

JR/P18-2725

29 November 2018

Planning Department
London Borough of Camden
2nd Floor
5 Pancras Square
LONDON
N1C 4AG

Dear Sir / Madam,

86 Kingsway, Holborn
Application for planning permission

I write to you on behalf of Mr N Levy to apply for planning permission for the proposed development of the "*Installation of a replacement shopfront*" at the above address. The application is made electronically via the Planning Portal and is accompanied by a site location plan, existing and proposed elevations.

Existing conditions

The host building, 86 Kingsway, occupies the corner between Kingsway and Gate Street. 86 Kingsway comprises of a 4-storey end-of-terrace property with basement. The host building dates from the early 20th Century and is finished in Portland Stone; the upper floors are in an ornate architectural style, meanwhile the ground floor frontage is characterised by wide pillars within which the shop frontages and entrances are set.

The unit is currently vacant. Prior to the unit's vacancy the ground floor operated as a 'No Barriers to Food' café. Nearby uses of the surrounding ground floor shops include; Timpson, Ladbrokes betting shop, Wagamama restaurant and a Boots pharmacy. The upper floors are currently in office use.

The site lies within the Kingsway Conservation Area. The Conservation Area Appraisal explains that Kingsway is essentially a purpose-built thoroughfare and commercial area dating from the early 20th Century. Whilst the host building is not listed, it is noted within the Kingsway Conservation Area Appraisal as a building which makes a positive contribution to the character of the area. The Appraisal notes that the Conservation Area is largely characterised by Portland stone facades and notes the prevalence of integral shop fronts along Kingsway. Shop fronts in the conservation area are considered an important part in the character of the street and should be retained and utilised.

The proposed development

A high-quality replacement shop front is proposed, to be finished in hardwearing modern materials including expansive glazed areas and black powder-coated aluminium frames. The shopfront is modern in style, consistent with other shopfronts in the vicinity and appropriate to the host building itself. A hinged door, of 1.1m width, is proposed on the elevation to Kingsway to ensure ease of access for all users. Large glass panel windows are proposed to ensure good visibility into the unit aiding natural surveillance in the area. The proposal utilises the original framing of the building and will contribute positively to the vitality and viability of the Kingsway area.

Policy review

The Development Plan comprises the Camden Local Plan, which was formally adopted by the LPA on 3 July 2017. The relevant policy for the determination of this application is Policy D3 'Shopfronts'. This requires all shopfront proposals to meet a high standard of design including in respect of the existing character, the contribution to natural surveillance and community safety, the degree of accessibility, and the integration with the general characteristics of shopfronts in the area.

The proposed development complies with the requirements of policy D3. Its design is considered appropriate to its environment and to the host building, utilising and respecting the existing framing provided by the host building. Its overall proportions are similar to the existing shopfront. The expansive glazed areas allow clear views into the unit, thereby achieving an active frontage onto Kingsway.

Listed Buildings and Conservation Areas

Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires decision takers to have special regard to the desirability of preserving or enhancing listed buildings and their setting. Similarly, Section 72 of that Act requires decision takers to pay special attention to the desirability of preserving or enhancing the character or appearance of the Conservation Area.

In this case, it is considered that the proposed shopfront will preserve the setting and the character of the Conservation Area. The proposal reflects a similar appearance to the nearby existing shopfronts. The built environment is modern in its character and appearance, reflecting its role as a twentieth-century purpose-built commercial area. The proposed development is consistent with this character and with other nearby shop frontages.

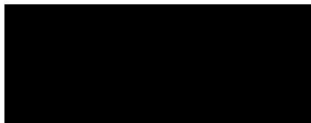
Summary and conclusion

Planning permission is sought for the proposed development of the "*Installation of a replacement shopfront*" at 86 Kingsway, Holborn. It is considered that the proposal is appropriate to the character of the host building and the wider environment. The proposals preserve the setting and character of the Kingsway Conservation Area. It is therefore considered that planning permission should be granted for the proposed development.



I trust this submission contains everything you require to determine the application however if you have any queries or wish to discuss further the merits of this application, please do not hesitate to contact me on the details below.

Yours faithfully,



Jamie Roberts
Senior Planner

E-mail: jamie.roberts@pegasusgroup.co.uk
Telephone: 01223 202 100