



# PLANNING BY DESIGN

FROM CONCEPT TO COMPLETION

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## Planning Statement:

Proposed New Signage at: Unit 07, Centre Point, 7  
Earnshaw Street, Camden, London WC2H 8AJ

On Behalf of Kesinee Suppanawin

Drafted by Planning By Design

## Introduction

Planning By Design (the agent) has been instructed to act on behalf of Kesinee Suppanawin (the applicant) to prepare a planning statement to be submitted to London Borough of Camden Council (the Local Planning Authority) for Listed Building Consent and Advertisement Consent for the proposed new signage at: Unit 07, Centre Point 7 Earnshaw Street, Camden, London WC2H 8AJ.

In support of this application, the following Statement has been constructed to demonstrate the suitability of this site for this proposal and evaluate its accordance with National and Local planning policies.

## Site Location and Proposed Development

### Site Location

The site is a ground floor retail unit, located on the western side of Earnshaw Street in Holborn, Hampstead. The unit is within a Grade II Listed Building of 'Centre Point', located within Denmark Street Conservation Area, and is visible in views towards, from and within the Conservation Area.

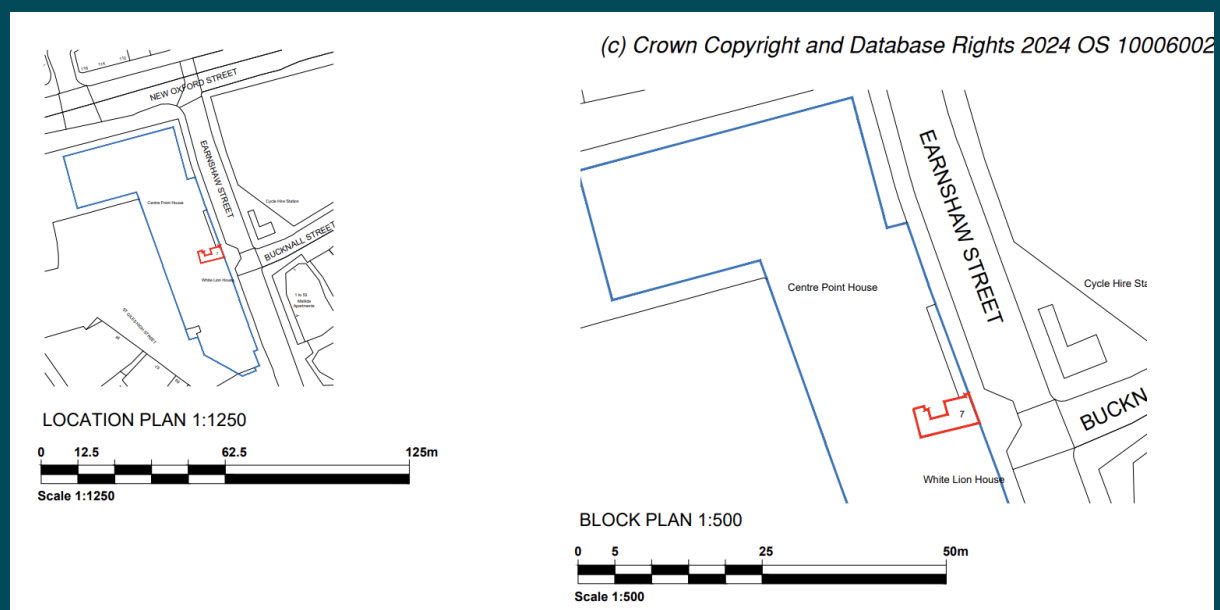


Fig.1 - Site Location and Block Plan

### Proposed Development

The proposal is for new advertisement signage within the accessway, above the door, to the front elevation of the unit. This will be hung internally. The signage will be simply designed to advertise the business premises within:

**“Great THAI, Grab & Go,”**

The signage will be created by ‘Simply Signs Ltd.’

- The sign will be white lettering upon a blue background.
- It will be fabricated from 10mm Perspex Acrylic.
- The sign will measure 1200mm by 1200mm and will not project from the building.

Further information about the specifics of the signage can be found within the accompanying planning drawings

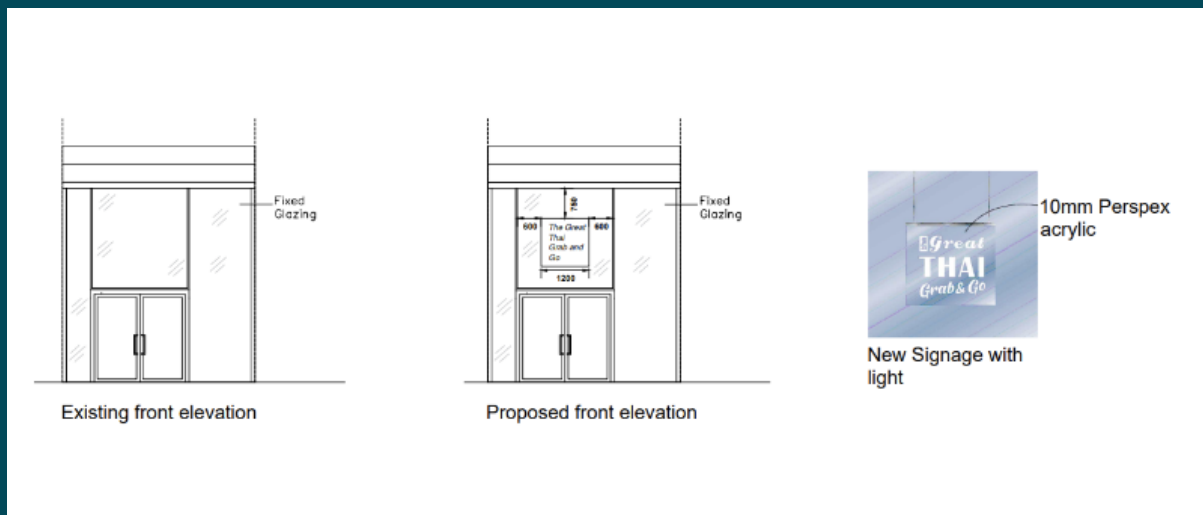


Fig. 2 – Existing and proposed elevation – not to scale please see submitted drawings

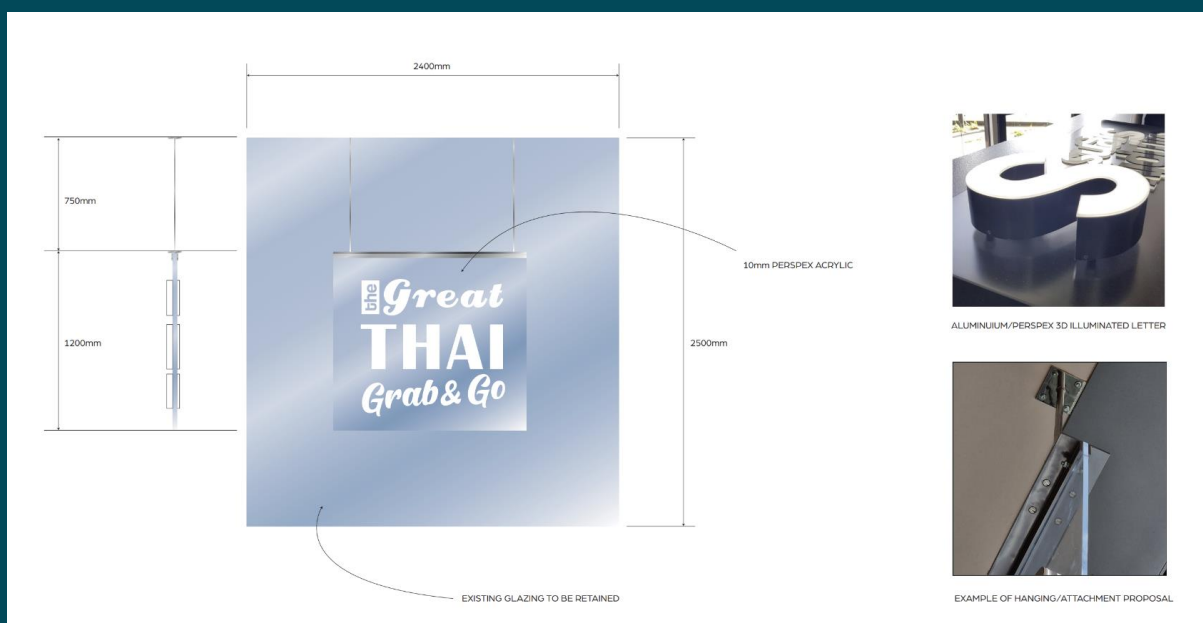


Fig.3 – Render of proposed signage - not to scale please see submitted drawings.

## **Planning History**

None found on the Council's planning database for this unit, however, this is evidence of approved application within 'Centre Point,' as well as multiple approved applications for advertising consent in the locality.

## **Planning Policy Documents**

The following policy and guidance documents are recognized as primary considerations for the decision of the associated application at the site location

- National Planning Policy Framework 2023.
- National Planning Practice Guidance.
- The London Plan 2021
- Camden Local Plan 2017

## **National Planning Policy Framework 2023**

- Section 2: Achieving sustainable development.
- Section 12: Achieving well-designed and beautiful places.
- Section 16: Conserving and enhancing the historic environment.

## **The London Plan 2021**

- Policy D3 – Optimising site capacity through the design-led approach
- Policy D4 - Delivering good design.
- Policy D8 - Public realm.
- Policy HC1 – Heritage conservation and growth.

## **Camden Local Plan**

- Policy A1 Managing the impact of development
- Policy D1 Design
- Policy D2 Heritage
- Policy D3 Shopfronts
- Policy D4 Advertisements

## **Supplementary Planning Documents**

- Camden Planning Guidance: Advertisements March 2018
- Conservation Area character appraisal

## **Assessment**

The following section will evaluate the proposals in accordance with the relevant policies and supplementary design guidance of the Council, London Plan and NPPF to demonstrate why the proposal should be considered as acceptable in principle and in strict accordance with the Councils development criteria.

### **Principle of Development**

The proposal is located within a central area, where there is an existing precedent for advertising signage, as will be discussed further below the proposed signage is wholly appropriate and suitable to the character of the Conservation Area and Listed Building, will have no impact upon public safety within the public realm, or local amenity. The proposal will also support the enterprise at the site and in turn contribute to the vitality and vibrancy of the area. Given this, the proposed signage can be considered acceptable in principle, subject to site specific and design requirements, which will be discussed further below, and within the accompanying heritage impact statement.

### **Design and Visual Amenity**

The property is a Grade II listed, mixed-use building located inside a Conservation Area, within a central location. The building itself which already hosts signage, and there is other comparable signs and advertisements existing locally within the Conservation Area, ensuring the proposal will not look incongruous to the character of the area.

The proposed signage is well designed and will be and attractive, simple and modest in scale, with no external projection proposed, as it will be hung internally. The proposal is sensitively designed to not cause visual intrusion by virtue of significant light pollution into nearby properties or the public realm and avoids flashing internal or external illumination; The resultant signage will thus be complimentary to the site and wider area, in which similar signage already exists.

Therefore, the signage will not be unduly prominent in this location, and it is not considered to cause harm to the appearance or historic fabric of the Listed Building, the setting of the Conservation Area; This will also ensure the public realm or character of the area is not negatively impacted.

It can thus be considered compliant with the National, London and Local planning policy and guidance, and will not cause enough of an impact to warrant a refusal in this.

### **Public Safety**

Given the nature of the immediate context as well as the size and position of the signage, the signage scheme is considered unlikely to have an unacceptable impact upon highway safety or result in any significant adverse effects on pedestrian safety within the public realm.

## **Planning Balance**

The proposal will positively contribute to all three developmental objectives of the National Planning Policy Framework.

From a social perspective, the proposal will provide a much-needed new signage to support the enterprise at the site.

Environmentally, the proposal will result in no detrimental impact on the character and appearance of the Conservation Area, Listed Building, or the amenity of adjoining neighbours, given that this proposal is simply for sensitively designed signage.

Economically, the proposal will benefit the local economy as local fitters will be sought following planning approval, it will also contribute to vitality and vibrancy of the locality.

## **Conclusion**

The proposal will deliver significant social and economic benefits to this area while not resulting in any detrimental harm to the Listed Building, its surrounding environment or neighbouring amenity. It will also be well designed and provides essential new signage to support the enterprise at the site.

For this reason, we see no reason for the Council to withhold our request for planning permission and kindly request that the council make a reasonable decision on this submission in line with the developmental objectives and timescales of the National Planning Policy Framework. Should the Planning Authority have any further questions in relation to this proposal or feel that certain conditions would be necessary to accommodate this proposal, Planning By Design would welcome conversation on any of these matters.