number	Site Address	Development Description	Status	Date Registered	Decision
PE9800137	68 Mansfield Road, NW3	Change of use from A1 and B1 to A3 restaurant.	FINAL DECISION	--	Withdrawn Application
2010/5256/P	68 Mansfield Road London NW3 2HU	Installation of replacement shopfront.	FINAL DECISION	26-10-2010	Granted
2010/5498/P	68 Mansfield Road London NW3 2HU	Single storey extension to rear at first floor level to provide ancillary office space to existing retail unit (Class A1)	APPEAL DECIDED	13-10-2010	Refused
2010/1290/P	68 Mansfield Road London NW3 2HU	Change of use from office (Class B1a) to retail (Class A1) in accordance with condition 1 of planning permissions dated 4.9.80 (ref 30774) and 15.12.81 (ref 33186) for the continued use of the ground floor and rear extension for light industrial printing works.	FINAL DECISION	24-03-2010	Granted
8702705	68 Mansfield Road NW3	Change of use on the ground floor from a printers/ stationers to a betting office.	FINAL DECISION	10-06-1987	Withdrawn after Reg'n (not used on PACIS)
8780077	68 Mansfield Road NW3	Display of an internally illuminated sub-fascia shop sign and a projecting illuminated sign.	FINAL DECISION	27-03-1987	Withdrawn after Reg'n (not used on PACIS)
8700692	68 Mansfield Road NW3	Change of use of the front part of the ground floor from a printers/stationers to a hot fast food takeaway with extract duct in the rear elevation as shown on drawing no. 5042/1.	FINAL DECISION	27-03-1987	Refuse Full or Outline Permission
33186	68 Mansfield Road, NW3	The retention of a single storey rear extension and its continued use, in connection with the ground floor of 68 Mansfield Road for light industrial printing works.	FINAL DECISION	24-09-1981	Conditional
30774	68 Mansfield Road, NW3	The continued use of the ground floor for light industrial printing works.	FINAL DECISION	03-07-1980	Conditional
15325	68 Mansfield Road, N.W.3.	Demolition of rear outbuildings at 68 Mansfield Road, N.W.3. and conversion and extension of existing rear ground floor extension to form new studio flat.	FINAL DECISION	12-12-1972	Refusal

3. PROPOSED DEVELOPMENT

This Application seeks: *"The continued use of the site for mixed use retail (A1) and storage and distribution (B8).*

As noted in the planning history above, permission exists (in the form of a Certificate of Lawful Use) for the use of the Site for retail use (which is to be retained) with the rear of

the Site consented to be used for stores following a change of use from a workshop to retail use.

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4. RELEVANT PLANNING POLICY

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that when determining a planning application, regard is to be had to the Development Plan, and the determination shall be made in accordance with the plan unless material considerations indicate otherwise.

i. Development Plan

The London Plan (March 2016)

- The London Plan: Spatial Development Strategy for Greater London (March 2016)

The London Plan intends to promote London's position as a World City. The Plan encourages sustainable growth in locations that are well served by public transport (Page 5).

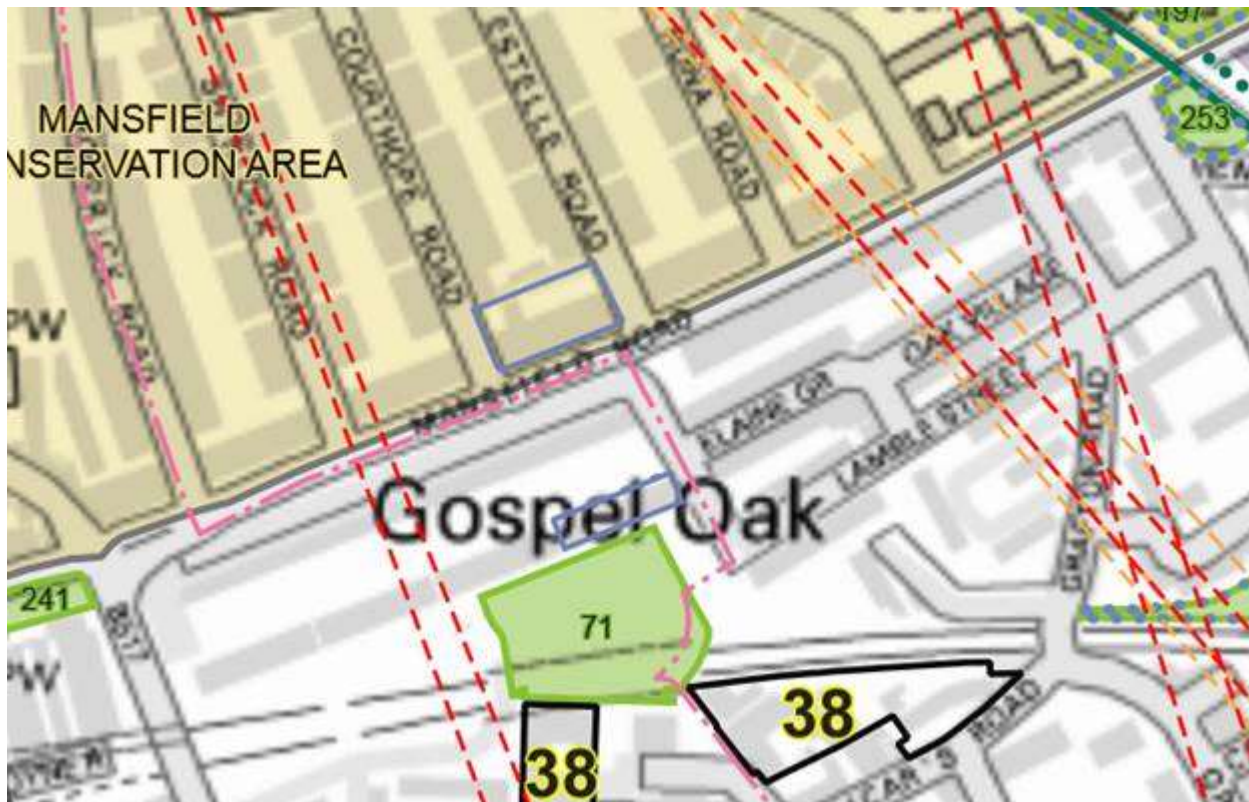
Policy 2.7 relates to the economy in Outer London and encourages 'Identifying and bringing forward capacity in and around town centres with good public transport accessibility to accommodate leisure needs.'

London Borough of Camden (Adopted Local Plan, 2017)

- G1 Delivery and Location of Growth
- TC1 Quantity and location of retail development
- TC2 Camden's centres and other shopping areas
- T1 Prioritising walking, cycling and public transport
- T2 Parking and car free development
- T3 Transport infrastructure
- CPG Town Centres

Online Proposals Map

The Site lies within in a conservation area and this particularly parade of shops is within a 'neighbourhood centre'



Key



ii. National Planning Policy Guidance

Department for Communities and Local Government (Published)

- National Planning Policy Framework (2018)

5. PLANNING CONSIDERATIONS

This section seeks to address the key planning issues associated with the proposal and demonstrates its compliance with adopted planning policy.

The following key issues have been identified:

- Land Use implication for the use of the rear of the site for storage and distribution
- Impact on heritage assets
- Access and parking – whether the proposed use would generate unreasonable traffic movements and parking demand likely to prejudice conditions of highway safety
- Neighbour amenity

i. Principle of Use

Camden Local Plan Policy G1 (Delivery and location of growth) states that: *“the Council will create the conditions for growth to deliver the homes, jobs, infrastructure and facilities to meet Camden’s identified needs and harness the benefits for those who live and work in the borough.”*

The Plan seeks to meet Camden’s objectively assessed needs to 2031 for c30,000sqm of retail floorspace. This is echoed in the Camden Employment Land Review 2014 forecasts that the demand for offices will increase by 695,000sqm between 2014 and 2031.

Policy TC2 (Camden’s centres and other shopping areas) of the Local Plan states that: *“The Council will seek to retain convenience shopping for local residents in Camden’s Neighbourhood Centres and will ensure that development in them does not harm the function, character or success of that centre.”*

The Policy goes on to state that the Council *“will resist schemes that would result in less than half of ground floor premises in a neighbourhood centre from being in retail use or in more than three consecutive premises being in non-retail use”*.

Mindful of policy and the previous use granted, the Proposal would retain a significant element of retail to the ground floor frontage including the shop front. The storage to the rear comprises a small area in the overall floorplan of the Site and part of this storage area is ancillary to the shop in terms of allowing shelves to be restocked in addition to the other shops which the Applicant owns (Eico Pharmacy, 97 Highgate road NW5 1TR and M Simmonds Chemist, 4 Swains Lane N6 6QS). It also vitally allows stock to be stored for Gospel Oak Medical Centre for nurses to pick up on their routines.

This would be an appropriate mixed use to the Site given its siting away from the retail frontage and would not compromise the viability and vitality of the Site in this neighbourhood centre.

ii. Access & Servicing

The flexibility that road freight offers means that this will remain the most commonly used means of transporting freight for some time. The Council will however seek to promote more sustainable means of freight transport and seek to minimise the movement of goods and materials by road.

The Local Plan Policies T1, T2 and T3 promotes sustainable transport initiatives and options, limiting the availability of parking and requiring car free development, seeking improvements to transport infrastructure.

In development proposals the Local Plan Policy T4 states that *“the impact of goods vehicles can be reduced where a loading and unloading bay is included within a development, particularly where the bay can be enclosed. Developments should therefore incorporate space within the site for goods vehicles”*.

The Site benefits from loading bays along the parade on Mansfield Road although as these permit a maximum stay of 4 hours (between 9am-6.30pm Monday to Friday) there is limited opportunity to load and load from Mansfield Road (see photograph above). Additionally, any large quantity of stock would be required to be broken down to be carried through the shop which is not ideal.

The Site benefits from an access road served from Courthope Road which allows loading / unloading through a set of double doors. It is understood that this can be used if the access road is not blocked or parked in. Loading can take place from Courthope Road, although this is not ideal given limitations on loading space and distance to travel with stock along the public footpath.

Given the size of the storage area, the capacity is such that deliveries are not frequent (on a normal week, stock arrives twice a week and is taken out once a week) or dissimilar to the levels of servicing that can be expected with a large retail unit to the extent that these do not prejudice highway safety and the free flow of traffic.

The Applicant has secured a small warehouse in Perivale to cater for stock and as such, the existing store will be used less over time and only for surplus stock. Further details of this can be provided.

iii. Neighbour Amenity

Policy A4 sets out that the Council will seek to ensure that noise and vibration is controlled and managed.

Planning permission will not normally be granted for development sensitive to noise in locations that have unacceptable levels of noise and vibration. The Council will only grant planning permission for development sensitive to noise and vibration, in locations that experience high levels of noise.

No external alterations to the existing building are proposed. The previous use of the Site as a printing works and prior to this, a milk depot is such that the proposed use, is not considered to be ‘alien’ in this environment. The neighbourhood centre and relationship with resident properties means that there is an element of noise and disturbance, subject to the balance of reasonability. It is not considered that the level of servicing leads to unreasonable harm to the amenities enjoyed by the occupants of adjacent residential properties. The width of Courthope Road and access restrictions to the Hodes Row, coupled with the size of the storage area is such that small vans are sufficient for such purposes.

iv. Planning Obligations & Contributions

The Applicant is prepared to make contributions, were applicable and necessary, taking into consideration with the scale of the proposal and the physical constraints the Site.

6. CONCLUSIONS

This Planning Statement demonstrates that the *loss* of retail space at the Site has not had a significantly detrimental effect on the location and through the passage of time.

The proposal to retain the B8 use with a mix of retail frontage provides an opportunity to retain a long-standing use and add to the vitality and vibrancy of the centre.

There will be no adverse impact caused by the proposals upon the local highway network, residential amenity and adjacent commercial occupiers or upon the street scene or surrounding area.

The overall principle of the Proposal is entirely acceptable and accord with relevant national, regional and local planning policy.

As such, we trust the local planning authority will find the proposals acceptable and grant planning permission accordingly.

I trust this letter is satisfactory for the registration and validation of the Application and I look forward to receiving an acknowledgement of this letter shortly. However, please let me know should you require any additional information or have any queries.

Yours faithfully,



Bryan Staff
Planning Director