

Dr Elizabeth A. Hill
4 Raglan Street
London NW53DA
10th February 2016

Planning Services
London Borough of Camden
5 St Pancras Square, London N1C 4AG
planning@camden.gov.uk

Dear Ms Phillips

Application 2015/7282/P at 325 Kentish Town Road NW5 2TJ

I read in last week's Camden New Journal about this application by Treats for Starbucks and on investigation I find they have applied for change of use from A1 Retail to A3 / A1 Mixed use. I wish to object to this application and urge you to reject it.

I believe the council has a policy of keeping this core frontage at 75% retail. This has worked well in the past and we are lucky in Kentish Town to have some very good retail, albeit precarious. A body of existing retail premises can attract new ones to be established. Allowing the level of A1 to drop by the entry of YET ANOTHER coffee shop/ restaurant would do nothing to increase the attractiveness or vibrancy of the town.

Existing coffee shops in the stretch between Prince of Wales Road to the South of the present applicant at 325 Kentish Town Road, and the junction of Fortess and Highgate Roads to the North include:

West side

193 Kentish Town Road	The Wine Cellar (Portuguese coffee shop)
225 “	rumoured to be setting up as a coffee shop
235 “	Meadows
243 “	Hummy Yummy

285 “ E. Mono – Coffee Forever
295 “ McDonalds
307 “ Costa Coffee
311 “ Greggs
315 “ Flapjack
327 “ Tollies
341 “ Pret a Manger
383 “ Mem’s Café

East side

182 “ Moulin
186 “ Phoenecia
244 “ Café Renoir
Canopy Bean about Town
296 Kentish Town Road new café
1A Fortess Road Café

The premise in this application is right next door to an existing café. As you can see from this list, we JUST DO NOT NEED ANOTHER ONE.

Please do not set a dangerous precedent for future retail decline by making an exception in this case by allowing the percentage of A1 in this key retail stretch of Kentish Town Road to fall below the limit in your policy.

Please reject this application entirely.

Please treat my personal details as confidential and in line with the D.P Act. Please keep me informed of your decision. Thank you.

Yours sincerely

Elizabeth A. Hill