
Planning statement

329-331 Kentish Town Road, London, NW5 2TJ

1. Introduction

- 1.1. This planning statement has been prepared on behalf of our client, Medley Assets Ltd, in support of a planning application relating to development at 329-331 Kentish Town Road, London, NW5 2TJ.
- 1.2. The proposed development relates to the *conversion of the existing upper floors at 329-331 Kentish Town Road to 3 residential units and the construction of 2 new residential units at first and second floor levels to the rear of the property facing York Mews. Access is proposed via the ground and first floors at the rear with associated servicing areas.*
- 1.3. The proposal follows pre-application advice issued by the Council in 2015 regarding similar proposals at the property and permissions relating to nearby properties for similar development to the rear facing York Mews including 317-319 Kentish Town Road (under construction), 321 Kentish Town Road (completed), 325 Kentish Town Road (completed), 335 Kentish Town Road (recent permission granted) and 337 Kentish Town Road (completed).
- 1.4. The proposed development has been developed in the context of Chapter 11 of the National Planning Policy Framework (NPPF) to propose the redevelopment of the site and make more effective use of the brownfield site. The NPPF sets out how brownfield sites in accessible areas should be used efficiently to optimise density, connectivity and land use patterns to deliver an increased supply of housing. The site is considered suitable for the proposed optimisation of land as it is located within an area with good public transport levels and is surrounded by developments. The proposal will bring unoccupied floorspace back into active use and will deliver five new good quality dwellings which will positively contribute to the borough's housing stock. It will also diversity and increase activity within the Town Centre while not compromising the vitality and viability of its retail function.
- 1.5. This statement has been set out under the following headings:
 - Section 2 – Site, surrounds and planning history;
 - Section 3 – Proposal;
 - Section 4 – Planning policy framework;
 - Section 5 – Planning considerations;
 - Section 6 – Conclusions.
- 1.6. This statement should be read in conjunction with the following documents:
 - Application and CIL forms prepared by Savills Planning;
 - Location plan and Site location plan prepared by HUT Architecture;
 - Design and Access Statement including existing and proposed drawings prepared by HUT Architecture;
 - BRE Daylight and Sunlight Reports (internal and neighbour) prepared by Herrington Consultants;
 - Energy and Sustainability Statement prepared by Energy Lab;
 - Air Quality Report prepared by Aether Consulting;
 - Noise Report prepared by Hann Tucker Associates.

2. Site, surroundings and planning history

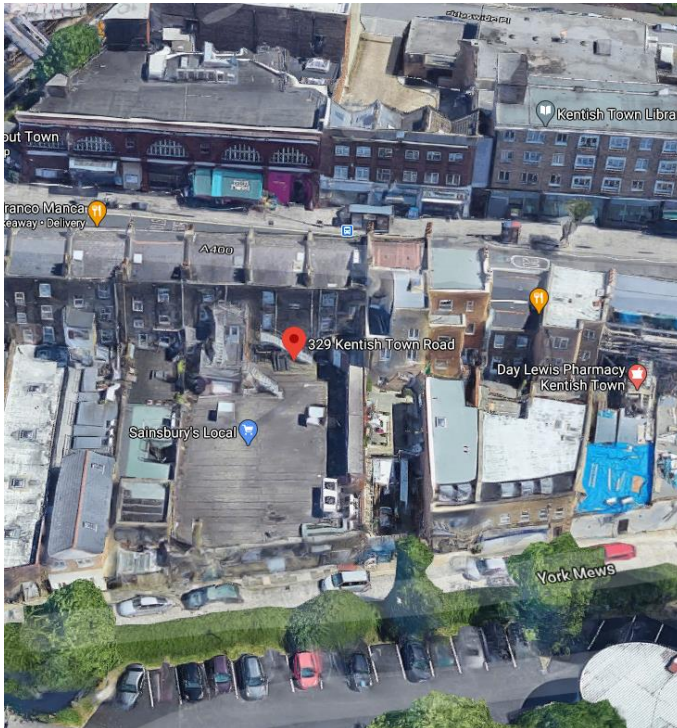
Site Context

- 2.1. The proposals relate to 329-331 Kentish Town Road. The application site is located in the London Borough of Camden on the western side of Kentish Town Road between Regis Road and York Mews. The property has a frontage onto York Mews at the rear.



Location plan identifying the site, Kentish Town Road and Kentish Town Station and photograph of the site

- 2.2. The site has excellent accessibility and is located less than 100 feet from Kentish Town Underground and National Rail Stations. There are numerous bus stops operating frequent bus services on Kentish Town Road. The PTAL of the site is 6a (excellent).
- 2.3. The building comprises full basement and ground floor levels with access to the ground floor both via Kentish Town Road and York Mews. There are three upper levels to the Kentish Town Road frontage (first to third floor levels). The ground floor presents a modern shopfront to Kentish Town Road and the upper floors are more traditional in appearance comprising brick. The roof is pitched comprising tile with chimney stacks between plots. The ground floor to the rear is in brick with several doors and windows onto York Mews. There is an enclosed access way located at first floor level running along the boundary with 327 Kentish Town Road (southern boundary) and various manifestations to the rear of the first to third floor levels including external steps and servicing equipment.



3D image illustrating the rear of the site

- 2.4. The basement and ground floors of 329-331 Kentish Town Road are currently occupied by Sainsbury's (retail – A1) with the main customer area at ground floor level and ancillary storage at basement level. Sainsbury's also extends into the ground floor of the adjoining property at 333 Kentish Town Road however this does not form part of the Applicant's ownership nor application site. The first to third floors of 329-331 Kentish Town Road were previously used as ancillary office, staff facilities and storage for Sainsbury's (ancillary to retail – A1) however these are now vacant (some 5 years) and are in a poor condition.
- 2.5. In terms of access, while there is access to the basement and ground floors from York Mews, Sainsbury's is serviced from Kentish Town Road and the rear access on York Mews is largely unused in terms of the retail use. The upper floors are currently accessed internally from the rear of the shop or via York Mews utilising the enclosed access way located at first floor albeit this is currently blocked up.

Surrounding Context

- 2.6. The surrounding area is mainly characterised by 3-4 storey Victorian buildings. The predominant uses in the area are commercial uses including retail / restaurant / offices at ground floor level and office / residential above.
- 2.7. There is an emerging context of 3 storey buildings to the rear of the Kentish Town Road properties addressing York Mews including:
- 317-319 Kentish Town Road (under construction) – 2-4 York Mews
 - 321-323 Kentish Town Road (existing) – 6-8 York Mews

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- 325 Kentish Town Road (completed) – 10 York Mews
- 335 Kentish Town Road (recent permission granted) – 20 York Mews
- 337 Kentish Town Road (completed) – 22 York Mews



*317-319 Kentish Town Road (existing single storey to York Mews benefiting from planning permission)
6-8 York Mews (blue sign)
10 York Mews (Juliette balcony)*



*6-8 York Mews (blue sign)
10 York Mews (Juliette balcony)
327 Kentish Town Road (no built form to York Mews)*

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327 Kentish Town Road (no built form to York Mews)
329-331 Kentish Town Road (application site)

2.8. This emerging context will be discussed in further detail below.

Planning Designations

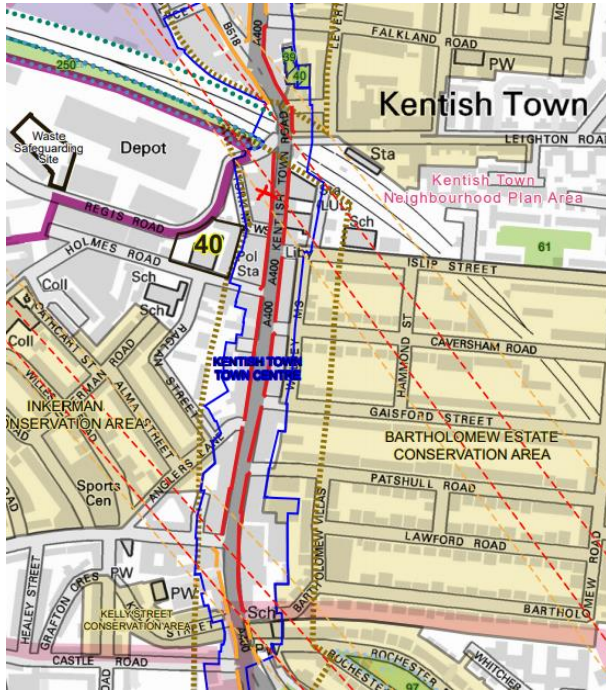
2.9. According to the London Borough of Camden proposals map, the following allocations apply to the site:

- Archaeological Priority Area
- Kentish Town Town Centre (Primary Protected Frontage to Kentish Town Road)

2.10. The property is not listed, nor does it lie within a Conservation Area.

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Excerpt from Camden's Planning Policy Map

Planning History

Application site

2.11. The following records relate to 329-331 Kentish Town Road:

- Ref: 2009/3202/P – Planning permission was granted on 24 August 2009 for 'Installation of one new dual temperature condenser unit to the roof of shop at first floor level (class A1).'
- Ref: 2009/1129/P - Planning permission was granted on 11 May 2009 for 'Installation of new shop front with ATM.'
- Ref: 8701182 – Planning permission was granted on 16 September 1987 for 'Installation of a goods lift at the rear of the property.'

2.12. Pre-application discussions were held with the Council in May 2015 regarding a similar proposal at the property and the Council's formal pre-application response was received on 3 June 2015. The proposal was for *change of use at 1st, 2nd and 3rd floor level from ancillary retail use (Class A1) to residential use (Class C3) and roof extension, to provide 4 no. self-contained flats (1 no. 1 bed and 3 no. 3 bed)*. It is acknowledged that Camden has adopted new planning policy since the issue of this pre-application feedback however the feedback is still relevant to the current proposals particularly given many new policies reflect the superseded policies. The pre-application feedback is outlined below.

- The loss the ancillary A1 floor space at upper floors was considered to be acceptable.

- The principle of residential development at upper floors was also considered acceptable subject to reconsideration of dwelling mix in line with relevant planning policy and compliance with minimum floorspace standards.
- The roof extension was not supported in principle.
- The access to the residential properties through an enclosed walkway from the rear was not supported and it was suggested that the access be revised to Kentish Town Road. Concerns were raised in regards to the length and enclosure of this walkway in relation to crime.
- The residential units at the upper floors were unlikely to give rise to unacceptable levels of overlooking of nearby residential properties. The proposed terraces were considered to be acceptable.
- The development would be subject to car free provisions and cycle parking should be indicated on the drawings.

2.13. The proposal being submitted as part of this planning application has evolved since this pre-application advice with the inclusion of the construction of 2 new residential units at first and second floor levels to the rear of the property facing York Mews. However, the feedback relating to the conversion of the upper floors to residential use is relevant. We note that the Council were supportive of the change of use from ancillary retail (A1) to residential (C3) and that it was not considered that residential use in this location would lead to unacceptable amenity impacts. In response to this pre-application advice, the roof extension has been omitted and the layout of the residential units on the first to third floor levels reconsidered to ensure that the minimum space standards are met. Furthermore, two bedroom units are being proposed which are a higher priority for the Council in terms of dwelling mix. The access arrangements to these residential units is much improved by the current proposals and this will be through a good quality and secure residential access from the ground floor of York Mews and via a residential walkway at first floor level.

Surrounding sites

2.14. There are several surrounding planning records which are relevant to the current proposals for the application site. These are set out in the table below.

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Address/Ref	Description of Development	Decision	Date
22 York Mews (rear of 337 Kentish Town Road) 2005/0059/P	The change of use and associated works to convert the existing single storey storage premises (Class B8) to residential (Class C3) to provide 2 x 1-bedroom flats. Works to include the erection of an additional floor.	Approved	21.03.2005
325 Kentish Town Road (10 York Mews) 2015/2605/P	Rear extension to existing retail unit (Class A1), erection of mansard roof extension and three storey rear extension at 1st, 2nd and 3rd floor level of No. 325 Kentish Town Road and conversion of the 1 no. 3 bed self-contained flat to create 3 no. 1 bed self-contained flats at first, second and third floor level. Erection of three storey rear extension to infill space known as 10 York Mews to provide ground floor storage space and cycle store and 1 no. 3 bed maisonette on first and second floor. Provision of internal courtyard/terrace at first floor level with access from 10 York Mews and installation of green wall at first and second floor level of 10 York Mews (internal elevation).	Approved	17.12.15
325 Kentish Town Road (10 York Mews) 2017/6574/P	Alterations to ground, first and second floor fenestration to the front elevation fronting York Mews and alteration to first floor window on side/ rear elevation that serves flat 1 with associated internal changes relating to the waste storage and cycle parking (retrospective)	Granted with warning of enforcement action	08.02.2018
317-319 Kentish Town Road (2-4 York Mews) 2016/0843/P	Erection of mansard roof on frontage building (facing Kentish Town Road) and a 2 storey extension over part of the single storey rear building (facing York Mews) with associated external and internal alterations to provide 3 additional self-contained residential units (C3) (1x1 and 2x2 bed) with a rear terrace, a change of use from betting shop (Sui Generis) at rear ground floor to office use/financial and professional services (B1/A2) and retention of retail use (A1) on the ground floor (front)	Approved	07.06.2016

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<p>317-319 Kentish Town Road (2-4 York Mews) 2019/2141/P</p>	<p>Minor Material Amendment to planning permission 2016/0843/P dated 18/05/2017 for the Erection of mansard roof on frontage building (facing Kentish Town Road) and a 2 storey extension over part of the single storey rear building (facing York Mews) with associated external and internal alterations to provide 3 additional self-contained residential units (C3) (1x1 and 2x2 bed) with a rear terrace, a change of use from betting shop (Sui Generis) at rear ground floor to office use/financial and professional services (B1/A2) and retention of retail use (A1) on the ground floor (front), to allow - Fire exit door onto York Mews, - Additional bike store at ground floor level - Improved bin store accessibility and installation of double doors on York Mews. - Internal reconfiguration of flat at first and second floor level of rear extension - Reconfiguration of windows and doors on the South elevation - Rendered band removed and brickwork exposed on the South and West elevations - Reconfiguration of roof terrace at first floor level and erection of associated screening this to be a brick wall integral to the building in place of previously proposed timber</p>	<p>Approved</p>	<p>19.06.2019</p>
<p>335 Kentish Town Road (20 York Mews) 2019/5037/P</p>	<p>Demolition of rear retail storage area (Class A1) at 335 Kentish Town Road and 1 bed unit (Class C3) at Flat B 20 York Mews and the erection of three storey residential building (Class C3) to provide 1x1 bed and 1x2 bed units, and erection of part width two storey rear extension to 20 York Mews, in association with conversion from 1x3 bed to 1x1 bed and 1x3 bed units, and associated alterations.</p>	<p>Approved</p>	<p>25.06.2020</p>

2.15. We understand that the development at 325 Kentish Town Road has been completed, 317-319 Kentish Town Road is under construction and 335 Kentish Town Road has been recently recent granted permission. Drawings of 317-319 Kentish Town Road and 335 Kentish Town Road are shown below for reference.



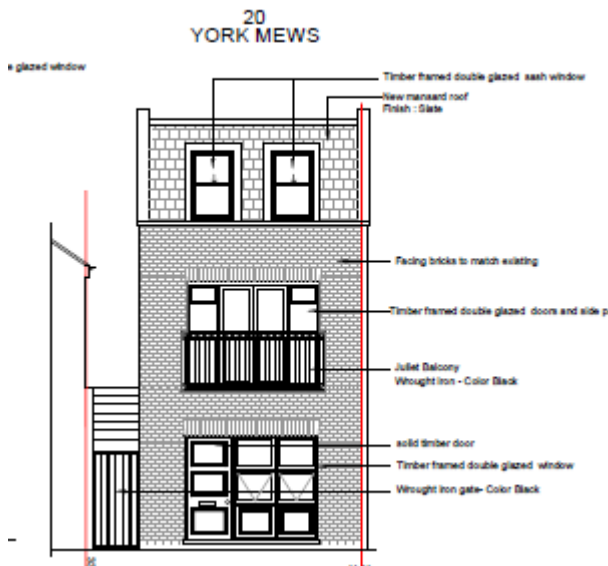
317-319 Kentish Town Road approved rear elevation (to the right) with 321 Kentish Town Road (to the left)

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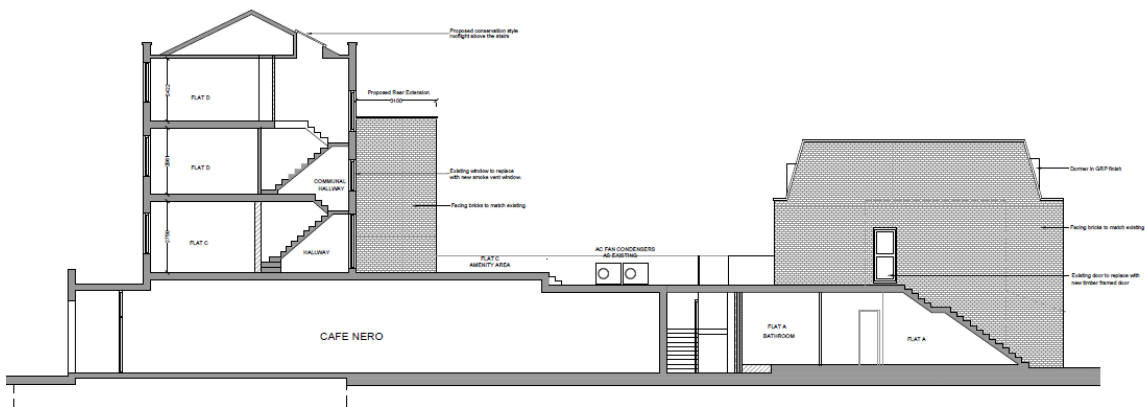
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317-319 Kentish Town Road approved side elevation



335 Kentish Town Road approved rear elevation



335 Kentish Town Road approved section



3. Proposal

3.1. The proposed development relates to the *conversion of the existing upper floors at 329-331 Kentish Town Road to 3 residential units and the construction of 2 new residential units at first and second floor levels to the rear of the property facing York Mews. Access is proposed via the ground and first floors at the rear with associated servicing areas.*

3.2. Key components of the proposal include:

- Change of use of the upper floors of 329-331 Kentish Town Road from ancillary retail (A1) to residential (C3).
- Creation of three residential units (flats 3, 4 and 5) on these upper floors comprising 2 bedrooms each; flat 3 to comprise a private terrace.
- Creation of rear ground floor access and servicing area (including waste storage) off York Mews to serve the residential use, converting 27sqm of retail (A1) to residential (C3) floorspace. The ground floor will connect to a residential walkway at first floor level providing access to flats 3, 4 and 5.
- Construction of two additional floors to the rear off York Mews to comprise two residential units (flats 1 and 2) comprising 2 bedroom each; flat 1 to comprise a private terrace.
- The new building component to the rear will comprise two levels in render (ground and first floors) with a mansard roof form comprising metal cladding at second floor level. New openings will be aluminium framed while terraces and walkways will be in timber.

3.3. Details of the proposed residential units are set out in the table below.

Flat	Internal floorspace (GIA)	External amenity space (GIA)	Bedrooms (GIA)	Floor to ceiling height (m)
1	108sqm	38sqm	14sqm and 19sqm	2.5m
2	109sqm	0sqm	14sqm and 17sqm	2.5m
3	71sqm	19sqm	13sqm and 14sqm	2.72m
4	71sqm	0sqm	14sqm and 15sqm	2.67m
5	71sqm	0sqm	14sqm and 14sqm	2.464m

4. Planning policy framework

Development Plan

- 4.1. Section 38(6) of the Planning and Compulsory Purchase Act 2004 and section 70(2) of the Town and Country Planning Act 1990 requires that planning applications are determined in accordance with the development plan for the area unless any material considerations indicate otherwise. This legal requirement is reiterated in the introduction to the National Planning Policy Framework (NPPF).
- 4.2. For the purposes of Section 38(6) of the Planning and Compulsory Purchase Act 2004 and section 70(2) of the Town and Country Planning Act 1990 the 'development plan' is:
 - The London Plan (2016);
 - Camden's Local Plan (2017).
- 4.3. Camden's Local Plan is the most up to date development plan document however London Plan policies will be quoted where relevant.

National Planning Policy Framework

- 4.4. The National Planning Policy Framework (2019) (NPPF) is a material consideration; it sets out the Government's planning policies for England and how these should be applied. The NPPF sets out that the purpose of the planning system is to contribute to the achievement of sustainable development (paragraph 7) which has three overarching objectives: economic, social and environmental (paragraph 8). At the heart of the NPPF is a presumption in favour of sustainable development (paragraph 10). It sets out that planning policies and decisions should guide development towards sustainable solutions, taking into account local circumstances which reflect the character, needs and opportunities of each area.
- 4.5. A key focus of the NPPF is to significantly boost the supply of homes (paragraph 59). Paragraph 68 addresses the important contribution that small and medium size sites can make to meeting the housing requirements of an area, recognising that these are often built out relatively quickly. In order to promote the development of a good mix of sites, this paragraph sets out that local planning authorities should, support the development of windfall sites through their policies and decisions giving great weight to the benefits of using suitable sites within existing settlements for homes.
- 4.6. The NPPF introduces a new section (11) titled 'Making effective use of land' which sets out that planning policies and decisions should promote an effective use of land in meeting the need for homes and other uses. Paragraph 118 states that planning policies and decisions should give substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs. This paragraph also states that planning policies and decisions should promote and support the development of under-utilised land and buildings, especially if this would help to meet identified needs for housing where land supply is constrained and available sites could be used more effectively.

- 4.7. Chapter 12 of the NPPF titled 'Achieving well-designed places, outlines that the creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Planning policies and decisions should ensure that developments: will function well and add to the overall quality of the area; are visually attractive as a result of good architecture, layout and landscaping; are sympathetic to local character and history; establish or maintain a strong sense of place; optimise the potential of the site; and create places that are safe, inclusive and accessible. Paragraph 131 sets out that in determining planning applications, great weight should be given to outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.

Emerging Policy

- 4.8. The Mayor is currently in the process of replacing the adopted London Plan with a new London Plan. A draft London Plan was published in December 2017, subject to minor modifications in August 2018 and further suggested changes in July 2019. The Examination in Public was held between 15 January and 22 May 2019. The Panel of Inspectors appointed by the Secretary of State issued their report and recommendations to the Mayor on 8 October 2019. The Mayor has considered the Inspectors' recommendations and issued an Intend to Publish London Plan to the Secretary of State on the 9 December 2019. The Secretary of State's response to the Intend to Publish version of the Plan was issued and the Mayor and Inspector are currently resolving outstanding matters. The draft London Plan holds substantial weight in decision making at the time of writing this planning statement.
- 4.9. The London wide Strategic Housing Market Assessments (SHMA) and Strategic Housing Land Availability Assessment (SHLAA) have identified a need of 66,000 additional homes per year. To achieve these housing targets, the overall average rate of housing delivery will need to approximately double compared to current average completion rates. Small housing sites policy H2 states that small sites (below 0.25 hectares in size) should play a much greater role in housing delivery in order to achieve the ten year housing targets set out in policy H1. Boroughs are encouraged to significantly increase the contribution of small sites to meeting London's housing needs and support well-designed new homes in order to diversify the sources, locations, type and mix of housing supply. The policy advise that boroughs should apply a presumption in favour of small housing development by supporting the demolition and/or redevelopment of existing houses and/or ancillary houses.

5. Planning considerations

5.1. The main planning considerations are:

- Land use
- Mix and quality of accommodation
- Design
- Amenity
- Transport and servicing
- Environment

Land use

Loss of Retail

5.2. The following policies from Camden's Local Plan are relevant to retail use:

- Policy TC2 Camden's centres and other shopping areas

5.3. The proposed development will convert the existing upper floors of 329-331 Kentish Town Road from ancillary retail (A1) to residential use (C3). As set out previously, these upper floors were previously used as ancillary staff facilities, office space and storage for Sainsbury's (ancillary to retail – A1) however these are now vacant and have not been used for the last 5 years. The conversion of these upper floors would not compromise the retail function of the Town Centre, being ancillary to the retail use below and vacant for several years, with the primary frontage at ground floor level remaining in A1 use. This is in line with Policy TC2 (including point f) which states "the Council supports the development of housing within centres... above and below shops where this where this does not prejudice the town centre function and particularly the ability of the ground floor to be used for town centre uses." This assessment is consistent with the views of the Council in relation to the pre-application advice for 335 Kentish Town Road (ref no: 2018/4203/PRE) as set out in paragraphs 5.5 and 5.7 i.e. the Council supports housing within centres above shops; no retail floorspace would be lost in the ground floor frontage; and the retail operation on the ground floor would not be compromised by a change of use to residential on the upper floors.

5.4. The proposed development will also convert a small portion of the rear ground floor from retail (A1) to residential use (C3) to provide a residential entrance with required servicing areas off York Mews. Approximately 27sqm will be converted which is considered to be a very minor portion of the overall A1 floorspace at the site and will not compromise the viability of the retail premise located over the basement and ground floor levels. Furthermore, the minor loss of A1 floorspace will be compensated by the provision of an enhanced retail access off York Mews.

- 5.5. This assessment is also consistent with the views of the Council in relation to the planning permission for 335 Kentish Town Road (ref no: 2019/5037/P) who concluded that the loss of a portion of floorspace on the ground floor would not harm the viability or functionality of the ground floor retail of 335 Kentish Town Road. The provision of residential access from the rear is also established through the permissions for 317-319 and 335 Kentish Town Road. Furthermore, the provision of residential access from the rear off York Mews means that retail floorspace from Kentish Town Road does not need to be lost which will importantly maintain the retail frontage and presence within the primary shopping frontage.

Introduction of Residential

- 5.6. The following policies from Camden's Local Plan are relevant to residential use:
- Policy G1 Delivery and location of growth
 - Policy H1 Maximising housing supply
 - Policy H4 Maximising the supply of affordable housing
 - Policy H6 Housing choice and mix
 - Policy H7 Large and small homes
- 5.7. The proposed development will deliver five new residential units in a highly accessible location (PTAL 6a). This will contribute to the Borough's housing stock and count towards achieving the provision of 16,800 additional homes by 2031 in line with Policies G1 and H1. The residential development will be of a good quality, compatible with the emerging local context which includes several permissions for new residential development along York Mews (including 335 Kentish Town Road, 325 Kentish Town Road and 317-319 Kentish Town Road), and will make an efficient use of the site also in line with Policies G1 and H1. The proposed development will bring forward the Borough's priority land use – self-contained housing – in line with Policy H1.
- 5.8. The Borough's affordable housing targets as set out in Policy H4 are noted. Policy H4 sets out that the Council will seek a payment in lieu of affordable housing where developments have the capacity for fewer than 10 additional dwellings. A sliding scale target applies for developments which have capacity for less than 25 units, starting at 2% per home and increasing by 2% for each unit added. Targets are based on an assessment of development capacity whereby 100sqm (GIA) of floorspace is generally considered to create capacity for one home. It is noted that Policy H4 sets out in point c that targets are applied to additional floorspace proposed, not the existing or replacement floorspace.
- 5.9. The existing building provides 0sqm (GIA) of residential floorspace while the proposed development comprises 439sqm (GIA) of residential floorspace. On the basis that 100sqm (GIA) provides capacity for one unit, the proposal has capacity for 4 units, and therefore the affordable housing target of 8% applies. It is understood the payment in lieu is calculated on a £2,650 per sqm basis. The policy complaint payment in lieu for affordable housing is therefore calculated as £98,001 (439 x 0.08 x 1.053 [to convert to GEA] x £2650). The Applicant is willing to provide this payment in lieu in line with Policy H4 and this can be secured by legal agreement.



5.10. The proposed residential units have been designed to be functional and of quality, and to meet the nationally described space standards, in line with Policy H6. The minimum floorspace requirement for a 2B4P dwelling over one storey is 70sqm (with 2sqm for storage), with double bedrooms required to have a minimum of 11.5sqm. The minimum floor to ceiling height should be 2.3m for at least 75% of the GIA. The units will comply with these nationally described space standards as set out in the table below.

Flat	Internal floorspace (GIA)	Bedrooms (GIA)	Floor to ceiling height (m)
1	108sqm	14sqm and 19sqm	2.5m
2	109sqm	14sqm and 17sqm	2.5m
3	71sqm	13sqm and 14sqm	2.72m
4	71sqm	14sqm and 15sqm	2.67m
5	71sqm	14sqm and 14sqm	2.464m

5.11. The Council's aspiration for accessible dwellings is noted however the Council's accessibility provisions relate to new-build self-contained homes rather than the proposed development which involves the conversion of existing upper floors and building over of existing commercial development.

5.12. The proposed residential accommodation comprises 5 x 2 bedroom units. Policy H7 sets out that a flexible approach to assessing the mix of dwelling sizes will be adopted in each development, considering the character of the development, site, surrounding area and any local constraints. However, the policy specifies that two and three bedroom dwellings are a higher priority than one bedroom dwellings which are a lower priority. The proposal will therefore deliver the borough's priority dwelling mix. It was not considered appropriate to incorporate any three bedroom dwellings on the basis of the application site's town centre location and this is consistent with the advice given in the 2015 pre-application advice.

5.13. Flats 1 and 3 will benefit from private terraces which meet or substantially exceed the minimum requirement in the case of flats 1 (38sqm) and 3 (19sqm). The provision of private outdoor amenity space was not considered appropriate for flats 2, 4 and 5 which are located on the second and third floors of the existing building as this would likely cause amenity impacts such as overlooking and would not be commensurate with the design of the terrace. However, flats 4 and 5 are served by Juliette balconies and flat 2 well exceeds the minimum internal space standard meaning that the lack of private outdoor amenity space is offset by the additional internal space provision. All flats will have access to the communal outdoor amenity area located at the first floor level. Furthermore, the application site is located within walking distance of Parliament Hill / Hampstead Hill which will provide opportunities for outdoor recreation.

5.14. The proposal will create good quality accommodation for future residents. All units dwellings will be dual aspect. All dwellings will benefit from daylight which exceeds the guidelines set out in the BRE guidelines creating a very good standard of accommodation. They will also benefit from sunlight which is in excess of the target guidelines. Further information can be found in the supporting Daylight and Sunlight Assessment prepared by Herrington Consulting.

5.15. The provision of five good quality residential dwellings on this previously developed site and maximisation of housing delivery is in line with the NPPF and the Development Plan. The established benefits of residential delivery in town centres are well understood. It results in the development of brownfield land and at an increased density, typically utilises land that is in easy access of sustainable transport infrastructure and provides new homes in town centres to support the vitality of existing and new services. The increase of residential occupants at the site will help contribute to the vitality of the Kentish Town Centre now and in the future and bring vacant and underutilised floorspace back into long term use. The provision of five additional residential dwellings in a highly accessible area and provision of a policy compliant affordable housing payment are considered to a substantial benefit of this scheme.

Design and heritage

5.16. The following policies from Camden's Local Plan are relevant to design:

- Policy D1 Design

5.17. The proposed development reflects the surrounding emerging context in terms of layout and design in particular 335 Kentish Town Road, 325 Kentish Town Road and 317-319 Kentish Town Road. This comprises the retention and refurbishment of the existing upper floors fronting Kentish Town Road for conversion to residential use and construction of new residential accommodation to the rear of the site overlooking York Mews. The surrounding properties have mansard roofs to the second floor of the mews building. The proposal adopts this approach too, and whilst each one is individually different, there is a commonality being formed along the mews of two floors with a mansard roof above that we fit in with and contribute to further.

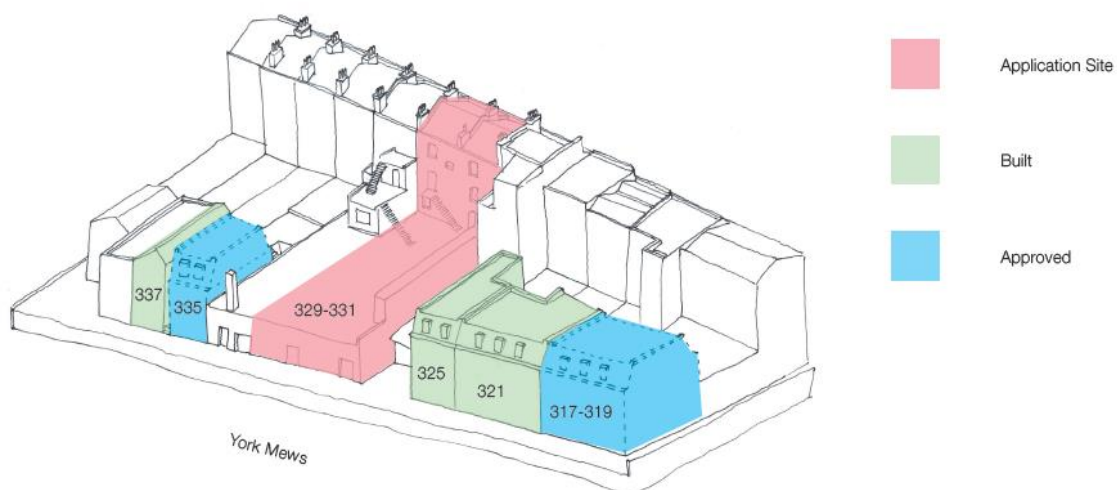


Image – showing the emerging context along York Mews

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329-331 Kentish Town Road, London, NW5 2TJ



- 5.18. The front elevation of 329-331 Kentish Town Road will be retained and refurbished with the existing front windows replaced with new timber sash windows and existing brick façade made good where required. The roof extension proposed by the pre-application scheme in 2015 is omitted in these proposals in line with the Council’s advice. The existing rear elevation (first to third floors) will be retained by the proposals however openings will be reconfigured to serve proposed flats 3, 4 and 5 and provide a more coherent appearance. The new openings will comprise aluminium framed glazing, including Juliette balconies to serve flats 4 and 5. Existing external manifestations which add visual clutter, including external steps and servicing equipment, will be relocated by the proposals resulting in a much improved rear elevation. The works to the existing upper floors of the frontage building are considered to enhance the quality and appearance of the site.
- 5.19. To the rear of the application site, the ground floor will be retained by the proposals, and two additional floors will be added at first and second floor level. The ground floor is being retained as this is in retail use albeit the proposals will greatly improve the quality and appearance of the rear ground floor elevation to York Mews. This rear elevation has little architectural merit, is in a poor condition and comprises a number of mismatched and partially obscured windows and doors which detract from the streetscape along York Mews.



Images – showing the existing and proposed treatment of the York Mews frontage

- 5.20. The layout and form of the additional two floors takes reference from the constructed and permitted developments at 321 Kentish Town Road, 325 Kentish Town Road, 317-319 Kentish Town Road and 335 Kentish Town Road which comprise a rectangular form with mansard roof at the second floor level. The depth of the new building form is consistent with the developments permitted in relation to these properties and will maximise the quality of proposed flats 1 and 2 while still providing adequate separation distance to proposed flats 3 to 5 in the retained upper floors. The number of storeys proposed (3) is consistent with the emerging context of York Mews and the proposed floor levels run through to match the existing building on the application site. The new building form will be subservient to the existing building, sitting one storey below its eaves height. Use some of the 3D massing models in D&A plus images?

- 5.21. The building proposed to York Mews will comprise materials which are complimentary to the retained building as well as the existing and emerging context along York Mews. Brick is common along the mews but there are also examples of render being used. The new building will comprise white render to the walls, metal cladding to the mansard roof at second floor level, aluminium framed windows on the upper floors, metal clad doors to the residential, residential servicing and retail entrances. The residential entrance will be highlighted to aid way finding. To the rear, the aluminium framed windows will also feature and the terrace perimeter and residential walkway will be in timber cladding. We are of the view that the proposal would be a visual enhancement in comparison to the existing unremarkable single storey building that sits here and would be in keeping with the emerging surrounding development.
- 5.22. All five residential units will be accessed via the new secure residential entrance off York Mews. Flats 1 and 2 will utilise the internal staircase to access the upper floors while occupants of flats 3 and 5 will access the front building via the proposed residential walkway located at the first floor level along the southern boundary.
- 5.23. On the basis that the existing building will be enhanced by the proposed development and the new build elements will be of a high quality and reflecting the emerging context along York Mews, we conclude that the proposal is acceptable and in compliance with Policy D1.

Amenity

- 5.24. The following policies from Camden's Local Plan are relevant to amenity:
- Policy A1 Managing the impact of development
 - Policy A4 Noise and vibration
- 5.25. The application site has direct neighbours both to the north at 333 and 335 Kentish Town Road and south at 327 Kentish Town Road. Other properties lie to the east across Kentish Town Road, while to the rear lies York Mews with car parking further to the west.
- 333 Kentish Town Road comprises Sainsbury's on the basement and ground floors and a dentist on the upper floors.
 - The use of 335 Kentish Town Road was described in the recent planning records for the property (ref no: 2019/5037/P) as retail including storage on the ground floor with residential units above overlooking Kentish Town Road.
 - There are business records for retail at the basement and ground floors of 327 Kentish Town Road however there are no business or Council tax records for the upper floors of this building. However it is understood that this property is in residential use in line with planning permission that was granted in 2001 (ref no: PEX0100291 for extensions at first to third floor levels to provide additional residential accommodation.

- 5.26. The proposed development has been laid out and designed to take into account both the relationship between the front building component addressing Kentish Town Road and the new rear building component addressing York Mews. In addition, it has been designed to reflect the surrounding emerging context, in particular 335 Kentish Town Road, potential future development at 327 Kentish Town Road and existing development at 325 Kentish Town Road. Many of the principles accepted as part of the 317-319 Kentish Town Road and 335 Kentish Town Road planning permissions have been applied to the current proposals for example separation distances between the front and rear building components (13 and 13.5m).
- 5.27. The planning application is supported by a BRE Daylight and Sunlight Report (internal and neighbour) prepared by Herrington Consultants. This report concludes:
- The reduction in daylighting to the windows/rooms of the neighbouring buildings will be within the acceptable limits of the BRE Guidelines. Changes to daylight are unlikely to be noticeable to neighbours.
 - In terms of sunlight, despite there being some reductions in sunlight hours, the reduction is within the limits prescribed by the BRE Guidelines.
 - Sunlight available to neighbouring amenity areas indicates that there will be no change to the sunlight levels they currently enjoy.
 - The development will not result in a notable reduction in the amount of either daylight or sunlight enjoyed by neighbouring buildings.
- 5.28. In terms of privacy and overlooking concerning neighbours to the north and south, the proposal does not comprise any openings along the boundaries with these properties. The recent developments along the mews do not include windows in their flank elevations, all their fenestration is to front and rear or within their own setbacks. The bedrooms of proposed flats 1 and 2 will comprise windows which overlook York Mews meaning that there is no overlooking of residential properties. The windows serving the living spaces of flats 1 and 2 will be situated in the centre of the site, adequately setback from the southern boundary, and with any potential overlooking screened by the perimeter treatment of their respective private terraces. Loss of privacy and overlooking to properties to the east will be negated by the separation distance across Kentish Town Road which is approximately 23m between the upper levels of buildings.
- 5.29. In terms of the relationship between the front (proposed flats 3, 4 and 5) and rear (proposed flats 1 and 2) components of the application site, the dwellings have been carefully laid out to avoid unacceptable impacts relating to privacy and overlooking. The bedrooms serving flats 1 and 2 overlook York Mews where this is no residential accommodation to maximise privacy. The master bedrooms serving flats 3, 4 and 5 overlook Kentish Town Road benefiting from a generous separation distance of 23m to any other properties. The secondary bedrooms to flats 3, 4 and 5 have been positioned opposite the flank wall of the living spaces serving flats 1 and 2 so there is no overlooking of these bedrooms. Only a very oblique glimpse may be possible through the rooflights serving flat 2 however this would only affect a very small portion of the living room if any. The kitchens of flats 1 and 2 have been positioned 13.5m away from the living spaces of flats 3, 4 and 5 so there is no unacceptable overlooking or loss of privacy in line with separation distances allowed as part of the planning permissions for 317-319 Kentish Town Road and 335 Kentish Town Road. Flats 1 and 3 will also be screened by the perimeter treatment of their respective private terraces.

- 5.30. In terms of sense of enclosure and outlook, the neighbouring properties to the north and south will continue to enjoy outlook across Kentish Town Road and directly to the rear overlooking York Mews. While the proposal will result in a visual change across the application site, it is clear that there is an emerging context of new three storey buildings along York Mews and similar relationships between buildings have been permitted for 335 Kentish Town Road, 325 Kentish Town Road and 317-319 Kentish Town Road. Sufficient separation distances have been allowed between the front and rear building components of 329-331 Kentish Town Road to ensure there is not an unreasonable sense of enclosure or loss of outlook for neighbouring properties.
- 5.31. In terms of the relationship between the front (proposed flats 3, 4 and 5) and rear (proposed flats 1 and 2) components of the application site, the dwellings have been carefully laid out to ensure future occupants will not feel enclosed by the development and enjoy views out of their dwellings. Each proposed flat is dual aspect and will benefit from outlook either over Kentish Town Road or York Mews and also into the centre of the site. The 13.5m separation distance between the kitchens of flats 1 and 2, and flats 3 to 5, is considered sufficient to allow for good outlook and prevent a sense of enclosure between the front and rear of the application site. Furthermore, the living spaces of flats 3, 4 and 5 will be dual aspect, enjoying views out to Kentish Town Road, with their master bedrooms also enjoying views to Kentish Town Road. Also, the bedrooms of flats 1 and 2 will have unencumbered views over York Mews.
- 5.32. In terms of noise and vibration, the residential use is unlikely to result in noise which is detrimental to the amenity of surrounding properties. There is no plant being proposed to serve the residential development but existing equipment serving Sainsbury's will be consolidated and repositioned on the site which will result in a betterment both to the visual and noise condition across the site. A Noise Report has been prepared by Hann Tucker Associates and is being submitted in support of this planning application.
- 5.33. For the reasons set out above, it is concluded that the proposed development complies with Policies A1 and A4.

Environment

- 5.34. The following policies from Camden's Local Plan are relevant to environment:
- Policy CC1 Climate change
 - Policy CC2 Adapting to climate change
 - Policy CC3 Water and flooding
 - Policy CC4 Air Quality
 - Policy CC5 Waste
- 5.35. The planning application is supported by an Energy and Sustainability Statement prepared by Energy Lab. This statement confirms that the Applicant is committed to minimising the effects of climate change and meeting the highest feasible environmental standards that are financially viable and commensurate with the scale and nature of development which comprises the change of use to three residential units and creation of two new residential units.
- 5.36. In line with Policy CC1, the proposed development:

- Will reduce carbon dioxide emissions following the steps in the energy hierarchy i.e. the new build element will reduce carbon dioxide emissions by 19.8%. The proposal will further reduce emissions through an improvement to the façade performance for the retained building fabric.
 - Is located in a highly accessible location (PTAL 6a) and will be car free;
 - Will not be connected to a decentralised energy network on the basis that it would be inefficient or financially prohibitive to do so for this scale of development.
 - Will improve energy efficiency through passive measures such as improved U-values, air permeability targets and thermal bridging targets and active measures such as space heating minimisation, hot water efficiency, natural ventilation and low energy lighting for the new build element.
 - Will optimise resource efficiency through the provision of renewable energy sources. 8 PV panels will be incorporated into the proposed development.
- 5.37. In regards to Policy CC2, the existing site does not comprise green spaces or infrastructure and the proposal will not increase surface water run-off on the basis that the impermeable area of the site will not change as a result of the proposals. The nature of the development means that there are no opportunities to incorporate green/blue roofs however overheating will be reduced through via passive and active measures as outlined in the paragraph above. The supporting Energy and Sustainability Statement sets out the sustainable development principles that will be incorporated into the proposed scheme including managing existing resources; specifying materials using the Building Research Establishments' Green Guide to Specification; ensuring that materials are responsibly sourced; minimising the harmful effects of some materials on human health; and ensuring that specified materials are robust and sensitive to the building type and age.
- 5.38. The Energy and Sustainability Statement confirms that water efficiency measures will be incorporated into the development and that the water usage target of 110 litre per persons per day will be achieved. This will be achieved through the detailed design of the sanitary ware/fittings for example a low and water saving dual flush WC; aerated showerhead; flow regulating access valve for showers; water saving flow regulator for basin; water efficient level operated Monobloc tap; and water efficient Monobloc kitchen tap and water savings.
- 5.39. The planning application is supported by an Air Quality Report prepared by Aether. This report sets out that the proposed development has been assessed and found to be compliant with London's 'air quality neutral' guidance for buildings and transport.
- 5.40. In response to Policy CC5, the new residential use will be serviced by a residential waste storage area located on the ground floor to the rear access via new doors from York Mews. The waste storage will comprise:
- 5 x 140L Eurobins for recycling
 - 5 x 120L Eurobins for waste
 - 1 x 120L Eurobin for food waste

Servicing

- 5.41. The following policies from Camden's Local Plan are relevant to servicing:
- Policy T1 Prioritising walking, cycling and public transport
 - Policy T2 Parking and car-free development
- 5.42. In line with Policy T1, cycle parking would ordinarily be required at a provision of 2 spaces per dwelling (long stay) and 2 spaces for 5 dwellings (short stay) totalling 12 spaces. However, cycle parking is not being provided as part of this development due to the space limitations. The provision of cycle parking would result in a greater loss of retail (A1) floorspace which is not considered appropriate in line with the retail planning policies. The occupants of the dwellings will benefit from the high public transport accessibility (PTAL 6a) with Kentish Town Underground and National Rail Stations located in very close proximity plus with numerous bus routes running along Kentish Town Road. This approach was considered acceptable as part of the recent permission for 335 Kentish Town Road (ref: 2019/5037/P) with the Council stating "however due to the limited space on site this is considered acceptable in this instance" with the same principles applying to the proposals for the application site.
- 5.43. The development will be car free in line with Policy T2 and the Applicant is willing to enter into a legal agreement on this basis.
- 5.44. The Applicant is willing to enter into a legal agreement to secure a Construction Management Plan (CMP) and CMP implementation support contribution.

6. Conclusions

6.1. This statement has demonstrated compliance with the 'Development Plan' which comprises the London Plan (2016) and Camden's Local Plan (2017). Key components of the proposal are summarised below.

- The proposal will optimise the use of the site, providing five new good quality residential units within a highly accessible area. It will bring long term vacant floorspace back into active use.
- The loss of ancillary and a very small quantum of retail floorspace to the rear of the site will not compromise the vitality of the Town Centre. Rather, the proposal will increase activity within the Town Centre with five new households.
- The Applicant is offering a policy compliant affordable housing payment.
- The new build elements are well designed and complement the emerging surrounding context including new buildings along York Mews. The new building will comprise a mansard roof with a mix of materials including render, metal cladding, aluminium framed openings, metal railings and timber cladding.
- The well-considered layout ensures that the amenity of the neighbour is protected in terms of sunlight/daylight, privacy, outlook and sense of enclosure.
- The supporting documentation sets out that the scheme will comply with climate change policies, incorporating renewable technologies (PV panels) and resulting in a 19.8% reduction in carbon dioxide emissions.
- The supporting documentation sets out that the development will be air quality neutral.
- The scheme will be appropriately serviced with a new waste storage area on the ground floor with separate refuse, recycling and food waste bins.
- The dwellings will be car free.