

Our Ref: VH/KN0072/23

7 August 2023

Camden Council
Planning - Development Control
Camden Town Hall
London
WC1H 8ND

via email

Dear Sir/Madam,

**RE: 325 Kentish Road NW25 2TJ Application for full Planning Permission
Planning Portal Reference PP-12343421**

We are instructed to submit the enclosed application for full planning permission for alterations to the shop front of 325 Kentish Road. Specifically, the application proposes.

'External Alterations to Shopfront'

In addition to the forms and certificates the application is made up of the following drawings;

- Site Location Plan KT23-KC/P001
- Shopfront Drawing KT23-KC/SK210 Rev. D

This letter also forms part of the application and should be read in support of it.

Site and Surrounds

The proposal site is the ground floor of a four storey building that fronts directly onto Kentish Town Road and extends at the rear to York Mews. The property is adjoined at ground level on both sides by commercial units, currently an artist hub and a ramen bar. The three storeys above the ground floor are residential dwellings.

The wider Kentish Town Road area is mainly commercial in nature, with a Sainsburys Local, a pharmacy and a betting shop all within close proximity, there are also food and drink uses close to the site and a library on the opposite side of the road. Generally, Kentish Town Road is characterised by ground floor retail and commercial units with residential occupiers above ground floor. Kentish Town Station, which provides both London Underground and National Rail links, is around 50 metres from the site and there is a bus stop directly outside the unit.



Proposal

This application seeks permission for external alterations to the shopfront of 325 Kentish Town Road. The proposed scheme includes the following:

- Doorway repositioned to a more central location within the frontage;
- Installation of new aluminium shopfront;
- Installation of external tiles to non-glazed area;
- Installation of fascia.

All colours and RAL numbers are clearly marked on the submitted drawings.

Planning History

The ground floor commercial unit of 325 Kentish Town Road has an extensive planning history, the most relevant of which is detailed below;

2018/3257/A Display of an internally illuminated lettering sign above entrance door with metal mesh fascia background and an internally illuminated projecting sign
Granted September 2018

2018/2785/P Installation of new metal frame shopfront with bi-folding windows and mesh louvres for internal condensers to retail unit (Class A1).
Granted September 2018

2018/0228/P Use of the ground floor premises as a bakery shop (Class A1) including the sale and consumption of hot drinks and snacks ancillary to the primary retail function.
Granted February 2018

2017/6574/P Alterations to ground, first and second floor fenestration to the front elevation fronting York Mews and alteration to first floor window on side/rear elevation that serves flat 1 with associated internal changes relating to the waste storage and cycle parking (retrospective).
Granted and Warning of Enforcement Action December 2017

2015/7282/P Change of use of ground floor from retail (Class A1) to a coffee shop (mixed use Class A1 / Class A3) and alterations to shopfront
Refused January 2016



Planning Policy

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states: “if regard is to be had to the development plan for the purposes of any determination to be made under the Planning Act, the determination must be made in accordance with the plan, unless material considerations indicate otherwise.” Any issue that relates to the use and development of land is capable of being a material planning consideration; this includes Government statements of planning policy.

The development plan applicable to the application site consists of the Camden Local Plan, adopted 2017, the Camden Site Allocations adopted 2013 along with the accompanying Policies Map, the Kentish Town Neighbourhood Plan adopted 2016 and the London Plan 2021. The National Planning Policy Framework is also a material consideration along with the Camden Planning Guidance on Design.

Local Policy

The Policies Map identifies the application site as falling within Kentish Town Town Centre and as part of the Primary Shopping Frontage.

Design is dealt with under **Policy D1** of the Core Strategy, this policy states that the Council will seek to ensure good design by ensuring that it;

- a. respects local context and character;
- b. preserves or enhances the historic environment and heritage assets in accordance with Policy D2 Heritage;
- c. is sustainable in design and construction, incorporating best practice in resource management and climate change mitigation and adaptation;
- d. is of sustainable and durable construction and adaptable to different activities and land uses;
- e. comprises details and materials that are of high quality and complement the local character;
- f. integrates well with the surrounding streets and open spaces, improving movement through the site and wider area with direct, accessible and easily recognisable routes and contributes positively to the street frontage;
- g. is inclusive and accessible for all;
- h. promotes health;
- i. is secure and designed to minimise crime and antisocial behaviour;
- j. responds to natural features and preserves gardens and other open space;
- k. incorporates high quality landscape design (including public art, where appropriate) and maximises opportunities for greening for example through planting of trees and other soft landscaping,
- l. incorporates outdoor amenity space;
- m. preserves strategic and local views;
- n. for housing, provides a high standard of accommodation; and
- o. carefully integrates building services equipment.



Policy D3 of the Camden Local Plan is specifically concerned with shopfronts, this policy states that when determining applications for shop fronts the Council will consider the following:

- a. *the design of the shopfront or feature, including its details and materials;*
- b. *the existing character, architectural and historic merit and design of the building and its shopfront;*
- c. *the relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt or lightwell;*
- d. *the general characteristics of shopfronts in the area;*
- e. *community safety and the contribution made by shopfronts to natural surveillance; and*
- f. *the degree of accessibility.*

Policy TC2 is concerned with town centres and shopping frontages and is concerned with use class and viability and vitality, however it states at point e that the Council will seek to *pursue the individual planning objectives for each centre, as set out in supplementary planning document Camden Planning Guidance on town centres and retail, and through the delivery of environmental, design, transport and public safety measures.* As no change to the use of the building is proposed then only the design aspect of this policy is relevant. Town Centres and Retail Camden Planning Guidance does not provide specific guidance on design but redirects to the Camden Planning Guidance on Design for this.

The Camden Planning Guidance acknowledges at Section 6, which is concerned with shopfronts, that *'vibrant and well-designed shopfronts animate and activate the street scene and contribute to creating healthy places'*. It further seeks to ensure good design through the encouragement of high standards and designs that reflect surroundings.

The London Plan

The London Plan classifies Kentish Town centre as a District Town Centre.

Design is dealt with in chapter 3 and **Policy D4** seeks to deliver good design through design scrutiny and analysis.

National Planning Policy Framework

Paragraph 11 of the NPPF states that *decisions should apply a presumption in favour of sustainable development* and that decision takers should approve *development proposals that accord with an up-to-date development plan without delay.*

Regarding design, **Paragraph 130** states that decisions should ensure that proposals *will function well and add to the overall quality of the area.*

Assessment

The changes to the existing shopfront are modest and entirely in keeping with surroundings. They will provide 325 Kentish Town Road with a high quality, sustainable and durable shopfront that is fit for purpose and will serve the occupant of this building well into the future.



Policy D3 of the Camden Local Plan is the key policy for assessing this application as it is specifically concerned with shopfronts. This policy seeks to ensure that proposals are of a high quality design and that they are appropriate in their surroundings. This proposal satisfies all aspects of this policy as well as other applicable design and development management policies.

Conclusion

The proposed scheme is entirely appropriate within the context of the Kentish Town Road. The proposed changes fit well with surroundings and are of good design that has been well thought out to be both practical and appropriate within its context.

The proposal accords with all applicable planning policy at both a national and local level. It represents sustainable development within an appropriate location and should therefore be approved without delay.

The requisite fee for this application is £234 and as such a payment for this amount has been made via the Planning Portal.

We trust that the information supplied is sufficient to enable the application to be registered and progressed. If you require any additional information concerning the planning application, then please do not hesitate to contact us.

Yours faithfully,



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Planner

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