

From: Rosemary Lewin [REDACTED]
Sent: 11 February 2016 23:59
To: Planning
Cc: Phillips, Kate
Subject: 325 Kentish Town Road, NW5 2TJ; application ref: 2015/7282/P

Kelly Street Residents Association
25 Kelly Street
London NW1 8PG

Kate Phillips
Planning Services
London Borough of Camden
5 Pancras Square
London N1C 4AG

Dear Kate Phillips,

325 Kentish Town Rd, NW5 2TJ; application ref. 2015/7282/P

I am writing on behalf of Kelly Street Residents Association (KSRA) to object strongly to this application.

The reasons for our objection have been expressed in detail by other local residents objecting to the application. Our main objections are summarised as follows:

- 1) The application would contravene Camden's planning policy. CPG5 3.46 states that "the Council will generally resist proposals that would result in less than 75% of the premises in Core Frontages being in retail use". At present only 62% of the premises in the frontage in Kentish Town Road including no 325 is in retail use. If this application were approved, the percentage would fall to 54%. The figure of 62% is already too low, and a retail percentage of only 54% would be unacceptable. The applicant's argument that the Council should make an exception to its policy in this case is irrelevant. We would strongly object to Camden Council contravening its own planning policy.
- 2) Policy DP12 states that "the Council will not grant planning permission for development that it considers would cause harm to the character, amenity, function, vitality and viability of the centre". As many others have argued, we think the addition of another coffee shop in Kentish Town Road would certainly harm the character, vitality and viability of the area. The mix of independent shops in the Kentish Town area is valued highly by residents, and we would strongly argue that the vitality and viability of Kentish Town will be sustained only by an increase in the mix of independent and retail premises, not by a reduction.
- 3) We reject the applicant's argument that a Starbucks coffee shop will be a "compatible use to existing shops and services in Kentish Town Road". There are more than enough coffee shops already in Kentish Town, and shoppers certainly do not need an additional one to take a break from shopping. There are several more coffee shops already in the vicinity of these premises than the application indicates. We neither need or want yet another coffee shop "to prolong shopper stay within retail frontages" in Kentish Town

Road. The applicant's arguments are spurious and misleading. We strongly disagree that Starbucks would be "a compatible use to existing shops and services in Kentish Town".

We object strongly to this application for all these reasons, and ask that it be refused. Would you please keep us informed as to the outcome.

Yours sincerely,

Rosemary Lewin
Chair, KSRA