



DESIGN & ACCESS STATEMENT

197

Kentish Town Road

London

NW5 2JU

PROJECT No. 2018-026

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1.0 Introduction

1.1 Design Team

APPLICANT Arion Development Ltd

ARCHITECTURAL DESIGNER
GBS Architectural Ltd

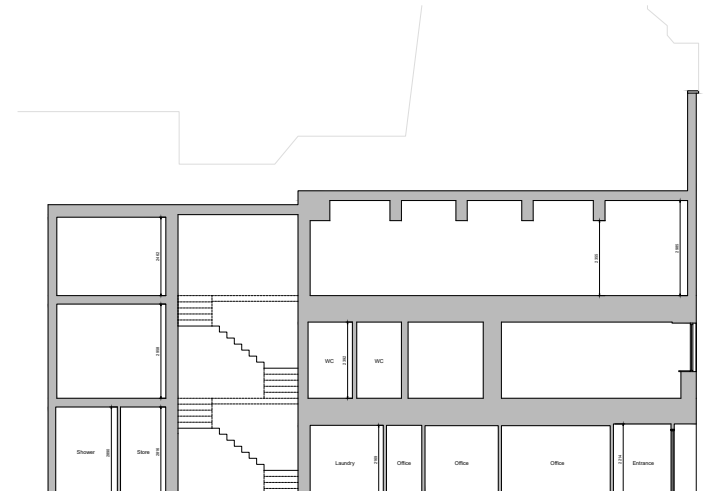
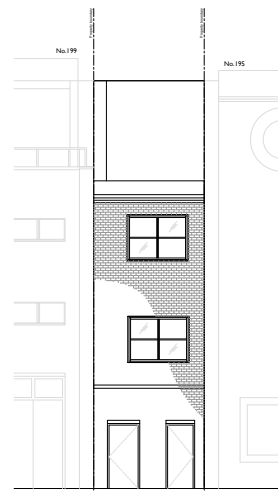
PLANNING CONSULTANT
Maddox Planning Consultants

SUNLIGHT CONSULTANT
CPMC Surveying

3D VISUALISATION GBS Architectural Ltd



Existing Elevation & Section (NTS)



1.2 Site Context

The 0.017 hectare site proposed for this development is situated at 197 Kentish Town Road.

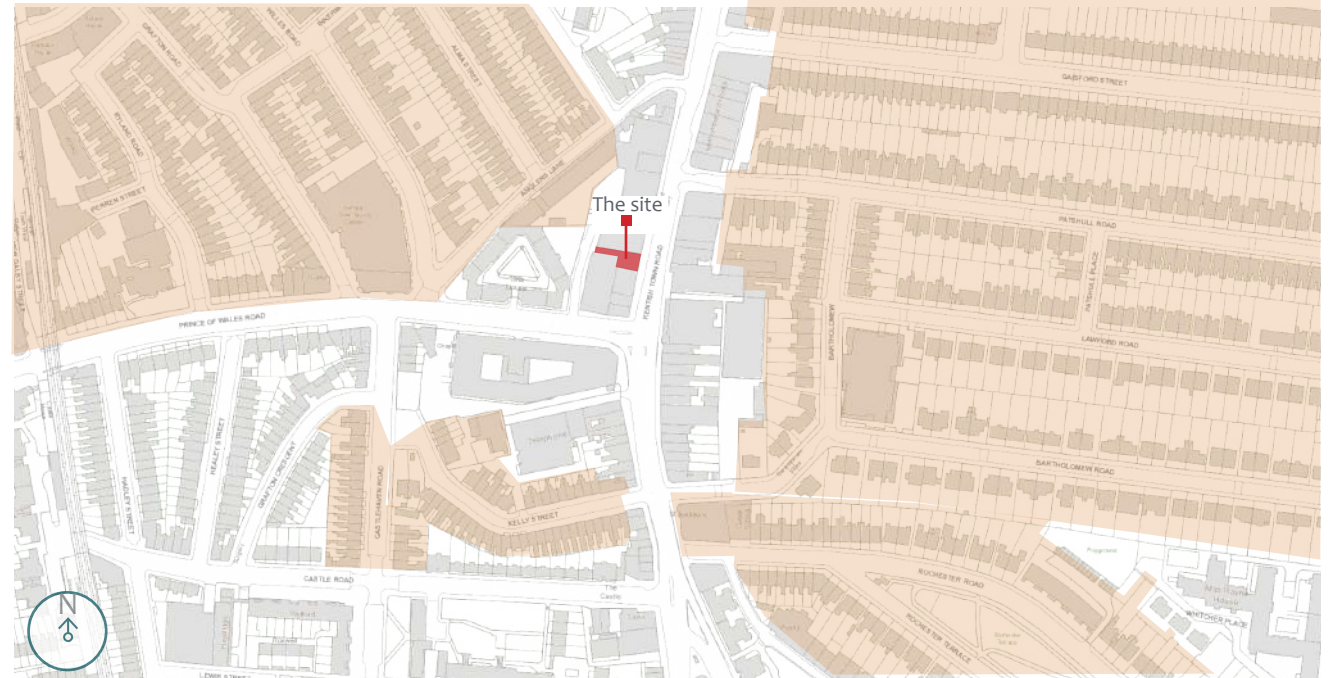
Within the direct locality of the site there is a variety of different building styles, but predominantly 3 to 5 storey buildings comprising commercial uses at ground floor level with residential on the floors above.

The site is approximately 0.43km from Kentish Town station and 0.36km from Kentish Town West Station.

The site is not in a conservation area, nor is it nationally listed. The conservation areas nearby are toned orange on the plan opposite.



Aerial view with the application site in red



The application site's location is shown on the OS map in red and conservation area in orange (not to scale)

197 Kentish Town Road

1.3 Planning Criteria

CURRENT USE:	A2 (Currently vacant)
TOWN CENTRE:	Yes
WARD:	Kentish Town
WARD:	NO
TREE PRESERVATION ORDERS:	NO
CONSERVATION AREA:	NO
LISTED BUILDINGS:	NO
BUILDING OF MERIT:	YES
PRE PLANNING ADVICE:	6a
PTAL LEVEL SCORE:	6a



Bird Eye View

1.4 Current and Previous use to site

The building is currently vacant. The last use of the site was as a 'community law centre and housing aid centre', Class A2 use.



Bird Eye View

1.5 Site Photographs

Below: View looking from the flat roof level to rear yard of 4 Grafton Yard.



Right: Rear Entrance to Grafton Yard



Left: Flat roof level, view looking to the east side of the site (Kentish Town Road)



Right: Party wall detail to no. 199



Right: Flat roof level view looking to the west side of the site (Grafton Yard)



Above: Street View from Kentish Town Road



Left: Party wall detail to no. 4 Grafton Yard

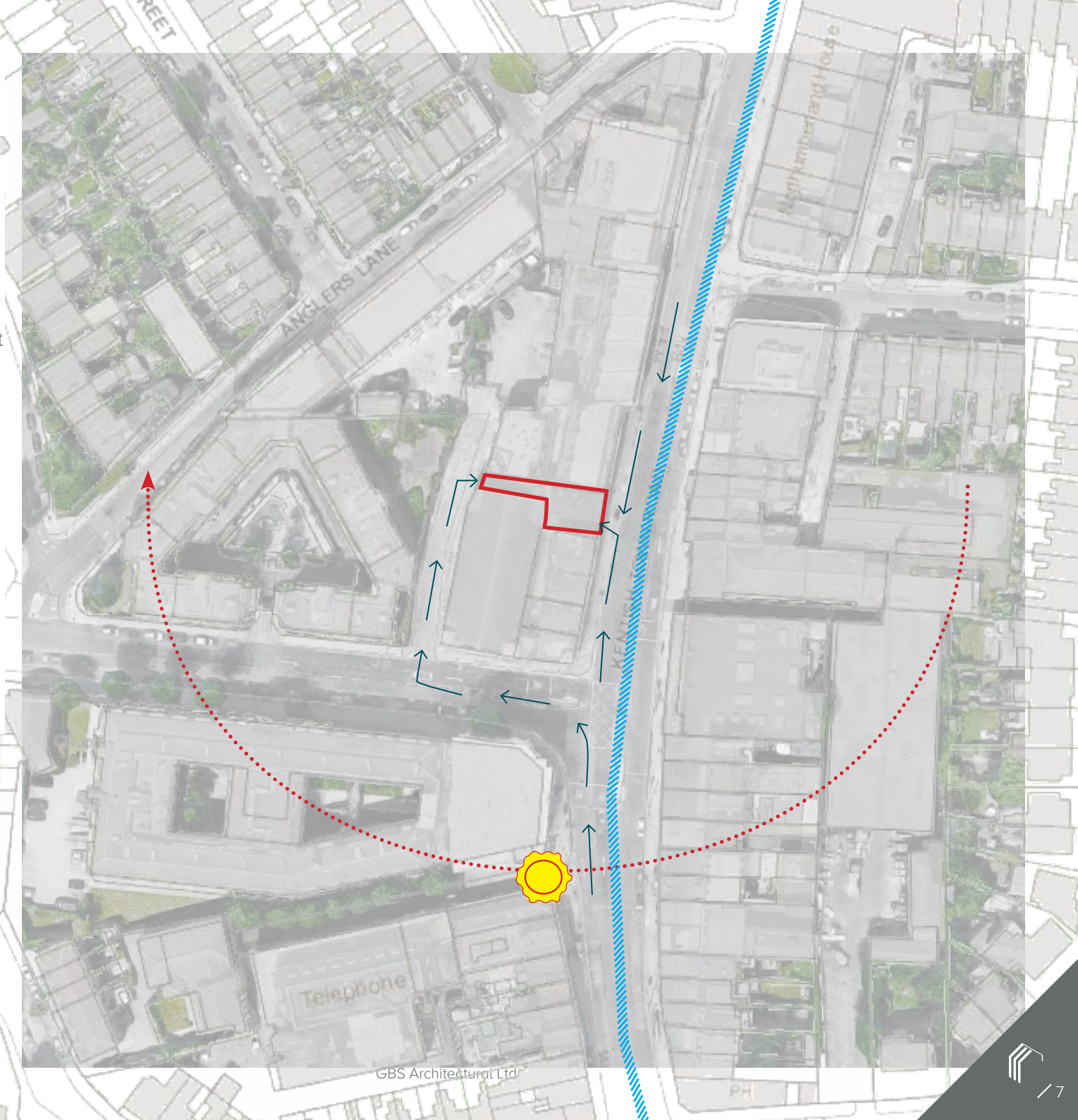
2.0 Urban Analysis

2.1 Site Analysis

The site is accessible both from Kentish Town Road and Grafton Yard. There is two way traffic on Kentish Town Road leading to the site.

The front of the site on Kentish Town Road is facing east, which means the sunlight would come through in the morning to the south. The rear of the site on Grafton Road is facing west, for sunlight in the afternoon.

The L-shaped site is approximately 12.7m x 9.4m to the front side and 3.9m x 7.8m to the rear side facing Grafton Yard. The site is facing the busy High Street of Kentish Town Road. The site is surrounded by 3-5 storey mixed use or residential buildings with roof terraces to the rear. There are no large trees around the site.



→ ACCESS

☀️ ORIENTATION

● GREEN/ TREE

▨ NOISE

2.2 Local Amenities

- SITE
- SCHOOLS
- NHS PRACTICES
- FITNESS CLUBS
- SUPERMARKETS
- £ BANKS
- PARKS/TREE
- ✈ TRAIN STATION
- ⊖ UNDERGROUND



OS map of neighbourhood area near no.197 Kentish Town Road (NTS)

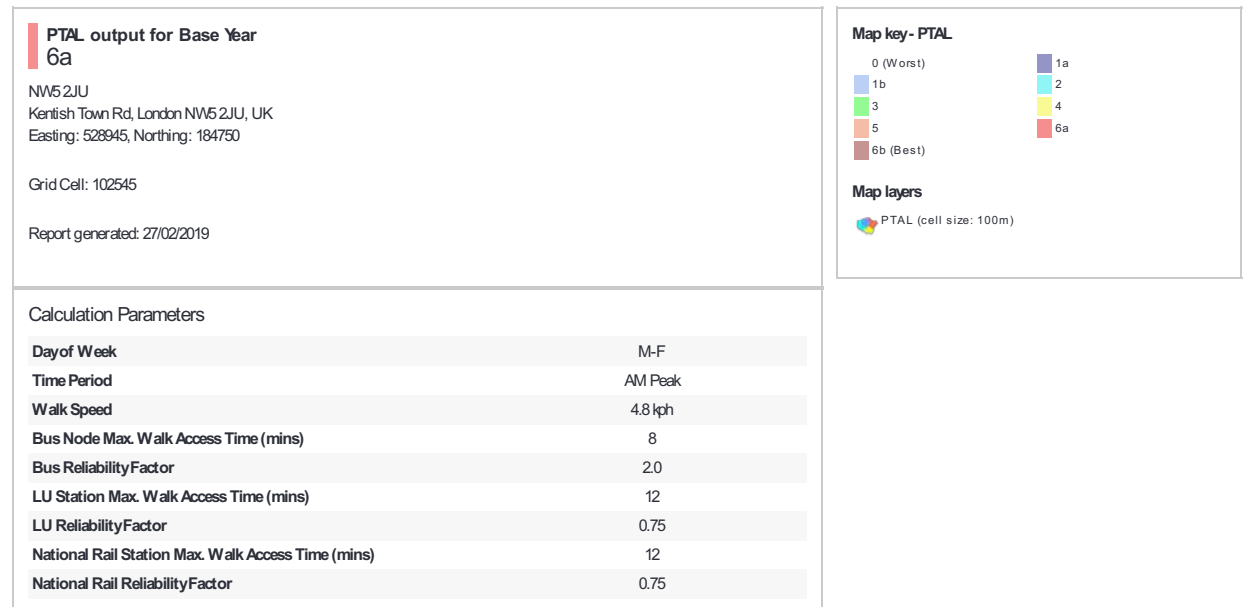
197 Kentish Town Road

2.3 Transport & Connectivity

Transport for London have given the site location a PTAL 6a level which is defined as 'very good'

The site is approximately 0.43km from Kentish Town station and approximately 0.36km from Kentish Town West Station. Both Stations are within 10 minutes walk from the proposed site.

The closest bus stop is the Bus 46 to City of London. Kentish Town Road (Stop KP) is 75m away and is suitable for disabled access.



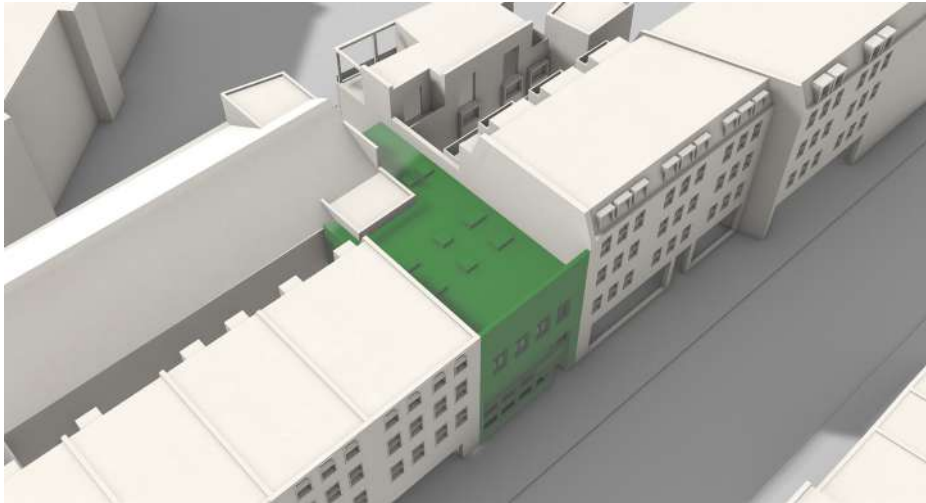
Source: TFL

3.0 Planning History & Context

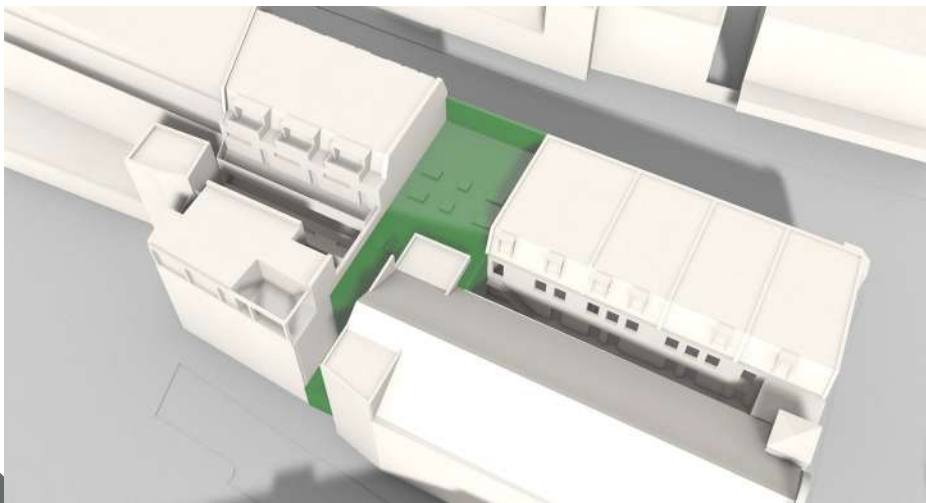
3.1 Previous Applications History

There are no recent planning application for the site, there are however, previous applications to the pavement facing 197 Kentish Town Road are as follow:

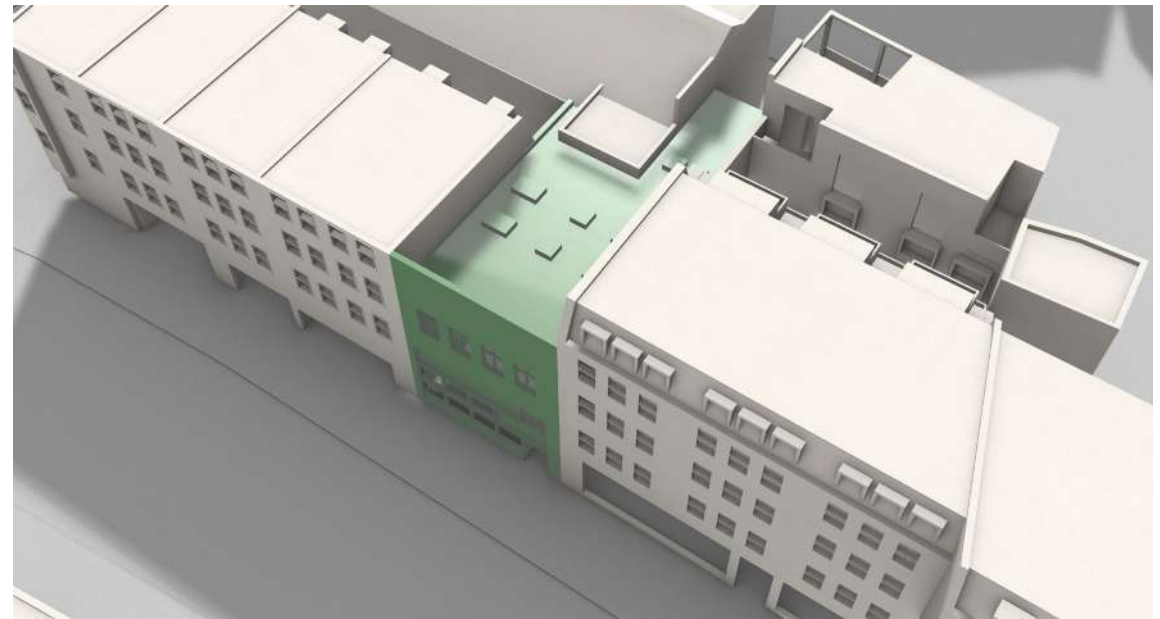
- 2017/1092/P - Installation of 1 x telephone box on the pavement - Prior Approval refused on 05/04/2017
- 2018/5580/P - Installation of 1 x telephone kiosk on the pavement - Prior Approval Refused on 20-12-2018



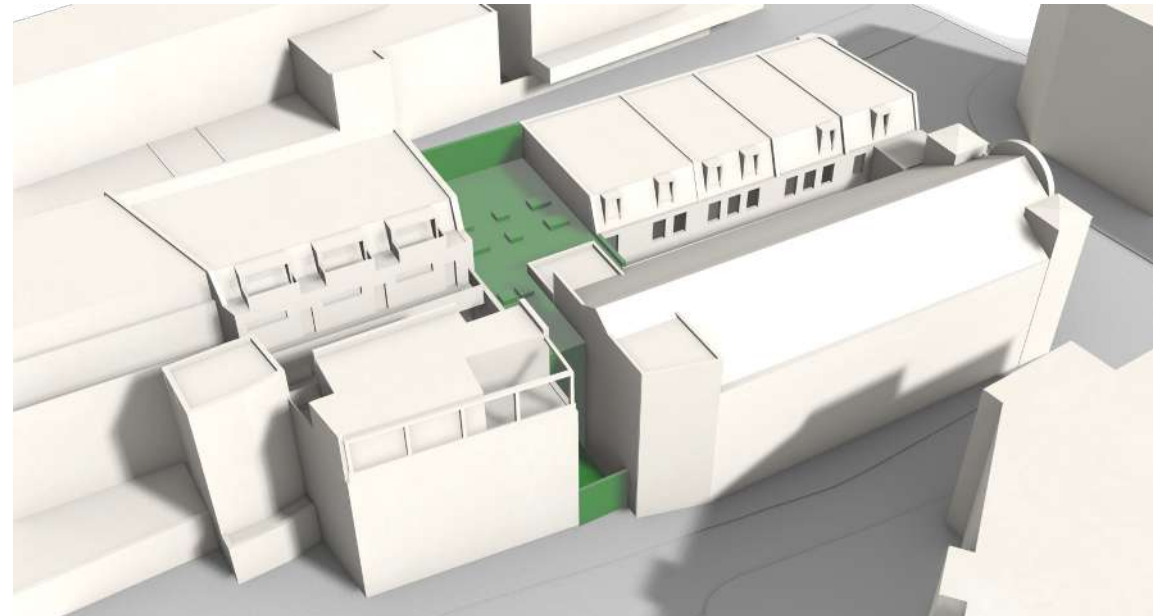
Existing south east 3D View from Kentish Town Road (N.T.S)



Existing 3D View From the south west Grafton Yard



3D Study of the existing north east view from Kentish Town Road



3D Study of existing east view from Grafton Yard

3.2 1st Pre-Application advice

In December 2018, we prepared our first detailed design package which was submitted to Camden council for pre-Application advice on a potential proposed residential and A2/B1 mixed use development on the site.

Following an initial meeting with the planning officer, Mr. David Fowler we received a comprehensive written feedback from Camden Council in relation to the scheme.

The fundamental concerns to address before making a full planning application were as follows;

1. Architectural approach

1a. It is considered that a stronger ground floor space is needed to be presented appropriate for its use as a high street building. As a commercial unit in a town centre, this should typically have a more generous storey height.

In response to this we have increased the floor to ceiling height of the ground floor unit to 2.7m for the permeability, and have re-designed the shopfront. The shopfront design will comply with Camden Planning Guidance- Design and Kentish Town Neighbourhood Plan.

1b. It is also considered that borrowing from 2 quite different buildings of different periods and styles by virtue of their adjacency is not considered a strong enough design approach and results in a confused response.

In response to this we have produced a detailed study of the architectural character of the surrounding development and locally listed buildings in this statement (Part 5.1 & 5.2). With the detailed analysis, the front facade design will mainly match the neighbouring no.199 with its stone material because of its similar height. It will also incorporate the unique architectural style of no.217-223 to highlight the tall window designs, prominent on the streetscene.



Typical 3D image of the 1st pre-application design proposal



Typical 3D image of the 1st pre-application design proposal

1c. The council is also concerned that the palette of materials proposed for the primary façade indicates a mix of stone and zinc/ metal cladding. Without site analysis or design development it is unclear as to how these materials have been chosen and how they are intended to work together.

In response to this we have studied and presented the detailed material study with the reason for the proposed material selection included in part 5.4 of this statement.

2. Residential layouts

2a. The Council is concerned regarding the layout of flat 1 where flat 1 where the living/kitchen area is accessed via the bedroom. Residential accommodation is thus unlikely to be supported at first floor level, and completely unacceptable in its current guise. The first floor programme should be rationalised which would help to resolve the convoluted layout.

In response to this we have redesigned flat 1 and moved it to the front of the site. We have increased the GIA of flat 1 from a 1 bedroom studio to 1 bedroom flat (2 persons).

2b. It is also considered that flats 2, 3, 4 have more coherent and workable layouts, although the Council has concerns about the amenity, outlook and daylight for the rear bedrooms via the proposed light well.

In response to this we have changed the location of the first floor flat to the front of the building and moved the office element to the rear of the building. This enabled us to increase the depth of the third and fourth floor balcony depths which will increase the level of natural light and outlook from these units. This rationale is supported by the accompanying daylight and sunlight study.

2c. The Council is concerned regarding flat 6's light levels as a single aspect unit with deep and narrow rooms. In response to this, Unit 6 is not considered single aspect. We have incorporated large roof lights with sky views into the roofscape facing the rear of the main building, it also has a rear view from the rear windows and balcony.



Amended 3D image for 2nd Pre-application

197 Kentish Town Road

3.3 2st Pre-Application advice

In October 2019, we prepared our second detailed design package which was submitted to Camden council for pre-Application advice on a potential proposed residential and A1/ A2 mixed use development on the site.

Following an initial meeting with the planning officer, Mr. David Fowler we received a comprehensive written feedback from Camden Council in relation to the scheme.

The fundamental concerns to address before making a full planning application were as follows;

1. Spatial quality

There are concerns about the unit sizes, circulations, noise and quality of sunlight orientation.

In response to the unit sizes concern in part 7.4 of the feedback, Flat 6 is now removed. Flat 5 has a total of 44sqm usable room space excluding the stairs circulation space, which meets the national space standards of 39 sqm for 1 Bedroom 1 Person studio.

In response to the circulations concern in part 7.10 & 7.20 of the feedback, there is only 1 main communal stairway for the residential units and 1 staircase for the ground floor commercial unit. It is necessary to provide private staircase for flat 5 to create private circulation. All stairs are calculated for the fire exit regulations and the distance to the bin storage.

For the concern of noise in part 7.12 of the feedback, we have enlarged the side of flat 1 from 40.3 sqm to 45.5 sqm to create a minimum of 3m distance from the sleeping area to the windows facing Kentish Town Road.

Responding the concern of sunlight orientation in part 7.13 of the feedback regarding the deep lightwell for flat 2&3, we have removed flat 6 to allow extra sunlight into the south west facing light-well. For further details please refer to the Daylight/Sunlight Assessment.

2. Quality of the rear entrance

In response to the concerns in part 7.8,7.9 and 7.19 of the feedback, we have proposed reinforced glazed door with motion sensor wall lamps and CCTV monitor to the rear entrance to ensure the safety and quality. There are also neighbouring properties with rear entrance only instead of side by side doors to the front facing Kentish Town road. The proposed separated entrances for different used is to create higher quality of commercial space and to ensure the attractive commercial outlook for the street scene. For more detail of the rear entrance design, please refer to Part 6.2- Rear Entrance from this document.



3D image for 2nd Pre-application

3. Quality of material

In response to the concern regarding the quality of material in part 8.5 and 8.6 of the feedback, the facade will match the existing and neighbouring brickwork. The proposed zinc roof extension will also enhance the quality of new residential units and the quality of the street scene. All materials proposed will meet the council design standards - policy D1e, Local plan.

In response to the concern of the windows position in part 8.8 and 8.9 of the feedback, the first pre application recommended windows to be in line with the neighbouring windows for the street scene. The upper plate of the window will work as mirror glazed cladding to match the street-scene.



3D image for 2nd Pre-application

197 Kentish Town Road

4.0 Urban Design

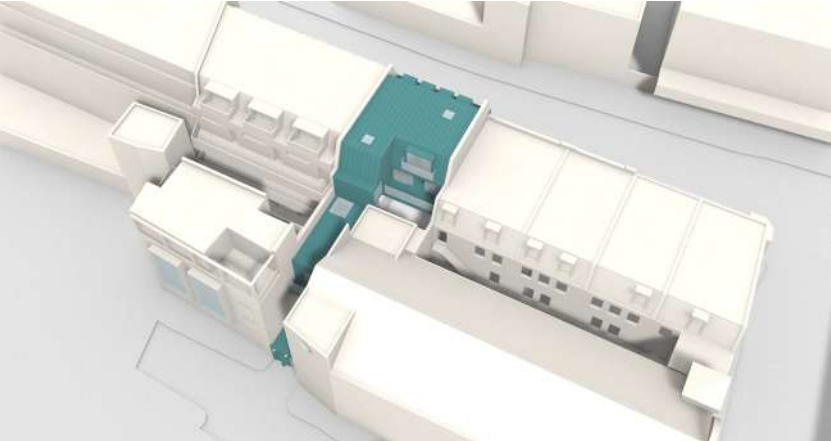
4.1 Design Strategies

Based on the research and feasibility studies above, the proposed scheme will follow the below key points

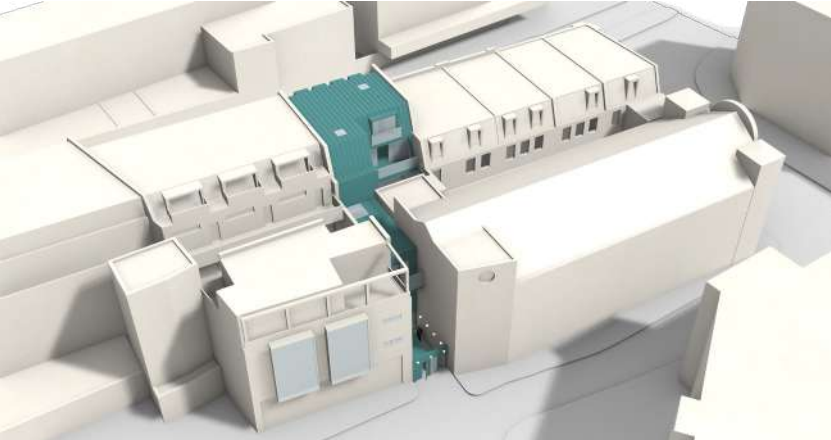
- To complement the surrounding architectural character in terms of heights and use
- To redesign the frontage with a unique architectural design that draws inspiration from the nearby architectural merit locally listed buildings
- To ensure the distance between the existing neighbours' roof terraces and the proposed amenity spaces are sufficient to ensure the privacy of neighbouring residents is not compromised
- To redesign the shopfront and improve the permeability by increasing the floor to ceiling height of the ground floor unit to better reflect the high street context. The local Architecture of merit consists of prominent shop fronts with tall linear windows. We have taken the design approach to create this in the new design. This has been achieved by reconfiguring the bland shop front with a more modern design incorporating design features of the shop fronts in the local area.
- To reconfigured and introduced new windows with proportions and heights to complement the existing surrounding buildings. Likewise we have introduced verticality by incorporating prominent vertical pillars between the windows. Gaps between the windows have been broken up by introducing a soft coloured cladding which helps to highlight the verticality of the building.
- At the top we have followed on with the theme of heavy parapet detailing and set back the mansard roof with zinc clad dormers. This provides a distinctive line with the contrast between the stone cornice to the parapet and the dark zinc clad mansard behind and clear line that matches the adjacent building

4.2 Massing Study

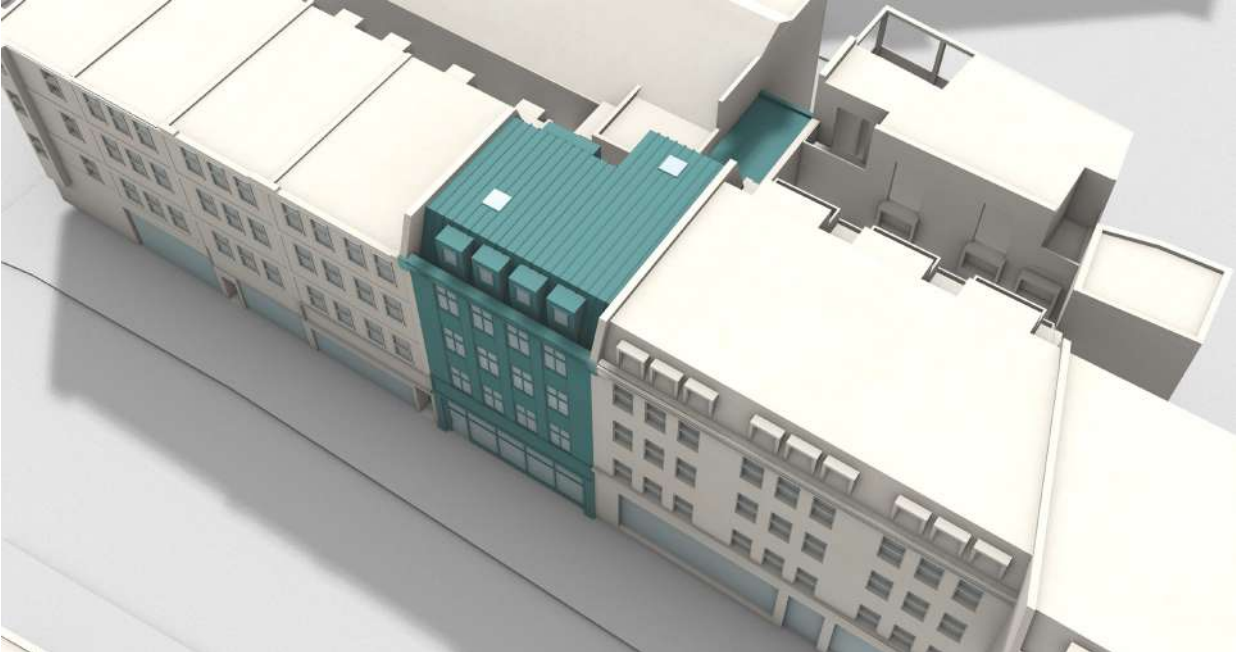
The massing study to the right shows the proposed building height, which will match the surrounding neighbourhood. The height will match no. 199 Kentish Town Road.



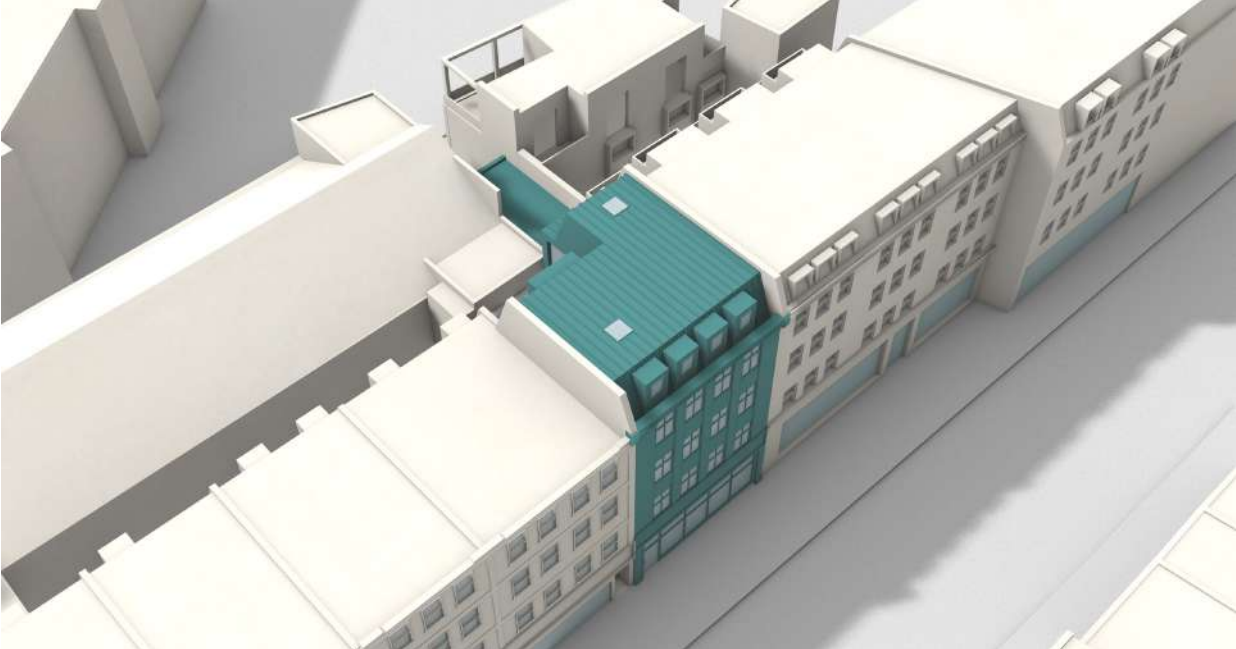
Massing Study: South East View



Massing Study: South East View



Massing Study : North West View



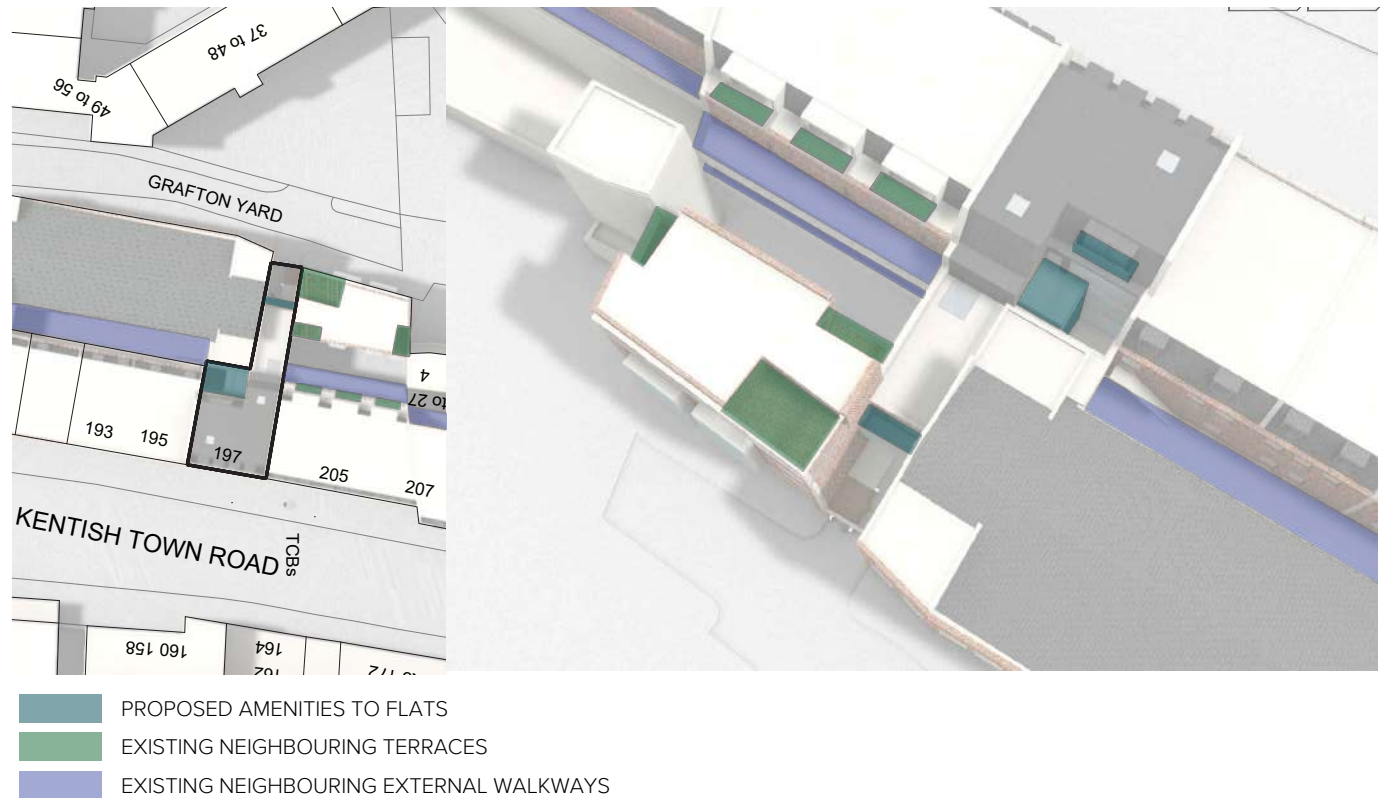
Massing Study : North West View

4.3 Site Layout Principle & Rationale

The site layout is defined by site restrictions, daylight analysis and impacts to neighbouring residents.

The new 2 storey extension will be proposed to match the existing mixed use building at no. 199 Kentish Town Road. The outdoor amenity lightwell space will be pushed back from the rear line of block no.195 to ensure the privacy and amenity of neighbouring residents is not impacted by the proposals.

The opposite Plan & 3D analysis showed the distance of the proposed amenity space and the existing neighbouring roof terraces. It showed that the proposed amenity will create a better ventilated space for the future occupants and neighbouring properties and will not overlook into the neighbouring properties/amenities to ensure the privacy.



Proposed Plan & 3D View(NTS) showing the proposed layout with proposed Amenities to flat in green, existing neighbouring terraces in red and existing neighbouring external walkways in blue

5.0 Design

5.1 Local Architecture



Rear of no.4 Grafton Yard



Third Floor side of no.199



199-211: 4 Storey Mixed use: Retail Ground Floor + Residential above



213-215: BLUSTONS (Grade II listed)
217-223: 3 Storey Mixed use: Retail Ground Floor + Residential above



4 Grafton Yard

Rear of 197 Kentish Town Road



View from Grafton Yard:
Left- 2 Grafton Yard
Middle- 1 Prince of Wales Road
Right- Una House, Prince of Wales Road



Proposed 187 Kentish Town Road with large size dormer & residential with different roof eaves and ridge heights to roof space



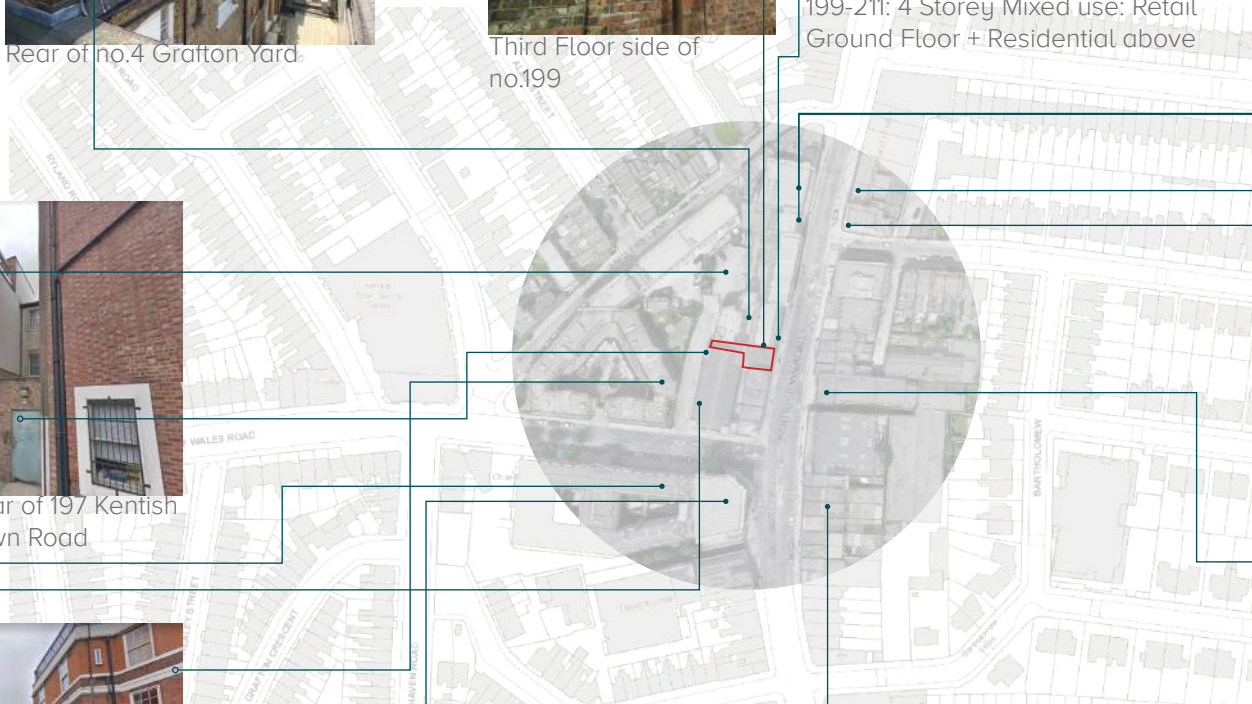
136-150: a set of 3 storey mixed use commercial Ground Floor & residential with different roof eaves and ridge heights to roof space



Right- 180: Mixed use 4 storey Restaurant & residential flats
Left- 182-200: Mixed use 3 storey Retail & residential accommodations



158: Office & dental Service building, with Stone & tile finished to its first floor



5.2 Local Listed building & Architectural character Study

There are a few locally listed buildings that are in the vicinity to the application site which we have taken into careful consideration in terms of its architectural character.

The Citizen Advice Centre (the former cinema) on north side of Prince of Wales Road is a late 19th century cinema which was built on the gardens of Kentish Town Road with the main frontage facing Prince of Wales Road. 197 Kentish Town Road is its secondary frontage however, the existing facade of 197 Kentish town Road does not contribute to the significance of the Cinema building architecturally or in townscape terms. The proposed newly designed facade should aim to contribute towards this.

189 Kentish Town Road is a late 19th century commercial building on the corner of Kentish Town Road and Prince of Wales Road. It contributes to a group of other locally important buildings here including the former cinema, adjacent, the former polytechnic building opposite, and Kentish Town Road baths to the west. The proposed design should be able to complement the style of this architecture.

217-223 Kentish Town Road is a notable early 20th century commercial building with monumental classical façade with stone columns flanking deeply recessed full height windows with metal frames and decorative transom panels, surmounted by a projecting cornice. It is of unique architectural merit to the surrounding of 197 Kentish Town Road highlighting the height of the building and it is a good reference for the proposal.



Former cinema on north side of Prince of Wales Road near junction with Kentish town Road



189 Kentish Town Road



217-223 Kentish Town Road



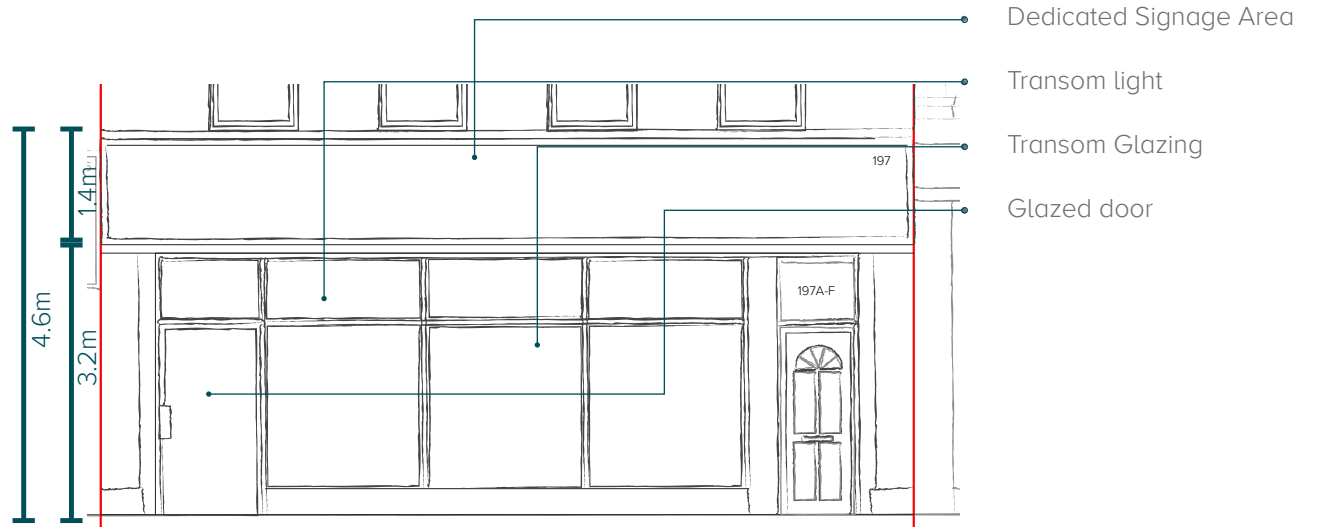
Local List OS Map (NTS) with local listed building in green and the application site in red boundary
Source from Camden council

5.3 Shopfront Study

The Kentish Town Neighbourhood plan showed the preferable shopfront design below. The shopfront design should be open and friendly. Views into the shop are not to be obscured by advertisements or other obstructions applied to the glass of the shop front. With the Camden Planning guidance- Design, a shopfront study sketch is proposed to ensure the design complied with the design guidance requirement set out by the local authority SPG on shopfront

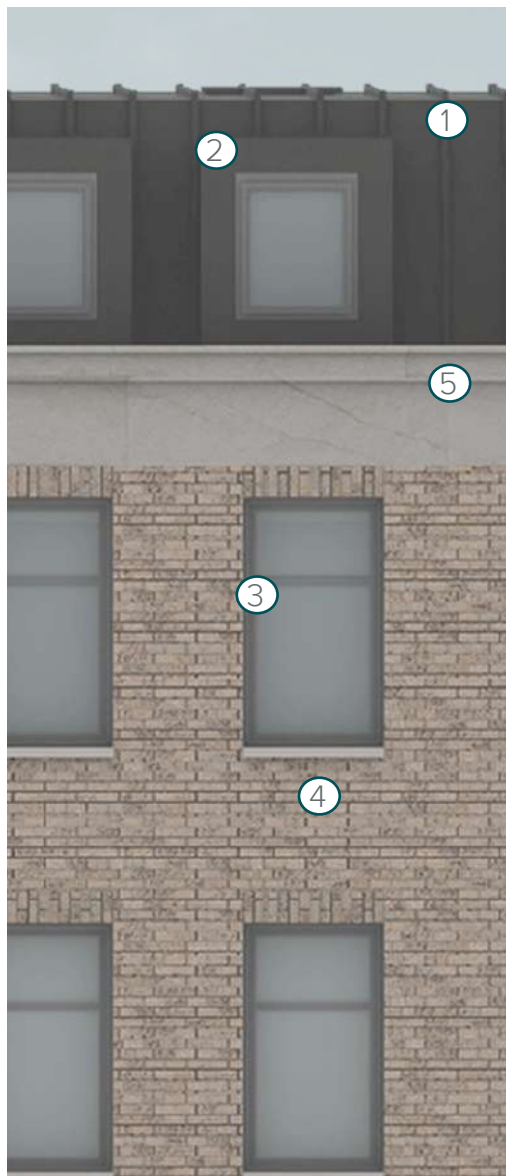


Kentish Town Neighbourhood plan - shopfront design



Proposed shopfront design sketch

5.4 Material study



To improve the appearance of the application site and its surrounding neighbourhood, the following materials are proposed:

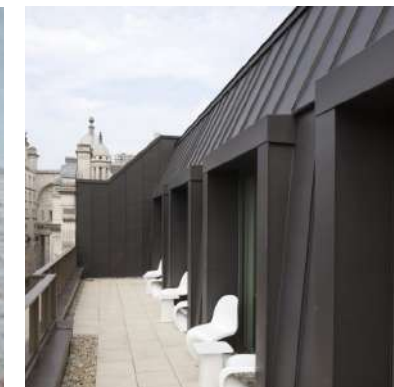
1. Raised seam zinc cladding to mansard dormer by VM Zinc - Anthra Zinc to provide a modern design and also match the mansard roof style of the neighbouring no. 199
2. VM Zinc - Anthra Zinc cladding dormer to match no. 199
3. Powder coated aluminium double glazed windows in grey colour.
4. Brick slips re-cladding with Ibstock Brick - Ivanhoe Cream (A0805A)
5. Feature stone copping to parapet wall to match adjacent style



Ibstock Ivanhoe Cream (A0805A) brick slip



Sample image of a brick slip re-cladding project



Sample image of mansard zinc roof (St James's Gateway, 1 Eagle Place, London)

5.5 Description of Proposal

This design and access statement is to be read in accordance with all attached plans and elevations and in conjunction with the full planning application for external alterations including a two-storey roof extension. The proposals retain the existing A2 use to the ground floor and first floor commercial unit and for the use of the upper floors as residential, to create 4 residential units (Class C3) at first to fourth floors.



Front Elevation of no. 197 Kentish Town Road



3D view of proposed No. 197 Kentish Town Road

197 Kentish Town Road

6.0 Compliance

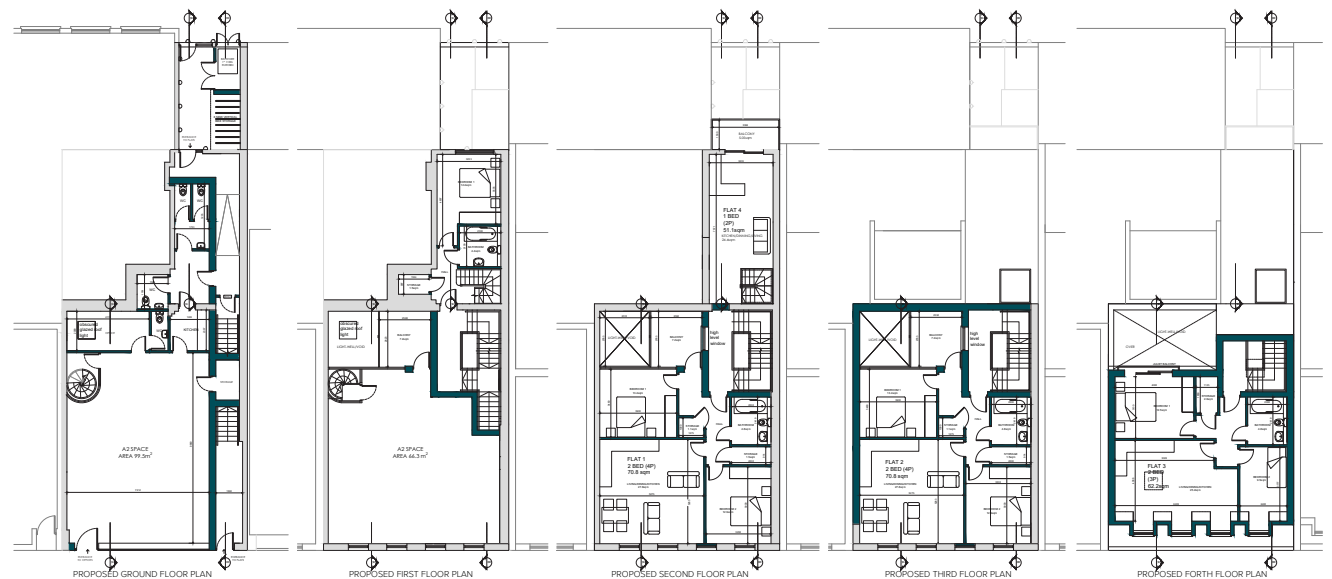
6.1 National Space Standards

The proposal is capable of meeting the Nation Space Standards and Camden planning guidance - Design's criteria, to ensure the development

- responds positively and sensitively to the existing context
- is accessible and permeable
- connects well with existing places
- is adaptable to future needs and responsive to use
- promotes health and well-being, to make places better for people and create safe environments
- promotes sustainability and efficient resource consumption with use of use of good quality durable materials

All 4 flats meet the space standards outlined to the table opposite.

Number of bedrooms	Number of bed spaces	Minimum GIA (m ²)			Built-in storage (m ²)
		1 storey dwellings	2 storey dwellings	3 storey dwellings	
1b	1p	39 (37)*			1.0
	2p	50	58		1.5
2b	3p	61	70		2.0
	4p	70	79		
3b	4p	74	84	90	2.5
	5p	86	93	99	
	6p	95	102	108	
4b	5p	90	97	103	3.0
	6p	99	106	112	
	7p	108	115	121	
	8p	117	124	130	
5b	6p	103	110	116	3.5
	7p	112	119	125	
	8p	121	128	134	
6b	7p	116	123	129	4.0



Proposed Floor plan (N.T.S)

6.2 Rear Entrance to Flats

197 Kentish Town Road has a unique site layout allowing both access from the front and the rear on Grafton Yard. The rear entrance will provide Bin storage and cycle storage.

Rear entrance will be monitored by CCTV to ensure the safety and security. Automatic motion sensor wall lamps will be installed to ensure the safety and security. The area is well-lit and safe and secure for future residents.

No. 212-216 Kentish Town Road (2018/2652/P) and no.325 Kentish Town Road (2015/2605/P) are similar approved applications for proposed rear entrance to flats, to achieve an outstanding commercial shop front design.

The rear entrance design is subject to acceptance by the next door landlord.



Rear entrance showing Automatic motion sensor wall lamps, Reinforced glazed door, Refuse & recycling storage and cycle storage

6.3 Refuse and Recycling

Communal bins will be provided near the rear entrance of the site. 1x 1100 Litre bin will be provided for both Refuse and Recycling.

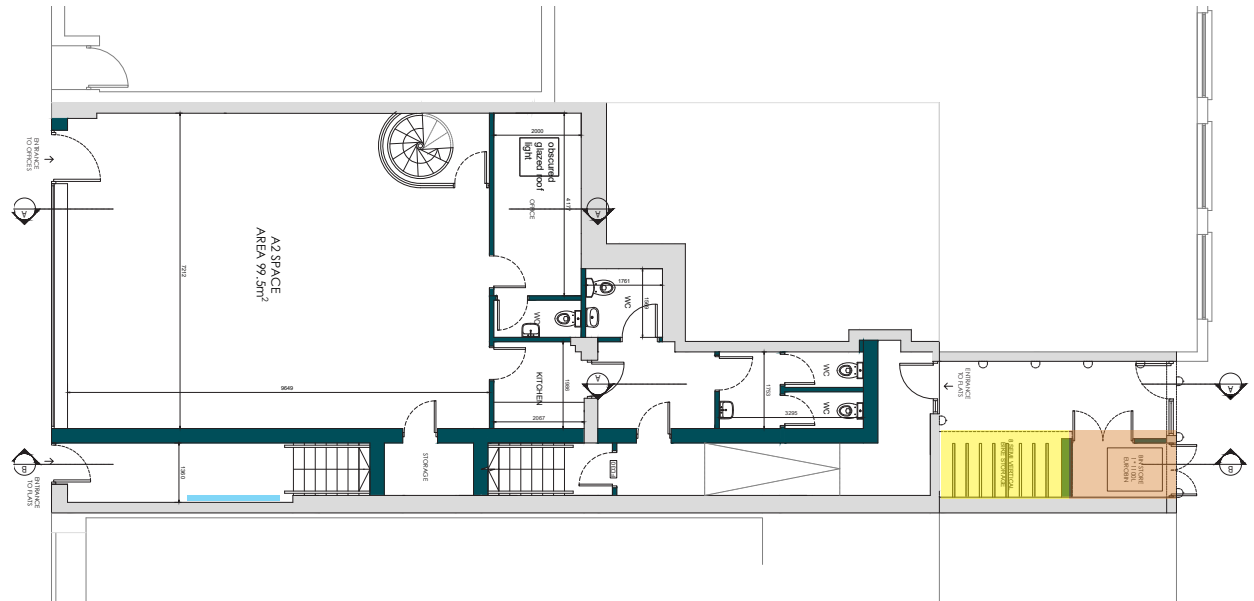
6.4 Cycle Storage

8 stacked bike storage will be provided. Cycle storage has been incorporated in to the design ensuring a secure and covered area for all the residential use

The location of the cycle store is to the rear entrance of the site. Each occupant will be supplied with a lock to enable secure and safe storage of the cycles when not in use.

6.5 Communal Post Storage

Communal Post Storage will be sited to the entrance of the flats



Plan with Refuse and Recycling Storage in Orange, Cycle Storage in Yellow and Communal Post Storage in Blue (N.T.S)

7.0 Housing Schedule

7.1 Unit Types

There are 6 no. units overall comprising a mix of 2 bedroom flats and 1 bedroom flat.

UNIT 1 – 2 BED 4 PERSONS

UNIT 2– 2 BED 3 PERSONS

UNIT 3 – 2 BED 3 PERSONS

UNIT 4 – 1 BED 2 PERSONS

7.2 Unit Amounts

UNIT NUMBER	NUMBER OF BEDROOMS	NUMBER OF PERSONS	AMENITIES	OVERALL FLOOR AREA
1	2	4 persons	7.2 m ²	70.8 m ²
2	2	4 persons	7.2 m ²	70.8 m ²
3	2	3 persons	-	62.2 m ²
4	1	2 persons	5.1 m ²	51.1 m ²

7.3 Overall Areas

UNIT No.	Living/Dining/Kitchen (m ²)	Bedroom1 (m ²)	Bedroom 2 (m ²)	Bathroom (total) (m ²)	Storage (m ²)	Overall Area (m ²) (not inc. amenity)
1	27.8	13.4	12.9	4.8	2.6	70.8 m ²
2	27.8	13.4	12.9	4.8	2.6	70.8 m ²
3	25.2	12.5	9.5	4.8	2.0	62.2 m ²
4	24.4	12.4	-	4.4	1.5	51.1 m ²

8.0 Planning Drawings & 3D images

8.1 Planning Drawings

Please find enclosed in the Appendices a full set of plans, sections and elevation drawings.

8.2 3D Images



9.0 Summary

This development complies with Camden Planning Guidance, Camden Local Plan policies and London Plan 2016, including

- Local Plan policies H1, H2, H4, H6, H7
- Camden Planning Guidance 2 (Housing)
- Camden Planning Guidance - Design
- Camden Planning Guidance 6 - Amenity
- London Plan 2016 - cycle parking

All new home units are well designed to meet the London Housing Design Guide criteria while adhering Camden Supplementary Planning Guidance. The average GIA and Amenity both exceed the London Housing Design Guide.

In summary, the proposed works to No. 197 Kentish Town Road for which Planning Permission is sought by means of this application, endeavour:

- to make more efficient use of the existing unattractive building in the context of the requirements of a growing housing market and to provide a mix of residential and commercial units to ensure a diverse building stock is maintained and to create a sense of permeability
- not to compromise the quality of such an attractive residential area by means of a sensitive approach to the creation of new properties
- not to harm the existing residential amenity (relating to perceived overlooking, existing views etc.) to neighbouring properties.

