

FOXTONS

**180 KENTISH TOWN ROAD, LONDON
NW5 2AE**

PLANNING STATEMENT

DECEMBER 2014

CONTENTS

| <u>Section</u> | | <u>Page No.</u> |
|----------------|---------------------------|-----------------|
| 1.0 | Introduction | 1 |
| 2.0 | Site and Surroundings | 2 |
| 3.0 | The Proposed Development | 6 |
| 4.0 | Assessment Against Policy | 8 |
| 5.0 | Concluding Remarks | 13 |

1.0 INTRODUCTION

1.1 This Statement has been prepared by Montagu Evans LLP to accompany an application for planning permission and advertisement consent at 180 Kentish Town Road, London, NW5 2AE. These applications are submitted on behalf of Foxtons.

1.2 The Statement provides an analysis of the proposed scheme in light of current planning policy.

1.3 The application for planning permission and advertisement consent hereby submitted is for:

“alterations to a shopfront including the installation of two externally-illuminated fascia signs and two internally-illuminated projecting signs.”

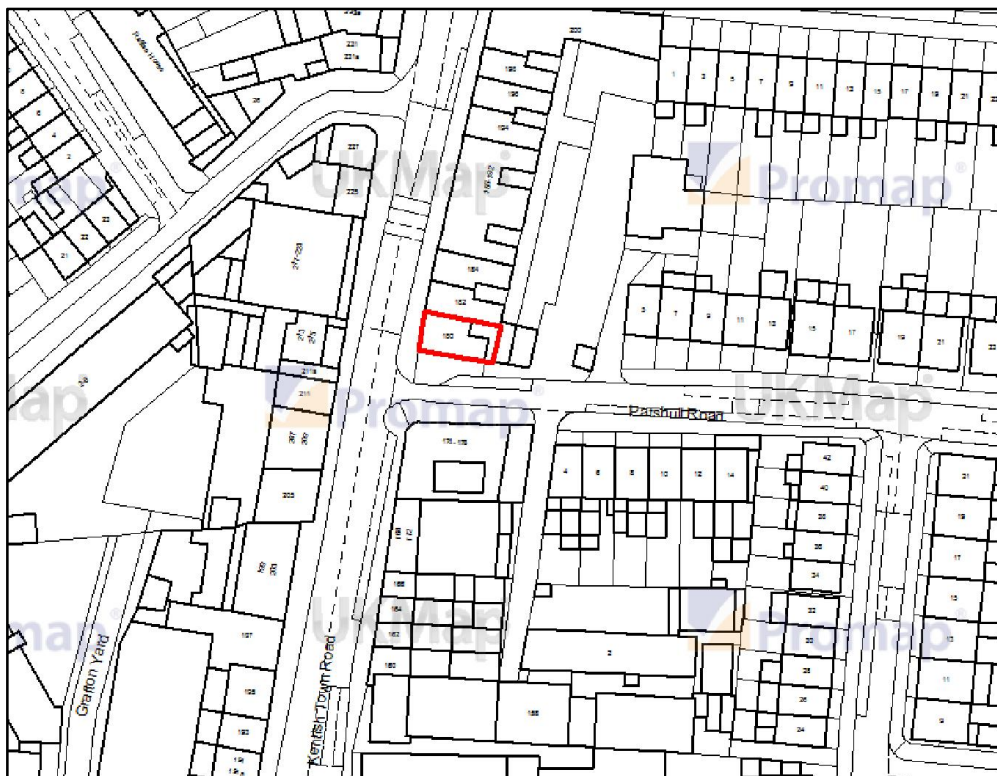
1.4 The application is made with the intention of the basement and ground floor being occupied by Foxtons estate agent. A change of use is not sought because the unit currently falls within A4 use and therefore benefits from the ability to change to A2 use under Part 3, Class C of The Town and Country Planning (General Permitted Development) Order 1995 (as amended).

2.0 SITE AND SURROUNDINGS

The Application Site

- 2.1 The application site (the “Site”) is located on the northern corner of Kentish Town Road and Patshull Road. The general location is shown on **Figure 2.1** below.

Figure 2.1 – General Location of Application Site



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- 2.2 The basement and ground floor of the building were last used as a drinking establishment occupied by ‘Hoot ’n’ annies’.
- 2.3 The host building which was built in the mid-nineteenth century consists of four storeys (including basement). The first and second floors are used as residential accommodation (Use Class C3) permitted under application reference 2006/3605/P which was approved on 18 October 2006.
- 2.4 The building has a canted corner with a window at first floor and a blind window at second floor. The upper floors of the Kentish Town Road elevation and Patshull Road elevations consist of a number of fenestrations, some of which have sash windows and some which have blind windows.
- 2.5 The ground floor consists of painted render and pilasters decorated with corbels which separate each window and door opening. A projecting cornice sits above the fascia at the top of the shopfront.

- 2.6 On the Kentish Town Road elevation, the ground floor has three double-door timber openings. The Patshull Road elevation has six openings, five of which are timber-framed windows with the sixth one being a timber door. The canted corner is blocked up by timber panelling which was possibly designed to imitate a door.
- 2.7 A fascia board bearing the name 'Hoot 'n' annies' is attached to the fascia on each elevation and the Kentish Town Road elevation has a projecting sign advertising 'Guinness'. The Kentish Town Road elevation also has an awning and blind-box fixed below the fascia.
- 2.8 Spotlights are located at regular intervals above the cornice on each elevation.
- 2.9 A photograph of the shopfront and the host building is shown on **Photograph 2.1**.

Photograph 2.1 – Photograph of Application Site (December 2014)



The Surrounding Area

- 2.10 The surrounding area is varied in terms of architectural style with a mixture of Victorian terraces, post-war buildings and late-twentieth century developments.
- 2.11 The host building is semi-detached on its northern elevation to a brick-built 1960s three storey terrace which runs north along Kentish Town Road up to the corner with Gaisford Street.
- 2.12 The brick building on the southern side of the corner of Patshull Road and Kentish Town Road is a more modern late-twentieth century development.
- 2.13 No.213 - 215 Kentish Town Road (occupied by Blustons) situated to the west of the Site is Grade II listed as a rare survivor of a 1930s London arcade shopfront. It has a recessed entrance with extensive glazing.
- 2.14 Immediately south of Blustons is a rendered Victorian terrace (No.205 - 211 Kentish Town Road) which contains architraves situated above the windows on the first floor.
- 2.15 To the east of the Site lies Patshull Road which typically consists of three-storey semi-detached houses dating back to the 1870s.
- 2.16 In terms of shopfronts, there is no prevalent traditional architectural style in this part of Kentish Town Road. Many shopfronts consist of powder-coated aluminium frames with steel stallrisers exposing large amounts of glazing. Signage is generally quite varied with a range of styles including both illuminated and non-illuminated projecting signs.

Planning History of the Site

- 2.17 A search of the Council's online planning history records shows that there has been no recent changes to the shopfront.
- 2.18 However, a photograph found of the building when the ground floor was occupied by Auntie Annies Porter House in 2007 (on the following page) demonstrates that there have been some changes to the shopfront in recent years.

Photograph 2.2 - Photograph of Application Site in 2007



Source: <http://pubshistory.com/LondonPubs/StPancras/WolseyTavern.shtml> 2007

- 2.19 In comparison to the shopfront shown immediately above, the existing shopfront has since introduced windows where the doors were located on the Patshull Road elevation and removed the multiple mullions and transom which sub-divide the glazing. An awning has also been installed on the Kentish Town Road elevation.
- 2.20 Whilst the cornice, fascia, and pilasters of the shopfront have remained in situ, these alterations to the fenestration of the shopfront have long removed the fabric of the original ground floor.

3.0 THE PROPOSED DEVELOPMENT

The Proposed Shopfront

- 3.1 The proposed shopfront would maintain the historic structure of the ground floor by preserving the cornice and pilasters. These would be cleaned and redecorated. The fascia would be refurbished with new timber.
- 3.2 The proposal would remove the existing shopfronts associated signage as well as the awning and the spotlights located above the cornice.
- 3.3 Windows would be reinstalled on the Kentish Town Road elevation and the window cills would be lowered on the Patshull Road elevation to create larger windows. A timber transom would be installed on all windows to divide the glazing.
- 3.4 The emergency door located on the Patshull Road elevation would be relocated to the position of where the far eastern window currently is and a new a window would be put in the place of the existing door on that elevation. The door would be made of timber and would be painted.
- 3.5 A timber stallriser would provide the base for the windows on the Patshull Road elevation and would include grilles under three of the windows for ventilation. The grilles would be powder-coated aluminium and would match the height of the stallriser of adjacent windows.
- 3.6 The Kentish Town Road elevation would have steel stallrisers underneath the glazing and the corner of the building would have a full-height brushed stainless steel door handle with a stainless steel letterbox behind the door handle.

Figure 3.1 – The Proposed Shopfront



Source – Icewit Design Partnership

The Proposed Signage

- 3.7 Signage bearing the 'Foxtons' name would be applied to the fascia in individually applied black lettering. This would be a maximum of 0.3 metres high. There would be signage on both the Kentish Town Road frontage and the Patshull Road elevation.
- 3.8 The signage would be externally-illuminated by a slim-line powder-coated aluminium LED trough light which would project 0.1 metres out from the building. The signage would be illuminated at 250 candelas per square metre.
- 3.9 A projecting sign is proposed on each elevation. These would be 2.6 metres above ground level and the signage would be 0.6 metres wide by 0.9 metres high (an area of 0.54 sq m). Whilst it is proposed that the signage would be internally-illuminated at 75 candelas per square metre, only the yellow Foxtons logo – the letter F in a circle – would be illuminated.
- 3.10 An example of this type of signage is below (**Photograph 3.1**).

Photograph 3.1 – Example of Foxtons Projecting Sign and Bonded Letters



4.0 ASSESSMENT AGAINST PLANNING POLICY

The Development Plan

4.1 The London Borough of Camden's development plan comprises the following documents:

- London Plan with Revised Early Minor Alterations (2013);
- Camden Core Strategy (2010);
- Camden Development Policies (2010);
- Camden UDP Saved Policies (2006); and
- Fitzrovia Area Action Plan (2014).

4.2 The Camden UDP Saved Policies and the Fitzrovia Action Plan do not contain any policies that are relevant towards the determination of this application. As such, these documents will not be discussed any further.

Site-specific Considerations

4.3 The Site is located in the Kentish Town Centre and within a designated Archaeological Priority Area.

4.4 Neither of these designations, however, are relevant towards the application proposals.

4.5 The host building is locally listed under Camden Planning Guidance (CPG) 1 – Design (September 2014) as a 'non-designated heritage asset'. The local listing states that the building has architectural, townscape and social significance.

4.6 The Site is not in a conservation area but is located within the setting of the Bartholomew Estate Conservation Area.

General Planning Policies

Design-related Policies

4.7 **Policy 7.6** (Architecture) of the London Plan states:

"B) Buildings and structures should:

a) be of the highest quality architectural quality;

b) be of a proportion, composition, scale and orientation than enhances, activates and appropriately defines the public realm; and

c) comprise details and materials that complement, not necessarily replicate, the local architectural character."

- 4.8 **Policy CS14** (Promoting high quality places and conserving our heritage) of the Camden Core Strategy (2010) strives to ensure that Camden's places and buildings are attractive, safe and easy to use by:

"a) requiring development of the highest standard of design that respects local context and character."

Shopfront Policies

- 4.9 **Policy DP30** (Shopfronts) of the Camden Development Policies (2010) document sets out the Council's specific policy on shopfronts. It states that when considering proposals for shopfront development, the Council will consider:

"a) the design of shopfront or feature;

b) the existing character, architectural and historic merit and design of the building and its shopfront;

c) the relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt or lightwell;

d) the general characteristics of shopfronts in the area; and

e) community safety and the contribution made by shopfronts to natural surveillance."

Heritage Policies

- 4.10 Part 'd' of **Policy DP25** (Conserving Camden's Heritage) of the Camden Development Policies document (2010) states that in order to maintain the character of Camden's conservation areas, the Council will:

"not permit development outside of a conservation area that causes harm to the character and appearance of that conservation area."

Material Considerations

Camden Planning Guidance (CPG) 1 - Design

- 4.11 The proposal has been designed with reference to **Part 7** (Shopfronts) of CPG 1 – Design. **Paragraph 7.11** states that:

"Shopfront alterations should respect the detailed design, materials, colour and architectural features of the shopfront and building itself. The following will need to be considered:

- *Historic, locally distinctive or characteristic shopfronts which contribute to the townscape should be retained. In some cases, the reinstatement of missing features will be encouraged;*
- *New shopfronts should be designed as part of the whole building and should sensitively relate to the scale, proportions and architectural style of the building and surrounding facades;*
- *Shopfronts forming part of a larger new development should be considered as an integral part of the overall design; and*
- *Standardised “house-style” frontages may have to be amended in order to harmonise with the surrounding context and respect the building, particularly in conservation areas and for listed buildings.”*

4.12 **Paragraph 7.12** states that:

“The window display is the main visual element of a shopfront. Shop frontages should be largely glazed to maintain a window display rather than creating a solid frontage (including obscured glass) which will be discouraged.”

4.13 In respect of signage, **Paragraph 7.14** states that:

“Properties should only have one main fascia sign and one ancillary projecting or hanging sign per street frontage, although two projecting signs may be appropriate in cases of large shopfronts stretching across two or more shopfronts.”

4.14 In respect of illuminated advertisements, **Paragraph 8.12** states that:

“the type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. The method of illumination (internal, external, lettering, neon, etc) should be determined by the design of the building. Illuminated signs should not be flashing or intermittent, whether internal or external.”

4.15 **Paragraph 8.15** relates to projecting signs and states that:

“Internally illuminated box signs are discouraged. Generally, the internal illumination of individual letters, rather than the whole fascia or projecting sign on a shopfront, will be more appropriate.”

National Planning Policy Framework (NPPF) (2012)

4.16 The NPPF includes a presumption in favour of sustainable development.

4.17 **Paragraph 9** of the NPPF states that pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as to people's quality of life, including (but not limited to):

- making it easier for jobs to be created in cities, towns and villages;
- replacing poor design with better design; and
- improving the conditions in which people live, work, travel and take leisure.

4.18 **Paragraph 60** of the NPPF states:

“Planning policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative through unsubstantiated requirements to conform to certain development forms or styles.”

4.19 **Paragraph 135** of the NPPF states:

“The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that affect directly or indirectly non designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.”

Assessment of the Proposals

4.20 The host building, by its architectural design and its prominent location on the corner of Kentish Town Road and Patshull Road, provides a positive contribution to local townscape. Whilst the structural elements of the ground floor have largely remained in place, however, the fenestration has changed over recent years. This is particularly evident when comparing photographs of the shopfront in 2007 and in 2014 (**Photograph 2.1** and **Photograph 2.2**).

4.21 The proposed ground floor retains the cornice and the pilasters which would have been authentic features of the original ground floor. These provide the structure which connect the ground floor with the upper floors.

4.22 In addition to preserving the historic features of the shopfront, the proposal has sought to re-establish the traditional hierarchy of the ground floor and the host building (which was originally built as public house) by relocating the main entrance to the building to the corner elevation and by reinstalling windows on the Kentish Town Road elevation. Such changes provide more balance and rhythm to the shopfront and accentuate the corner as the main entrance to the building. This complies with Parts 'a, b and c' of **Policy DP30** (Shopfronts) of the Camden Development Policies document (2010).

4.23 On the Patshull Road elevation, the proposal seeks to lower the cills in order to provide more active frontage. The door and window on the far eastern side of the shopfront

would also be switched to make better use of the internal floorspace. We consider that this is acceptable as the windows and cills are not historic (they were originally slightly recessed) and that the alterations will increase natural surveillance complying with Part 'e' of **Policy DP30** (Shopfronts) of the Camden Development Policies (2010).

- 4.24 Part 'd' of **Policy DP30** (Shopfronts) of the Camden Development Policies (2010) requires proposals to take into account the general characteristics of shopfronts in the area. This part of the High Street displays no homogenous design approach and with the exception of the 'Blustons' shopfront, there lacks any particular reference to distinct architectural styles. Given the prevalence of a number of a shopfronts with steel stallrisers, we consider that this is acceptable on the Kentish Town Road elevation.
- 4.25 The Patshull Road elevation, on the other hand, is situated within close proximity of the Bartholomew Conservation Area and therefore a different design approach has been adopted that reflects the period of the host building and the villas on Patshull Road. We consider the use of timber stallrisers on this elevation to be a suitable approach.
- 4.26 Signage would be very discreet with individually-cut lettering and would be a maximum of 30 cm high. The proposal seeks to install a fascia sign on each elevation which would be externally-illuminated with a modest level of illumination.
- 4.27 The projecting signs would be in part internally-illuminated to a brightness that should be acceptable in a town centre location and which should not cause disturbance to amenity. In line with CPG 1 (Design), we consider that two projecting signs are acceptable as they are located on different elevations and therefore each sign would generally be viewed in isolation.
- 4.28 We consider that the proposal is consistent with **Policy CS14** and **Policy DP30** of the Borough's policies and with London Plan **Policy 7.6**. It is also consistent with the principles set out in the Council's CPG 1 – Design.

5.0 CONCLUDING REMARKS

- 5.1 This application seeks permission for alterations to a shopfront and the installation of associated signage at 180 Kentish Town Road, NW5 2AE.
- 5.2 In our view, the proposed shopfront improves the appearance and character of the host building by removing clutter such as the awning and the spotlights and by re-establishing the entrance to the building on the corner of the shopfront which would have been the original location when the building was built in the mid-nineteenth century.
- 5.3 The alterations to the shopfront are simple and sleek which in turn promote greater emphasis on the pilasters and the cornice which are the important features that contribute towards the building's prominence.
- 5.4 We consider that the proposal will have a positive effect on the local area and it will be a welcome refurbishment to the shopfront and the host building. In our view, the proposal will therefore satisfy the relevant local plan and London Plan policies as well as the general aims of the 2012 NPPF to achieve improvements to the quality of the built environment and to replace poor quality design with better design. We therefore commend this application to the Borough for approval.