

Development Control
Camden Council
Camden Town Hall
London
WC1h 8ND

Date: 27 September 2024
Our ref: 69359/01/MLW/LB/32858530v2

Dear Sir/Madam

2 St Giles Sq., London, WC2H 8LH: Full Planning and Display of Advertisements Application

On behalf of our client, Berberè, please find enclosed an application for planning and advertisement consent for shopfront amendments and new occupier branding at 2 St Giles Sq., London, WC2H 8LH.

Documentation

This planning application, which has been submitted via the Planning Portal (PP-13439746), comprises the following documents:

- 1 Signed and dated Application Form, CIL Form and Ownership Certificates; and
- 2 The following plans prepared by atelier ochre:
 - a Site Location & Block Plan (ref. 24007-900);
 - b Existing Shopfront (ref. 24007-910);
 - c Proposed Shopfront Alterations (ref. 24007-911);
 - d External Elevations (ref. 24007-915);
 - e Proposed Hoarding (ref. 24007-916);
 - f Proposed Painted Signage (ref. 24007-920 and ref. 24007-921); and
 - g Lightbox Signage (ref. 24007-925 and ref. 24007-926).

A fee of £458 (plus £70 Planning Application service charge) has been paid online via the planning portal to cover the requisite planning application fee.

Application Site

The application site comprises a vacant unit located at the end of a parade of town centre uses along St. Giles Square, comprising of office space and a boutique law firm. St. Giles Square is an open pedestrian square accommodating a mix of uses.

This unit is on the ground floor of a 5 storey building and is currently unoccupied. The wider area contains a number of offices, shops and cafes/restaurants and the Grade II listed Centre Point which sits in the line of sight to the north of the subject site.

Planning History

Planning permission was granted on 31 March 2015 (ref. 2012/6858/P) for redevelopment of St. Giles Circus, including the creation of St Giles Square as well as a range of town centre and music focused uses. As part of this redevelopment York and Clifton Mansions have been retained and the frontages restored. 2 St. Giles Sq. is located on the ground floor of this building and is to be occupied by Berbere Pizzeria.

Proposed Development

The description of development is as follows:

'Display of advertisements and minor alterations to existing shopfront'

This application seeks planning and advertisement consent In association with the occupation of 2 St Giles Square as a restaurant (Use Class E).

The proposed changes to the shopfront are as such:

- Traditionally painted fascia signage with golf leaf border;
- Awning box recessed into void behind fascia board;
- Frameless Lightbox menu;
- Traditionally painted signage on glass;
- Frameless Lightbox projecting signage;
- External wall light;
- Black external flat panel heater; and
- Traditional Awning.

The existing doors and glass windows are to be retained, with the existing brass framing around the shopfront.

Planning Assessment

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 Statutory Development Plan for Camden comprises the following documents:

- 1 Camden Local Plan (adopted in July 2017)
- 2 The London Plan (adopted March 2021)

Camden Local Plan Policy D3 requires a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features. London Plan Policy D4 expects proposals to deliver high quality design and place-making. Policy HC5 ‘Supporting London’s culture and creative industries’ states that boroughs should also work with a range of partners to develop and promote clusters of cultural activities and related uses.

D4 ‘Advertisements’ from the Camden Local Plan states that advertisements must preserve or enhance the character of their setting and host building, while respecting the form, fabric, design and scale of their setting and host building. This policy also requires advertisements to be of the highest standard of design, material and detail.

The site is situated within the Denmark Street Conservation Area. Camden Local Plan Policy D2 ‘Heritage’ requires development proposals to preserve or enhance the character and appearance of the area. London Plan Policy HC1 ‘Heritage Conservation and Growth’ requires development to identify, understand, enhance the historic environment, while delivering positive benefits that conserve and enhance the historic environment, as well as contributing to the economic viability and accessibility of a place, and to social wellbeing.

The proposed shopfront is in keeping with the design of the surrounding units and will not alter the appearance or character of the area. The scale, height and proportions of the shopfront are in proportion with the rest of the building and neighbouring shopfronts. The proposed materials are of high quality and the brass, dark grey and red colour scheme creates a modern finish that is appropriate for the context of the site. The proposals are minor in nature and complementary to the surroundings. As such there will be no harm to the setting of the conservation area or nearby heritage assets. The proposals accord with planning policy as the external works will enhance the quality and appearance of the shopfront.

We trust the information enclosed is sufficient to determine the application. In the meantime, if you require any further information, please do not hesitate to contact my colleague Anna Snow or myself on 07386 972090/lara.baughan@lichfields.uk.



Yours sincerely

A handwritten signature in black ink that reads "L Baughan". The signature is written in a cursive style with a large, stylized initial "L".

Lara Baughan
Planner