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Date: 06 November 2023

Planning Department  
The London Borough of Camden  
5 Pancras Square  
London  
N1C 4AG

Dear Sir/Madam,

**PLANNING APPLICATION FOR SHOPFRONT ALTERATIONS  
ITS BAGELS, 65 REGENTS PARK ROAD, PRIMROSE HILL, LONDON, NW1 8XD**

We have been instructed by our client, It's Bagels Ltd., to submit the enclosed planning application for minor shopfront alterations at the above site. Specifically, permission is sought to amend the shopfront glazing and replace an unauthorised openable hatch to the left of the frontage with a more traditional window design that matches the proportions of the rest of the shopfront.

The application has been submitted following informal discussions with the Councils enforcement officer, where it was flagged the hatch does not have planning consent/requires consent, but also is not appropriate development within this context. The proposal seeks to regularise the shopfront through removing the hatch and replacing it with a traditional sash window, that mirrors the remaining glazing within the shopfront and on the neighbouring properties.

In accordance with national and local validation requirements the following documents are enclosed in support of the application:

- Completed Application Forms;
- Completed CIL Forms;
- Planning and Heritage Statement – included within this letter;
- Site Location Plan;
- Pre-Existing Elevation and Layout Plan (drawing no. A100.00);
- Existing Elevation and Layout Plan (drawing no. A101.00);
- Proposed Elevation and Layout Plan (drawing no. A102.00);

The requisite fee of £234 + £64 admin fee has been paid online via the planning portal. The remainder of this letter sets out the relevant planning considerations in respect of this application.

**Site Background**

The application site comprises a ground floor commercial unit on the western side of Regent's Park Road, currently occupied by 'It's Bagels' Bakery. The property is located within the main parade of shops in Regent's Park Road, sited in amongst a mixture of retail type stores, coffee shops and eateries.

The unit occupies the ground and basement floor of the building, with separate residential flats on the upper floors. The shopfront features a traditional wooden design with a panelled stallriser, wooden entrance door on the right-hand side of the frontage, wooden fascia and retractable fabric awning. The glazing is traditional in design and its proportions, however, features a recently installed takeaway hatch on the left side of the frontage that has been flagged by the Councils enforcement officer as being unauthorised/requiring consent. The existing shopfront can be seen below at Image 1.



**Image 1:** *Photograph of Existing Shopfront*

This application seeks to regularise the glazing at the site through removing the takeaway hatch and replacing it with a more traditional sash design, matching the traditional portions of the frontage and the neighbouring premises within this section of Regent's Park Road.

The property is not statutorily or locally listed, however it is located within the Primrose Hill Conservation Area and is noted as a positive contributor in the Primrose Hill Conservation Area Statement. The site is not subject to any other policy designations.

### **Planning History**

The planning history for the site relates to its use as a commercial unit. Recent applications of relevance are as follows:

- 2013/5959/P| In 2013, a certificate of lawfulness was granted for the temporary change of use of the premises from retail to restaurant for a 2-year period;
- 2014/2033/A| In 2014, permission was granted for the display of a non-illuminated canopy sign, one non-illuminated projecting sign and one non-illuminated fascia sign;
- 2014/0147/P| In 2014 an application was submitted and subsequently withdrawn for the permanent change of use of the premises to a bakery/pizzeria, along with associated installation of plant, glazing and a front canopy;

## Application Proposals

This application seeks planning permission for minor alterations to the shopfront elevation, namely updating the fenestration through replacing the openable hatch to the left of the frontage and contemporary panel to the right with three traditional sash windows.

The proposed glazing includes three sash windows that mirror the proportions of the panelling on the fascia board below, ensuring a more traditional aesthetic to the frontage which also ties in with the shopfront design of the neighbouring units. The fascia board will be lowered to accommodate the new glazing, ensuring less contrived design, that is more traditional in nature, as can be seen in the existing and proposed elevation drawings below.



**Image 2 &3:** Existing and Proposed Elevations

## Planning Policy

The statutory development plan for Camden consists of the Camden Local Plan (2017), the Proposals Map (2017) and the Camden Planning Guidance. The relevant policies are discussed below.

**Policy G1** outlines that the Council will support development that makes best use of its site, taking into account quality of design, its surroundings, sustainability, amenity, heritage, transport accessibility and any other considerations relevant to the site.

**Policy D1** confirms the Council will seek to secure high quality design in development. Specifically, it is required that development (inter alia):

- is sustainable in design and construction;
- respects local context and character;
- preserves or enhances the historic environment and heritage assets;
- uses details and materials that complement the local character;
- integrates well with the surrounding streets, and contributes positively to the street frontage;
- preserves strategic and local views;
- provides a high standard of accommodation for housing.

**Policy D2** seeks to protect and, where appropriate, enhance the character and appearance within conservation areas.

**Policy A1** states that the quality of life for both occupiers and neighbours will be protected. When assessing new applications, the Council will consider:

- Visual privacy and outlook.
- Sunlight, Daylight and Overshadowing.
- Artificial lighting levels.
- Impacts of the construction phase.
- Noise and vibration levels.

## **Heritage Statement**

The property is not statutorily or locally listed, however it is located within the Primrose Hill Conservation Area and is noted as a positive contributor in the Primrose Hill Conservation Area Statement.

The site is located within the Regent's Park North section of the Conservation Area 'Sub Area 3', with Regent's Park Road forming the principal road that curves along the entire length of this section with groups of diagonal parking bays and trees to the front of the retail frontages. The CA Appraisal notes the area is commercial in character, with a large number of small shops and cafes, with many of these being similar in nature and featuring decorative facades. The section of the road where the site is located, between the Queens Public House and No. 89, is described as follows:

*"There are a number of small terrace groups of three storey brick buildings and an unusual two storey property at No.75, which has a double pitched mansard roof and single dormer windows. These properties are stepped according to the topographical incline and are simply detailed with a mixture of original window arrangements, including sash and casement windows. These properties have projecting shop units at ground floor level, which are likely to have been built at the same time, or shortly after, the erection of the main buildings. These shop units contain some original shopfronts"*

Accordingly, traditional sash windows are identified as being the preferred form of fenestration within this area and an original feature. Restoring the windows, and replacing the contemporary glazing and openable hatch with three symmetrical sash windows will therefore ensure the traditional features of the conservation area are reinstated.

## **Planning and Heritage Assessment**

This application seeks to make a very subtle amendment to the building's frontage, replacing contemporary glazing with more traditional sash windows that tie in with the traditional proportions of the building and neighbouring properties within the terrace. The main issues for consideration in relation to these proposals are the design and appearance of the proposed shopfront alterations, and the impact on surrounding amenities, if any.

### Design

The current shopfront is considered by the Council to be out of keeping with the pattern of shopfronts in the surrounding conservation area. The glazing was installed by the applicant in good faith, with them unaware permission was required for the hatch and replacement glazing, however it was recently flagged by the Councils enforcement officer informally as being unauthorised/requiring consent, and also as not being appropriate for the sites setting within the Conservation Area. Accordingly, this feedback has been taken on

board and the applicant is proposing to replace the glazing with traditional sash windows, mirroring the form of the windows on the neighbouring properties and ensuring unity within this section of Regent's Park Road.

The windows feature a symmetrical design, and match the panelling of the stallriser below, which has also been lowered to ensure consistency/better proportions – therefore ensuring a well thought out and traditional shopfront design. Other traditional features of the shopfront, such as the high-level glass panels, wooden fascia board, fabric canopy and wooden shopfront frame and doors have all been retained, therefore ensuring an attractive and exciting shopfront that contributes to the Conservation Area and complies with Camden policies D1 and D2.

The glazing has been designed so that it is an integral part of the restaurant's shopfront and an attractive, traditional feature that contributes to the vibrancy of the conservation area. The alterations will undoubtedly enhance the appearance of the unit, and should therefore be deemed entirely acceptable from a design perspective.

With regards to amenity, it is relevant to note that the site and wider street scene is characterised at street level by food and drink establishments, many of which have tables and chairs external on the highway unit 11pm. The proposal will replace a takeaway hatch, which caused queuing on the street, and replace the shopfront with a traditional design therefore limiting the impact of noise on the surrounding street. The proposal will therefore improve amenity at the site, and should be deemed acceptable in this regard.

## **Conclusion**

The design proposals will undoubtedly enhance the appearance of the unit, and in turn, the wider conservation area, whilst also allowing Its Bagels to continue to trade from the unit. The installation of one traditional window will rectify the current unauthorised glazing and ensure a traditional design that compliments the Primrose Hill Conservation Area. We therefore trust the council will share our view that the proposals are in accordance with the identified planning policies and should be supported.

I trust you have sufficient information to enable a positive determination of the applications and we look forward to receiving confirmation that the applications have been validated. In the meantime, should you require any further information please do not hesitate to contact me.

Yours faithfully,



MARK SHEARMAN  
Director