



DESIGN & ACCESS STATEMENT

152-156 KENTISH TOWN ROAD, LONDON, NW1 9QB

20048 DA01 A | AUGUST 2024 | DRW/KB

THE
HARRIS
PARTNERSHIP

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01

INTRODUCTION

01 INTRODUCTION

This Design and Access Statement has been prepared by The Harris Partnership, in support of a Full Planning Application, which seeks consent for amendments to the shopfront to the front of the building, and ventilation louvres to the rear. This application relates to the ground floor of units 152-156 Kentish Town road, London, NW1 9QB.

The aim of this Design & Access Statement is to describe how the design has developed with an awareness of the site context and surroundings, as well as the principles highlighted by the London Borough of Camden's Planning Policies.

Please refer to the Planning Statement by Avison Young submitted with this application for a full breakdown of relevant planning policies applicable to the proposals.

Application Description:

“External alterations to existing shopfront and rear of unit.”

02

CONTEXT

02 OVERVIEW

Located within the London Borough of Camden and surrounded by Conservation Areas; the site is part of the primary retail frontage of Kentish Town Road.



KEY



-  Site Boundary
-  Conservation Areas

Figure 1: Site Context Aerial (Aerial Image Base: © Google Earth, Diagram Overlay: © THP)

HERITAGE

HISTORY

The unit was originally built in the 1930s and was home to a variety of retail stores through the years. The site was formerly occupied by Carpetright and William Hill which ceased trading circa 2016.

The building was demolished circa 2020, making way for the development of a new mixed-use unit approved under application 2016/1372/P which is currently under construction.

The new building consists of retail on the basement and ground levels, office space and a dental practice on the upper floors as well as residential units.

BUILT FORM

URBAN FORM, DENSITY & SCALE

The existing approved entrance area is formed with height shopfront glazing and a feature plinth detail, set back from a run of piers. One double swing door set opens outwards to the street, with a clear width of 2m and 3m height.

The existing approved unit is formed of 550sqm space on the ground floor and 549sqm space on the basement level.

APPEARANCE

GENERAL APPEARANCE

The approved scheme of 152-156 is a four storey mixed use building with the ground floor and basement making up retail space and the upper floors containing office space and a dental practice with 8x residential units.

The works for this application relate only to the shopfront on the ground floor and vents on the rear elevation.

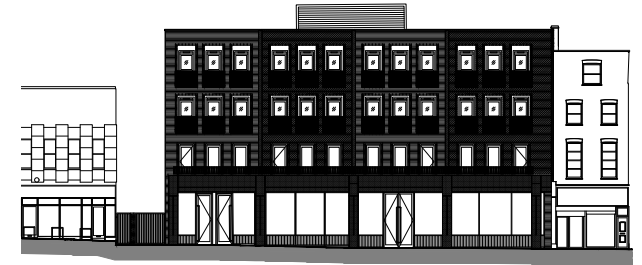


Figure 2: Existing Approved Shopfront Elevation © THP

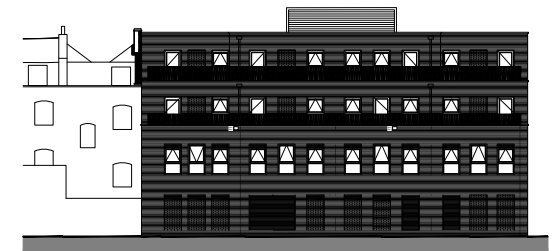


Figure 3: Existing Approved Rear Elevation © THP

03

PROPOSALS

03 OVERVIEW

The proposals are to adapt the previously approved shopfront to remove the central swing door and provide a sliding door arrangement to one side of the building instead. The entrance to the shop provides level access, this will improve accessibility for a retail use whilst retaining the overall aesthetic of the building, with frame colours and height of glazed panels being preserved. The feature plinth detail will also be retained, ensuring the design intent of the original shopfront design is upheld.

To the rear of the building, minor adjustments to the façade are proposed to incorporate revised ventilation louvre positions as a result of detailed design.

Overall, these are minor adjustments that will improve customer experience and have no material impact on the visual appearance of the building.



Figure 4: Proposed Street Elevation (© THP & Vector DC)



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