

Our Ref: 02C401093
Your Ref: PP-13357915



27 August 2024

Regeneration and Planning
Development Management
London Borough of Camden
2nd Floor
5 Pancras Square
London
N1C 4AG

Dear Sir or Madam

Full Planning Application: 152-156 Kentish Town Road, London, NW1 9QB

This Planning Application is being submitted by Avison Young in support of the Proposed Development at 152-156 Kentish Town Road, London, NW1 9QB ('the Site'). The Application has been submitted online via the Planning Portal (ref. PP-13357915).

Full Planning Permission is sought for the following description of development:

"External alterations to existing shopfront and rear of unit"

Application Package

In addition to the Cover Letter, the application pack comprises the following documents:

- Application Form
- Design and Access Statement, prepared by The Harris Partnership
- Planning Drawings, prepared by The Harris Partnership;
 - o Site Location Plan (ref. 20048 THPR XX 00 DR A 1001);
 - o Existing Ground Floor Plan (ref. 20048 THPR XX ZZ DR A 1001);
 - o Existing Block Plan (ref. 20048 THPR XX 00 DR A 1002)
 - o Existing Site Plan (ref. 20048 THPR XX 00 DR A 1003)
 - o Proposed Block Plan (ref. 20048 THPR XX 00 DR A 1011)

- Proposed Ground Floor Plan (ref. 20048 THPR XX 00 DR A 1011)
- Proposed Site Plan (ref. 20048 THPR XX 00 DR A 1012)
- Existing Elevations (ref. 20048 THPR XX EL DR A 1001)
- Proposed Elevations (ref. 20048 THPR EL 00 DR A 1011)

The planning application fee of £293.00 + £70.00 Planning Portal administration fee has been paid via the Planning Portal. This has been calculated in accordance with the Town and Country Planning (Fees for Applications, Deemed Applications, Requests and Site Visits) (England) Regulations 2012 (as amended) Category 10 (other operations – including external alterations) at £293.00 for each 0.1 hectare (or part thereof).

Background and Planning History

152-156 Kentish Town Road, London, NW1 9QB ('the Site') is located at the junction of Kentish Town Road and Prince of Wales Road, on the eastern side of Kentish Town Road. The Site, which is currently under construction, will provide a four-storey building with retail use (Use Class E) at ground floor, a dental practice (Use Class D1) at first floor and eight residential dwellings on the upper floors (Use Class C3). The Site is being built in accordance with Planning Permission (ref. 2016/1372/P) granted in 2016.

The Site is situated within Kentish Town Centre and falls on a designated core retail frontage.

The surrounding area is characterised by a mix of commercial and residential uses, commensurate with the Town Centre location. Retail uses are located predominantly at ground floor, with upper floors in residential use.

The Site is not listed at either local or statutory level and falls outside of any Conservation Area.

The Site is in Flood Zone 1, meaning that it has a low probability of flooding from rivers and the sea.

Finally, the Site registers a Public Transport Accessibility Level rating of 6a, where 1a is the lowest and 6b is the highest, meaning that the Site benefits from excellent access to public transport.

As described above, Planning Permission (ref. 2016/1372/P) was granted in November 2016 for the following description of development:

Replacement of existing building with a four storey (plus basement) mixed use building comprising retail (A1 Use Class) at ground and basement level and office space (B1 Use Class) and Dental Practice (D1 Use Class at first floor level) with 8x residential units (5x2bed and 3x3bed) on upper floors.

This permission has been implemented and is under construction.

Due to the implemented nature of the permission, the approved details form the 'existing' situation for the purposes of this application.

The remainder of the Site's planning history pertains to the submission of details reserved by condition in association with the 2016 permission.

The following applications are of note:

- Permission (ref. 2021/3538/P) was granted in August 2021 for the approval of details relating to condition 17 (mechanical ventilation including air inlet locations). The approved details include the provision of five 300mm deep ventilation louvres, two 1.135m x 2.35m smoke vent discharges and a single 3.0m x 2.35m vent discharge at the rear of the Site at ground floor level.
- Permission (ref. 2022/2119/P) was granted in November 2022 for the approval of details reserved by Condition 2c (facing materials: brick samples). At ground floor level on the front elevation, the approved details comprise a Portland artstone cladding system to the portico façade. Powder coated aluminium window and door frames and curtain walling panel finish to the window base is also consented.
- An application (ref. 2022/3327/P) for further external details, relating to the windows, doors and portico was submitted in September 2022. The Planning Register shows this application as still pending. With respect to the ground floor, the submitted details are consistent with the approved details under permission ref. 2022/2112/P.

Proposed Development

The Proposed Development comprises the following external alterations:

- Relocation of the retail unit front door from the central frame to the right-hand frame; and,
- Replacement of two rear louvered panels with single louvered panel.

The Proposed Development is sought by a prospective tenant due to their operational requirements.

Further details are shown on the submitted drawings and accompanying Design and Access Statement.

Planning Policy Context

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires decisions to be made in accordance with the adopted Development Plan, unless material consideration indicate otherwise. In this instance, the Development Plan comprises the London Plan (2021) and the Camden Local Plan (2017).

LBC are undertaking a review of the Local Plan. The Draft New Local Plan (reg 18) (January 2024) was published for public consultation between 17 January 2024 and 13 March 2024. In accordance with paragraph 48 of the National Planning Policy Framework, the draft Local Plan cannot be considered material in the determination of this application.

Planning Assessment

The proposed development seeks operational alterations to the shopfront at the ground floor level, including relocation of the entrance door and alterations to the plant to the rear.

Shopfront Alterations

Policy D3 of the Local Plan stipulates that the council will “*expect a high standard of design in new and altered shopfronts*”. The Policy guides officers to consider the design of the shopfront, including details and materials as well as the existing character of the building. In addition, the Policy considers the relationship between the shopfront and the upper floors of the building and surrounding properties, as well as general characteristics in the area. Accessibility should also be considered.

As consented under planning permission ref. 2016/1372/P, and subsequently approved by condition discharge ref. 2022/2119/P, the shopfront is formed of three window frames divided by Portland stone cladding. Each frame consists of three smaller window panels with brushed aluminium frame details. The door to the retail unit is located within the central frame.

The proposed development seeks to relocate the entrance to the right frame (southern) due to the operational requirements of a prospective tenant. The material details are proposed to remain as per the existing condition. The door will provide level access.

On the basis of the above, we consider that the proposed shopfront alterations would retain the original design intent of the existing building. They would maintain the existing character of the Site and would, by virtue of their modest alterations, maintain the general characteristics of the area. They are therefore shown to be in accordance with Policy D3 of the Local Plan and should be approved without delay.

Replacement Extract Vents

Policy D1 requires the Council to secure high quality design in development. This includes respecting the local context and character of a development site, carefully integrating building services equipment and comprise materials that are of high quality and complement the local character.

It is proposed to replace two existing louvered vents to the rear of the Site with a single vent. For the avoidance of doubt, the proposed development does not propose any changes to the approved plant internal servicing strategy.

The proposed vent is located to the rear of the application Site, in an area which is characteristically ‘back of house’. The replacement vent is required due to the operational needs of the incoming tenant. The overall character and aesthetic of the louvered vent will be as per the existing situation and will not have any detrimental impact on the Site or surrounding context, integrating the building services within an existing BOH space.

Taking the above into consideration, the proposed replacement vent is considered to maintain the overall design quality of the rear of the Site and therefore accords with Policy D1 of the Local Plan.

Conclusions



Therefore, we consider that the proposals comply with national planning policy, London plan policy, and local planning policies.

The planning application fee of £293.00 + £70.00 (inc. VAT) planning portal admin fee has been paid online via the Planning Portal (ref: PP-13357915).

We trust that this application pack contains sufficient information to validate the application on receipt and we look forward to receiving your decision within the target determination period. However, should you require any further information, please contact Tom Matheou (tom.matheou@avisonyoung.com).

Yours faithfully

A handwritten signature in cursive script that reads "Avison Young".

For and on behalf of Avison Young (UK) Limited