

28 June 2024

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Planning Portal Reference Number: PP-12760584

Dear Kristina

**187 KENTISH TOWN ROAD, LONDON, NW1 8PD
FULL PLANNING APPLICATION SUBMISSION**

Further to our ongoing pre-application engagement in connection with the above site, we enclose a Full Planning application submitted on behalf of 187 Kentish Town Limited ("the Applicant") for your consideration.

As you are aware, the Site is located on the junction of Kentish Town Road and Prince of Wales Road and comprises approximately 0.05 hectares (ha). The floor area of the application site at ground floor to which this application relates extends to approximately 234 sqm.

The Site is located within the Kentish Town Town Centre and forms part of the Town Centre Secondary Frontage. Although the Site is not statutorily listed, it is considered to be a non-designated heritage asset and features on Camden's Local List.

On 27 March 2015, Planning Permission (Ref. 2013/8301/P) was granted for the redevelopment of the existing building, retaining the existing façade to provide a 5 storey building with cinema and ancillary café and bar use at ground floor and 12 residential units at first to fourth floors. Planning Permission Ref. 2013/8301/P was subsequently amended by a Section 73 Application, granted on 5 September 2019 for the variation of Conditions 8, 12 and 15 to increase the height to ridge, alteration to fenestration on south elevation and cycle space provision.

Description of Development

Full Planning Permission is sought for the following:

"Change of ground floor use from Cinema (Sui Generis) to Flexible Use for Cinema (Sui Generis) / Class F.1 / Class F.2 / Class E."

Application Documents

The documents submitted for approval are:

- **Site Location Plan (Ref. KTR-VBL-XX-XX-DR-A-00.000 Rev P1)**, prepared by Vabel;
- **Proposed Ground Floor Commercial Plan (Ref. KTR-VBL-XX-XX-DR-A-01.100 Rev P01)**, prepared by Vabel.

The documents submitted to explain and justify the development comprises:

- **Existing Ground Floor Cinema Plan (Ref. KTR-VBL-XX-XX-DR-A-03.100 Rev P01)**, prepared by Vabel;

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East.

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- **Marketing Report (Dated 14 June 2024)**, prepared by Savills Restaurants and Leisure Agency Team;
- **Planning Statement (Dated June 2024)** prepared by Savills Planning.

In addition to the above, a completed Application Form / Ownership Certificate, Community Infrastructure Levy (CIL) Additional Information Form and a Covering Letter i.e. this letter – prepared by Savills Planning have also been supplied.

The Application Fee has also been provided under separate cover.

All necessary information in which to validate the planning application are listed above.

Overview of the Proposals

The proposals present an opportunity to optimise the ground floor of this highly accessible and sustainable Site within the Kentish Town Town Centre. This application does not propose to omit the cinema use. Rather, the application proposes that the cinema use would be retained, and will form part of a broader, flexible use. This would allow the flexibility (in planning terms) for the ground floor to be used for a cinema, should circumstances and/or market conditions change in the future.

Planning and Public Benefits

The planning and public benefits of the proposed scheme are summarised as follows:

- Retention of Cinema use, along with the provision of a flexible use ground floor space within a Town Centre and Secondary Frontage;
- Promoting an active ground floor secondary frontage which will contribute to the vitality and viability of the Kentish Town Town Centre; and
- The continued provision of accessible facilities through utilising the existing access arrangements within the building.

It is considered that the planning application overall accords with the development plan when read as a whole. These proposals comply with national, regional and local planning policy and would provide a range of positive benefits to the local area, Camden and London. Accordingly, we respectfully request that planning permission is granted.

I trust that the enclosed is in order and I look forward to receiving prompt confirmation that the application has been validated. In the meantime, please feel free to contact myself or my colleague Lucy Slater (07773 133022 / lucinda.slater@savills.com) if you have any queries or would like to discuss this further.

Yours sincerely

A handwritten signature in black ink, appearing to read "Mia Scaggianti", followed by a horizontal line.

Mia Scaggianti
Associate Director