

Heritage Statement

31 Betterton Street, Camden, London, WC2H 9BQ

DATE: 02/08/2024



www.aga-associates.com
info@aga-associates.com
+44 (0) 20 8014 8130

10 Fitzroy Square
Fitzrovia
London
W1T 5HP



1

CONTENTS

1	1.0 Purpose and Objective	04
	1.1 RIBA Stage 2 methodology	05
	1.2 Background	06
	1.3 Brief and Existing Building	07
2	2.0 Site Context	08
	2.1 Conservation Area	09
	2.2 Listed Buildings	10
	2.3 Site Photographs	11
3	3.0 Seven Dials (Covent Garden) Conservation Area Appraisal (Adopted 1998)	13
4	4.0 Advertise and Sign - Camden Planning Guidance: Advertisements (March 2018)	19
	4.1 Advertise and Sign - Outdoor Advertisements and Signs: A Guide for Advertisers	20
5	5.0 Relevant Planning History	22
6	6.0 Relevant Planning Policies	23
7	7.0 The Proposal - Front Elevation	24
	7.1 The proposal - Rear Elevation	25
	7.2 The proposal - External Bay Study	26
8	8.0 Conclusion	27

1.0 Purpose and Objective

.....

The Application

This Heritage Statement has been prepared by AGA-Associates on behalf of the Applicant for a project at **31 Betterton Street**. The building is located within Camden Borough Council, part of Holborn and Covent Garden Ward.

This application covers the following:

- Change of use from Nails, Hairs, massage Salon to Restaurant

This document should be read in conjunction with other submission documents.

.....

The Vision

The project is existing retail unit. The retail unit is currently occupied as a Lalux nails and sits beneath 31A Betterton Street Residential building. Also, there are many facilities and amenities in the surrounding area, including restaurants, hotels, schools, shops, health care, public parks.

The proposal for this commercial project involves internal reconfiguration. The proposal also includes internal general arrangement reconfiguration, and a façade upgrade. All the design options seek to address the needs of the application. The proposal demonstrates an opportunity to raise the value of the property and extend its' longevity that forms part of the area's long-term commercial stock.

.....

Heritage Statement

This document provides details on the proposal. This statement forms part of the documentation supporting planning consent for the project. It demonstrates a detailed understanding of what is appropriate in its context.

1.1 RIBA Stages Methodology



The RIBA Plan of Work organises the process of briefing, designing, delivering, maintaining, operating and using a building into eight stages. It is a framework for all disciplines on construction projects and should be used solely as guidance for the preparation of detailed professional services and building contracts.

	0 Strategic Definition	1 Preparation and Briefing	2 Concept Design	3 Spatial Coordination	4 Technical Design	5 Manufacturing and Construction	6 Handover	7 Use
	← Projects span from Stage 1 to Stage 6; the			outcome of Stage 0 may be the decision to initiate a project and Stage 7 covers the ongoing use of the building. →				
Stage Outcome at the end of the stage	The best means of achieving the Client Requirements confirmed If the outcome determines that a building is the best means of achieving the Client Requirements , the client proceeds to Stage 1	Project Brief approved by the client and confirmed that it can be accommodated on the site	Architectural Concept approved by the client and aligned to the Project Brief The brief remains "live" during Stage 2 and is derogated in response to the Architectural Concept	Architectural and engineering information Spatially Coordinated	All design information required to manufacture and construct the project completed Stage 4 will overlap with Stage 5 on most projects	Manufacturing, construction and Commissioning completed There is no design work in Stage 5 other than responding to Site Queries	Building handed over, Aftercare initiated and Building Contract concluded	Building used, operated and maintained efficiently Stage 7 starts concurrently with Stage 6 and lasts for the life of the building
Core Tasks during the stage	Prepare Client Requirements Develop Business Case for feasible options including review of Project Risks and Project Budget Ratify option that best delivers Client Requirements Review Feedback from previous projects Undertake Site Appraisals	Prepare Project Brief including Project Outcomes and Sustainability Outcomes , Quality Aspirations and Spatial Requirements Undertake Feasibility Studies Agree Project Budget Source Site Information including Site Surveys Prepare Project Programme Prepare Project Execution Plan	Prepare Architectural Concept incorporating Strategic Engineering requirements and aligned to Cost Plan , Project Strategies and Outline Specification Agree Project Brief Derogations Undertake Design Reviews with client and Project Stakeholders Prepare stage Design Programme	Undertake Design Studies , Engineering Analysis and Cost Exercises to test Architectural Concept resulting in Spatially Coordinated design aligned to updated Cost Plan , Project Strategies and Outline Specification Initiate Change Control Procedures Prepare stage Design Programme	Develop architectural and engineering technical design Prepare and coordinate design team Building Systems information Prepare and integrate specialist subcontractor Building Systems information Prepare stage Design Programme	Finalise Site Logistics Manufacture Building Systems and construct building Monitor progress against Construction Programme Inspect Construction Quality Resolve Site Queries as required Undertake Commissioning of building Prepare Building Manual	Hand over building in line with Plan for Use Strategy Undertake review of Project Performance Undertake seasonal Commissioning Rectify defects Complete initial Aftercare tasks including light touch Post Occupancy Evaluation	Implement Facilities Management and Asset Management Undertake Post Occupancy Evaluation of building performance in use Verify Project Outcomes including Sustainability Outcomes Adaptation of a building (at the end of its useful life) triggers a new Stage 0
Core Statutory Processes during the stage:	Strategic appraisal of Planning considerations Planning Building Regulations Health and Safety (CDM)	Source pre-application Planning Advice Initiate collation of health and safety Pre-construction Information	Obtain pre-application Planning Advice Agree route to Building Regulations compliance Option: submit outline Planning Application	Review design against Building Regulations Prepare and submit Planning Application See Planning Note for guidance on submitting a Planning Application earlier than at end of Stage 3	Submit Building Regulations Application Discharge pre-commencement Planning Conditions Prepare Construction Phase Plan Submit form F10 to HSE if applicable	Carry out Construction Phase Plan Comply with Planning Conditions related to construction	Comply with Planning Conditions as required	Comply with Planning Conditions as required
Procurement Route	Traditional Design & Build 1 Stage Design & Build 2 Stage Management Contract Construction Management Contractor-led	ER Appoint client team	ER Appoint design team	ER Pre-contract services agreement	ER CP Tender Appoint contractor CP Appoint contractor	ER CP Preferred bidder Appoint contractor	ER CP Appoint contractor	ER CP Appoint contractor
Information Exchanges at the end of the stage	Client Requirements Business Case	Project Brief Feasibility Studies Site Information Project Budget Project Programme Procurement Strategy Responsibility Matrix Information Requirements	Project Brief Derogations Signed off Stage Report Project Strategies Outline Specification Cost Plan	Signed off Stage Report Project Strategies Updated Outline Specification Updated Cost Plan Planning Application	Manufacturing Information Construction Information Final Specifications Residual Project Strategies Building Regulations Application	Building Manual including Health and Safety File and Fire Safety Information Practical Completion certificate including Defects List Asset Information If Verified Construction Information is required, verification tasks must be defined	Feedback on Project Performance Final Certificate Feedback from light touch Post Occupancy Evaluation	Feedback from Post Occupancy Evaluation Updated Building Manual including Health and Safety File and Fire Safety Information as necessary

Stage Boundaries:
Stages 0-4 will generally be undertaken one after the other.
Stages 4 and 5 will overlap in the **Project Programme** for most projects.
Stage 5 commences when the contractor takes possession of the site and finishes at **Practical Completion**.
Stage 6 starts with the handover of the building to the client immediately after **Practical Completion** and finishes at the end of the **Defects Liability Period**.
Stage 7 starts concurrently with Stage 6 and lasts for the life of the building.

Planning Note:
Planning Applications are generally submitted at the end of Stage 3 and should only be submitted earlier when the threshold of information required has been met. If a **Planning Application** is made during Stage 3, a mid-stage gateway should be determined and it should be clear to the project team which tasks and deliverables will be required. See **Overview** guidance.

Procurement:
The RIBA Plan of Work is procurement neutral – See **Overview** guidance for a detailed description of how each stage might be adjusted to accommodate the requirements of the **Procurement Strategy**.

ER Employer's Requirements
CP Contractor's Proposals



Core RIBA Plan of Work terms are defined in the *RIBA Plan of Work 2020 Overview* glossary and set in **Bold Type**.

Further guidance and detailed stage descriptions are included in the *RIBA Plan of Work 2020 Overview*.

© RIBA 2020

1.2 Background

.....
The design team:

AGA Associates provides full architectural services. We believe we can take your development to the next level. In every aspects of design it is paramount that innovative sustainable architecture is at the forefront. Every building no matter how big or small will be managed with the same high level of ingenuity and expertise. We will always endeavour to meet our clients expectations so that they can manage their assets accordingly.

.....
Our studio:

Our London studio undertake place-making projects at every scale, from cities and towns, to neighbourhoods, streets and the design of individual buildings; creating new places and breathing life into old ones.

.....
Staff Ethos:

Housing a collective of highly skilled and talented designers, our studio is driven by an ethos of collaboration, agility of minds and commitment to achieving excellence in design, quality and service.

.....
Think differently:

Our work ranges from seeing opportunities and growing projects with clients to producing construction information and completing projects on site. This range requires the skills of many people in our wider design team who specialise in design and technical specification. Our clients are both established developers and first time clients who need new thinking and contemporary design solutions to produce high quality architecture.

1.3 Brief and Existing Building

.....

Project scope brief:

AGA Associates have been appointed to consider the client objectives as well as national, regional and local planning policies and relevant design guidances to design the proposal as outlined in the Purpose and Objective. In order to comply with the Planning Application guidelines, AGA Associates set to complete the following report to presentation as a support document to be used for discussion.

In summary, the proposal will compliment the existing building.

Existing Building

Betterton Street has red-brick residential-commercial mixed used buildings in London's West End. The Betterton Street in Camden, London, is characterized by a combination of retail and residential elements within a mid-terrace period building. The property is situated near the junction with Endell Street and is close to Covent Garden's main shopping areas and underground station, which is just a short walk away.

The building comprises a ground and basement retail space that was previously used as a gift shop. The ground floor has been modernly refurbished, featuring wood-effect flooring, modern strip and feature lighting, a spiral staircase leading to the basement, heating and cooling systems, a kitchenette, a WC, and extensive wall-mounted display shelving. The basement area is open plan and accessible via staircases at both the front and rear of the property.

As there are theatres nearby, Betterton Street is lively and bustling, drawing a diverse crowd of locals and tourists. The vibrant theatre scene is complemented by various restaurants, cafés, bars, and entertainment venues, creating a dynamic nightlife.

The street intersects with key areas such as Soho to the north, known for its eclectic nightlife and

.....

dining; Chinatown to the east, with its vibrant Chinese cultural influence; Covent Garden to the southeast, famous for its historic market and the Royal Opera House; and Leicester Square to the west, a hotspot for film premiers and entertainment. Betterton Street epitomises the cultural richness and energetic atmosphere of London's West End.

2.0 Site Context

.....

Historical context

The London Borough of Camden is a London borough in Inner London, England. Camden Town Hall, on Euston Road, lies 1.4 mi (2.3 km) north of Charing Cross. The borough was established on 1 April 1965 from the area of the former boroughs of Hampstead, Holborn, and St Pancras, which prior to its establishment had comprised part of the historic County of London.

The cultural and commercial land uses in the south contrast with the bustling mixed-use districts such as Camden Town and Kentish Town in the centre and leafy residential areas around Hampstead Heath in the north. Well known attractions include The British Museum, The British Library, the famous views from Parliament Hill, the London Zoo, the BT Tower, The Roundhouse and Camden Market. As of 2021 it has a population of 210,136.

The local authority is Camden London Borough Council.

● Camden Borough



2.2 Listed Buildings

Statutory listed buildings

Listed buildings are buildings of special architectural or historic interest and are listed by Secretary of State for Digital, Culture, Media and Sport based on recommendations from Historic England. These are based on principles of selection for listed buildings.

Listed buildings are classified in grades to show their relative national importance:

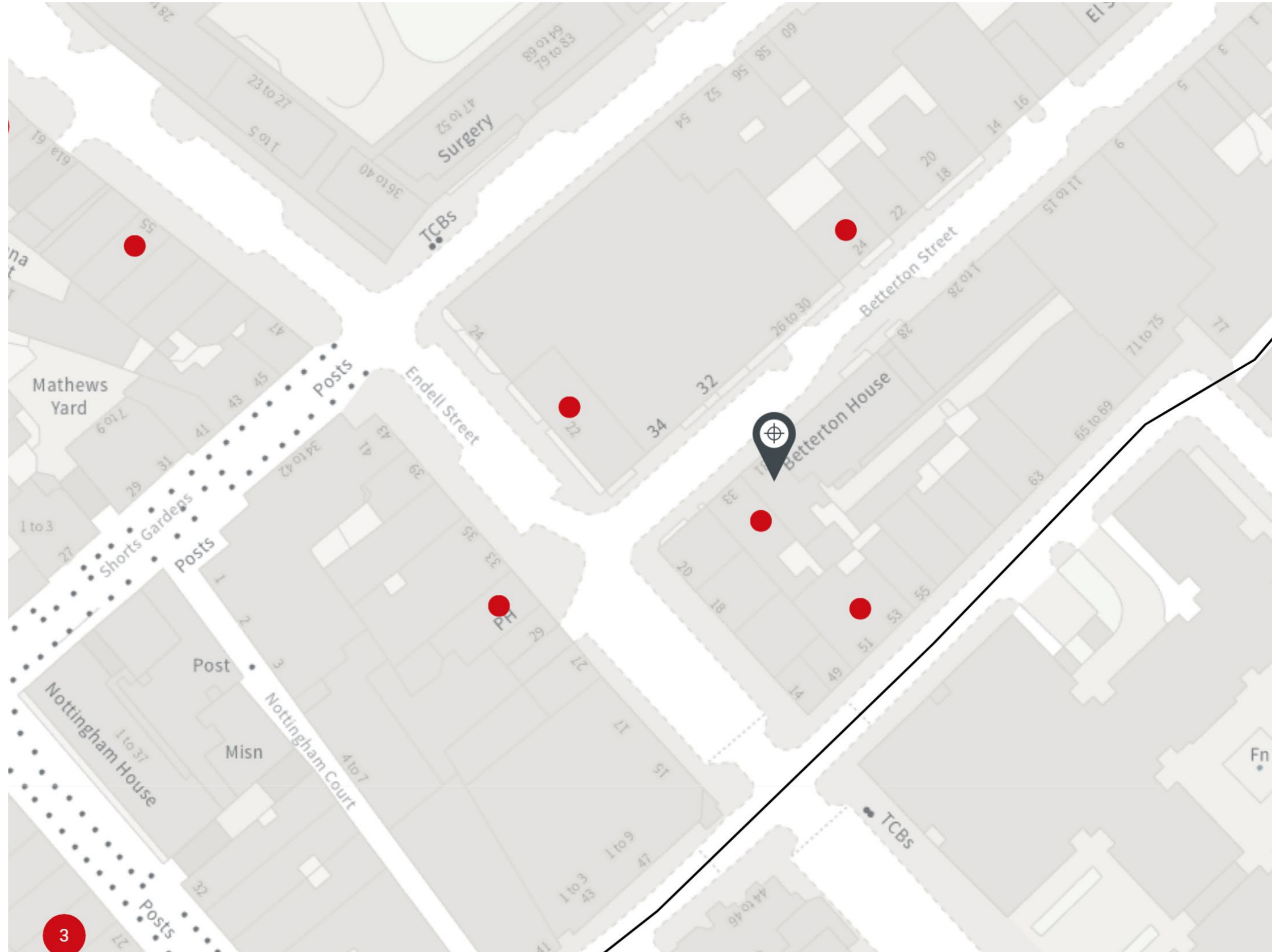
Grade I – Buildings of exceptional interest

Grade II* – Particularly that are of special architectural or historic interest at a national level.

The site premise is NOT a listed building and therefore does not need a Heritage Statement.

Key

- Site premise
- Listed Buildings



2.3 Site Photographs



2.3 Site Photographs



17/06/24-Rear

3.0 Seven Dials (Covent Garden) Conservation Area Appraisal (Adopted 1998)

.....

1. Introduction

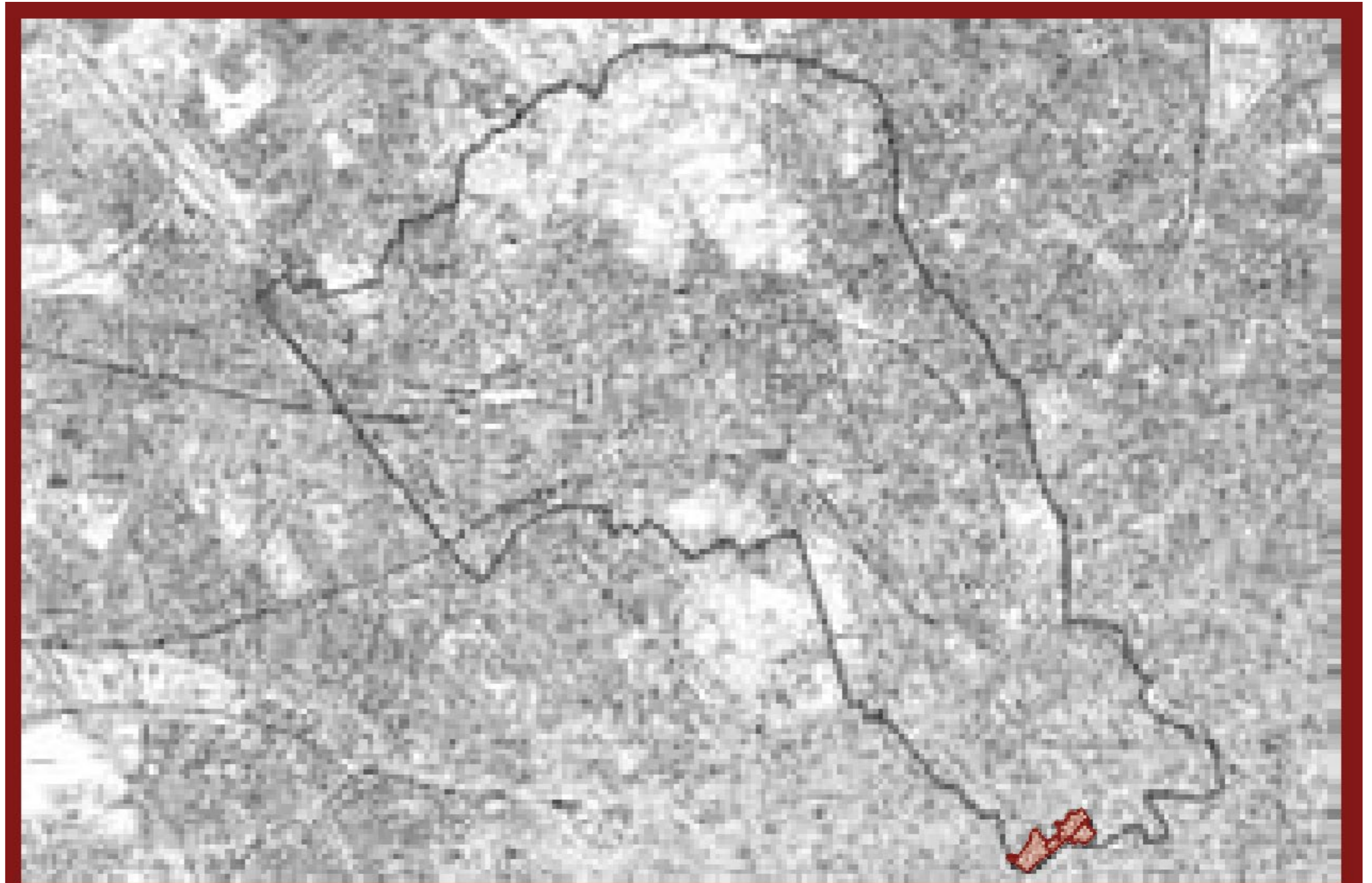
The aim of this Statement is to provide a clear indication of the Council's approach to the preservation and enhancement of the Seven Dials (Covent Garden) Conservation Area.

Camden has a duty under the Planning (Listed Buildings and Conservation Areas) Act 1990 to designate as conservation areas any "areas of special architectural or historic interest, the character or historic interest of which it is desirable to preserve." Designation provides the basis for policies designed to preserve or enhance the special interest of such an area. Designation also introduces a general control over the demolition of unlisted buildings. The Council's policies and guidance for conservation areas are contained in the Unitary Development Plan (UDP) and Supplementary Planning Guidance (SPG). This Statement is part of SPG and gives additional detailed guidance in support of UDP policies.

The Statement describes the character of the area, provides an outline of the key issues and identifies development pressures that are currently a cause of concern. The Statement also sets out the key policy framework relevant to the conservation area and formulates specific guidance for it. It is not the intention of the Statement to contain proposals for the enhancement of the public realm of the area.

This Conservation Area has the imprint of a unique legacy. Vibrant economic activity combined with conservation of the built heritage has created a place that is important to Camden and to London.

For the purposes of this Statement the Conservation Area is separated into three sub areas; one centred on Seven Dials, the second incorporating the Freemasons Hall/Great Queen Street and the third an area in the north east of the Conservation Area around Macklin Street.



Camden and location of the Conservation Area

3.0 Seven Dials (Covent Garden) Conservation Area Appraisal (Adopted 1998)

.....
HISTORY

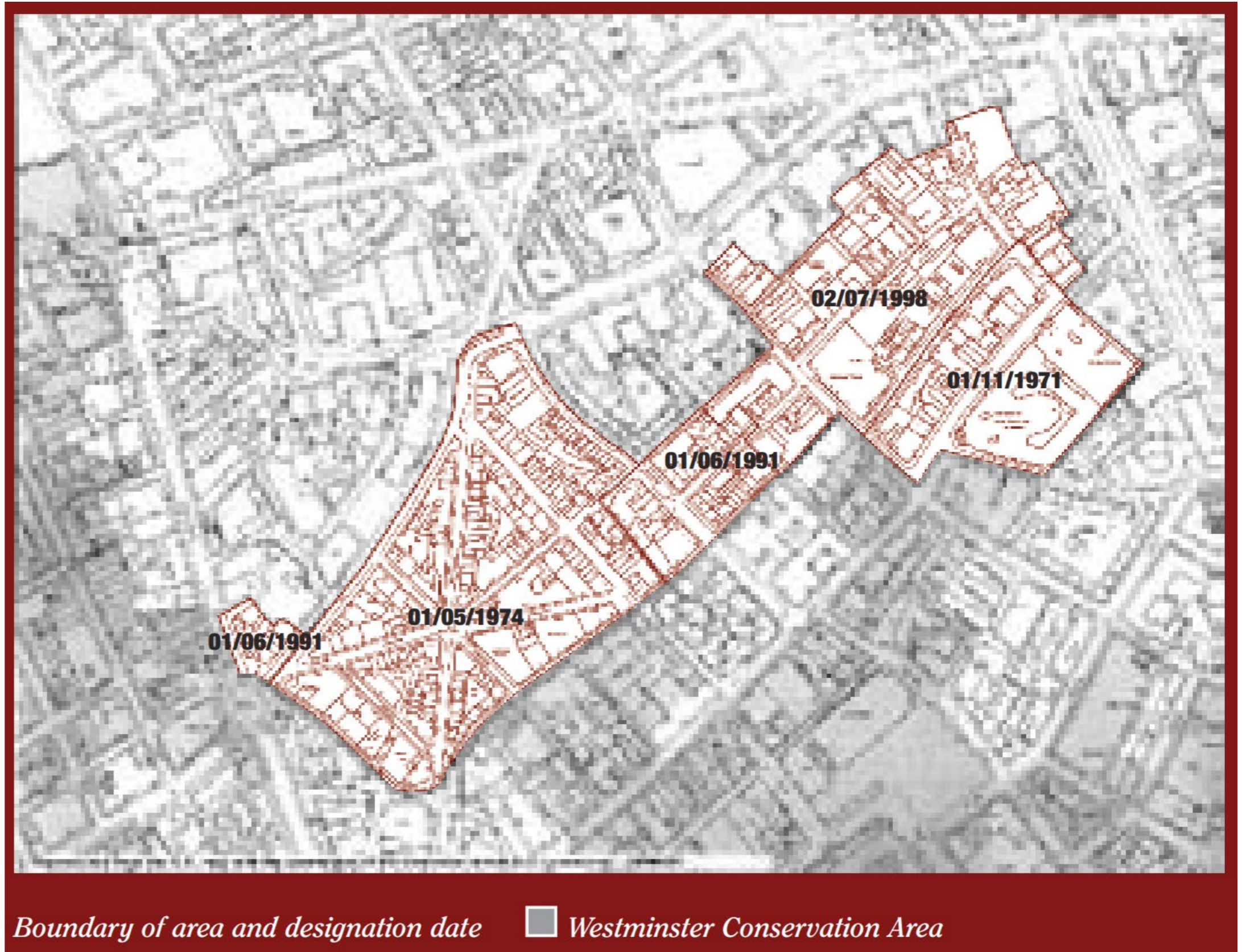
Covent Garden The urbanisation of the area developed after the establishment of Covent Garden in the 1630s. The Piazza was developed by the Earl of Bedford who realised the potential for speculative building and gained a licence from Charles I to build the square. The Piazza was designed by Inigo Jones to form a distinguished Italianate square. The area around the Piazza became increasingly attractive to developers during the 17th century to provide accommodation accessible to the Westminster area.

SUB AREA THREE

Drury Lane, running north to south, is one of Covent Garden's oldest roads, possibly dating back to the Saxon settlement of Lundenwic. It was once known as Via de Aldwych and was a major route from Aldwych to Holborn. Named after Sir William Drury, who built a house there during Elizabeth I's reign, Drury Lane has seen significant development since the 16th century. The White Hart Inn has stood at its corner with High Holborn since the 15th century.

In the early 17th century, streets like Macklin Street (formerly Lewknors Lane) and Parker Street were established on the site of Rose Field. Shelton Street, identified as St. Thomas Street in 1682, was renamed in the 1930s.

By the 19th century, housing conditions around Macklin Street had deteriorated. In 1886, a clearance scheme was proposed due to overcrowding and poor living conditions, known as the Shelton Street Improvement Scheme. The London County Council (LCC), established in 1889, took over these efforts, building the first public housing in Camden, including the Parker Street Lodging House in 1893. Influenced by the Arts and Crafts movement, designs were invited from outside the LCC's in-house team. By 1896, further housing developments provided accommodation for hundreds and included workshops, widening both Parker Street and Macklin Street.



3.0 Seven Dials (Covent Garden) Conservation Area Appraisal (Adopted 1998)

.....
CHARACTER AND APPEARANCE OF THE AREA

The special character of the Conservation Area is found in the range and mix of building types and uses and the street layout. The character is not dominated by one particular period or style of building but rather it is their combination that is of special interest.

Most buildings appear to spring from the footway without physical front boundaries or basement areas. In this tightly contained streetscape, changes of road width, building form and land-use give dramatic character variation, narrow alleys and hidden yards provide unforeseen interest and the few open spaces provide relief and a chance to pause and take stock of one's surroundings. Apart from Seven Dials there are no formal open spaces but some significant informal spaces occur in the form of yards and street junctions.

Planting on the front of buildings was a traditional means of providing vegetation that is still popular and provides a welcome foil to the hard materials of this densely developed area.

SUB AREA THREE

Shorts Gardens/Betterton Street: The block between Betterton Street and Shorts Gardens is occupied by a former LEB sub-station. The Betterton Street brick facade has ventilation holes with glass brick surrounds. The site is an opportunity site.



3.0 Seven Dials (Covent Garden) Conservation Area Appraisal (Adopted 1998)



Urban Grain

3.0 Seven Dials (Covent Garden) Conservation Area Appraisal (Adopted 1998)

AUDIT

LISTED BUILDINGS

Those buildings currently on the statutory list of buildings of Architectural or Historic Interest include (all Grade II unless stated):

- Betterton Street - 24 (Grade II*), 33
- Drury Lane - 186,187
- Earlham Street - 29-43 odd, 14, 22, 24, 26, 36-40 even, Cambridge Theatre
- Endell Street - 31 Cross Keys P.H., 51-59 odd, 61, 63-69 odd, 79 London Swiss Church, 81, 83, 22
- Great Queen Street - 27-29 consec (Grade II*), 30 & 31, Freemasons Hall (Grade II*), 33-35 consec (Grade II*), 36 & 37, 38
- Macklin Street - 17a St Giles Almshouses, 23, 25
- Mercer Street - 21, 23, 25 & 27
- Monmouth Street - 21, 27, 35, 37, 39, 43 The Crown P.H., 53-59 odd, 61, 63-71 odd, 14-18 even, 42-48 even
- Neal Street - 27, 29, 31, 33, 35, 37, 55, 61, 64, 78, 78a, 78b, 80
- Shelton Street - 11 & 13, 15-19 odd, 51 & 53
- Shorts Gardens - 1, 2, 4 & 6, 8-26 even
- Tower Court - 5-8 consec, 10
- Tower Street - 18 north & south wing, 22
- West Street - St Martins Theatre, Ambassadors Theatre, 24

BUILDINGS WHICH MAKE A POSITIVE CONTRIBUTION

A number of buildings are notable because of their value as local landmarks, or as particularly good examples of the local building tradition. Such buildings, whilst not statutorily listed are nevertheless important local buildings in their own right and make an important contribution to the character and appearance of the Conservation Area, and may be considered suitable for future statutory listing.

A list of such buildings will be maintained by the Council, and updated periodically. The buildings already identified by the Council as being of interest

are as follows:-

- Betterton Street - 1, 3, 5, 9
- Cambridge Circus - 24
- Caxton Walk - 3-5 odd
- Charing Cross Road - 84a-94 even
- Drury Lane - New London Theatre, 181, 182, 183
- Earlham Street - 1-5 odd
- Endell Street - St Paul's Hospital, 33-35 odd, 71
- Great Queen Street - consec:19-21, 24-26, 32, 39, 40 Macklin Street Wimbledon House, St Joseph's RC School, Powis House,
- Macklin House - 1-7 odd, 9-11, 13, 15
- Mercer Street - 19
- Monmouth Street - 2-6 even, 8-12 French Hospital, The Mountbatten Hotel, 40, The Two Brewers PH, 50-52, 1-7 odd, 9-11 odd, 23, 25, 41, 51, 73
- Neal Street - 22 Crown & Anchor, 24, 26-32 even, Nottingham House, 48, 60, 68, 76, 39, 47, 63,
- Newton Street - Holland and Thurstan Buildings
- Parker Street - Aldwych Buildings, Aldwych Workshops, Parker Street House 25, 39-41
- Shaftesbury Avenue - 115-119 odd, 144-162 even, 166a Baptist Chapel, 190-204 even
- Shelton Street - 1-9 odd, 21, 25-33 odd (7 Dials Warehouse), 37, 39, 41
- Shorts Gardens - 15, 21, 41, 43, 45, 52-58, 62-72, LEB sub-station
- Stukeley Street - 4, 6, 8, 10, 12, 14, City Lit Institute, 20-22 even
- Tower Court - 9
- Tower Street - 4-10

SHOPFRONTS OF MERIT

Many shopfronts contribute to the character of the area and are of townscape merit. The following shopfronts have been identified, some for their historical interest, others as good examples of modern architecture:-

- Drury Lane - 24, 25, 178, 179, 187
- Earlham Street - 5, 7, 9, 14, 18, 22, 24, 36, 38, 50 (Belgo Centraal)
- Endell Street - 51, 57, 69
- Gt. Queen St - 19-21, 22, 23, 33, 34, 36, 37, 38

- Monmouth St 14, 16, 18, 42, 44, 48, 17, 9, 21, 23, 25, 27, 29, 31, 35, 41, 53, 55, 57, 59, 61-63, 65, 67, 69-71, 73, 75
- Neal Street - 26-28, 48, 50, 54, 58, 62, 64, 66, 76, 78-78a, 80-82, 29, 33, 35, 37, 39, 49, 63, 69
- Shelton Street - 1, 3, 7, 9, 11, 13, 17-19, 29b, 41
- Short's Garden - 1, 15, 17, 41, 43, 45, 4, 6, 8

STREETSCAPE AUDIT

The streets and public spaces of the Conservation Area make a significant contribution to its overall townscape quality. There are historic features, original materials and details that survive and sustain the distinctive appearance and character of Seven Dials.

Traditional materials and street features which enhance the Conservation Area.

- Betterton Street - Some coal-hole covers remain. Original iron railings on north side. Wooden hatch to cellar and granite sett paving patch for unloading barrels to side of The Sun public house (No.21 Drury Lane).
- Ching Court - York stone paving in courtyard.
- Earlham Street - (7 Dials to Neal St) Granite sett carriageway, York stone footway.
- Endell Street - Iron railings on east side between Shorts Gardens and Betterton Street. Wooden hatch to cellar and granite sett paving for unloading barrels to Cross Keys public house, No.31.
- Great Queen Street - Some York stone footway and coal-hole covers at 19-34. Iron railings to Nos.27, 28 and to Puerorum House (No.26). Railings to the Connaught Rooms.
- Macklin Street - York stone footway outside Powis House. Iron railings to boys' and girls' entrances of St Joseph's RC primary school.
- Mercer Street - Granite sett carriageway.
- Monmouth Street - Some coal-hole covers remain.
- Neal Street - Some York stone at junction with Shelton St.
- Neals Yard - Stone wheel deflectors/bollards; granite at corner with 19 Shorts Gardens, corner of

- No.1 Neals Yard and No.16 Neals Yard. York stone at corner of Nos.8-10 Neals Yard.
- Parker Street - Iron railings to No.34.
- Seven Dials - Footway of new, small York stone slabs forming outer ring.
- Shaftesbury Avenue - Some coal-hole covers remain. Two K6 Phone boxes and double pillar box near junction with Neal street.
- Shelton Street - York stone footway at 49-51 and from Nottingham Court to Neal Street. Coal-hole cover remains at 53.
- Shorts Gardens - (7 Dials to Neal St) Granite sett carriageway, York stone footway.
- Tower Court - Mostly York stone footway. Some coal-hole covers remain.
- West Street - Some coal-hole covers remain.

New materials and street features which enhance the Conservation Area.

- Macklin Street - Modern steel railings to Dragon Court.
- Newton Street - Steel gateway to match new balconies at No.21-27 Holland and Thurstan Dwellings.
- Stukeley Street - Steel gateway to Green Dragon House.
- Seven Dials - Highway scheme surrounding the monument, including small York stone slabs, granite setts and block paving.
- Tower Court - Traditional style railings on a brick wall to rear of the Old Board School at No.22 Tower Street

3.0 Seven Dials (Covent Garden) Conservation Area Appraisal (Adopted 1998)

CURRENT ISSUES

The area has retained much of its historic appearance even though the last twenty years has produced a considerable amount of development activity with the adaptation of industrial/warehouse buildings and terraced properties to modern commercial activities. The retail/restaurant industry is now dominant at ground floor level with a wide range of shops including designer clothes shops, particularly in and around Neal Street, traditional food stores, arts and crafts shops and many other specialist outlets. The upper floors have a mix of commercial (small businesses/media, etc.) and residential use. The area has transformed to a mixed use of retail/restaurant/residential/business with the addition of tourist related activities. It is this successful transition that creates the continuing development pressures particularly related to demands for entertainment, restaurant and retail uses. Many of the concerns within the Conservation Area relate to these activities and the adverse effects they have on the significant residential community.

Changes of use are the predominant reason for development pressure as they can lead to external alterations to buildings and a change in the character of the area. In addition incremental changes to the external appearance of buildings as well as large scale developments can erode the area's distinct qualities.

Restaurants With the adoption of the UDP the Council has introduced policies for the Central Area which seek to protect residential amenity and retail uses. Applications for a change of use to Class A3 (food and drink) will be considered with particular regard to their impact on local residential amenity and retail uses.

CHANGE OF USE

SD16 - The Council recognises that there are commercial pressures for changes of use to restaurants/cafes and wine bars, and the associated

problems that can occur with regard to residential amenity and the overall character of the area. There are also pressures for additional retail uses that can have a detrimental impact as well.

Therefore, the Council will have regard to the above in determination of these applications and the effects on the overall retail function of the shopping streets, traffic conditions and the needs of the local community.

SEVEN DIALS GUIDELINES

SHOPFRONTS/ADVERTISEMENTS

SD17 - The installation of a new shopfront and most alterations to the existing shopfront will need planning permission. The installation of external security shutters also requires planning permission. SPG contains more detailed advice on the design of shopfronts and signage.

SD18 - There are many historic shopfronts dating from the late 18th and 19th century and a number of well designed modern shopfronts. Proposals for new shopfronts will be expected to preserve or enhance the visual character and appearance of the shopping streets, through respect for the proportions, rhythm and form of the original frontages. Any shopfront of historic interest or architectural quality should be retained and if necessary repaired and the loss of those shopfronts identified under Shopfronts of Merit and any other historic/original shopfront will be strongly resisted. The restoration of wide shopfront entablatures will be welcomed as these can provide planting. Shopfronts that are considered to be out of character with the building or the area generally should be replaced with new shopfronts that are appropriate to the building and enhance the appearance of the Conservation Area.

SD19 - Similarly shop signage should be appropriate for the Conservation Area, respecting the proportions of the shop frontages, and maintaining the division between units and reflect the plot

widths of buildings. Internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally illuminated. Signage will usually consist of one fascia sign and one projecting sign. Shop signs should not normally be above ground floor level.

SHOPFRONT SECURITY

SD20 - The introduction of security measures can detract from the appearance of the Conservation Area. The Council will prefer the use of security measures that do not require external shutters or grilles such as:

- a. the strengthening of shopfronts;
- b. the use of toughened or laminated glass;
- c. internal grilles or collapsible gates - these do not normally require planning permission unless they result in a material alteration to the external appearance of the shopfront;
- d. improved lighting.

SD21 - There will be a general presumption against the use of external security shutters, grilles or mesh on shopfronts. Applicants would have to demonstrate that the above measures are not feasible for external security shutters, grilles or mesh to be considered. A separate leaflet is available on Shopfront Security.

SD22 - It is Council policy to keep under continuous review the prioritisation of enforcement action across the Borough of unauthorised advertisement works and unauthorised change of use.

VENTILATION DUCTS/AIR HANDLING EQUIPMENT

SD23 - The erection of all external ventilation ducts and air handling equipment will require planning permission from the Council. In assessing applications the Council will be concerned about the siting of the equipment, particularly in visually sensitive locations and in the proximity of residential

accommodation, to ensure that local amenity is protected. (refer UDP: EN7).

SD24 - The Council will require full details of mechanical plant and equipment for all A3 (change of use to restaurant) applications.

4.0 Advertise and Sign - Camden Planning Guidance: Advertisements (March 2018)

Camden Planning Guidance: Advertisements (March 2018)

1. Advertisements, signs, and hoardings

1.1 We have prepared this Camden Planning Guidance to support the policies in the Camden Local Plan 2017. This guidance forms a Supplementary Planning Document (SPD) which is an additional 'material consideration' in planning decisions. This document should be read in conjunction with, and within the context of, the relevant policies in Camden's Local Plan.

1.2 The purpose of this guidance is to provide advice on the design and siting of advertisements so that they contribute positively to the appearance and character of an area. This guidance was formally adopted March 2018 and replaces the guidance in CPG1 Design (adopted July 2015). All advertisements affect the appearance of the building, structure or place where they are displayed, and can at times can be a dominant feature in their setting.

1.3 This guidance relates to Camden Local Plan policy D4 on Advertisements.

- When advertising consent is required,
- What types of advertisements will be acceptable,
- Advertising on street furniture,
- Illumination of advertisements,
- Guidance on hoardings, shroud, banner, and digital advertisements.

Conservation Areas and Listed Buildings

1.11 Advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements, of whatever type, on or near a listed building or in a

conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.

1.12 Free-standing signs and signs on street furniture will only be accepted where they would not create or contribute to visual and physical clutter or hinder movement along the pavement or pedestrian footway.

Illumination

1.13 The illumination levels of advertisements should be in accordance with the guidance set by the Institute of Lighting Engineers PLG05 The Brightness of Illuminated Advertisements.

1.14 The type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. The method of illumination (internal, external, lettering, neon, etc.) should be determined by the design of the building. Illuminated signs should not be flashing or intermittent, whether internal or external.

1.15 Externally illuminated signs should be unobtrusively sized and sited. Spotlights and trough lights should be fixed and sized as discreetly as possible to avoid light pollution. Corporate designs involving internally illuminated signs may need to be modified where they are considered unsuitable, especially in residential areas, or conservation areas, or on listed buildings.

1.16 When considering the level of illumination on advertisements the following should be taken into account:

- intensity of illumination;
- surface area to be illuminated; and
- positioning and colours.

1.17 Applicants should ensure that an advertisement does not become unduly dominant in the street scene, disturb adjoining residents at night, or cause safety hazards to drivers.

1.18 Internally illuminated box signs are discouraged. Generally, the internal illumination of individual letters, rather than the whole fascia or projecting sign on a shopfront, will be more appropriate.

4.1 Advertise and Sign - Outdoor Advertisements and Signs: A Guide for Advertisers

Outdoor advertisements and signs: a guide for advertisers

How the Advertisement Control System Works Regulations for England

The advertisement control system in England consists of rules made by the Secretary of State, which is part of the planning control system. The present rule is the Town and Country Planning (Control of Advertisements) Regulations 2007 which has been in force since 6 April 2007.

Who controls outdoor advertisements?

Throughout England, local planning authorities are responsible for the day-to-day operation of the advertisement control system, and for deciding whether a particular advertisement should be permitted or not. For this purpose the local planning authority for your area will normally be the district council, the County Council or the London borough council if you live in the Greater London area. But there are two exceptions to this arrangement:

- if your advertisement is to be displayed in any National Park, the planning authority is the National Park authority, or if it is to be displayed within the Broads area then the planning authority is the Broads authority;
- if your advertisement is to be displayed in an urban development area, the planning authority normally is the Urban Development Corporation for that area.

If the planning authority refuse consent for your advertisement, or require you to remove an existing advertisement, you have a right to appeal against their decision. In England, this appeal is to the Secretary of State. The operation of the appeal system is described below.

What is an 'advertisement'?

The advertisement control system covers a very wide range of advertisements and signs including:

- posters and notices
- placards and boards
- fascia signs and projecting signs
- pole signs and canopy signs
- models and devices
- advance signs and directional signs
- estate agents' boards
- captive balloon advertising (not balloons in flight)
- flag advertisements
- price markers and price displays
- traffic signs
- town and village name-signs

Memorials and railway signals are not regarded as advertisements.

The 'standard conditions'

All outdoor advertisements must comply with five 'standard conditions'. They must:

- be kept clean and tidy
- be kept in a safe condition
- have the permission of the owner of the site on which they are displayed (this includes the Highway Authority if the sign is to be placed on highway land)
- not obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport
- be removed carefully where so required by the planning authority.

Advertisements Which are Normally Permitted

Classes of advertisement benefiting from deemed consent

The rules enable certain 'specified classes' of advertisement to be displayed without application being made to the planning authority. There are 14

such classes of outdoor advertisement, each with its own particular conditions. So the practical effect is that the number of advertisements in that class, their size and duration of display, are limited for each deemed consent. There are also stricter rules for the display of deemed consent advertisements in any Area of Special Control of Advertisements. Provided that the particular advertisement you propose to display conforms entirely to all the relevant provisions of its own class, you do not need the planning authority's consent to display it. If you are in any doubt whether your advertisement benefits from deemed consent, you would be well advised to consult the planning authority before you display it.

Class 5: advertisements on business premises

Class 5 gives consent for a wide variety of notices, signs and advertisements to draw attention to any commercial services, goods for sale, or

any other services available at the premises where the advertisement is being displayed. 'Business premises' means any building in which a professional, commercial or industrial undertaking is being carried on, or any commercial services are being provided for the public. This term would include:

- office buildings
- banks and building societies
- shops and shopping arcades
- supermarkets and hypermarkets
- theatres, cinemas and dance-halls
- bingo halls and amusement arcades
- vehicle showrooms and garages
- privately owned factories and works
- restaurants and cafes.

The advertisement must be displayed on the exterior of the building (see illustration 23).



4.1 Advertise and Sign - Outdoor Advertisements and Signs: A Guide for Advertisers

.....
Class 5 is not intended to permit all forms of outdoor advertising on any business premises; it only permits advertisements for the goods or services available at the particular premises. This means advertisements which refer to:

- the business or other activity at the premises;
- the goods for sale or the services available; and/or
- the name and qualifications of the firm or person providing the service in the premises.

An advertisement permitted by Class 5 must not:

- have any letters, figures, symbols or similar features in the design over 0.75 of a metre in height, or 0.3 of a metre in height if they are in any Area of Special Control of Advertisements;
- have its highest part at more than 4.6 metres above ground-level, or 3.6 metres in any Area of Special Control of Advertisements;
- have its highest part above the level of the bottom of the first-floor window in the wall where the advertisement is;
- be illuminated, unless the illumination is intended to indicate that medical or similar services or supplies are available at the premises; and
- if the premises are in any Area of Special Control of Advertisements, exceed in area 10 per cent of the external face of the building, measured up to a height of 3.6 metres above ground-level.

Additionally, if the business premises is a shop, an advertisement may be displayed only on an external wall which has a shop window in it.

5.0 Relevant Planning History

.....
**Planning History for 31A Betterton Street,
Camden, London, WC2H 9BQ**

Planning Application Reference 1

Year: 2010

Application: 2009/5698/P

Address: Third Floor Flat 31A Betterton Street
London WC2H 9BQ

Proposal:

Erection of a roof extension with front dormer window and rear balcony at fourth floor level, as additional residential accommodation for existing third floor flat (Class C3).

Decision Level: Granted, 06-04-2010

Planning Application Reference 2

Year: 2015

Application: 2014/7702/P

Address: Third Floor Flat 31A Betterton Street
London WC2H 9BQ

Proposal:

Erection of a roof extension with front dormer window and rear balcony at fourth floor level, as additional residential accommodation for existing third floor flat (Class C3).

Decision Level: Granted, 09-04-2015

6.0 Relevant Planning Policies

1. National Planning Policy Framework (NPPF):

• NPPF Paragraphs 7 - 14 Achieving Sustainable Development

• NPPF Paragraphs 85 - 89 Building a strong, competitive economy

• NPPF Paragraphs 131 - 141 Achieving well-designed and beautiful places

2. The London Plan (2021)

The document outlines a plan for London's development in the next 20-25 years. Specifically, the following policies relate to enhancing, ensuring accessibility, and optimizing the use of the facility:

• Policy D8 Public realm

3.8.2 The quality of the public realm has a significant influence on quality of life because it affects people's sense of place, security and belonging, as well as having an influence on a range of health and social factors. For this reason, the public realm, and the buildings that frame those spaces, should be attractive, accessible, designed for people and contribute to the highest possible standards of comfort, good acoustic design, security and ease of movement. Higher levels of comfort should be sought in places where people will wish to sit, play, relax, meet, and dwell outside compared to other parts of the public realm that are primarily used for movement

• Policy D14 Noise

3.14.3 The management of noise also includes promoting good acoustic design of the inside of buildings.

• Policy HC1 Heritage conservation and growth

Promotes the conservation of heritage while facilitating growth in the city. It ensures that development respects and enhances historic assets, balancing preservation with sustainable expansion.

3. Camden Local Plan (2017)

1.1 The Camden Local Plan sets out the Council's planning policies and replaces the Core Strategy and Development Policies planning documents (adopted in 2010). It ensures that Camden continues to have robust, effective and upto-date planning policies that respond to changing circumstances and the borough's unique characteristics and contribute to delivering the Camden Plan and other local priorities. The Local Plan will cover the period from 2016-2031.

• Policy A1 Managing the impact of development

6.1 Standards of amenity (the features of a place that contribute to its attractiveness and comfort) are major factors in the health and quality of life of the borough's residents, workers and visitors and fundamental to Camden's attractiveness and success. Camden's Inner London location, the close proximity of various uses and the presence of major roads and railways means that amenity is a particularly important issue within the borough.

• Policy A4 Noise and vibration

6.85 Noise and vibration can have a major effect on health and amenity and quality of life. Camden's high density and mixed use nature means that disturbance from noise and vibration is a particularly important issue for health and wellbeing in the borough. The Council may seek to explore the identification and designation of Quiet Areas, which are local green spaces identified for their particular tranquility and amenity value.

• Policy A5 Basements

6.107 With a shortage of development land and high land values in the borough, the development of basements is a popular way of gaining additional space in homes. Basements are also often included in developments in the Central London part of Camden and used for various purposes including commercial, retail and leisure uses, servicing and storage.

• Policy D2 Heritage

7.39 Camden has a rich architectural heritage with many special places and buildings from throughout Camden's history. 39 areas, covering much of the borough, are designated as conservation areas, recognising their special architectural or historic interest and their character and appearance. We have prepared conservation area statements, appraisals and management strategies that provide further guidance on the character of these areas.

• Policy D3 Shopfronts

7.74 The quality of shopfronts and the way in which they relate to their surroundings make an important contribution to the character and attractiveness of an area. The Council will therefore seek to ensure that new shopfronts are of a high quality and are sensitive to the area in which they are located. Transparent shopfronts will be sought for units containing shops and other town centre uses, due to the contribution that they make to the vitality and attraction of centres.

• Policy D4 Advertisements

7.83 Advertisements in conservation areas and on or near listed buildings require particularly detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.

7.0 The Proposal - Front Elevation

The proposal maintains the existing frontal aspect of the building while introducing new elements to complement the existing appearance. The current double-glazed windows with white-painted timber frames will be replaced with slimline double-glazed windows featuring timber frames painted in Pearl Gentian Blue. The existing timber panel will be retained and overlaid with a new Pearl Gentian Blue timber panel.

Consequently, the proposal will not compromise the heritage value or visual integrity of the conservation area.

This proposal includes alterations to the internal layout of each floor to facilitate the change of use from a Nail Salon to a Café/Restaurant.

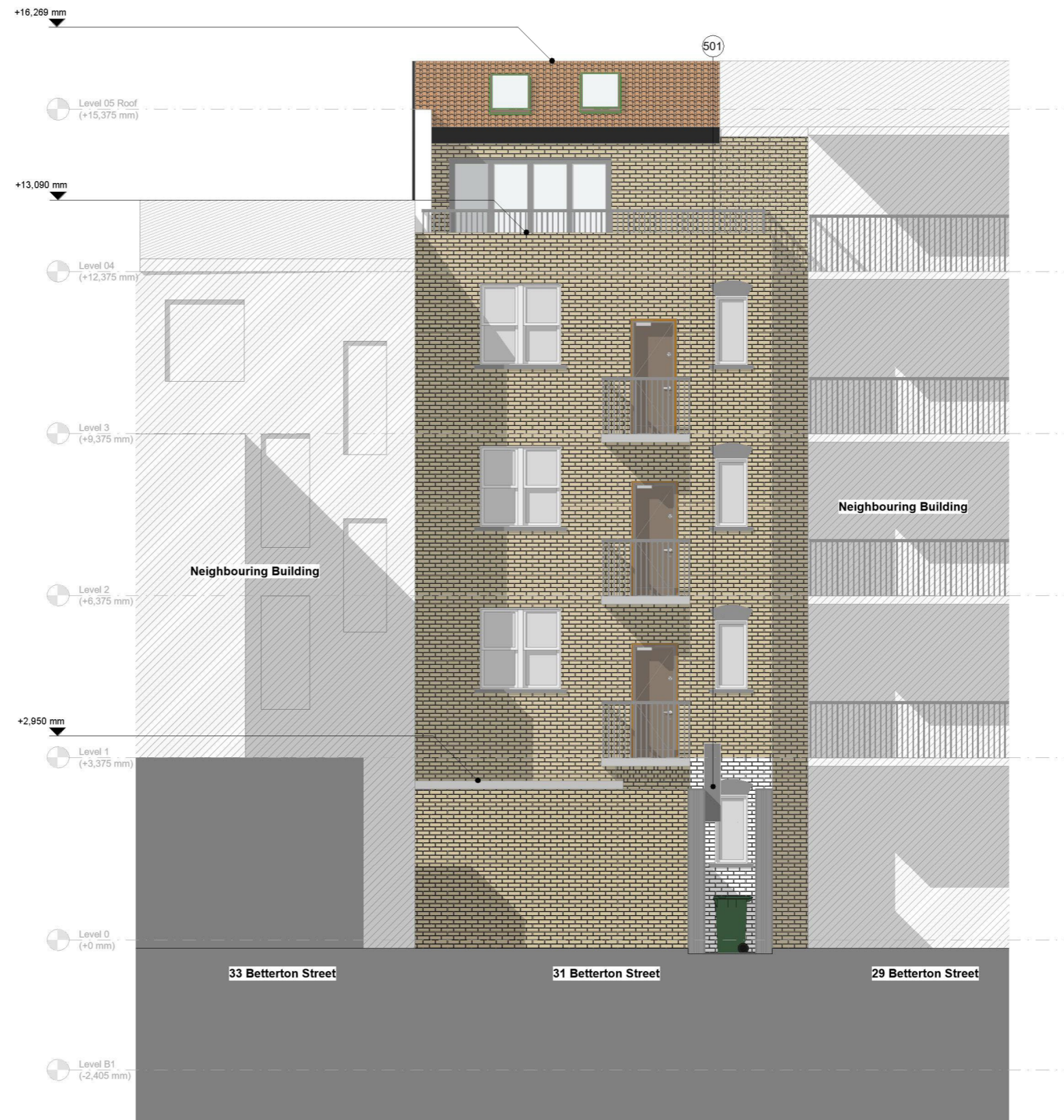


- EXTERNAL FINISHES**
- 1 Yellow Buff Brick
 - 2 Black Painted Brick Wall
 - 3 Oyster white Metal Retractable Quarter Round Awning (RAL 1013)
 - 4 Clear Double Glazing
 - 5 White Timber Frame Window
 - 6 Grey Lead Flashing
 - 7 White Timber Door
 - 8 White Timber Frame Door
 - 9 Black Timber Door
 - 10 Patina green Timber Panel (RAL Colour 6000)
 - 11 Patina green Timber Partial Door with Clear Double Glazing
 - 12 Artificial Exterior Wall Vegetation
 - 13 Matt Black Square Bar Door Pull Handle
 - 14 Patina green Signage Board
 - 15 Blue Signage Board with White and Yellow Letter
 - 16 Patina green Timber Frame Window
 - 17 Blue Projecting Sign
- 500 Ventilation System
 - 501 Mechanical Duct
 - 502 Air Intake Outtake High vents
 - 503 Kitchen Vinyl Floor
 - 504 Stainless Steel Kitchen Work-Top
 - 505 240L Food Waste Bin
 - 506 240L General Waste Bin
 - 507 Air Conditioning unit
- Hot Water Vertical Routes
 - Cold Water Vertical Routes
 - External Waste Water Connection
 - Hot Water Horizontal Underfloor Routes
 - Cold Water Horizontal Underfloor Routes
 - Grey Water Waste Horizontal Underfloor Routes

North Elevation Proposed
Not to Scale

7.1 The Proposal - Rear Elevation

.....
 The rear elevation of the building will remain largely unchanged. Due to the change of use from a Nail Salon to a Café/Restaurant, the ventilation system requires upgrading, necessitating the addition of ventilation ducting at the rear. The rear ventilation duct will be installed in a manner that ensures it does not cause any disturbance to the neighbouring residents. It will be positioned away from the existing doors and windows of the adjacent properties.



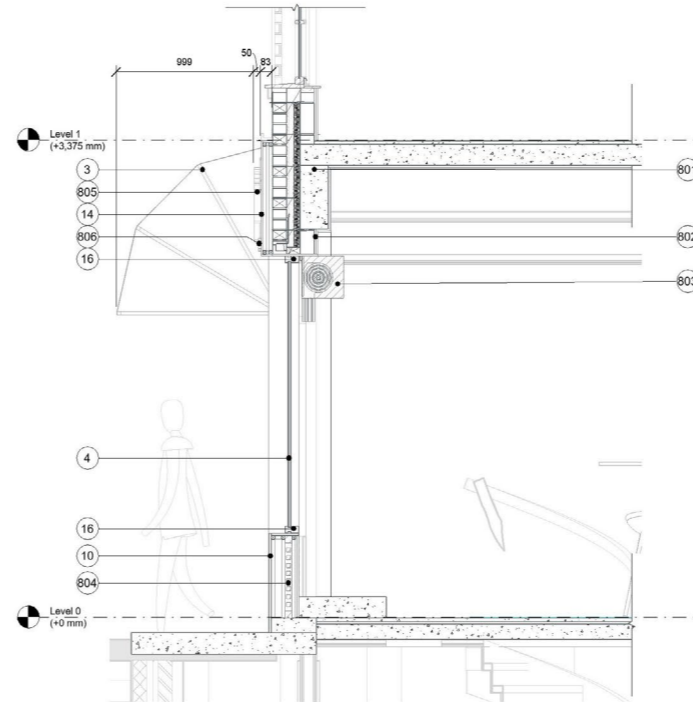
- EXTERNAL FINISHES**
- 1 Yellow Buff Brick
 - 2 Black Painted Brick Wall
 - 3 Oyster white Metal Retractable Quarter Round Awning (RAL 1013)
 - 4 Clear Double Glazing
 - 5 White Timber Frame Window
 - 6 Grey Lead Flashing
 - 7 White Timber Door
 - 8 White Timber Frame Door
 - 9 Black Timber Door
 - 10 Patina green Timber Panel (RAL Colour 6000)
 - 11 Patina green Timber Partial Door with Clear Double Glazing
 - 12 Artificial Exterior Wall Vegetation
 - 13 Matt Black Square Bar Door Pull Handle
 - 14 Patina green Signage Board
 - 15 Blue Signage Board with White and Yellow Letter
 - 16 Patina green Timber Frame Window
 - 17 Blue Projecting Sign
 - 500 Ventilation System
 - 501 Mechanical Duct
 - 502 Air Intake Outtake High vents
 - 503 Kitchen Vinyl Floor
 - 504 Stainless Steel Kitchen Work-Top
 - 505 240L Food Waste Bin
 - 506 240L General Waste Bin
 - 507 Air Conditioning unit
 - Hot Water Vertical Routes
 - Cold Water Vertical Routes
 - External Waste Water Connection
 - Hot Water Horizontal Underfloor Routes
 - Cold Water Horizontal Underfloor Routes
 - Grey Water Waste Horizontal Underfloor Routes

south Elevation Proposed
 Not to Scale

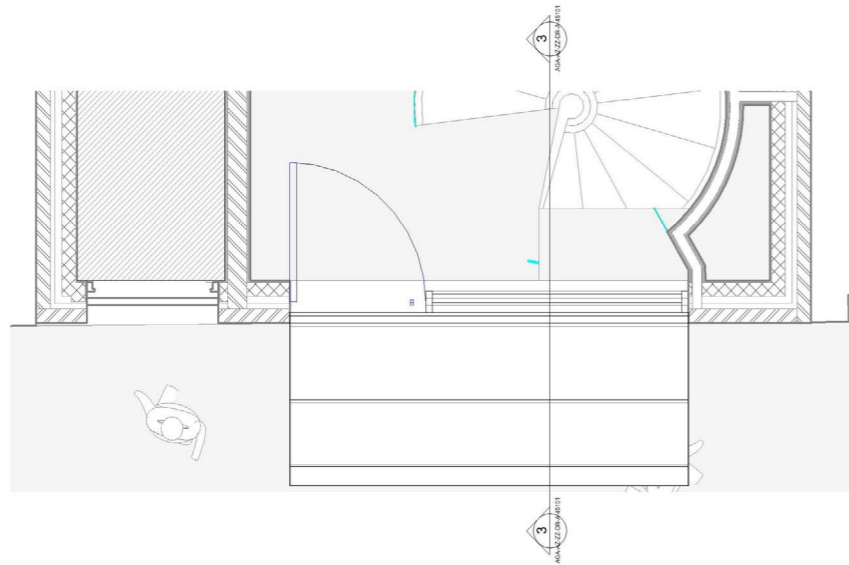
7.2 The Proposal - External Bay Study



2 45201-North Elevation Proposed
SCALE: 1 : 20



3 45301-Section 01 Proposed
SCALE: 1 : 20



External Bay Study - North Elevation Proposed
Not to Scale



4 45401-External Bay Study
SCALE:

EXTERNAL FINISHES

- 1 Yellow Buff Brick
- 2 Black Painted Brick Wall
- 3 Oyster white Metal Retractable Quarter Round Awning (RAL 1013)
- 4 Clear Double Glazing
- 5 White Timber Frame Window
- 6 Grey Lead Flashing
- 7 White Timber Door
- 8 White Timber Frame Door
- 9 Black Timber Door
- 10 Patina green Timber Panel (RAL Colour 6000)
- 11 Patina green Timber Partial Door with Clear Double Glazing
- 12 Artificial Exterior Wall Vegetation
- 13 Matt Black Square Bar Door Pull Handle
- 14 Patina green Signage Board
- 15 Blue Signage Board with White and Yellow Letter
- 16 Patina green Timber Frame Window
- 17 Blue Projecting Sign
- 500 Ventilation System
- 501 Mechanical Duct
- 502 Air Intake Outtake High vents
- 503 Kitchen Vinyl Floor
- 504 Stainless Steel Kitchen Work-Top
- 505 240L Food Waste Bin
- 506 240L General Waste Bin
- 507 Air Conditioning unit
- Hot Water Vertical Routes
- Cold Water Vertical Routes
- External Waste Water Connection
- Hot Water Horizontal Underfloor Routes
- Cold Water Horizontal Underfloor Routes
- Grey Water Waste Horizontal Underfloor Routes

EXTERNAL FINISHES

- 801 Structural Consideration to be applied by Structural Engineer
- 802 12.5 mm Plasterboard
- 803 White Metal Internal Roller Shutters
- 804 Preservation of Existing Timber Panel
- 805 fusion Lettering: 3 dimensional lettering with Opal White acrylic faces, White painted stainless steel returns. Illumination from LEDs mounted inside the panel (Refer to 807).
- 806 31 Betterton Street Lettering: 3 dimensional lettering with Opal White acrylic faces, White painted stainless steel returns.
- 807 LED Strip with 93 cd/m2 Illuminance Levels for Shop front

8.0 Conclusion

.....

Summary:

In summary, the development will make an important contribution to the rejuvenation of the area. The proposal has been designed to comply with the local policy, government and development plan guidance as has been outlined in this document to support the report with the Camden Borough Council.

The proposed development aims to achieve the best overall energy efficiency which involves maximising the controlled use of passive ventilation and solar energy.

For these many reasons set out above, the application proposal do not conflict with the statutory development plan and the proposals are not only acceptable taking into account all other related material considerations but enhance every aspects of it. AGA Associates, therefore respectfully request that Camden Borough Council support this report.