

11-15 BETTERTON STREET, LONDON, WC2H 9FE
PLANNING
HERITAGE
DESIGN AND ACCESS

NTA PLANNING LLP

46 JAMES STREET, LONDON W1U 1EZ

020 7636 3961

WWW.NTAPLANNING.CO.UK

INFO@NTAPLANNING.CO.UK



CONTACTS

MANDIP SINGH SAHOTA

Managing Partner

ms@ntaplanning.co.uk

**NTA PLANNING LLP**
TOWN PLANNING CONSULTANTS**LONDON (HEAD OFFICE)**46 JAMES STREET
LONDON
W1U 1EZ

T: +44 (0)20 7636 3961

HARROGATECLARENDON HOUSE
VICTORIA AVENUE
HARROGATE
HG1 1JD

T. 075 9689 6216

WWW.NTAPLANNING.CO.UK
INFO@NTAPLANNING.CO.UK

December 2023

Ref: 1287

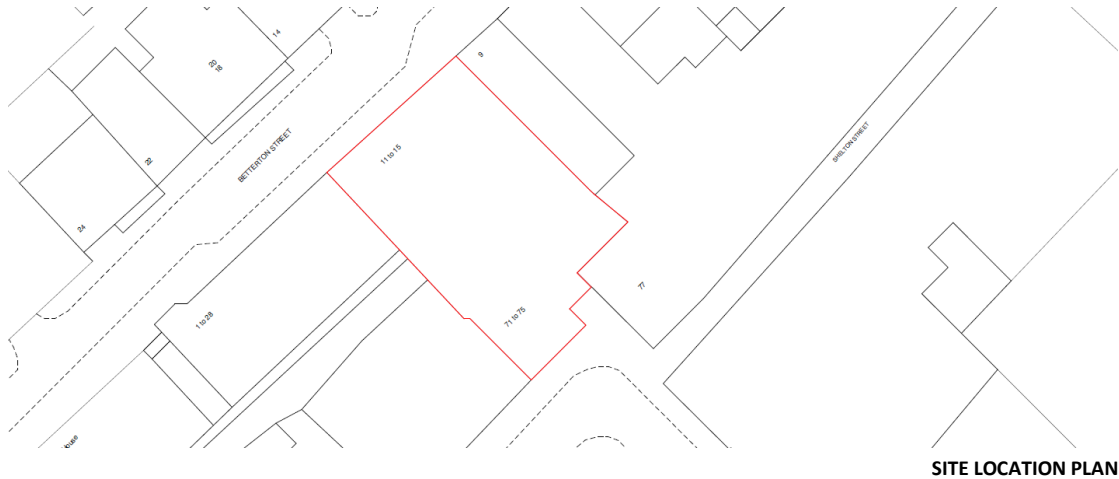
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1.0 INTRODUCTION

- 1.1 This Planning, Heritage, Design and Access Statement has been prepared by NTA Planning LLP on behalf of Mr Graeme Donnelly of 1st Formation Limited (the **Applicant**), occupiers of 11-15 Betterton Street, London WC2H 9FE (the application **Site**).



- 1.2 The Site comprises a four storey office building, with frontages on both Betterton Street to the north, and Shelton Street to the south. This application relates to the ground floor frontage to Betterton Street only. The ground floor frontage is in poor condition and requires improvement. The main entrance door is also served by a utilitarian metal shutter, which is considered to detract from the streetscene.



- 1.3 The applicants seek to refresh the ground floor, including replacement entrance doors, new louvres and the painting of retained windows/doors to provide a more modern and distinguished appearance.



Structure of this Statement

- 1.4 Section 2 of this Statement provides a description of the Site and surrounding area.
- 1.5 Section 3 provides a summary of relevant planning history for the Site.
- 1.6 Section 4 provides a detailed description of the proposed works.
- 1.7 Section 5 sets out the relevant planning policy context, followed by our assessment of the proposed development against relevant policies and other material considerations in Section 6.
- 1.8 This statement is concluded at Section 7.

2.0 DESCRIPTION OF THE SITE AND SURROUNDING AREA

- 2.1 The Site is located on the southern side of Betterton Street, comprising nos. 11-15. The Site benefits from frontages to both Betterton Street to the north, and Shelton Street to the south.
- 2.2 The Site comprises a four storey office building (Use Class E), and has a total Site area of 366qm.
- 2.3 This application relates only to the ground floor frontage to Betterton Street. The existing ground floor entrance is characterised by a recessed, black painted entrance. Windows and doors within the recess are obscure glazed and provide no activity to the street frontage. The recessed entrance is further served by a galvanised steel roller shutter. The entrance currently reads as a service entrance, resulting in poor legibility.
- 2.4 Further along the elevation, the ground floor is served by a linear set of windows, with painted white frames. Below the windows are a series of louvres which are painted grey/black. Above the windows are a further set of louvres which are painted white.
- 2.5 The remaining part of the ground floor elevation is characterised by yellow facing brickwork, and grey engineering brickwork at its base, together with a grey painted band which separates the ground floor from the first floor above.
- 2.6 Overall, the Betterton Street entrance elevation is considered to be poor quality, utilitarian in character, and accommodates a variety of jarring treatments which detract from the street scene.



EXISTING BETTERTON STREET ELEVATION

- 2.7 The adjacent Betterton Street facades, particularly nos 3-9, which are generally considered to positively contribute to the street, are finished in a consistent, black painted façade. Whilst they provide a variety of shopfront forms, the general characteristics are consistent and positive.



NEIGHBOURING GROUND FLOOR ELEVATION (1-9 BETTERTON STREET)

3.0 PLANNING HISTORY

2.8 The Site has a long planning history. We provide a summary of the available history below.

Application No	Site Address	Development Description	Status	Date Registered	Decision
2023/0561/P	71-75 Shelton Street	Installation of replacement aluminium framed windows on front (Shelton Street) elevation.	Registered	28-02-2023	Pending
2010/6572/P	11-15 Betterton Street, 24-25 Drury Lane, 65-69 Shelton Street and 71-75 Shelton Street	Installation of new shop fronts to existing offices (Class B1) on the Shelton Street and Arne Street elevations	Final Decision	09-12-2010	Granted
2010/1454/P	11-15 Betterton Street	Alterations to existing shopfront entrance door to existing offices (Class B1)	Withdrawn	07-06-2010	Withdrawn
2005/4577/P	11-15 Betterton Street	The enclosure of an existing recessed area to the rear of 11-15 Betterton Street and 24-25 Drury Lane, together with the installation of a replacement window within the rear elevation of 11-15 Betterton Street	Final Decision	02-11-2005	Granted
2004/5021/P	11-15 Betterton Street	Installation of replacement entrance door to existing offices	Final Decision	15-02-2005	Granted
PSX0204817	11-15 Betterton Street	The variation of additional condition 02 of planning permission dated 10 th April 1987 restricting hours of operation to allow 24 hour opening	Final Decision	02-07-2002	Condition varied
PSX0105491	11-15 Betterton Street	Alterations to Shelton Street elevation, as shown on drawing numbers; Location Plan 9808C/101; 0173/ 101; 201/A;202 and photographs.	Final Decision	06-02-2002	Grant Full Planning Permission (conds)

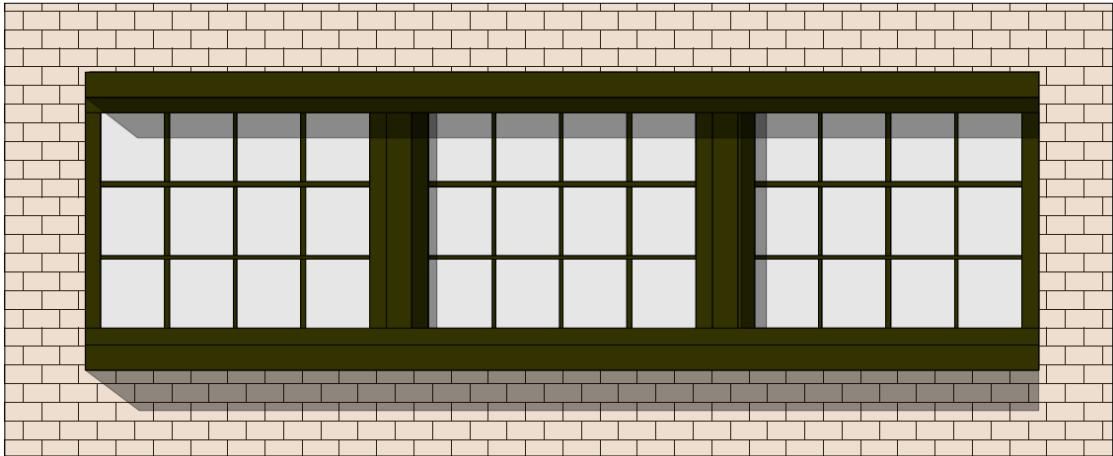
PS9905174	11-15 Betterton Street	The variation of condition 02 of planning permission dated 10 th April 1987, restricting hours of operation in order to allow 24 hour opening, as shown by drawing number 9809C/101	Final Decision	08-02-2000	Grant Full Planning Permission (conds)
PS9905142	11-15 Betterton Street	The retention of 17 air conditioning units, installed in various positions on the roof, and on rear walls of the premises, as shown by drawing numbers 9808C/101 & 4 photograph sheets	Appeal Decided	12-11-1999	Refused planning permission and enforce
PS9904150	11-15 Betterton Street	The installation of four condenser units and 10 air conditioning units on the roof, together with a duct affixed to the rear elevation; as shown on drawing numbers: 9808B/201A; 9808B/203; 9808/B/204; and 9808/B/205	Final Decision	01-07-1999	Grant Full Planning Permission (conds)
870043	11-15 Betterton Street	Change of use from storage with ancillary workshops and offices to light industrial workshops as shown on drawings numbered 437/11B 12C and 13C revised letter dated 10 th February 1987	Final Decision	07-01-1987	Grant Full or Outline Perm with Condition

2.9 Of most relevance is a pending application, ref:2023/0651/P, which relates to the Site's southern frontage at 71-75 Shelton Street, where permission is currently being sought for the installation of replacement aluminium framed windows on front (Shelton Street) elevation.

2.10 The design encompasses the replacement of windows to the front facade. Given the exciting new development of Grain Store which sits almost adjacent to the Site, the new windows look to tie in with the heritage of these buildings and their industrial qualities. The surrounding area consists of mainly

commercial ground floor shop fronts and mixed residential and office spaces, the window replacement is designed to match the new character of the street.

- 2.11 The new windows maintain the same size aperture as the existing windows but with additional cill and head details to create depth. The finishing of the proposed new window frames are to be powder coated aluminium in a dark green (RAL 6015 Black Olive). The overall aesthetic proposed is upgrading the shape of the windows to have square glass panels with dividing grids instead of single panels. The 1950's glass blocks feature in the recessed part of the front elevation of the property are to be maintained.



PROPOSED WINDOWS

4.0 THE PROPOSED DEVELOPMENT

4.1 The applicants seek to refresh the ground floor elevation fronting Betterton Street, to improve its overall appearance, and to improve legibility.

4.2 The proposed works include the following improvements:

- Black aluminium panel to be added around ground floor entrance recess, street numbering signage in white aluminium
- New double doors and windows replace existing doors and windows in recess, with black aluminium frame. U values to comply with Building Regulations or energy rating band B.
- Existing escape door to be painted black
- Existing grey band to be painted black
- New louvres above windows (to match below window louvres) and painted black
- Existing windows frames to be painted black
- Existing below window louvres to be painted black.
- New aluminium panelling to recess. Retention of roller shutter, painted black
- New black external light fitting
- New black metal plate with address
- New entrance matting to entrance



PROPOSED BETTERTON STREET ENTRANCE

5.0 PLANNING POLICY

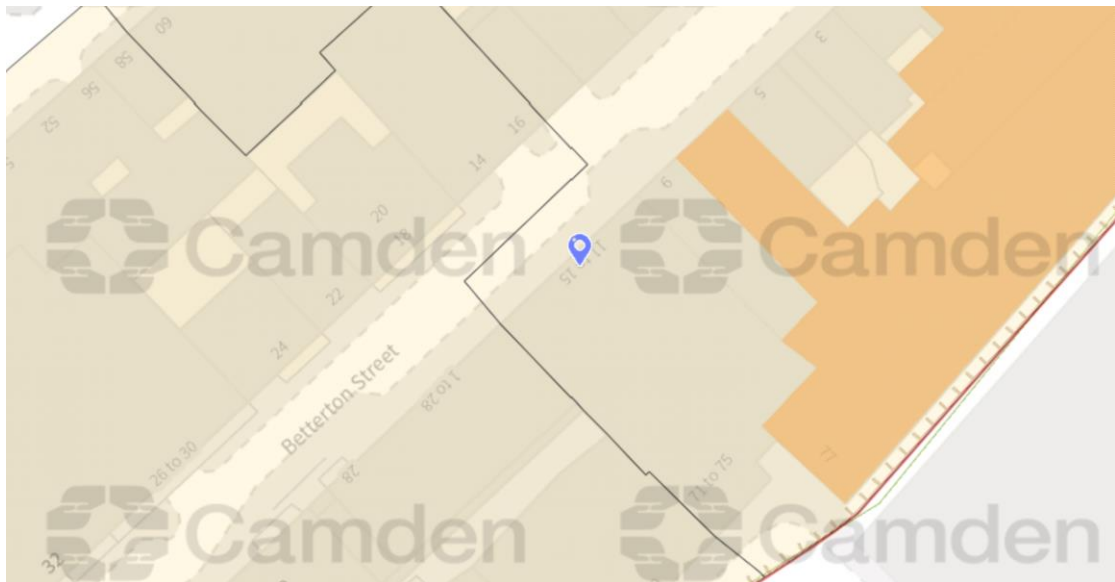
5.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise.

5.1 The relevant plan for the London Borough of Camden is the Camden Local Plan (2017).

5.2 Other relevant material considerations are:

- National Planning Policy Framework 2023 (NPPF)
- The London Plan (2021)
- Seven Dials Conservation Area Statement
- Design CPG (2021)

5.3 According to the Council's Proposals Map, the Site falls within the Seven Dials (Covent Garden) Conservation Area, and an Archaeological Priority Area.



CAMDEN PROPOSALS MAP EXTRACT

6.0 PLANNING ASSESSMENT

- 6.1 Given the nature of the works proposed, the material considerations are Design and Heritage, Access and Archaeology. We consider each matter in turn below.

Design and Heritage

- 6.2 Local Plan Policy D1 states that the Council will seek to secure high quality design in development. The Council will require development to respect local context and character; preserve or enhance the historic environment and heritage assets in accordance with Policy D2 Heritage; be sustainable in design and construction, incorporating best practice in resource management and climate change mitigation and adaptation; and be of sustainable and durable construction. Details and materials are sought to be high quality and complement the local character; and integrate well with the surrounding streets and open spaces, and provide easily recognisable routes and contributes positively to the street frontage.
- 6.3 Alterations should also be inclusive and accessible for all; and be secure and designed to minimise crime and antisocial behaviour. The Council will resist development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.
- 6.4 With regard to street frontages, facades should be designed to provide active frontages and respond positively to the street. Active frontages are building facades that allow people on the street to see inside the building. Policy D1 notes that active frontages add interest and vitality to public spaces. Views into buildings provide interest to passers-by and views out of buildings provide safety through passive surveillance or 'eyes on the street'. The policy further notes that negative factors include long blank facades, solid roller shutters and service entrances.
- 6.5 Buildings should also allow people to easily navigate their way around an area – a quality known as legibility. Designs should provide good access benefits everyone. The Council requires new buildings and spaces to be inclusive and accessible to all.
- 6.6 In addition to the above, the Site falls within the Seven Dials (Covent Garden) Conservation Area – accordingly Policy D2 (Heritage) also applies. The Council will preserve and, where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas.
- 6.7 The Council will not permit the loss of or substantial harm to a designated heritage asset. Conservation areas are designated heritage assets. In order to maintain the character of Camden's conservation areas, the Council will take account of conservation area statements, appraisals and management strategies when assessing applications within conservation areas. Policy D2 states that the Council will require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area.
- 6.8 Having regard to the Seven Dials Conservation Area Statement, it notes that those buildings that make a positive contribution to the street scene are numbers 1, 3, 5 and 9, which do not include the application Site.
- 6.9 More generally, the statement notes that the Betterton Street area offers a townscape with both variety and cohesiveness. Buildings from the 18th to the 20th century abut each other offering diversity and differing heights on the mainly narrow streets.
- 6.10 The Camden Design CPG, further notes that alterations should always take into account the character and design of the property and its surroundings. A harmonious contrast with the existing property and surroundings may be appropriate for some new work to distinguish it from the existing building; in other cases closely matching materials and design details are usually more appropriate to ensure the new work blends with the older parts of the building.
- 6.11 The proposed development seeks a series of minor alterations which will improve the appearance, and function of the building. Principally, a black aluminium panel is sought to be added around the

ground floor entrance recess, together with street numbering signage in white aluminium above, to improve legibility and provide emphasis to the office entrance.



PROPOSED BETTERTON STREET ELEVATION

- 6.12 Within the recess, the tired entrance doors are replaced with new double doors and windows, with black aluminium frame. U values will comply with Building Regulations or energy rating band B. The entrance is further improved with new aluminium panelling within the recess, retention of the roller shutter for security purposes but painted black, together with new black external light fitting, new black metal plate with address and a new entrance matting at surface level.



PROPOSED BETTERTON STREET ENTRANCE DETAIL

- 6.13 The adjacent existing escape door is sought to be retained but painted black to match the new entrance treatment. The proposed painting continues across the existing grey band, existing windows frames and existing, below window, louvres. New louvres are proposed above the windows (to match the below window louvres) and also painted black.
- 6.14 The proposals result in a much more consistent and high quality façade, with the black painted element working well with the retained brickwork and wider setting. The proposed works provide a strong base

to the building and its relation to the façade design above, and also provides for improved interaction with Betterton St.

- 6.15 The proposed works will make a positive enhancement of the Site and improve the wider Conservation Area setting. The more positively contributing facades (nos 1-9 Betterton St) as noted within the Seven Dials Conservation Statement, are also treated with black painted frontages. The proposed works will enhance that established setting.

Access

- 6.16 The existing access front Betterton Street provides for level access into the Site. This is maintained as part of the proposals.
- 6.17 The access into the Site will be improved through better legibility of the entrance, with clear signage and materials. The entrance surface is also treated with a new matting, to further emphasis the entrance to the Site.

Archaeology

- 6.18 The Site falls within an Archaeological Priority Area. The Council will protect remains of archaeological importance by ensuring acceptable measures are taken proportionate to the significance of the heritage asset to preserve them and their setting, including physical preservation, where appropriate.
- 6.19 Given the nature of the works, which relate to above ground/façade works only, there will be no disturbance below ground. Accordingly, the archaeological potential of the Site does not present an impediment to the proposed development.

7.0 SUMMARY AND CONCLUSIONS

- 7.1 This Planning, Heritage, Design and Access Statement has been prepared by NTA Planning LLP on behalf of Mr Graeme Donnelly of 1st Formation Limited (the **Applicant**), occupiers of 11-15 Betterton Street, London WC2H 9FE (the application **Site**).
- 7.2 The Site comprises a four storey office building, with frontages on both Betterton Street to the north, and Shelton Street to the south. This application relates to the ground floor only. The ground floor along Betterton Street is in a poor condition and requires improvement. The main entrance door is also served by a utilitarian metal shutter, which is considered to detract from the street scene.
- 7.3 The proposed development seeks a series of minor alterations which will improve the appearance, and function of the building. The proposals result in a much more consistent and high quality façade, with the black painted elements working well with the retained brickwork and wider setting. The proposed works provide a strong base to the building and its relation to the façade design above.
- 7.4 The proposed works result in an improved interaction with Betterton St.
- 7.5 The works are considered to result in a positive enhancement of the Seven Dials Conservation Area, providing a more consistent, black painted façade detail, in line with the positive contributors no.1-9 Betterton St, as identified in the Seven Dials Conservation Area Statement.
- 7.6 For the reasons set out herein, and within the supporting documents, we respectfully request that permission is granted.