

Planning Statement

Prepared For

Verdelin Limited

16A and 18 Endell Street, London, WC2H 9BD



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1 Introduction

- 1.1 This statement has been prepared in support of an advertising application submitted on behalf of Verdellin Limited to regularise existing external signage and awnings at 10 Cases, 16A and 18 Endell Street, London, WC2H 9BD (together the “Property”).

2 The Property and Use

- 2.1 The Property operates as a highly acclaimed specialist wine shop and bistro. It has been widely commended by food and wine critics writing for the Financial Times, the Metro, the Guardian, the Daily Telegraph and other London based publications.
- 2.2 The applicant has implemented management procedures and trained staff to ensure the Property is operated professionally and responsibly.
- 2.3 The Property provides a valuable community asset attracting visitors to Covent Garden as well as providing a high quality retail and dining facility to local residents in the vicinity of Endell Street.

3 Access

- 3.1 The awnings help facilitate a comfortable and accessible external area for the Property’s customers.

4 The Location

- 4.1 The Property is located close to the Seven Dials area of Covent Garden. The local area benefits from a wide range of uses, including various retail and restaurant uses such as the Property.

5 The Development

- 5.1 Plans and photographs of the awnings and signage are appended to the application.
- 5.2 The awnings and signage are of a high quality of design. The design adds and contributes to the character and attractiveness of the street level shop fronts at Endell Street.

6 Camden Development Policies

DP24 – Securing High Quality Design

- 6.1 The high quality and attractive design of the awnings and signage ensure compliance with Policy DP24. In particular, the proposals are of the highest standard of design considering:
- (a) the character, setting, context and the form and scale of the neighbouring buildings;
 - (b) the character and proportions of the existing building, where the alterations are proposed;
 - (c) the quality of the materials used;
 - (d) the provision of visually interesting frontages and street level.
- 6.2 The design responds creatively to the Property and its context, as well as contributing to the wider attractiveness of Endell Street. The design is sympathetic to the historical uses of the Property. The aesthetics greatly enhance the local built environment.
- 6.3 In accordance with paragraph 24.8 of the Development Policy, the awning facilitates a comfortable, safe, healthy and accessible space for the Property's users.
- 6.4 The style and attractiveness of the design respects the local character of Endell Street and contributes to its street frontage in accordance with paragraphs 24.11 to 24.17 of the Development Policy.

DP30 – Shop fronts

- 6.5 Policy DP30 expects a high standard of design in new shop fronts, including canopies and other features. The uniformed and attractive shop front design of the adjoining units making up the Property ensure compliance with DP30.
- 6.6 The design is sympathetic and in accordance with paragraph 30.3 of the Development Policy, recognising that shop fronts form an essential part of the character and attractiveness of many areas in Camden. The Property is located in the Seven Dials area. The design contributes to the Policy's objective of the creation of vibrant streets, particularly in town centres.
- 6.7 The design takes inspiration from the architecture of the Property ensuring the attractiveness of the shop fronts are maintained and promoted in accordance with paragraph 30.6 of the Development Policy.

7 Summary

- 7.1 The application is made to regularise existing and attractive awnings and signage at the Property. The high quality of design contributes to the vibrancy and attractiveness of Endell Street and the local area. This is consistent with the positive contribution the Property's use makes to Camden and its local residents.

- 7.2 The relatively modest, high quality and attractive proposals set out in the application are therefore made entirely in accordance with the Camden Development Policy and should be granted accordingly.