

Delegated Report		Analysis sheet	Expiry Date:	06/11/2014
		N/A / attached	Consultation Expiry Date:	09/10/2014
Officer			Application Number(s)	
Jonathan McClue			2014/5740/P	
Application Address			Drawing Numbers	
Ground Floor 9 Fortess Road Kentish Town NW5 1AA			1889/SL-30 Rev A; 32; 33 and Planning, Design and Access Statement 10/09/2014.	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Installation of shopfront and louvres at ground floor level to retail unit (Class A1).				
Recommendation(s):		Grant Permission with Conditions		
Application Type:		Full Planning Permission		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	47	No. of responses	0	No. of objections	0
			No. electronic	0		
Summary of consultation responses:	None					
CAAC/Local groups* comments: *Please Specify	None					

Site Description

This application relates to a ground floor retail unit (A1) of a 6 storey block which consists of 46 self-contained residential flats on the upper levels (approved under 2005/2242/P and amended under 2008/3461/P). The unit fronts Fortess Walk to the north and Fortess Road to the east. The existing façade is currently in poor condition and is boarded up. Other permissions have been granted for works to the shopfront but they have not been implemented and the unit has not been occupied since its establishment.

The site was formerly occupied by the Tally Ho Public House which was demolished to allow for the construction of the above.

Relevant History

2005/2242/P:

Planning permission was granted for the demolition of the Tally Ho Public House and the construction of a part 5 part 6 storey building with 46 residential units and retail at ground floor level on 09/09/2005. The approval was subject to a S.106 agreement.

2008/0275/P:

Planning permission was refused for alterations to the shopfront and the installation of a mezzanine floor level above the retail use on 31/03/2008. The proposal was refused based on the design, form and proportions of the shopfront being detrimental to the appearance of the building and the street scene. A subsequent appeal was allowed through written representations on 21/10/2008 ref: APP/X5210/A/08/2077452. This permission was not implemented.

2008/3461/P:

Planning permission was granted for amendments to 2005/2242/P on 27/10/2008 to allow for a mezzanine level above the ground floor retail use and for changes to the ground floor elevations. This permission was not implemented.

2009/2057/P:

Planning permission was granted for the change of use of the mezzanine level from shop (A1) to wine bar (A4) on 21/08/2009. This permission was not implemented.

2010/2841/P:

Planning permission was granted for amendments to the shopfront on 29/06/2010. This permission was not implemented.

2014/4458/P at Ground Floor Unit, 12 Highgate Road:

Planning permission was granted for the change of use to part of the ground floor unit from retail (A1) to estate agents (A2) on 23/09/2014. It is noted that this property used to form part of the same unit as the application site. The new A2 unit fronts Fortess Walk to the north and Highgate Road to the west.

2014/4571/P at Ground Floor Unit, 12 Highgate Road:

Planning permission was granted for alterations to the shop front elevations to the adjacent ground floor unit on 23/09/2014. It relates to the new A2 use approved in the permission above.

Relevant policies

National and Regional Policy

National Planning Policy Framework 2012
London Plan 2011

LDF Core Strategy and Development Policies

CS1 – Distribution of growth

CS5 – Managing the impact of growth and development

DP24 – Securing high quality design

DP26 – Managing the impact of development on occupiers and neighbours

DP30 – Shopfronts, advertisements and signs

Assessment

Proposal

Planning permission is sought for alterations to the shopfront of the ground floor unit, which currently has a lawful retail (A1) use. A new customer entrance would be created on Fortress Road and a section of ventilation louvres and a fire escape door would be created on Fortress Walk. The existing hoarding would be removed and the new shopfront would use powder coated aluminium with Traffic Grey B finish Matt RAL7043 and Pure White RAL 9010; an aluminium clad spandrel beam would be installed above the shopfront.

It is noted that a separate advertising consent application would need to be submitted for any signage relating to the proposed use.

The main issue to assess here is whether the proposal would be compatible with the host and surrounding buildings and whether it would materially harm the character and appearance of the locality.

Design and Visual Amenity

The proposed development would improve the appearance of the façade which is currently boarded up and not in use. The plywood boarding would be replaced with modern aluminium framed windows and doors and the rendered concrete panels would be retained. The new louvre panels and entrance are in keeping with shopfront changes that have already been approved but not implemented (see history above). The works are in keeping with those approved on the adjacent shopfront on Fortress Walk and Highgate Road (ref: 2014/4571/P) and although they would not be a direct match, the shopfronts would relate to independent shops which is considered acceptable within a retail parade that contains a variety of shopfronts. Overall, it is considered that the proposed development would be in keeping with the existing and surrounding buildings and that it would result in the enhancement to the visual amenity of the Kentish Town Centre.