



Planning & Development Ltd  
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The Head of Planning  
London Borough of Camden  
Development and Management  
Camden Town Hall Extension  
Argyle Street  
London WC1H 8EQ

Our ref: JMS/te

18 December 2015

Dear Sir/Madam

**Subject: 325 Kentish Town Road, London, NW5 2TJ  
Planning Application on Behalf of Treats Foods Ltd**

I act on behalf of Treats Foods Ltd, the freeholder of the above site and attach for your attention an application for full planning permission for the change of use of the ground floor of the above site from retail shop (use class A1) to coffee shop (mixed use A1/A3) to facilitate the occupation of the premises by Starbucks. Accordingly, I attach the following documentation which forms the planning application:

- (i) The completed application forms, signed and dated;
- (ii) A copy of the Ownership Certificate and Agricultural Land Declaration, signed and dated;
- (iii) A copy of a site Location Plan;
- (iv) Copy of a Site Plan;
- (v) Copy of Existing Ground Floor Plan (drawing ref: 1);
- (vi) Copy of Proposed Ground Floor Plan (drawing ref: 2b);
- (vii) Copy of Existing And Proposed Front Elevation and Proposed BB Elevation (drawing ref: 4);
- (viii) Copy of Existing and Proposed Rear Elevation (drawing ref: 5a);
- (ix) Copy of Proposed Cross Section (Drawing Ref: 6);
- (x) Copy of Proposed Shop Accessibility (Drawing Ref: 8);
- (xi) Copy of a Planning and Economic Statement prepared by JMS Planning & Development Ltd;
- (xii) Copy of the Community Infrastructure Levy form, signed and dated.

Please note that the relevant application fee has been paid electronically via the Planning Portal.

Registered office:  
Valley Farm  
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Company No. 09829806



The premises will be operated as a Starbucks by the franchisee, Treats Foods Ltd. Whilst the proposal comprises predominantly a retail outlet for the sale of drinks, cold food and other products, it does also contain a degree of seating for the consumption of food and drink on the premises. Planning permission thus is sought for the use of the application premises trading as a Starbucks (mixed A1/A3 use). The concept of a coffee shop as a mixed A1/A3 use is well-established through a number of appeals and is widely accepted by planning Inspectors and local planning authorities.

The full justification for the application proposal is set out at length within the supporting Planning and Economic Statement. In summary, research by Allegra Strategies highlights the benefits that a branded coffee shop brings to a town centre. A Starbucks outlet would bring the ground floor of the application property back into gainful use supporting the vitality and viability of Kentish Town Town Centre and bringing associated economic benefits through linked spending in the surrounding area. The proposal will create employment opportunities and provide an important facility for commuters using Kentish Town Underground and Railway Station.

There is a significant volume of appeals in respect to class A1/A3 coffee shop uses, it is clear that Inspectors have considered that there are significant material considerations in favour of allowing coffee shop uses within primary retail frontages.

An assessment of the diversity of uses within the relevant Core Shopping Frontage has confirmed that the proposed change of use would be at odds with Policy DP12 (Supporting Strong Centres and Managing the Impact of Food, Drink, Entertainment and Other Town Centre Uses) of the Camden Development Policies 2010-2015 (November 2010) and the relevant CPG.. Policy DP12 does allow exceptions to the requirements of the policy. Most relevantly the policy is intended to preserve the vitality and viability and health of the relevant Core Frontage. The evidence submitted confirms overwhelmingly that a Starbucks use of the application site would be a positive benefit to Kentish Town Town Centre. It has been established that the proposed use will contribute to the vitality and viability of the shopping area and will improve the liveliness and attractiveness of Kentish Town Town Centre. In summary, and in view of the above material considerations, the application is therefore considered to be acceptable within the planning policy context.



I trust you find the enclosed in order. Should you wish to discuss this matter please do not hesitate to contact myself at this office.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Julian Sutton', with a flourish extending to the right.

Julian Sutton  
JMS Planning & Development

Encs.