

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		16/08/2010	
		N/A / attached		<b>Consultation Expiry Date:</b>		21/07/2010	
<b>Officer</b>				<b>Application Number(s)</b>			
Anette de Klerk				2010/2964/P			
<b>Application Address</b>				<b>Drawing Numbers</b>			
307 and 309 Kentish Town Road London NW5 2TJ				Refer to decision notice			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Replacement of 2 no. existing shopfronts with a single shopfront.							
<b>Recommendation(s):</b>		Grant Planning Permission					
<b>Application Type:</b>		Full Planning Permission					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	0	No. of responses	0	No. of objections	0
				No. electronic	0		
<b>Summary of consultation responses:</b>		A site notice was displayed between 30/06/2010 – 21/07/2010. No response was received.					
<b>CAAC/Local groups comments:</b>							

## Site Description

The application site is located on the western side of Kentish Town High Road south west of the junction with Regis Road and the Kentish Town Underground Station and railway. The application property forms part of a terrace comprising of three-storeys with retail and commercial uses on ground floor. The site is not located within a conservation area, yet is located within primary shopping frontage of the Kentish Town Centre.

## Relevant History

307 – 309 Kentish Town Road:

**2010/0356/P:** Conversion of separate retail shop (Class A1) and financial and professional services (Class A2) units at ground floor level into one shop (Class A1) unit, installation of new shopfront and associated external alterations. Granted 13/05/2010

307 Kentish Town Road:

**2005/3179/P:** The installation of a new shopfront and the erection of an additional fourth storey with mansard roof extension at street level, with the erection of a part three, part five-storey rear extension in connection with the change of use of first, second and third floors from offices (Class B1) to 6 x 1 bedroom self-contained flats (Class C3). Appeal allowed 03/04/2006.

**2005/2110/P:** Alterations to shopfront of retail unit (class A1). Granted 15/12/2005.

**2003/1542/P:** Installation of external ramp and lowering of ATM machine. Granted 03/12/2003.

309 Kentish Town Road:

**2007/5217/A:** Continued display of internally illuminated fascia and projecting signs at office. Granted 07/02/2008.

**8903656:** Installation of new shopfront. Granted 17/01/1990.

## Relevant policies

### Replacement Unitary Development Plan 2006

SD6 - Amenity for occupiers and neighbours

B1 - General design principles

B3 - Alterations and extensions

B4 - Shopfronts, advertisements and signs

### Camden Planning Guidance 2006

### LDF Core Strategy and Development Policies

*As the draft LDF Core Strategy and Development Policies documents have now been published, they are material planning considerations. However, as a matter of law, limited weight should be attached to them at this stage.*

### Relevant Policies in Camden Core Strategy

CS1 – Distribution of growth

CS5 – Managing the impact of growth and development

CS7 – Promoting Camden's centres and shops

CS14 – Promoting high quality places and conserving our heritage

### Relevant Policies in Camden Development Policies

DP24 – Securing high quality design

DP26 – Managing the impact of development on occupiers and neighbours

DP28 – Noise and vibration

DP30 – Shopfronts

## Assessment

### Proposal:

The application entails the replacement of two separate existing shopfronts with a single shopfront.

### Design:

The main issue to consider as part of the proposal is the impact of the shopfront on the character of the building, the interest of the high street and the surrounding area.

The Council's guidance for shopfronts advises shopfront alterations should respect the detailed design, materials, colour and architectural features of the adjoining shopfronts and the building itself.

The new shopfront displays a recessed, glazed entrance door. Access to the restaurant is provided via a low ramp located in the recessed doorway. The new shop front has brick stall riser to a height of 0.6m above the existing external ground level with timber (hard wood) framing with glass panel above. A small window with a sliding glass pane has been inserted into the left hand side of the shopfront.

The adjoining and many other existing shopfronts on Fortress Road display a variety of styles and finishes. The style and materials of the new shopfront is considered to respect the character and appearance of the adjoining shopfronts. It is also considered that the scale, proportions and architectural style of the new shopfront is compatible with the parent building and the surrounding shopfronts and does not harm the character or appearance of the area. The proposed shopfront is considered to be acceptable in design terms and consistent with policies B1, B3 and B4.

### Design:

The main issue to consider as part of the proposal is the impact of the shopfront on the character of the building, the interest of the high street and the surrounding area.

The Council's guidance for shopfronts advises shopfront alterations should respect the detailed design, materials, colour and architectural features of the adjoining shopfronts and the building itself.

The proposed shop front will comprise of aluminium framing with glass. The glazed double entrance doors will be centrally sited and inward opening.

The adjoining and many other existing shopfronts on Kentish Town Road have full glazing below fascias. The style and materials of the proposed shopfront is considered to respect the character and appearance of the adjoining shopfronts. It is also considered that the scale, proportions and architectural style of the new shopfront is compatible with the parent building and the surrounding shopfronts and does not harm the character or appearance of the area. The proposed new door to the upper floors is also considered to be acceptable and will not have a detrimental impact on the appearance of the building or streetscene. The proposed shopfront and new door are considered to be acceptable in design terms and consistent with policies B1, B3 and B4.

### Blind:

Council guidance requires that blinds do not dominate a shopfront or shop parade. The recently installed blind consists of a retractable canvas awning attached between the fascia and shopfront. The blind box is considered to be satisfactorily integrated with the overall design and is flush with the fascia level. It is recommended that an informative be added to the decision notice advising the applicants that advertisement consent may be required should the blind be used for advertising.

### Amenity:

The alterations to the shopfront and the change of use would have no detrimental impacts upon the surrounding neighbours and occupiers in terms of loss of privacy, sunlight and outlook. The proposal is therefore considered to be acceptable and in accordance with UDP policy SD6.

**Access:**

The Council guidance with regards to accessibility states all shops and shopfronts should be designed to improve access and use for all. The double entrance doors will be set at pavement level to provide disabled access to the premises. The proposed entrance to the new shop front is considered to be acceptable in terms of access.

**Recommendation: Grant Planning Permission**

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