



Planning - Development Control
Camden Council
Camden Town Hall
London
WC1H 8ND

26th July 2021

Dear Sir/Madam,

**PLANNING APPLICATION AND EXPRESS ADVERTISEMENT CONSENT APPLICATION
335 KENTISH TOWN ROAD, LONDON, NW5 2TJ**

On behalf of our client, Adonis Restaurants Limited, please find enclosed a planning application and associated express advertisement consent application relating to the existing ground floor and basement commercial premises at 335 Kentish Town Road, London, NW5 2TJ.

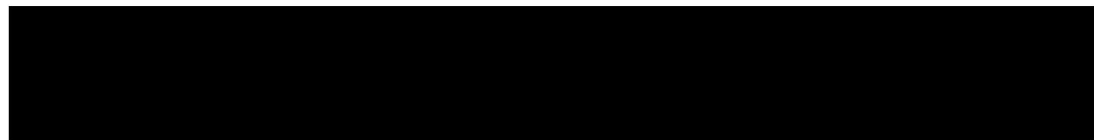
This planning application and associated express advertisement consent application, which is being submitted to the London Borough of Camden (the LPA) electronically via the Planning Portal website, comprises the following documentation ;

- Completed application forms and ownership certificates.
- Completed Community Infrastructure Levy (CIL) form.
- This covering letter prepared by Beamish Planning Consultancy, incorporating a supporting planning statement.
- 1:1250 scale OS plan of application site and surrounding area.
- Drawing no. 3264-A110 Revision B – existing and proposed shopfront elevations prepared by Hone Edwards Associates.
- Drawing no. PL099/3264 – existing floor plans prepared by Hone Edwards Associates.
- Drawing no. PL100-3264 – proposed floor plans prepared by Hone Edwards Associates.
- Drawing no. NWV/1/TBKT Revision B – ventilation proposal prepared by Nationwide Ventilation.
- Acoustic Consultant Report – Environmental Noise Survey Results and Noise Impact Assessment for Fixed Plant prepared by Acoustic Consultancy Partnership Ltd.

Payment of the statutory planning application fee [REDACTED] the express advertisement consent application fee [REDACTED] plus the Planning Portal 'service charge' fee [REDACTED] has all been made electronically when submitting these applications via the Planning Portal website on 26th July 2021.

Description of application premises and surroundings

The application premises comprises the ground floor and basement of a four storey terraced building fronting Kentish Town Road (the A400) to the east, and backing onto York Mews to the rear (west).



The lawful use of the application premises is for Class E purposes, with the premises currently occupied by Caffè Nero.

The immediate surroundings are characterised by commercial uses at ground floor level and either ancillary commercial floorspace, offices or residential properties above.

The application building and the parade which it forms part of are located within the designated town centre of Kentish Town Road, whilst neither the application building itself nor its immediate surroundings are located within a Conservation Area, nor statutorily or locally listed.

Relevant planning history of application building

The LPA is currently considering a planning application (ref. 2021/2572/P) for the following development, which includes part of the building within the application premises are located within ;

“Erection of part width rear extension up to second floor level at 335 Kentish Town Road in association with conversion from 1 x 3 bed unit to create 1 x bed and 1 x 3 bed units and erection of a 3 storey building at 20b York Mews in order to create 1 x 3 bed flat.”

That application follows the LPA’s granting, in June 2020, of planning application, ref. 2019/5307/P, which proposed the following development ;

‘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.’

Prior to those recent applications, in December 2017 the LPA granted retrospective planning permission (ref. 2017/1403/P) for the installation of a replacement timber shopfront to the application premises, and retrospective express advertisement consent (application ref. 2017/1442/A) for a halo illuminated fascia sign, an externally illuminated projecting sign and a retractable awning.

Proposals which are the subject of these applications

Express advertisement consent is sought for the installation of a new fascia made of both aluminium and timber boarding and for the associated installation of internally illuminated (max 250 cd/m²) fascia signage comprising white lettering spelling out ‘Taco Bell’ and a centrally located ‘bell’ logo, together with an internally illuminated projecting sign, as detailed on accompanying drawing no. 3264-A110 Revision B prepared by Hone Edwards Associates.

The existing timber framed shopfront (as approved by the LPA in December 2017) will be retained, albeit repainted/redecorated (which does not require planning permission).

Planning permission is sought for the installation of a plant and extraction system to the rear of the premises, as detailed on drawing no. NWV/1/TBKT prepared by Nationwide Ventilation. Associated with this element of the proposal, a noise impact assessment has been prepared by Acoustic Consultancy Partnership Ltd. with that assessment appraising the noise generated by the proposed ventilation system against relevant criteria, having regard to the existing background noise levels, and provides clarification on associated mitigation to ensure relevant standards are achieved.

Relevant planning policies and associated guidance

At local level, the development plan for the application premises and the Borough as a whole currently comprises the



Camden Local Plan, which was adopted in July 2017. Also of relevance is the Kentish Town Neighbourhood Plan, which was adopted in September 2016, and the Camden Planning Guidance (CPG) entitled 'Adverts' (adopted March 2018) and 'Design' (adopted January 2021).

At regional level, the Development Plan comprises the new London Plan, which has been published by the GLA in March 2021 following independent Examination in Public and subsequent review by the Secretary of State for Housing, Communities and Local Government.

At national level, the latest National Planning Policy Framework (NPPF) was published by the Government in June 2019 and streamlines previous national planning policy into a consolidated set of priorities, to ensure that planning decisions reflect genuine national objectives, with the principle of sustainable development permeating the framework.

The National Planning Policy Guidance (NPPG) was first published by the Government in March 2014 and is regularly updated, and also streamlines previously published national guidance, which had taken the form of planning policy guidance notes and planning policy statements, into a single document.

Planning appraisal

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that, if regard is to be had to the Development Plan for the purpose of any determination to be made under the planning Acts, the determination must be made in accordance with the plan, unless material considerations indicate otherwise.

The siting and design of the proposed extraction system has been sensitively designed to ensure that it would not have any detrimental impact upon either the host building or neighbouring buildings. Nor would the proposed plant have any adverse impact upon residential amenity by way of noise nuisance, with the accompanying Noise Impact Assessment prepared by Acoustic Consultancy Partnership Ltd. demonstrating that, as long as the mitigation measures set out in Section 14 of that report are incorporated into the system, the proposed plant and extraction system would have any unacceptable noise impact upon the amenities of the occupiers of the nearest residential properties.

When assessing express advertisement consent applications, the only two material considerations which can be taken into consideration are amenity and public safety. The proposed internally illuminated fascia signage and single internally illuminated projecting sign is simple and proportionate in both size and appearance having regard to the host building as a whole, and nor does it over-dominant the street frontage or result in clutter, and the new fascia is sympathetic to the character and appearance of its surroundings.

The proposed replacement signage therefore accords with adopted Local Plan policy DA4 (Advertisements), as well as the CPD relating to Advertisements, whilst the Kentish Town Neighbourhood Plan contains no specific policies relating to such matters. The proposals also accord with the London Plan and relevant national planning policies and associated guidance as set out in the NPPF and NPPG.

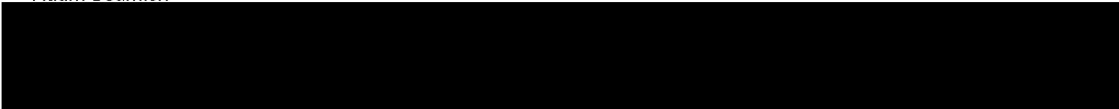
Accordingly, both planning permission and express advertisement consent should be granted for the proposed plant and extraction system and the proposed internally illuminated fascia signage and single internally illuminated projecting sign.

We look forward to corresponding with the Case Officer to whom this planning application and associated express advertisement consent application is allocated in the coming weeks, but should any further information or clarification be required please do not hesitate to contact us.

Yours faithfully,



Adam Beamish



BA (Hons), DIP TRP, MRTPI

