

Delegated Report		Analysis sheet	Expiry Date:	05/05/2010
		N/A / attached	Consultation Expiry Date:	12/05/2010
Officer			Application Number(s)	
Anette de Klerk			2010/0356/P	
Application Address			Drawing Numbers	
307 and 309 Kentish Town Road London NW5 2TJ			Refer to decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
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.				
Recommendation(s):		Grant Planning Permission		
Application Type:		Full Planning Permission		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	11	No. of responses	0	No. of objections	0
			No. electronic	0		
Summary of consultation responses:	A site notice was displayed between 21/04/2010 - 12/05/2010. No response was received.					
CAAC/Local groups comments:	<p>Kentish Town Road Action (KTRA) – commented as follows:</p> <ul style="list-style-type: none">- KTRA will not object as long as the developer agrees to the installation of see-through shutters. <i>(The installation of shutters does not form part of this application)</i> <p>Kelly Street Residents Association - made the following comments:</p> <ul style="list-style-type: none">- Concerned about the impact on the appearance and character of the Kentish Town Road at night of solid shutters on shop fronts. <i>(The installation of shutters does not form part of this application)</i>- Developer should be required to install see-through shutters on the shop frontage. <i>(The installation of shutters does not form part of this application)</i>.					

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 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
R1 - Location of new retail uses
R2 - Impact of retail

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

DP12 – Supporting strong centres and managing the impact on food, drink, entertainment and other town centre uses.
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 conversion of a separate retail shop (Class A1) and financial and a professional services (Class A2) unit at ground floor level into one shop (Class A1) unit. The application also seeks the installation of a new shopfront with double entrance doors with level access to the premises. A new timber door providing access to the upper floor floors is also proposed.

Land Use:

The proposal involves the loss of 102 square metres of financial and professional services (Class A2) with 108 square meters to remain in A1 (retail) use. The proposed combined floorspace will be approximately 136 square metres of A1 (retail). The proposed change of use from A2 to A1 at No. 309 Kentish Town Road could be carried out under permitted development as there is a display window.

UDP policy R1 encourages the development of retail floorspace within Town Centres. As the properties lies within the Kentish Town Centre area, the proposal compiles with policy R1 of the UDP.

Consideration should also be give to Policy R2 regarding the impact of retail developments. Given the relative floorspace involved, the site's location on a busy thoroughfare and its accessibility by a choice of means of transport including foot and public transport, it is considered that any impact on the area is likely to be minimal.

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.

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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