

'The Site'  
152-156 Kentish Town  
Road



**5.0 SURROUNDING CONSERVATION AREAS**

**5.1** Whilst not within a conservation area, the application site is surrounded by a number of Camden's conservation areas, designated for their special architectural and historic interest. Any future development in close proximity must therefore look to respect and enhance these historic areas.

**5.2** The Bartholomew Estate Conservation Area lies to the east of the site, a dense well preserved Victorian development. To the south-east of the site lies the Rochester Conservation Area, which has a strong sense of place centered around Rochester Terrace Gardens. Built in the mid-19th century, the area has remained largely unchanged over the past 150 years, likewise with the Bartholomew Estate.

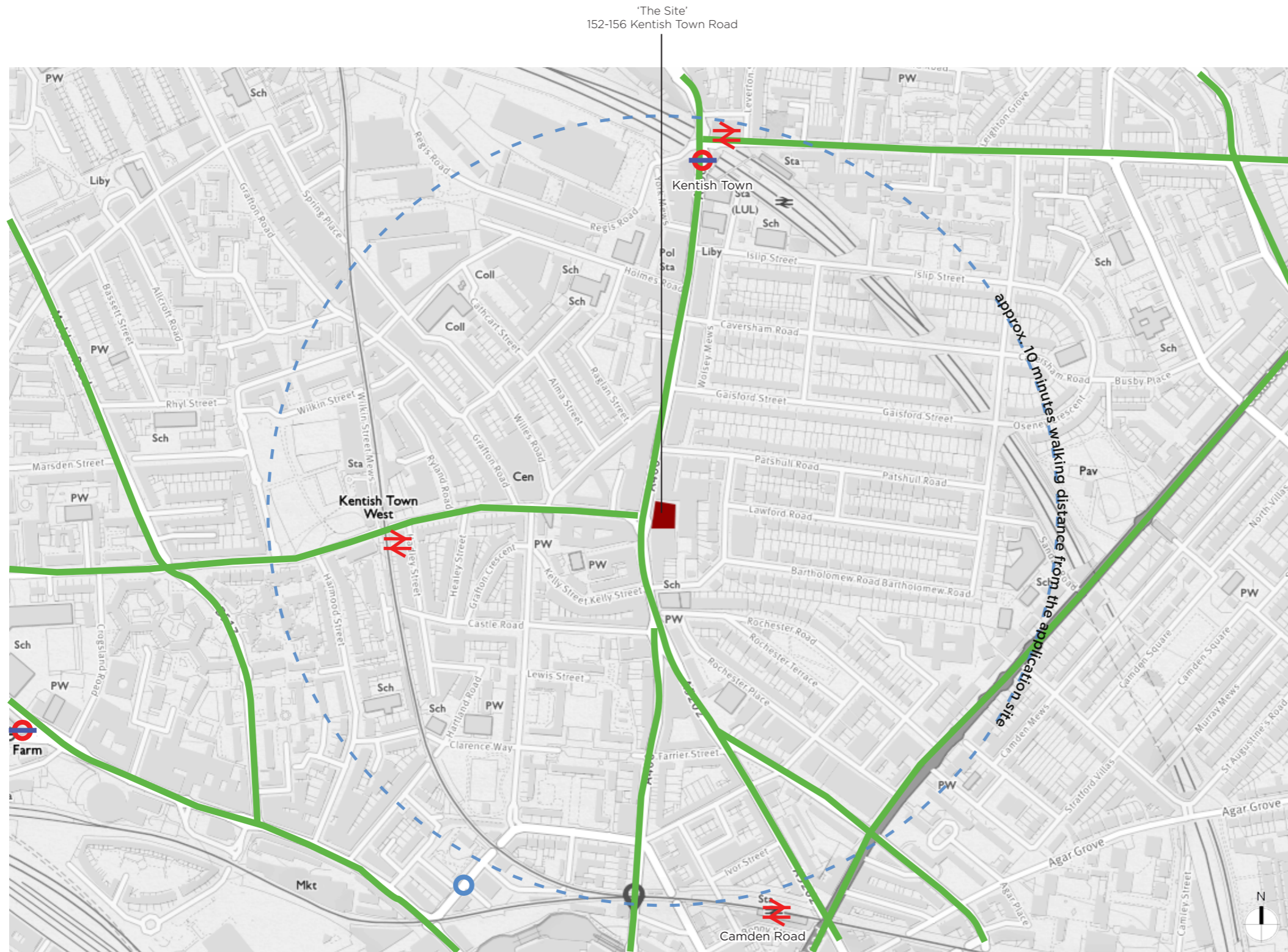
**5.3** The Inkerman Conservation Estate lies to the west of the site, bounded to the south by Prince of Wales road, and to the south of this the Kelly Street Conservation Area comprising two adjoining streets of flat-fronted Victorian terraces.

**5.4** To the north of the site lies the Kentish Town Conservation Area, which has at its core the remaining 18th and early 19th century village of Kentish Town.

Conservation Area Map

- Site Location
- Conservation Area
- Green Spaces in Local Area





**6.0 TRANSPORT ASSESSMENT**

**6.1 Transport Links**

The application site has a PTAL rating of 6a (very good) and therefore has excellent access to nearby transport links. The site benefits from its proximity to high street shops, cafes and restaurants along Kentish Town Road.

**6.2 Parking**

It is noted in Camden's Core Strategy CS11 that as part of its approach to minimising congestion and addressing the environmental impacts of travel, the Council will look favourably on developments that minimise the provision for private car-parking and, in particular through car-free developments in the boroughs most accessible locations. The proposed scheme looks to support Camden's policy regarding car-free development and restricting eligibility for future residents' parking permits.

**6.3 Cycling**

There are a number of cycle hire stations along Kentish Town Road and within walking distance to the application site. The proposed scheme meets the requirements of planning policy in terms of secure cycle provision, providing cycle spaces for all B1, D1, A1 and C3 uses at ground and lower ground level.

**6.4 Underground/National Rail**





Within 8 minutes walking distance is Kentish Town Underground station which provide access to the Northern Line. Within 5 minutes walking distance is Kentish Town West Overground station, which opens up the connection to the east and west side of Kentish Town. Camden Road Overground station is approximately 10 minutes walking distance from the application site and provides connections to Richmond and Clapham Junction, on the same line as Kentish Town West.

**6.5 Bus**

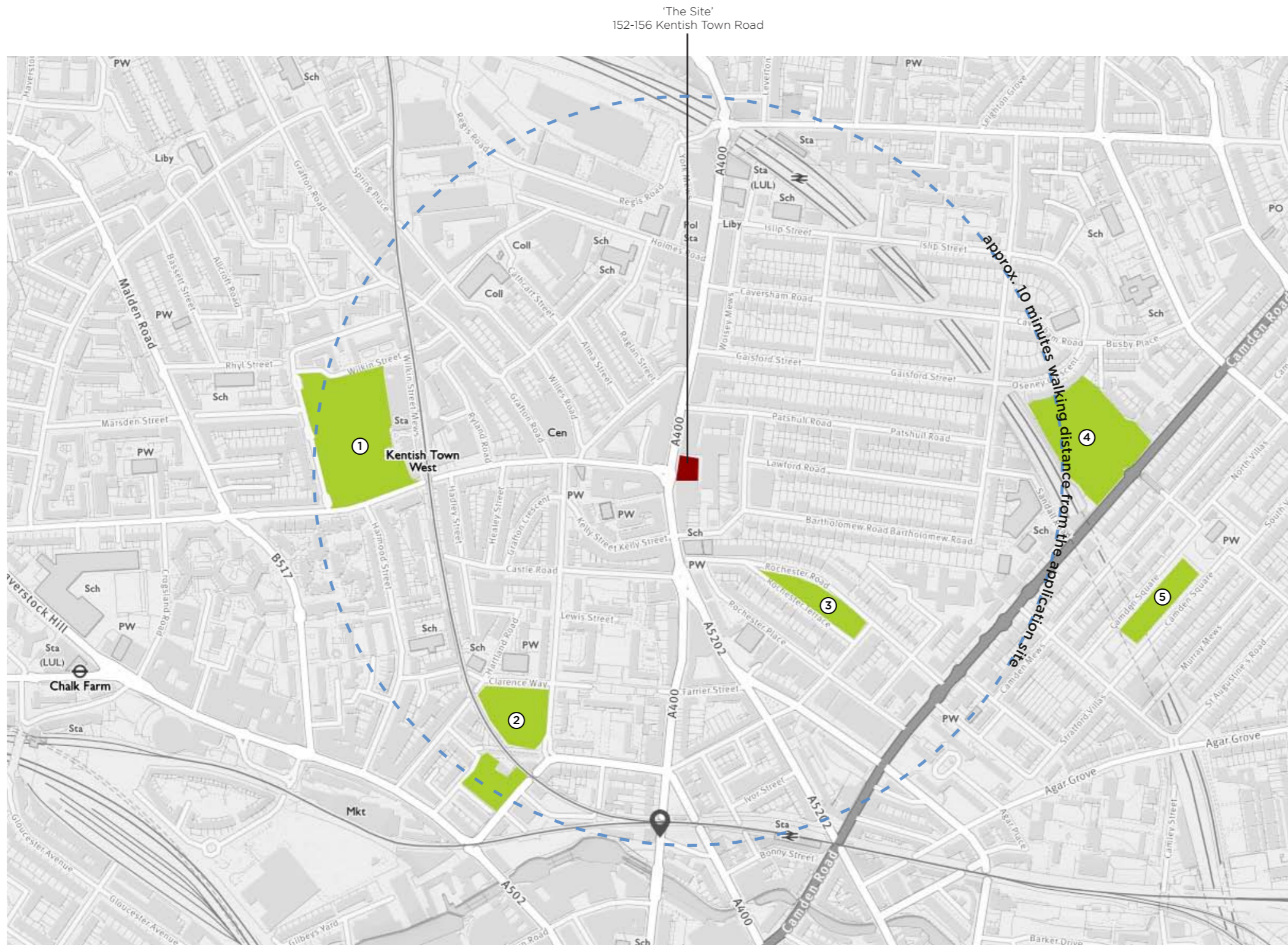
Just a minutes walk from the site is a major bus route which connects Camden to City of London and the West End.

\* Walking times obtained from Transport for London's website.

Transport Assessment Map

-  Major Bus route (46, 134, 214, 393, C2, N20, 24, 27...)
-  Cycle Hire Stations
-  Underground Station
-  Overground station





Amenity Space

**7.0 AMENITY ASSESSMENT**

**7.1 Surrounding Amenity**

The application site has good access to numerous nearby, high-quality gardens and green spaces. They are all maintained to an excellent condition and should provide adequate amenity space for the users of 152-156 Kentish Town Road.

The closest of these are listed below:

- ① **Talacre Gardens**  
Described by the LBC as "Talacre Gardens is a large open space between Chalk Farm to the west and Kentish Town to the east was redesigned in 2003 following the development of Talacre Community Sports Centre. Separate areas provide an all weather pitch; a children's playground; a planted seating area; a wide expanse of grass, pathways and benches and an area outside of the park for dog exercising. The Gardens provide an ideal space for community activities and events at all times of the year."
- ② **Castlehaven Open Space**  
Described by the Castlehaven Community Association as "Castlehaven is home to one of the largest green spaces in Camden Town, accessing high natural footfall, especially during the busy weekends making it suitable for a range of open events and marketing campaigns."
- ③ **Rochester Terrace Gardens**  
Described by the LBC as "Rochester Terrace Gardens is a typical residential square with lawns, mature trees and large play facility making it valued locally."
- ④ **Canteloves Gardens**  
Described by the LBC as "A large green space beside Camden Road that has a multitude of uses. As well as quiet areas and shrub beds there is a children's playground, a multi-use sports pitch and a skate park for skateboarding, roller skating/blading and BMX riding. Canteloves Gardens is the only park in Camden where the focus has been directed so specifically at young people. Following extensive community consultation a major refurbishment of Canteloves Gardens and the skatepark is planned."
- ⑤ **Camden Square Gardens**  
Described by the LBC as "This traditional Victorian square as an excellent stock of mature trees as well as spring bulbs. Following public consultation the Square offers a large dog free area. At the end of the Square is the Camden Square Play Centre which is run by the Council."





1. 152-156 Kentish Town Road  
Existing shop fronts



2. 152-156 Kentish Town Road  
Existing retail unit



3. 152-156 Kentish Town Road  
Existing first floor office's kitchenette



4. 152-156 Kentish Town Road  
Existing first floor offices

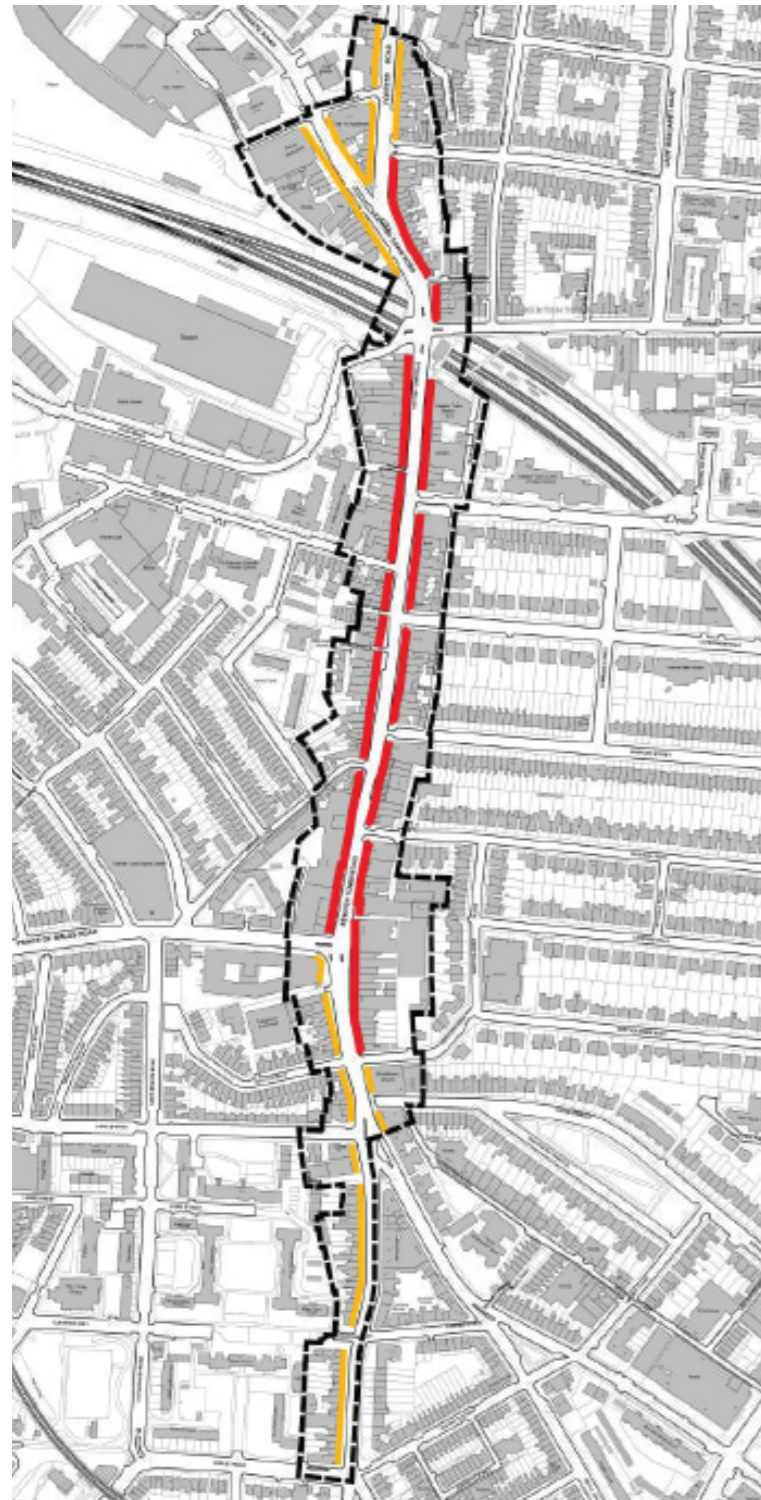
### 8.0 IDENTIFYING THE NEED

8.1 This section is to be read in conjunction with the Planning Statement prepared by Montagu Evans.

8.2 Although set out in the above report, the need for redevelopment comes from the general under-utilisation of the site, the poor quality existing retail and office accommodation and high costs associated with the refurbishment of the existing employment floorspace (which would then expect to yield a low rent).

8.3 Given the significant refurbishment works needed to the existing property, the standard of A1, B1 and D1 accommodation that could be achieved through refurbishment is limited.





**Kentish Town Active Frontages**  
(Camden's Planning Guidance 5, p.23)

- LDF Town Centre
- Core Frontage
- Secondary Frontage

## 9.0 PLANNING POLICY

**9.1** The principle areas of planning policy which have been considered in compiling these proposals relate to the increase in retail (A1) floor space, retention of office (B1) floor space and the proposed gain of residential (C3) floor space.

### 9.2 Mixed-Use Development

The London Borough of Camden (LBC) 'Core Strategy' states that "the Core Strategy aims to manage growth so it works positively for Camden, achieve mixed communities by seeking a range of housing types suitable for households and individuals with different needs" (Policy CS6 Section 6.2).

**9.3** Policy CS.1 of Camden's Core Strategy promotes the appropriate development in highly accessible locations of the borough, including the town center of Kentish Town. It continues,

*"The Council will promote the most efficient use of land and buildings in Camden by seeking development that makes full use of its site, taking into account quality of design, its surroundings, sustainability, amenity, heritage, transport accessibility and any other considerations relevant to the site; and expecting the provision of a mix of uses in suitable schemes, in particular in the most accessible parts of the borough, including an element of housing where possible."*

**9.4** Policy CS.3 states that highly accessible areas appropriate for development, such as Kentish Town, are considered to be suitable locations for the provision of homes, retail and offices, providing that such development is of suitable scale and character for the area. Policy CS.7 further supports the above policies with regards to the protection and enhancement of Camden's centres to serve the needs of residents, workers and visitors.

**9.5** Camden's Planning Guidance 5 (CPG.5) covering 'Town Centres, Retail & Employment' states that retail uses in Kentish Town are protected through the designation of Core and Secondary Frontages (see map to the left). Proposals resulting in the reduction of Core Frontages to less than 75% or Secondary Frontages to less than 50% would generally be resisted.

**9.6** Policy CS.8 states that Camden's industries will be supported by safeguarding existing employment sites in the borough that meet the needs of modern industry and employers.

**9.7** Policy DP.1 of Camden's Development Policies (adopted 2010) requires a mix of uses in developments where appropriate in the borough, which includes the provision for housing. The policy continues, "By definition, business uses within Use Class B1 should be capable of operating in residential areas without having an adverse impact on residential amenity."

**9.8** Camden Development Policy DP13 provides further guidance in order to protect land and buildings suitable for continued business use:

*"Where premises or sites are suitable for continued business use, the Council will consider redevelopment proposals for mixed use schemes provided that: c) the level of employment floorspace is maintained or increased; d) they include other priority uses, such as housing and affordable housing; e) premises suitable for new, small or medium enterprises are provided; f) floorspace suitable for either light industrial, industry or warehousing uses is re-provided where the site has been used for these uses or for offices in premises that are suitable for other business uses; g) the proposed non-employment uses will not prejudice continued industrial use in the surrounding area."*

**9.9** The proposed scheme looks at replacing the existing poor quality employment floorspace like for like in terms of area with high-quality, flexible floorspace suitable for modern use. Whilst the existing B1 and D1 floorspace is exceeded in terms of GEA and GIA, the proposed retail (A1) floorspace is significantly increased, with accommodation over both ground and basement level. Core Frontages onto Kentish Town Road are therefore maintained, in line with CPG.5. Separate entrances for each use class means limiting any disruption to future residents and workers with regards to the operation of all retail and office space on the lower levels, in line with Policy DP.1.

### 9.10 Housing Provision

The demand for housing in London is exceptionally high. As noted in Policy CS.6 of Camden's Core Strategy, the Council will aim to make full use of Camden's capacity for housing by maximising the supply of additional housing.

**9.11** Policy DP.2 of Camden's Development Policies further emphasises the need for additional homes in the borough, seeking to maximise the supply of housing by expecting the maximum appropriate contribution to supply housing on sites that are underused or vacant, whilst taking into account other uses that are needed on site. Camden's CPG.2 provides further guidance on housing development in the borough and this, along with CPG.1 - Design, have been used as a guide throughout the design development of the proposed scheme.

**9.12** Policy DP.5 requires a mix of dwelling sizes appropriate to a development taking into account the character, site and the area. The Dwelling Size Priorities Table lists the aims for each tenure. This highlights a 'very high' need for 2-bedroom units for market housing and a medium priority for 3 and 4-bedroom units.

**9.13** The proposed scheme looks to support Camden's need for housing by providing **8 new residential units, with a mix of 2 and 3-bedrooms (62.5% 2-bed; 37.5% 3-bed)\*** in line with Camden's housing mix requirements. Each unit has been designed to promote inclusive and accessible living, in line with local, regional and national planning policy.

### 9.14 Transport

Camden's Core Strategy Policy CS.11 promotes sustainable and efficient travel in order to support growth in the borough and relieve pressure on transport networks. As part of this target, the Council will minimise provision for private parking in new developments through car-free developments in highly accessible locations. Along with walking, cycling will also be promoted as a sustainable means of travel and the Council will support this through its Cycling Plan, maximising the availability of cycle parking in new developments, provide cycle stations and improve cycle links.

**9.15** Policy DP.17 of Camden's Development Policies further promotes walking, cycling and transport use in the borough, where new developments will be required to make suitable provision for sustainable means of travel. Policy DP.18 reiterates the above policies by ensuring new developments provide the minimum necessary car parking provision and be car-free in town centres.

**9.16** As previously highlighted on page 6.0 of this statement, the application site benefits from excellent transport links and it being at the heart of Kentish Town centre in walking distance of many shops and cafes. The proposed scheme promotes sustainable travel with car-free development and secure cycle parking for both employment and residential use in line with Camden's policy.

### 9.17 Basements & Lightwells

Camden's Development Policy DP.27 provides guidance on the delivery of basements in the borough. It states that the Council require an assessment of the scheme with regards to the impact on drainage, flooding, groundwater conditions and structural stability. The policy also states that the Council will consider the harm to amenity of neighbouring properties, the loss of open space, trees, townscape and amenity value and whether the development would harm the appearance or setting of the property or surrounding area. With regards to lightwells, the Council will only support proposals if the architectural character of the building is protected, along with the character and appearance of the surrounding area and providing that there is a loss of no more than 50% of amenity area.

**9.17** Camden's Planning Guidance 4 (CPG.4) provides further guidance on the development of basements and lightwells in the borough, which has been used as an important guide throughout the development of the proposed scheme.

**9.17** The proposed basement level provides additional space for the important retail use on the site, allowing important business growth along Kentish Town Road. Following pre-application advice, the open lightwell to the front was replaced with pavement lights to provide the necessary lighting into the basement, whilst in keeping with the character of the area and promoting the safety of pedestrians along Kentish Town Road.

### 9.17 Shopfronts

Camden's Development Policy DP.30 states that the Council expect high quality design of shopfronts, canopies and other features, with consideration given to the existing character, architectural and historic merit of the building, the relationship of the shopfront, upper floors and surrounding properties, including the relationship to any lightwells and of community safety and natural surveillance.

**9.17** The proposed scheme looks to replace the existing run-down facade with a high-quality shopfront suitable for its prominent location and termination between Prince of Wales Road and Kentish Town Road. The proposed design looks to engage with the public realm at street level, whilst in keeping with the common building line and general character of the area. Whilst the proposal is contemporary in nature, the approach looks at reinstating the Georgian-style terraced properties once present on the site and in respect of the neighbouring Georgian properties to the south along Kentish Town Road.

\* Revised 31/05/2016  
Residential unit following omission of proposed fourth floor



**Camden**

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*By email*

Dear James

**Re: 152-156 Kentish Town Road**

**Proposal:** Redevelopment of the property to provide 9 no. self-contained residential apartments (1 x 1 bed, 4 x 2 bed and 4 x 2/3 bed), with the re-provision of retail and business floorspace.

**Site description:** The site is located prominently on the east side of Kentish Town Road at the junction with Prince of Wales Road.

It comprises a large pre-war 20<sup>th</sup> century building with retail at ground floor and commercial office space at first floor. It has a decorative raised parapet increasing its prominence at the junction.

The site is not a listed building and is not within a conservation area.

**Relevant policies and guidance:**

National and City-Wide Policy  
National Planning Policy Framework 2012  
London Plan 2015 (Consolidated with amendments since 2011)

Core Strategy:  
CS1 (Distribution of growth)  
CS2 (Growth areas)  
CS3 (Other highly accessible areas)  
CS4 (Areas of more limited change)  
CS5 (Managing the impact of growth and development)  
CS6 (Providing quality homes)  
CS10 (Supporting community facilities and services)  
CS11 (Promoting sustainable and efficient travel)  
CS13 (Tackling climate change through promoting higher environmental standards)  
CS14 (Promoting high quality places and conserving our heritage)  
CS15 (Protecting and improving our parks and open spaces and encouraging biodiversity)  
CS16 (Improving Camden's health and well-being)  
CS17 (Making Camden a safer place)  
CS18 (Dealing with our waste and encouraging recycling)

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CS19 (Delivering and monitoring the Core Strategy)

Development Policies 2010:

DP2 (Making full use of Camden's capacity for housing)  
DP3 (Contributions to the supply of affordable housing)  
DP5 (Homes of different sizes)  
DP6 (Lifetime homes and wheelchair housing)  
DP15 (Community and leisure uses)  
DP16 (The transport implications of development)  
DP17 (Walking, cycling and public transport)  
DP18 (Parking standards and limiting the availability of car parking)  
DP19 (Managing the impact of parking)  
DP21 (Development connecting to the highway network)  
DP22 (Promoting sustainable design and construction)  
DP23 (Water)  
DP24 (Securing high quality design)  
DP25 (Conserving Camden's heritage)  
DP26 (Managing the impact of development on occupiers and neighbours)  
DP28 (Noise and Vibration)  
DP29 (Improving access)  
DP31 (Provisions of, and improvement to, open space and outdoor sport and recreation facilities)

Supplementary Planning Policies

Camden Planning Guidance (CPG)  
CPG 1 (Design)  
CPG 2 (Housing)  
CPG 3 (Sustainability)  
CPG 6 (Amenity)  
CPG 7 (Transport)  
CPG 8 (Planning obligations)

Camden Town Conservation Area Appraisal

**Assessment:**

The main planning considerations for this scheme would be as follows:

- Housing;
- Amenities;
- Urban Design;
- Retail and Office Space
- Transport;
- Sustainability
- CIL

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Housing

*Policy context*

The main land use policy considerations for the residential redevelopment of the site are policy CS6 (Providing quality homes) of the Core Strategy and policies DP2 (Making full use of Camden's capacity for housing), DP3 (Contributions to the supply of affordable housing) and DP5 (Homes of different sizes) of the Development Policies document. Camden Planning Guidance 2 (Housing) sets out the necessary guidance for the delivery of housing and accommodation standards.

*Principle of housing*

Housing is regarded as the priority land-use of the Local Development Framework, and the Council will make housing its top priority when considering the future of unused and underused land and buildings. As such the provision of new residential accommodation is compliant with policies CS6 and DP2 if it meets the Council's residential development standards and does not harm local amenity.

The site is currently in use as retail at ground floor and commercial office space at first floor. Council policy is to preserve these uses and the introduction of housing will need to be carefully considered so as not to impact upon the provision of these uses.

*Mix of unit sizes*

Policy DP5 seeks to ensure that all residential development contributes to meeting the priorities set out in the Dwelling Size Priorities Table, the table identifies 2 bedroom market homes as being very high priority with 1 bedroom and studio flats being a lower priority and 3 bedroom properties being a medium priority. The council aims for at least 40% of all new market housing to be 2 bedroom given its high priority status.

1) The proposal would provide 1x1bed (11%), 4x2bed (44%) and 4x2/3bed (44%) properties. This mix is considered to be appropriate.

*Affordable housing*

Policy DP3 requires that affordable housing is provided on all residential developments with a capacity for 10 or more units. The amount required would be based on a sliding scale starting at 10% for developments with a capacity of 10 dwellings up to 50% for developments with a capacity of 50 dwellings.

2) Affordable housing would be required if an additional 1000sqm of housing is provided on site. As the current proposal is for 9 units measuring less than 1000sqm in floorpace, and it is considered that this is a sufficient use of the site's capacity, there is no formal requirement to provide affordable housing.

*Quality of accommodation*

The government's recent introduction of the Nationally Described Housing Standards requires that dwellings comply with the following space standards:

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**MWA Response:**  
1) Noted, Please refer to page 13.0 - Proposed Use, Unit Size & Density.  
2) Noted.

## 10.0 PRE-APPLICATION ADVICE & RESPONSE

**10.1** On 23.10.2015, Montagu Evans submitted a pre-planning document on behalf of MW-A to determine the feasibility, in planning terms, of the works proposed in this statement as part of a full planning application. On 23.12.2015 Camden's Senior Planning Officer Fergus Freaney issued a written response to this submission, (2015/5852/PRE), along with subsequent informal comments issued by Camden's Senior Planning Officer Peter Kelly on 11.02.2016, which have been fully considered in preparing this full planning application.

**10.2** Where necessary, the proposals have been amended in accordance with the recommendations contained in the letter and informal comments, and such amendments are summarised as follows;

- Proposed B1 and D1 accommodation reinstated at first floor level to match the existing on-site provision;
- Proposed C3 residential accommodation removed at first floor level and provision made for 9no. 2- and 3-bedroom units accommodating second, third and fourth floor levels;
- Proposed open light well replaced with pavement lights in keeping with the character of the area;
- Proposed retail accommodation over ground and basement levels to exceed the existing provision both in terms of quality and area;
- Proposed massing and design developed with the aim of recreating a landmark building at the prominent junction between Kentish Town Road and Prince of Wales Road, in respect of the common building line and neighbouring Georgian terraces.
- Flank wall of proposed building along 158-160 Kentish Town Road moved back to its existing position and maintains existing service road.

**10.3** The pre-application response are shown in full in the scanned documents over the next four pages. MWA's response is written under each corresponding section in a **bold** typeface.



| number of bedrooms | number of bedspaces | 1 storey dwellings | 2 storey dwellings | 3 storey dwellings | built-in storage |
|--------------------|---------------------|--------------------|--------------------|--------------------|------------------|
| studio             | 1p                  | 39 (37)*           |                    |                    | 1.0              |
| 1b                 | 2p                  | 50                 | 58                 |                    | 1.5              |
|                    | 3p                  | 61                 | 70                 |                    |                  |
| 2b                 | 4p                  | 70                 | 79                 |                    | 2.0              |
|                    | 5p                  | 74                 | 84                 | 90                 |                  |
| 3b                 | 6p                  | 86                 | 93                 | 99                 | 2.5              |
|                    | 7p                  | 95                 | 102                | 108                |                  |
| 4b                 | 8p                  | 90                 | 97                 | 103                | 3.0              |
|                    | 9p                  | 99                 | 106                | 112                |                  |
|                    | 10p                 | 108                | 115                | 121                |                  |
| 5b                 | 11p                 | 117                | 124                | 130                | 3.5              |
|                    | 12p                 | 103                | 110                | 116                |                  |
|                    | 13p                 | 112                | 119                | 125                |                  |
| 6b                 | 14p                 | 121                | 128                | 134                | 4.0              |
|                    | 15p                 | 116                | 123                | 129                |                  |
|                    | 16p                 | 125                | 132                | 138                |                  |

**Notes:**  
 1. GIAs for one storey dwellings include enough space for one bathroom and one additional WC (or shower room) in dwellings with 5 or more bedspaces. \*Where a studio has a shower room instead of a bathroom, the floor area may be reduced from 39m<sup>2</sup> to 37m<sup>2</sup>, as shown bracketed.  
 2. GIAs for two and three storey dwellings include enough space for one bathroom and one additional WC (or shower room).  
 3. Built-in storage areas are included within the overall GIA and include an allowance of 0.5m<sup>2</sup> for fixed services or equipment such as a hot water cylinder, boiler or heat exchanger.

- 3) It would appear that the proposed dwellings would broadly comply with this.
- 4) The development should provide high quality housing that provides secure, well lit accommodation that has well designed layouts and room sizes. In a new build scheme such as this the general preference would be for homes which are dual aspect, whilst the duplexes and 2<sup>nd</sup> and 3<sup>rd</sup> floor achieve this, the flats at first floor level do not, with some facing directly onto the high road and others with very little outlook other than onto terraces. This should be addressed as there is the opportunity for occupiers to have a more interesting outlook to the High Street whilst also benefiting from a more peaceful aspect to the rear.

**Amenity**

Policy DP26 and the guidance set out in CPG6 seek to protect the quality of life of neighbours from development. It also states that development should be designed to protect the privacy of both new and existing dwellings to a reasonable degree. Spaces that are overlooked lack privacy. Therefore, new buildings, extensions, roof terraces, balconies and the location of new windows should be carefully designed to avoid overlooking.

- 5) Concerns are raised that the first floor flats would be substantially overlooked by users of the high street, particularly buses, given the building's proximity to the street at this point, its relatively low height, open balconies and large windows.

As this aspect would be the only external amenity space of these flats I would reiterate that dual aspect flats would be preferable in this location to allow residents rear external space and outlook.

- 6) The duplexes at 2<sup>nd</sup> and 3<sup>rd</sup> floor would appear to have good amenity, being dual aspect and high enough to not be overlooked by traffic, people etc on Kentish Town Road. The only residential dwellings in close proximity to the site appear to be those to the south in the older Georgian/Victorian terrace, there would be no impact on their light levels (as they are to the south); however impact on other aspects of the amenity of residents close to the site will need to be considered.

**Design**

- 7) Although the building does form an attractive and prominent termination at the end of Prince of Wales Road where it meets Kentish Town Road, it is not a listed building, is not within a conservation area and is not a locally listed building or a non-designated heritage asset. Therefore its replacement could be considered acceptable if an appropriate design is brought forward.

Given its highly visible location and existing prominence, the Council would require a high quality replacement and a landmark building could be considered, if it can be of an appropriate design.

This part of Kentish Town Road and the section of it around the site has some distinctive qualities which have been identified. To the south is a row of Georgian buildings. They have a common building line and generally the same building materials, although there is some variation in shade, roof type and height. That building line is set back from the street behind one storey shop extensions which sit on the back of the pavement. To the north of the site there is more variety with the Georgian building line continuing for some time but with some more variation in height. Also the building line starts to step forward more with some 3-4 storey buildings on the pavement line. The site lies between the relatively consistent pattern of Georgian buildings and more varied buildings to the north.

The current building marks the beginning of the main Kentish Town Road and the current proposal appears to be trying to create a transition between these two different characters. The proposal aims to stretch the existing Georgian terrace northward above second floor level, and aims to pull the ground and first floor building line of the neighbouring building to the north in a southward fashion. This creates a 2 storey building which fronts the high road, and steps back to a 4 storey building continuing on the from the Georgian terrace.

- 8) As has been identified there is a strong vertical emphasis along Kentish Town Road. The proposal's design massing has quite a strong horizontal emphasis at the moment: The retail floor has its own horizontal character, the floor above has another, which is exacerbated by the large void to solid ratio, and the upper floors their own. Although the colouration and layout of bays hints at the verticality the overall effect is the appearance of

three horizontal tiers with distinct appearances. If a design of this nature is to be pursued a stronger relationship of vertical accents between floors could help.

It should, however, be noted that the site is at a significant junction where the width of the street opens out and the current building has a larger than average frontage and contrasting style which marks this as a more open area and has a landmark role.

Therefore something with a scale that differs from the predominant is now established and could be more appropriate.

The proposed design by virtue of bringing two different building lines together appears somewhat confused. The continuation of the Georgian terrace will only be visible in very long views given the deep floor plates of the lower floors, whereas the interaction at street level appears inconsistent with what exists along the high street already.

- 9) It is considered that the design should either fully reflect the Georgian terrace with a single storey retail projection and three storey vertical townhouse style buildings above and in line with the existing building line. Or it should aim to create a greater landmark presence on the high street by altering the massing and layout of the proposal, whilst taking into account the amenity issues outlined above.

- 10) It is also considered that greater prominence should be given to the retail element of the building, the proposal introduces very narrow fascia banding and the appearance of a relatively low ground floor and top heavy first floor level. This is at odds with the dominant fascia line at the existing building, and relative height of the shopfronts compared with their respective buildings along the high street where more prominence is given to the ground floor retail units.

It is considered that greater height and emphasis should be given to the ground floor retail unit with a more prominent fascia/awning area provided.

- 11) The proposal would also see lightwells created at the front of the building with associated railings. Following a review of the wider High Street, no railings or lightwells have been identified, and they are not considered to be characteristic of the street, or indeed are lightwells and railings common in a high street setting in Camden. Whilst small retail units in Georgian buildings on side streets may, in some locations, have lightwells they are uncommon features in a busy high street setting.

The lightwells would detract from the retail element of the building and would appear out of place in the wider setting. Glazed pavement lights could be a more appropriate alternative from a design perspective.

- 12) It is considered that the current proposal fails to successfully relate to or blend in with the existing streetscape/surroundings, nor does it provide an appropriate landmark building, but appears to be trying to create a hybrid of both options. Greater consideration should be given to the design, with a more focused approach aking into account all the comments in this pre-planning advice.

**Retail and office space**

Currently the site provides for approximately 625sqm of B1 floor space at first floor level, in use as small private offices, namely law firms. The drawings also indicate that there is a 96sqm dentist surgery (D1 Use Class) at first floor level, the D1 Use Class would be considered a community use.

- 13) The scheme proposes a very slight increase in the amount of B1 Office space to 630sqm in a new basement level, whilst there would be no re-provision of the dental surgery.

Camden's planning policies generally seek to retain viable employment uses. Policy CS8 (Promoting a successful and inclusive Camden economy) of the Core Strategy seek to support Camden's industries by safeguarding existing employment sites and premises in the borough that meet the needs of modern industry and other employers.

Policy DP13 (Employment premises and sites) of the Camden Development Policies provides detailed information on how this will be achieved. It states that Camden would seek to protect existing employment uses, unless:

- such uses are re-provided, either on site as part of redevelopment, or elsewhere; or
- it can be demonstrated that the site is no longer suitable for its existing business use, and that its potential for similar or alternative business use has been explored over an appropriate period of time.

- 14) Policy DP8 states that The Council will protect existing community facilities by resisting their loss unless:

- a replacement facility that meets the needs of the local population is provided; or,
- the specific community facility is no longer required in its current use. Where this is the case, evidence will be required to show that the loss would not create, or add to, a shortfall in provision for the specific community use and demonstrate that there is no demand for any other suitable community use on the site. Where this is successfully demonstrated, the Council's preferred new use will be affordable housing.

The Council has concerns about both the impact of the development on the SMEs(Small and Medium Enterprises) currently using the B1 and D1 space and the quality and affordability of the proposed re-provided B1 space.

Based on the design guidance above, lightwells are not considered to be an appropriate feature for Kentish Town Road, as such it is unlikely that the office space will benefit from adequate light or outlook, particularly if it is to be subdivided to allow for SMEs to use the premises. Therefore the quality of the floorspace, albeit to modern specs, is unlikely to be acceptable given that prospective tenants are unlikely to be attracted to a basement space with limited light and outlook.

The current proposal is unlikely to be acceptable and other options for re-providing the same amount of office space, suitable for SMEs and with adequate light and outlook, within a more appropriate part of the development will need to be considered.

However, should the applicant proceed with the submission of an application with basement level office space we would need reassurance that the developer has sought advice around both the design and configuration of any B1 space and how the B1 space within the basement will be suitable for SMEs and meet the demands of the market.

**Pre-Application Response**  
Page 4/11

**MWA Response:**  
3) Noted, Please refer to page 13.0 - Proposed Use, Unit Size & Density.

4) Noted; the development now optimises the amount of dual aspect units. C3 accommodation has been removed from first floor level and now exists only on the upper levels of the development at second to fourth floors. All units now benefit from a more interesting outlook both onto the High Street and the more private aspect to the rear. Only 1 out of the 8 units faces solely onto the High Street, however by moving this unit higher onto the second floor prevents overlooking from the street on Kentish Town Road.

**Pre-Application Response**  
Page 5/11

**MWA Response:**  
5) Noted, the residential units now occupy the upper floors of second, third and fourth floor level, high enough to prevent overlooking from traffic and pedestrians on Kentish Town Road. Private terraces are landscaped to improve privacy and amenity. Amendments have been made to the scheme to remove all balconies/terraces fronting onto the High Street and have been replaced with Juliet balconies restricting the proximity and protecting the privacy of future resident onto Kentish Town Road.

6) Noted, all residential units comply with or exceed the current BRE guidelines with regards to Daylight and Sunlight, and proposed plant noise levels will be below 5dB based on the existing noise survey. Please refer to page 15.0 - Daylight & Sunlight of this report and to the Daylight/Sunlight Report produced by GVA, along with the Acoustics and Noise Survey Report produced by Hann Tucker.

7) Noted, the new proposal now responds to the street scene to create a high quality landmark building suitable for its prominent location at the junction of Prince of Wales Road and Kentish Town Road.

8) Noted, the design has been developed in response to the distinctive Georgian style of the properties to the south. The first floor has been pushed back in line with the common building line, emphasizing the verticality of the four bays.

**Pre-Application Response**  
Page 6/11

**MWA Response:**  
9) Noted, the proposals are now in keeping with the character of the area and in particular the neighbouring properties, appearing as a continuation of the Georgian terrace.

10) Noted, the proposals have been amended as stated above. A greater height has been given to the retail units.

11) Noted, the open lightwell and railings have been removed and replaced with flush pavement lights.

12) Noted, the design has been amended as described above, to create a much stronger relationship with neighbouring properties and the character of the surrounding area, whilst creating a high-quality landmark building suitable for the prominent position at the junction on Kentish Town Road.

**Pre-Application Response**  
Page 7/11

**MWA Response:**  
13) Noted, office accommodation has been removed from the basement and relocated to the first floor, along with the re-provision for D1.

14) Noted, B1 and D1 accommodation is now retained at first floor, where the lighting, outlook and visual amenity has been improved from the existing condition.



15) We would also like further information on the impact of the proposals on the current businesses that are located at 152-156 Kentish Town Road. The businesses occupying the B1 space appear to be SMEs namely legal firms. Will those businesses have the option to return to the premises should a redevelopment be approved?

The drawings indicate that there is a dentist surgery at first floor level. With regard to the Dental Surgery, there is a general presumption to protect these uses for the benefits they bring to the local community. Therefore the loss of the dental surgery space would need to be strongly justified. Policy DP8 provides further advice on what justification would be required.

Similarly to loss of office space, proposals involving the loss of a community facility (D1 Use Class) will need to:

- provide a replacement facility that meets the needs of the local population in an appropriate location; or
- show that the loss would not create, or add to, a shortfall in provision for the specific community use; and
- provide marketing evidence to show that the premises have been offered at a reasonable charge to community groups or voluntary organisations over a 12 month period. Existing community facilities should be offered to potential new users on the same financial basis as that of the previous occupant. If there were no recent users, the space should be offered at an appropriate rate for community groups/voluntary sector organisations.

Without such details the Council is unable to comment on the loss of D1 Community Space.

At present the ground floor is divided into a larger Carpetright shop (A1 Use Class) and a William Hill betting office (Sui Generis).

Roughly the same amount of space would be provided at ground floor level as existing and it would be split into two units as existing and could be used a flexible use class for A1, A2 or A3 space.

CPG5 (Town Centres, Retail and Employment) provides further guidance on retail floorspace. The site is located within the Kentish Town Centre and is part of the Core Frontages, whereby at least 75% of units must be A1 Retail Use. Furthermore in accordance with policy DP12 of Camden Development Policies we will seek to prevent concentrations of uses that would harm a centre's attractiveness to shoppers or its residential amenity. The Council will therefore generally resist proposals that would result in more than 2 consecutive premises within the Core Frontage being in non-retail use (i.e. anything other than A1 Use Class would be resisted)

16) The Council's informal retail survey indicates that within this particular retail frontage there are 22 units, of which approximately 12 appear to be A1 Use Class (80%). As there is one current Sui Generis Use on the site, its replacement with a flexible A1, A2 use would be unlikely to be resisted as this would have the potential of increasing formal retail floorspace in the frontage.

However, the provision of an additional flexible unit could have the potential to reduce A1 retail space to below 75% and would likely be resisted.

Transport

Car parking

17) The site has a PTAL rating of 6a (very good) therefore flats within the new building will be required to be car-free, this will need to be secured by way of a section 106 legal agreement.

Cycle parking

18) The London Plan requires all new development to provide 1 cycle parking space per bedroom. The cycle parking should be easily accessible, secure, and internal. CPG7: Transport provides detailed guidance on the type of cycle storage which is acceptable and appropriate dimensions which must be adhered to.

It is noted that a cycle storage area is provided at basement level, however it would need to be addressed how bicycles could reach this level as the lifts as shown do not appear to be large enough to accommodate a bicycle without having to lift it upright – this would not be acceptable.

Recycling and waste storage

19) CPG1: Design provides detailed advice on recycling and waste storage. Sufficient space should be built into each new dwelling to allow for adequate waste and recycling storage, which can then be transferred to an easily accessible central location for removal.

Details of waste storage space, type of bin and average amount of waste produced per dwelling size can be found in CPG1. This will need to be fully complied with in order for the scheme to be considered acceptable.

Highways works

20) It is likely that a contribution towards the cost of repaving the footway after construction works will be required, in order to ensure any damage is made good. These works will be carried out by the Council's contractors and a fee will be provided by the Council's Highways team during the determination process. This payment will be secured by way of section 106 legal agreement.

Construction management

21) Policy DP21 seeks to protect the safety and operation of the highway network. For some development this may require control over how the development is implemented (including demolition and construction) through a Construction Management Plan (CMP) secured via S106.

Due to the scale and kind of this development and the likely method of construction a CMP would be required in order to mitigate any adverse impacts. Any occupation of the

highway, such as for hoarding, skips or storage of materials, will require a licence from Highways Management and this, along with the existing on-street waiting and loading controls, should be sufficient to ensure the work is carried out in such a way as to not adversely affecting the safety or operation of the public highway.

A draft construction management as a minimum would be required at the application stage, this would then be secured by way of section 106 legal agreement.

Sustainability

22) Draft MALP 2015 London Plan policy 5.3 'Sustainable design and construction' removes requirements for the Code for Sustainable Homes but continues to require development to demonstrate that sustainable design standards are integral to the proposal, including its construction and operation. The Council will continue to require the submission of a Sustainability Statement with applications for new residential development demonstrating how the development mitigates against the causes of climate change and adapts to the effects of climate change in line with existing policies contained in Camden's Core Strategy CS13 Tackling climate change through promoting higher environmental standards and Development Policies document DP22 Sustainable design and construction. Proposals should demonstrate how sustainable design and construction principles, including the relevant measures as set out in DP22 and noted below, have been incorporated into the design and proposed implementation.

Acceptable new residential schemes will be required to ensure that the measures stated in the Sustainability Statement are secured and implemented.

Water - New residential development will be required to demonstrate that the development is capable of achieving a maximum internal water use of 105 litres per person/day, with an additional 5 litres person/day for external water use.

Energy- The Council will continue to apply policies which require compliance with energy performance standards until the Planning and Energy Act 2008 has been amended (likely late 2016). The Code Level 4 equivalent in carbon dioxide emissions reduction below part L Building Regulations 2013 is 20%. New residential dwellings will be required to demonstrate how this has been met by following the energy hierarchy in an energy statement.

The London Plan policy 5.2 for on-site carbon reduction measures will still apply for new residential major applications.

Please note that policy CS13 also requires that all developments (existing and new build) achieve a 20% reduction in on-site carbon dioxide emissions through renewable technologies, unless demonstrated that such provision is not feasible.

Ecological enhancements

23) The provision of green/brown roofs should be incorporated wherever practical (such as at roof level), in line with policy DP22. Please see a note attached on living roofs for consideration. If full details are provided at application stage, this will avoid the need for the following likely condition being added:

*Prior to the first occupation of any of the new residential units a plan showing details of the green roof including species, planting density, substrate and a section at scale 1:20 showing that adequate depth is available in terms of the construction and long term viability of the green roof, and a programme for a scheme of maintenance shall be submitted to and approved in writing by the local planning authority. The green roof shall be fully provided in accordance with the approved details prior to first occupation and thereafter retained and maintained in accordance with the approved scheme of maintenance.*

Bird (specifically sparrow and swift) and bat boxes along with other biodiversity measures could also be integrated into the design - further details can be found in CPG3: Sustainability.

Ground contamination

24) There is no known risk of contaminated land at the site. This may be something to investigate further.

If there is a concern and any excavation is required then it is likely that a planning condition would be imposed on the development.

This would require you to carry out detailed site investigation (desk top, walkover and intrusive investigation) and if necessary remediation works. In practice it would involve a standard contaminated land condition, plus a stand-alone monitoring condition.

Community Infrastructure Levy (CIL)

25) The scheme will be liable for both the Mayor of London and Camden's CIL and will be used to fund Crossrail, roads and other transport, schools and other education, medical, sport/recreation and open spaces.

The Mayoral CIL is charged at £50/sqm, whilst Camden's is charged at £500/sqm (for less than 10 dwellings/1000sqm) or £250/sqm (for more than 10 dwellings/1000sqm).

Conclusion

The principle of development on this site is not ruled out subject to an acceptable design and appropriate re-provision of office, community and retail space.

The current scheme is not considered to address all these issues adequately. The design needs significant work to be acceptable with more focus given to what it is trying to achieve – whether it aims to be a scheme which blends in with the Georgian pattern of development, or aims to recreate a landmark building on the site – the current proposal appears to be trying to combine both options unsuccessfully.

Office space at basement level with minimal light and outlook is unlikely to be acceptable and a number of the proposed flats also have amenity issues which will need addressed.

**Please note the above information represents an officer's opinion and is without prejudice to further consideration of this matter by the Development Management section or to the Council's formal decision.**

I trust this information is of assistance. Should you have any further queries please do not hesitate to contact me by telephone on 020 7974 3366.

Yours sincerely,  
Fergus Freaney  
Senior Planning Officer

**Pre-Application Response**  
Page 8/11

**MWA Response:**  
15) Noted, the proposed scheme retains the D1 unit to match existing provision. The existing D1 unit is 82sq.m and the proposed scheme is also 82sq.m.

16) Noted; the proposed scheme provides 100% of ground floor space to be A1 use in line with local policy requirements. The development now looks to maximise the amount of retail space on site by providing further retail accommodation at new basement level.

**Pre-Application Response**  
Page 9/11

**MWA Response:**  
17) Noted, the proposed scheme supports Camden's policy of car-free development.

18) Noted; the proposed scheme is in accordance with cycle parking requirements for both residential, commercial and retail accommodation, which is secure and easily accessible at ground floor level. All cycle parking from basement level has been removed from the scheme. Please refer to page 14.0 - Cycle Storage Provision.

19) Noted; recycling & waste storage has been provided to meet policy guidelines. Please refer to page 16.0 - Waste Management.

20) Noted.

21) Noted, Please refer to Construction Management Plan prepared by Motion Transport.

**Pre-Application Response**  
Page 10/11

**MWA Response:**  
22) Noted, Please refer to page 12.0 - Sustainability and M&E Services of this report and to the Sustainability Statement produced by Cundall.

23) Noted; sedum roofs, bird and bat boxes have been incorporated into the development wherever possible.

**Pre-Application Response**  
Page 11/11

**MWA Response:**  
24) Noted, Please refer to the Archaeological Desk-Based Assessment produced by Applied Archaeology UCL and the Structural Methodology Statement including Soil Investigations and Basement Impact Assessment produced by Parmar Brook.

26) Noted.





**Adam Arya**

**From:** Adam Arya  
**Sent:** 02 February 2016 17:11  
**To:** 'peter.kelly@camden.gov.uk'  
**Cc:** 'fergus.freenee@camden.gov.uk'  
**Subject:** FW: PD10070 - 152-156 Kentish Town Road - Pre-App Submission  
**Attachments:** image001.jpg; KTR\_160202\_Low Res.pdf

Dear Peter,

**RE: 152-156 Kentish Town Road, Pre Planning application reference 2015/5852/PRE.**

Following the recent pre planning application referenced above and subsequent formal response issued by Fergus Freenee on 23.12.2016, I have attached an amended document addressing the comments raised in your and Fergus's response (see also initial comments from yourself, at the bottom of this thread). Given that Fergus is away on annual leave until the 22<sup>nd</sup> February and, the majority of amendments are design changes, it would be appreciated if you were able to provide feedback on the modifications.

**Summary of amendments**

- The open light wells and railings to the front elevation have been omitted in favour of flush finish Lux Crete pavement lights
- B1 office space has omitted from the basement and reinstated to 1<sup>st</sup> floor level
- C3 accommodation has been omitted from the 1<sup>st</sup> floor level
- 6 of the 9 units are now dual aspect and each unit has direct access to a private terrace
- Deep planting zones have been introduced at C3 terrace levels, improving visual amenity
- Design proposals have been modified to create a 'landmark' building.
- The flank wall of the proposed building along 158-160 Kentish Town Road has been moved back to its existing position, maintaining the existing service road.

Are you able to review the document and provide feedback as to whether the amendments have addressed the issues raised in the original pre planning response/your comments below, ahead of us submitting a full planning application later this month.

Thanks/Adam

Kind Regards,  
 Adam Arya  
 Director

**Adam Arya**

**From:** Kelly, Peter <Peter.Kelly@camden.gov.uk>  
**Sent:** 11 February 2016 09:56  
**To:** Adam Arya  
**Cc:** Freenee, Fergus; Jarvis, Edward  
**Subject:** RE: PD10070 - 152-156 Kentish Town Road - Pre-App Submission

Dear Adam,

1) I noted in my previous comments that there is a strong established building line on this side of the street with almost all buildings following a pattern of single storey commercial use on the back of pavement with upper storeys set back to a common building line. The proposal acknowledges the importance of this context in its upper storeys which are set back to the common building line. However, the two storey frontage onto the street is uncharacteristic of the terrace which the proposal will become a part of. I did mention that this site could serve a transitional role between differing characters to the north and south, but on reflection, it is very much part of the terrace.

The existing building on site and the two storey adjacent commercial building are both different typologies which reflect their commercial use. They are also historical anomalies on the otherwise consistent terrace. This consistent terrace is the context which the building would be expected to respond to. The proposal is to return the site to a residential typology in appearance, so following the building lines that are characteristic of the residential terrace would seem the appropriate response to the context.

2) The bulk at the front of buildings with two storey street frontages is currently mitigated by low height across their sites. Both height at the back, and bulk at the front of the site would be over-development.

3) Clearly, there are very few buildings on the street that are over 4 storeys in height. This is the case along the entire street between Camden Town and Kentish Town. The addition of a 5<sup>th</sup> set-back storey is unlikely to be supported by planners unless there is an exceptionally good justification. However, as I said in my previous comments, the site is opposite a junction, on a wider section of street and in between the main High Street and secondary High Street. There are also very occasional examples nearby of hidden 5<sup>th</sup> storeys, meaning a 5<sup>th</sup> storey could be feasible but only if very well-designed. There are examples nearby of upper storeys that complement the character of this part of Kentish Town.

4) The changes to the architecture to create more of a vertical emphasis are welcome.

I will take your case to our next internal design review which happens in 2 weeks, but I have developed my suggestions with a principal urban designer and I think they should be seen as a sound basis for moving forward.

Regards,  
 Peter Kelly  
 Senior Planner (Urban Design)

**Adam Arya**

**From:** Adam Arya  
**Sent:** 19 February 2016 09:07  
**To:** 'Kelly, Peter'  
**Cc:** Freenee, Fergus  
**Subject:** RE: 152 - 156 Kentish Town Road  
**Attachments:** 160219\_KTR.pdf

Dear Peter/Fergus,

Thank you for your continued support on this scheme.

Following our conversation last week, I have re visited the scheme and attach visuals illustrating the changes made.

In short we have cut the building back at first floor level to align with the second floor & third floors which I can confirm does not result in any loss of B1 or D1 space (from the existing position).

Would you be kind enough to review the revised designs and revert with comment as to if this now reflects a scheme you could support at planning (design terms)?

Kind Regards,  
 Adam Arya  
 Director

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10.0 PRE-APPLICATION ADVICE & RESPONSE (CONTINUED)

10.4 On 02.02.2016, in response to the formal pre-application advice letter by Fergus Freenee received on 23.12.2015, MW-A submitted revised proposals directly to Camden's Senior Planning Officer Peter Kelly, the conservation officer assigned to the original pre-application. On 11.02.2016, Peter Kelly responded with informal comments regarding these revised proposals, comments of which are summarised here and have subsequently been considered in preparing this full planning application.

10.5 The informal comments are shown in full in the scanned documents on this page. MWA's response is written under each corresponding section in a **bold** typeface.

MW-A Correspondence

A revised proposals document was issued to Peter Kelly on 02.02.2016 via email along with a summary of key design changes in response to the pre-application advice.

Visual 1.0 below shows design development following the formal pre-application advice, which was then amended following the informal comments received as shown in the scanned correspondence from Peter Kelly above.



Visual 1.0 - Proposed Street Perspective (02.02.2016)

Post-Pre-application - Informal Comments

Page 1/1

MWA Response:

1) **Noted, the proposed scheme now follows the pattern of single storey commercial use at street level with upper storeys now set back to the common building line and as a continuation of the Georgian terrace over first to third floor levels (see visual 2.0 to the right).**

2) **Noted; the proposed scheme has now been pushed back in line with the common building line, removing the bulk at the front of the site, and subsequently removing the risk of over-development.**

3) **Noted; the proposed set-back roof extension at fourth floor level has been designed to sit as far below the third floor parapet as reasonably possible and is not visible from street level. The lightweight, slimline design and material palette have been chosen to further ensure its de minimis impact to the street scene along Kentish Town Road and Prince of Wales Road.**

4) **Noted; by pushing back the building at first floor level, the verticality of the four bays is emphasised and in acknowledgment of the Georgian terraces along Kentish Town Road.**

MW-A Correspondence

A revised visual was issued to Peter Kelly on 19.02.2016 via email along with a summary of key design changes in response to the informal comments received on 11.02.2016. Whilst a response was not received regarding this design change, visual 2.0 below shows the continuous design progression in response to comments received from the planners.

Visual 2.0 below shows design development following the informal comments from Peter Kelly, most importantly in acknowledgment of the common building line and Georgian terrace to the south of the site.



Visual 2.0 - Proposed Street Perspective (19.02.2016)





- 01. Acoustically attenuated plant enclosure
- 02. Anodised Aluminum Framed Windows, with Portland stone surround.
- 03. Metal railings
- 04. Anodised Aluminum Framed Windows
- 05. Fixed through planter.
- 06. Anodised Aluminum frames doors to glass curtain wall.
- 07. Proposed Canvas Awnings
- 08. Brickwork
- 09. Portland Stone Cladding

**11.0 DESIGN STRATEGY**

**11.1 Existing Building**

The existing building is currently an A1 Retail unit and Sui Generis unit on the ground floor, with 3x B1 units and D1 (Dentist) use on the first floor.

**11.2 General Strategy**

The design, massing and materials of the building envelope has been developed through a series of stages following correspondence with planning officer and through close consideration of the site and its context.

In developing the design the following principles have been adopted:

- Reinststate the building as a 'landmark' site with active street frontages to replace the existing low grade shop-fronts, appropriate for its prominent position between Prince of Wales and Kentish Town Road;
- Provide high quality retail and commercial floorspace to replace the existing substandard accommodation;
- Increase the provision of retail accommodation on the site to aid growth along Kentish Town Road;
- Provide housing provision on Kentish Town Road to aid in the supply of essential housing in the borough;
- Proposed residential accommodation to be designed with generous internal living space, storage, adequate daylight, privacy, amenity and minimal overlooking.

**11.3 Exteriors**

**11.3.1 Front Elevation**

The site research outlined on page 2.0 of this report revealed that the application site was divided into much smaller plots in the late-19th Century. These densely packed terraced houses can still be seen today such as those still surviving at nos.140-150 Kentish Town Road to the south of the site.

The proposals seek to reinststate this scale and verticality by dividing the front facade into smaller bays, representing a proportion befitting four town houses and appropriate to the proposed retail, commercial and residential use.

**11.3.2 Roof line/finishes**

The building adopts a prominent roof line to address the landmark nature of the site. The proposed front and rear parapet rests slightly higher, than that of its neighbour at no.150 Kentish Town Road. Due to the stepped nature of the mass of the building, we have introduced multiple sedum roofs and through planters to bring life and greenery to the site.

The main roof is flat and houses a small plant enclosure, the design of which has minimal impact on the streetscape of Kentish Town Road Street. The proposal has been set back significantly from the principal facade creating a de minimis impact on the street scene, as shown in section 2.0, Visuals.

**11.3.4 Materials**

To emphasise this metaphor, facing brickwork has been introduced of two mixes, to emphasise each individual terrace whilst creating a cohesive elevation. Where the existing building's curtain walling offers no relief nor articulation, the mass of the brickwork proposed will introduce strong vertical elements to the design. The use of brick piers accommodates deeper window and door reveals allowing the glazing to be set further into the facade, in keeping with the character of the area.

The metal framing of the existing curtain walling offers a single flat plane with no depth nor interest. In contrast, the proposed bronze window reveals with Portland stone surrounds and Juliette balconies contribute strongly to the articulation of the facade (in keeping with the design strategy) and provide interest to the elevation.

The floor to ceiling glazed frontage at ground floor level allows engagement with pedestrians and is consistent with the character of the area.

**11.4 Internals**

**Internal Stair**

All internal stairs are fully accessible, in accordance with Part M.

**Lift**

Both lifts are DDA compliant and have level access from the front entrances along Kentish Town Road, in accordance with Part M.

**11.5 Development Objectives**

The principle of the development is to enhance the employment opportunities in the borough through the provision of better employment floorspace provided on site (A1/B1/D1), maximising the site's potential for retail and commercial, as well as providing a high quality essential residential accommodation suitable in scale and design for the area.

The design strategy is to:

- Identify and respond to key constraints and opportunities provided by the site
- Address pre-application advice and respond to established planning policy frameworks.
- Provide accommodation which addresses market requirements to ensure a viable and successful development which meets local housing needs.
- Consider policy and guidance in respect of access and safety to ensure an attractive, safe and accessible development.

152-156 Kentish Town Road  
Proposed Front (West) Elevation; Typical Bay \*  
(Not to scale) Drawing P\_15 Proposed South East Elevation Details \*

\* Revised 31/05/2016  
Proposed Front (West) Elevation Rev A illustration has been updated in accordance with the revised shop front following planner's comments and the omission of proposed fourth floor



**12.0 SUSTAINABILITY AND M&E SERVICES**

**12.1 Sustainability**

Please refer to the Energy and Sustainability Statement produced by Cundall for full details of the sustainability strategy.



**152-156 Kentish Town Road - Area Schedule (by Floor) \***

Existing & Proposed Gross External Areas (GEA) & Gross Internal Areas (GIA)

|                    | Gross External Areas (GEA) |               |              |               | Gross Internal Areas (GIA) |               |              |               |
|--------------------|----------------------------|---------------|--------------|---------------|----------------------------|---------------|--------------|---------------|
|                    | Existing                   |               | Proposed     |               | Existing                   |               | Proposed     |               |
|                    | m2                         | Sq Ft         | m2           | Sq Ft         | m2                         | Sq Ft         | m2           | Sq Ft         |
| Ground Floor       | 734                        | 7,905         | 754          | 8,114         | 693                        | 7,459         | 725          | 7,806         |
| Lower Ground Floor | -                          | -             | 761          | 8,188         | -                          | -             | 684          | 7,359         |
| First Floor        | 683                        | 7,352         | 630          | 6,781         | 640                        | 6,889         | 588          | 6,329         |
| Second Floor       | -                          | -             | 414          | 4,457         | -                          | -             | 388          | 4,174         |
| Third Floor        | -                          | -             | 343          | 3,689         | -                          | -             | 318          | 3,420         |
| <b>Totals</b>      | <b>1,417</b>               | <b>15,257</b> | <b>2,901</b> | <b>31,230</b> | <b>1,333</b>               | <b>14,348</b> | <b>2,702</b> | <b>29,089</b> |

**152-156 Kentish Town Road - Area Schedule (C3 Use Class)**

Proposed Gross Internal Areas (GIA)

| Unit Type/Size | Floor         | C3 Gross Internal Areas (GIA) |            | Amenity      |            |              |
|----------------|---------------|-------------------------------|------------|--------------|------------|--------------|
|                |               | m2                            | Sq Ft      | m2           | Sq Ft      |              |
| Flat O1        | 3B4P          | Second Floor                  | 81         | 872          | 27         | 287          |
| Flat O2        | 2B4P          | Second Floor                  | 86         | 926          | 13         | 138          |
| Flat O3        | 3B4P          | Second Floor                  | 78         | 840          | -          | -            |
| Flat O4        | 2B4P          | Second Floor                  | 100        | 1076         | 12         | 133          |
| Flat O5        | 2B3P          | Third Floor Plan              | 63         | 678          | 21         | 225          |
| Flat O6        | 2B3P          | Third Floor Plan              | 63         | 678          | 23         | 252          |
| Flat O7        | 3B4P          | Third Floor Plan              | 78         | 840          | -          | -            |
| Flat O8        | 2B4P          | Third Floor Plan              | 75         | 807          | 23         | 248          |
| <b>Totals</b>  | <b>Totals</b> |                               | <b>624</b> | <b>6,717</b> | <b>119</b> | <b>1,283</b> |

**152-156 Kentish Town Road - Area Schedule (by Use Class) \***

Existing & Proposed Gross External Areas (GEA) & Gross Internal Areas (GIA)

|               | Gross External Areas (GEA) |               |              |               | Gross Internal Areas (GIA) |               |              |               |
|---------------|----------------------------|---------------|--------------|---------------|----------------------------|---------------|--------------|---------------|
|               | Existing                   |               | Proposed     |               | Existing                   |               | Proposed     |               |
|               | m2                         | Sq Ft         | m2           | Sq Ft         | m2                         | Sq Ft         | m2           | Sq Ft         |
| A1            | 517                        | 5561          | 1287         | 13853         | 486                        | 5228          | 1170         | 12594         |
| Sui Generis   | 183                        | 1972          | -            | -             | 164                        | 1763          | -            | -             |
| B1            | 599                        | 6451          | 601          | 6469          | 566                        | 6089          | 575          | 6189          |
| D1            | 108                        | 1160          | 117          | 1206          | 98                         | 1057          | 103          | 1066          |
| C3            | -                          | -             | 879          | 9457          | -                          | -             | 796          | 8568          |
| <b>Totals</b> | <b>1,407</b>               | <b>15,144</b> | <b>2,884</b> | <b>30,985</b> | <b>1,313</b>               | <b>14,137</b> | <b>2,644</b> | <b>28,417</b> |

**13.0 PROPOSED USE, UNIT SIZE**

**13.1 Proposed Use.**

In keeping with the Council's targets set out in Camden's Core Strategy and in line with Camden's Development Policies, the primary use of the development will retain and improve on employment floorspace with associated amenity space, cycle parking and plant. The existing provision of A1 retail, B1 office and D1 accommodation with high quantity A1/D1/B1 employment space, exceeding the current sqm. In line with the Council's targets and policy regarding mixed use schemes, the secondary use of the development is for housing, with associated amenity space, cycle parking and plant.

**13.2 Dwelling Housing Mix**

The proposed residential unit mix of the 8 units is **5x 2-bedroom flats and 3x 3-bedrooms flats (62.5% 2-bed; 37.5% 3-bed)\***. This is in line with Camden's Policy DP.5, which highlights a 'very high' priority for 2-bedroom units and a 'medium' priority for 3-bedroom units. Each dwelling also complies with the minimum space standards set out in the London Plan (March 2015).

**13.3 Gross External Areas and Gross Internal Areas**

In both situations the GEA and GIA exceeds the current employment space for all use classes. The existing and proposed Gross Internal Areas (GIA) and Gross External Areas (GEA) are shown in the schedules.

Please refer to planning statement for a detailed breakdown of proposed use unit size and density

\* Revised 31/05/2016  
Area Schedule (by Floor) Existing & Proposed  
Gross External Areas (GEA) & Gross Internal Areas (GIA) Rev A

