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| Delegated Report | | Analysis sheet | | Expiry Date: | | 26/03/2025 | |
| | | N/A / attached | | Consultation Expiry Date: | | 24/02/2025 | |
| Officer | | | | Application Number(s) | | | |
| Sofie Fieldsend | | | | 2024/5675/P | | | |
| Application Address | | | | Drawing Numbers | | | |
| 205 Kentish Town Road London NW5 2JU | | | | Refer to Draft Decision Notice | | | |
| PO 3/4 | | Area Team Signature | | C&UD | | Authorised Officer Signature | |
| | | | | | | | |
| Proposal(s) | | | | | | | |
| Retrospective shopfront alterations. | | | | | | | |
| Recommendation(s): | | Refused and Warning of Enforcement Action to be Taken | | | | | |
| Application Type: | | Full Planning Permission | | | | | |
| Conditions or Reasons for Refusal: | | Refer to Draft Decision Notice | | | | | |
| Informatives: | | | | | | | |
| Consultations | | | | | | | |
| Adjoining Occupiers: | | No. notified | 00 | No. of responses | 00 | No. of objections | 00 |
| | | | | No. electronic | 00 | | |
| Summary of consultation responses: | | A Site Notice was displayed on the 31/01/2025 and the consultation period expired on the 24/02/2025 No objections were received following consultation. | | | | | |
| Kentish Town Neighbourhood Forum | | Kentish Town Neighbourhood Forum were consulted, and their response was as follows: We have no comments to make for this application (neither endorse nor oppose). | | | | | |

Site Description

The application site refers to a commercial premises located on the ground floor on the western side of Kentish Town Road. This building is not listed or within a conservation area, but it is within the Kentish Town Neighbourhood Plan Area. The site is also located within the Kentish Town Town Centre and a Primary Shopping Frontage.

Relevant History

25793 – Change of use of the ground floor of 205 and the first floor of 203, and alterations including the installation of a new shop front and the formation of a new rear access, to provide a retail and wholesale shop and showroom. – Approved 22/12/1977

35769 - Continued use of the ground floor of 205 and the first floor of 203 as a retail and wholesale shop together with showroom and store. – Approved 28/03/1983

TP/18037/3256 - the erection of a sign at the premises known as 205, Kentish Town Road, St.Pancras – Approved 14/02/1938

Relevant policies

National Planning Policy Framework (2024)

The London Plan 2021

Camden Local Plan 2017

C5 Safety and security

D1 Design

D3 Shopfronts

A1 Managing the impact of development

Kentish Town Neighbourhood Plan (2016)

Policy D3 (design principles)

Camden Planning Guidance

- CPG Amenity (2021)
- CPG Design (2021)
- CPG Town Centres and retail (2021)

Draft Camden Local Plan

The council has published a new Draft Camden Local Plan (incorporating Site Allocations) for consultation (DCLP). The DCLP is a material consideration and can be taken into account in the determination of planning applications but has limited weight at this stage. The weight that can be given to it will increase as it progresses towards adoption (anticipated 2026).

1. Proposal

1.1 The proposal is for seeking retrospective approval for shopfront alterations

1.2 Key planning issues are as follows:

- Design
- Neighbouring Amenity

2. Design & Heritage

Policy:

2.1. The Council's design policies are aimed at achieving the highest standard of design in all developments. The following considerations contained within policy D1 are relevant to the application: development should respect local context and character; comprise details and materials that are of high quality and complement the local character; and respond to natural features.

2.2. Policy D3 states that alterations to shopfronts should consider the existing character, architectural, and historic merit and design of the building and its shopfront the general characteristics of shopfronts in the area. If a shopfront is replaced or altered, the design should respect the characteristics of the building and where appropriate, shopfront windows and framework features, such as pilasters, fascias and console brackets, should be retained or restored.

2.3. The supporting text of Policy D3 adds that:

The Council considers that the attractiveness of shopfronts can usually best be maintained by taking inspiration from the architecture of the building and neighbouring premises and reflecting the general scale and pattern of shopfront widths in the area. New shopfronts should contribute towards the maintenance of a cohesive streetscape appearance, retain a consistent building line and contribute to the character and attractiveness of the centre they are located in. As shopfronts are seen at close quarters, the detailing, type and quality of materials, execution and finishes are very important.

2.4. Design CPG states that it is important that shopfronts should respond sensitively to the existing street scene and local context. Shopfronts should seek to integrate well with the rhythm of the street elevation in which the shopfront is located and be consistent with the pattern of adjoining buildings. New shopfronts should seek to integrate with the surrounding area and enhance the streetscene where possible.

2.5. New shopfronts and alterations to existing shopfronts are sensitively designed and do not detract from the character of the host building or the surrounding area. Insensitive alterations to existing shop fronts and poorly designed shopfronts in new buildings can erode the character of existing frontages and the local area.

2.6. Policy D3 of the Kentish Town Neighbourhood Plan requires development sets out that development must:

- a) Be based on a comprehensive understanding of the site and its context
- b) Be well integrated into their surroundings and reinforce and enhance local character, in line with paragraph 64 of the NPPF
- c) identify and draw upon key aspects of character, or design cues from the surrounding area.

Appropriate design cues include grain, building form (shape), scale, height and massing, alignment, modulation, architectural detailing, materials, public realm and boundary treatments

Assessment



Figure 1 – Photographs of shopfront as built without planning permission



Figure 2 – Image of pre-existing shopfront

- 2.7. The installed shopfront as built is shown above in figure 1. Figure 2 shows the pre-existing shopfront in the context of the street.
- 2.8. The site is located on a Primary Shopping Frontage within the Kentish Town Town Centre, this site is unusual as it has a separate front and side door opening onto Kentish Town Road.
- 2.9. The current shopfront was installed without planning consent, it has removed the front door and replaced it with a full height glazed panel. The loss of this main front entrance erodes the building's character and connection with its neighbours along this primary shopping frontage. This insensitive detailed design has not considered the existing character, architectural, and historic merit and design of the building and its shopfront. It interrupts the rhythm of the street elevation in which the shopfront is located and be inconsistent with the pattern of adjoining buildings. Officers consider that the use could have operated without the loss of its characteristic front door, which may also deter future occupants of the unit. It's loss will contribute to an inactive frontage within a primary shopping frontage. Therefore, it is considered to cause aesthetic harm to the architectural character of the host building and the appearance and character along this part of Kentish Town Road and Town Centre location.
- 2.10. As such, the proposed shopfront alterations result in detrimental visual harm eroding the appearance and character of the host building, the existing streetscape within this primary shopping frontage and the wider Kentish Town Town Area. It appears incongruous with the pattern of adjoining buildings and interrupts the rhythm of the street elevation. This is contrary to policies D1 and D3 of the Local Plan and Policy D3 of Kentish Town Neighbourhood Plan, resulting in an incongruous addition, failing to preserve or enhance the appearance of the host building or the streetscene.

3. Amenity

- 3.1 Policy A1 of the Local Plan seeks to ensure that development protects the quality of life of occupiers and neighbours by only granting permission to development that would not harm the amenity of neighbouring residents. This includes privacy, outlook, noise and impact on daylight and sunlight. Camden's Local Plan is supported by CPG (Amenity).
- 3.2 Given the minor nature of the proposals, this development is not expected to have any negative impact on neighbouring residential amenity in terms of loss of light, outlook, or privacy.

4. Recommendation: Refuse Planning Permission and Warning of Enforcement Action

4.1 The replacement shopfront, by reasons of the loss of front entrance door, would result in an incongruous and inactive frontage which would harm the character and appearance of the building and reduce accessibility and adaptability of this commercial unit in the primary retail frontage within the Kentish Town Town Centre Area, contrary to policies D1 (Design) and D3 (Shopfronts) of the London Borough of Camden Local Plan 2017 and Policy D3 (design principles) of the Kentish Town Neighbourhood Plan (2016).