

SJH/JT/DP2678

19th December 2013

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Dear Mr Markwell,

187 KENTISH TOWN ROAD, LONDON, NW1 8PD.

We write on behalf of our client, Redview Properties Ltd, to notify you of the proposals for 187 Kentish Town Road. The building has been vacant since May this year. There is a community concern about the future of this building which is held in high regard locally.

A proposal for the demolition of the existing building and redevelopment to provide 14 apartments and A1/A2/A3 retail floorspace at ground floor was consented in 2007. An application to renew this permission was made in 2010 and was refused. This decision was then appealed in 2011. The appeal was subsequently dismissed by an Inspector.

The applicant has therefore arranged new proposals for this site to help to rejuvenate the existing building and to ensure that it contributes positively to the locality again.

An architectural competition was held in 2013 to find an architect to develop a design for the site. The project brief included a development which was sensitive to the existing building, its heritage and surrounding townscape whilst acknowledging that the Inspector regarded the building as a landmark due to its prominent location on the corner of Kentish Town Road and Prince of Wales Road.

Allies and Morrison (A&M) were appointed following their success during the architectural competition; this is notable because of their work converting the neighbouring 1 Prince of Wales Road. A&M have subsequently worked with the rest of the consultant team to establish an appropriate proposal for the new development.



Throughout the design process substantial reference has been made to the Inspector's decision in order to ensure that the proposals are acceptable in both architectural, townscape and heritage terms.

In addition, as you are aware we have undertaken pre-application advice regarding the above site and its redevelopment. Significant public consultation has also been carried out throughout the design process. This included a Public Exhibition held on the 15th July 2013 in addition to numerous meetings with a group of local stakeholders to discuss the proposals and to influence the design development.

Following advice from LB Camden during the pre-application process and feedback from the public consultation it has been decided to submit two separate applications. These both involve the retention of the façade with only minor interventions into the existing fabric, which are necessary to create a new use for the building; thus acknowledging the importance of the existing building and the surrounding townscape and heritage.

The first application comprises a single storey roof extension, resulting in 9 residential units on the upper floors and a flexible retail unit (A1/A2/A3) at ground floor level.

The second application comprises a two storey roof extension, 12 residential units on the upper floors and a cinema (D2) at ground level. It is proposed that a clause is included within the s106 agreement to ensure that the D2 unit can be used for cinema purposes only. Discussions have taken place with specific operators for a small cinema and their requirements have been accommodated within the proposed design. This proposal also includes the provision of a single intermediate affordable unit within the building and a top up payment towards the Affordable Housing Fund in order to ensure compliance with LB Camden affordable housing policies.

The applications are submitted independently, although reference is made to the associated application within the submitted documentation. It is considered that each proposal provides an acceptable development, responding in a different way to the Inspectors previous recommendation for refusal, the LB Camden's pre-application feedback, and to the feedback received through the public exhibition and the extensive dialogue with local stakeholders.

We trust that the accompanying material is in order and request that both of the applications are considered at the same Planning Committee. Should you have any queries regarding the enclosed documents, please contact Jenny Turner or Sam Hine at the above office.

Yours sincerely,

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