



**FAO:** Jennifer Walsh  
Principal Planning Officer  
Camden Planning Department  
Camden Council  
5 Pancras Square  
N1C 4AG

22 August 2014

Our Ref: HC/SA/2127

Dear Jennifer,

**PLANNING APPLICATION FOR THE REINSTATEMENT OF THE PUBLIC HOUSE  
FAÇADE AND EXTENSION AND ALTERATION TO THE PROPERTY TO  
ACCOMMODATE B1/A2 USE AT BASEMENT AND GROUND FLOOR LEVELS AND 8  
RESIDENTIAL UNITS AT FIRST, SECOND AND THIRD FLOOR LEVELS (C3 USE) AT  
147 KENTISH TOWN ROAD, NW1 8PB**

We are pleased to enclose on behalf of our client, 147 Kentish Town Road Ltd, a planning application for the re-instatement of the public house facade and an extension and alteration to the property in order to accommodate commercial office space at basement and ground floor levels and 8 residential units above at first, second and third floor levels at the above address.

The scheme will deliver a high quality car free office and residential development in a sustainable town centre location, benefitting from a variety of amenities and transport links in close proximity.

The development is designed taking into account policy at all levels whilst taking on board the comments raised by the Council, local residents and members of various residents associations throughout the pre-application consultation process.

The proposed development has been designed having full regard to its existing context and the existing surrounding buildings. It is considered that the proposed development will significantly enhance the visual appearance of the site.

Directors:  
Helen Cuthbert BSocSc (Hons) MA MRTPI  
Stuart Slatter B-Tech TRP(SA) MRTPI  
Claire Temple BA (Hons) Dip TP MRTPI  
Associate Director:  
Alastair Close BSc (Hons) MRTPI

Consultant:  
Caroline Dawson BA (Hons) DMS MRTPI  
Associates:  
Rob Scadding BA (Hons) PG Dip MRTPI  
Katie Turvey BA (Hons) MA TP MRTPI  
Heather Vickers BA (Hons) MSc MRTPI

Harrogate Office contact Claire Temple T: 01423 226144  
Planning Potential is a Limited Company  
Registered in England No: 5419507  
Registered Office: 35 Ballards Lane, London, N3 1XW

The proposal is much more sensitive to the heritage interest of the site than the previous scheme refused at appeal because it retains the elements of importance (the two key elevations). It is considered that in this way, the proposal addresses the comments that were made at appeal by the Inspector.

### **Application Documents**

As part of this application, which is submitted via planning portal, we enclose the following:

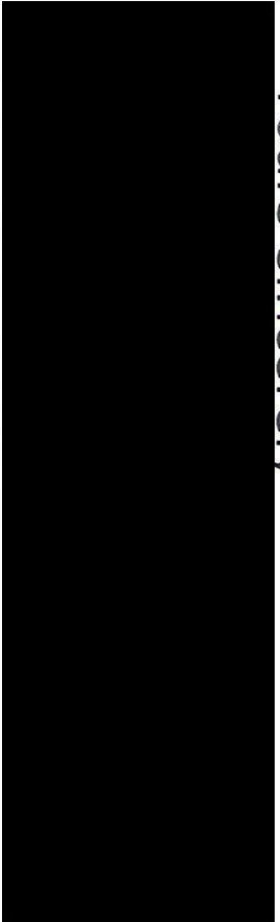
- Completed Planning Application Forms and Certificates;
- Planning Statement – Planning Potential;
- Full Scheme Drawings – Daria Wong Architects;
- Design and Access Statement – Daria Wong Architects;
- Statement of Community Involvement – Planning Potential;
- Heritage Statement – Heritage Collective;
- Archaeology Assessment and Addendum – CGMS and Planning Potential;
- Transport Statement and Addendum – Ringley Ltd and Planning Potential;
- Servicing Management Plan – Ringley Ltd;
- Daylight and Sunlight Study – David Maycox and Company;
- Sustainability Report / Energy Statement – EPS Group;
- Structural Report – RWA London;
- Basement Impact Assessment – Site Analytical Services;
- Construction Management Plan – AM Safety Specialists Ltd.

A cheque for £5,390 to cover the planning application fee has been sent through to the Council separately from this application package alongside a CIL form. Please could you provide us with a formal receipt of this payment.

We trust that the information submitted is sufficient for the determination of the application and we look forward to receiving confirmation that the application has been validated in due course.

If, in the meantime, you require any further information, please do not hesitate to contact me on the above telephone number.

Yours sincerely



**SALLY ARNOLD**  
**PLANNING POTENTIAL LTD**

Enc.