

# Design, Access & Conservation

and

## UDP and PPG Planning Policy Appraisal & Assessment Statement

Site at

**GIGs**

Fish and Chip Restaurant & Take Away

**12 Tottenham Street**

London W1T 4RE



Proposal

**Erection of illuminated fascia signs (individual letters only) and retention of two overhanging non illuminated signs with demolition of existing longitudinal fascia sign and reinstatement of the historical capitals/consols on all existing column/pilasters within the fascia.**

Local Planning Authority

London Borough of Camden

Applicant

Mr Aristos Papasavva

**2nd March 2010**

**GrAhAm KnOtT**

*Btp, MRTPI, DOCA (Int).*

Architectural, Town Planning, Environment and Conservation, Planning Consultant

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## **Forward**

I Graham Anthony Knott Btp. DOCA. ICI (Int), have been working and practicing Town and Country Planning for over 30 years now as my profession having specialised in UDP Planning Policy, Conservation, Planning Law, Development Control and the negotiating and processing of planning applications and 'written representation', 'informal hearings' and planning 'public inquiries' planning appeals.

I have been employed by a number Metropolitan Local Authority Environmental and Planning Departments within Planning Policy, Development Control, Conservation and Special Projects Departments and Divisions between April 1979 and May 2003. I have lead teams in negotiating on many complex sites and scheme proposals in conservation areas throughout London and have also acted as an LPA liaison officer with the Metropolitan Police Service both at 'Local' and 'National' levels with a specific remit to the now extant circular 5/94 'planning out crime'.

I have specialised in most planning disciplines including Conservation Area Planning (statutory and non statutory listed buildings), within a number of London boroughs with regard to their assessment, 'designation' and 'enlargement', building alterations and new building design, working closely with Conservation Area Advisory Committees, English Heritage and other National and Local amenity groups.

I have undertaken over 250 'written representation' planning appeals as well as a number of 'informal hearings' and planning 'public inquiries' within both the public and private sectors. I have written UDP planning policies and Supplementary Planning Guidance (SPG) documents. I have given evidence at both UDP and public local planning inquiries and have given planning evidence at the Royal Courts of Justice, the High Court, Strand, London WC1.

My independent planning research into 'Crime with the Built Environment' enabled the first UDP planning policy and planning condition in the UK to be applied to a planning application which resulted in my invitation and acceptance to the role of vice chairman of the 'Designing Out Crime Association UK' DOCA (a body set up by the Association of Chief Police Officers - ACPO), between 1998 to 2001. At this time I also undertook the role as an advisor to the Home Office on 'Planning and Designing Out Crime' matters.

I currently assess and advise of both complex and non complex planning application proposals throughout the UK and lecture part time in planning law and planning out crime in the built environment at Oxford Brookes University as an external lecturer as well as a number of other UK universities. I have been afforded the opportunity through invitation to lecture on 'planning law', 'the built environment' and 'planning and designing out crime in urban and rural environments' and 'planning conservation' throughout the UK and Europe.

I have visited the application on a number of occasions with regard to my planning appraisal and assessment considerations and I am fully familiar with the site of 12 Tottenham Street W1T and immediate area.



## Site Details

12 Tottenham Street, London, W1T 4RE

### SITE DETAILS

<u>Local Planning Authority</u>	:	<b>London Borough of Camden</b>
<u>Appeal Site Application Address</u>	:	<b>12 Tottenham Street, London, W1T 4RE</b>
<u>Applicants Planning Consultant</u>	:	<b>Graham Knott</b> <i>Btp. MRTPI. Doca (Int)</i> <b>Architectural, Town Planning + Environment and Conservation Consultant</b>
<u>Ward</u>	:	<b>Bloomsbury</b>
<u>Conservation Area</u>	:	<b>Charlotte Street Conservation Area</b>
<u>Listed Buildings in the Immediate Area – Grade II</u>	:	<b>24, 26, 28, 30 and 39 Tottenham Street W1T</b>
<u>Relevant UDP Planning Policies</u>	:	<b><u>UDP (2006)</u></b> <b>SD1C - Access for All</b> <b>SD6 - Amenity for Occupiers &amp; Neighbours</b> <b>B1 - General Design Principles</b> <b>B4(B) - Advertisement &amp; Signs</b> <b>B7 - Conservation Area</b> <b><u>PPG's (2006)</u></b> <b>Sc. 2 - Advertisements &amp; Signs</b> <b>Sc. 10 - Conservation Areas</b> <b>Sc. 43 - Shopfronts</b>

<u>Relevant 'Material' Publications</u>	:	Charlotte Street Conservation Area – Character Appraisal and Management Plan. <u>Author</u> : Nathaniel Lichfield & Partners Ltd <u>Dated</u> : 11 <sup>th</sup> July 2008 <u>Adopted</u> : 24 <sup>th</sup> July 2008
<u>Buildings Classified as ~ 'Positive Contributors'</u>	:	1, 9, 11, 15-19(odd), 27-37(odd), 41-45(odd, 49. 8-12(even), 12a, 32, 52, 54. Tottenham Street W1T
<u>Shopfronts of Merit</u>	:	15, 19, 26, 28, 30, 35, 39 Tottenham Street W1T 41 Whitfield Street W1T
<u>Elements of Streetscape Interest</u>	:	Granite Kerbs, Cobbled Crossover, Coal Holes.
<u>Conservation Area ~ Detractors</u>	:	44-50 (Arthur Stanley House) Tottenham Street W1T Whitfield Gardens
<u>Planning Application Documents</u>	:	Design, Access, Environmental and Conservation Assessment Report
<u>'Draft' Drawings</u>	:	1. 'Former' Shopfront (pre fire – February 2009) 2. 'Existing' Shopfront 3. 'Proposed' Shopfront

## 1.0 The Site and Surrounding Area

- 1.1 12 Tottenham Street W1T 4RE site is located in the Central and North London Borough of Camden.



- 1.2 12 Tottenham Street W1T 4RE is located close to Goodge Street Underground Station (Northern Line) on Tottenham Court Road.

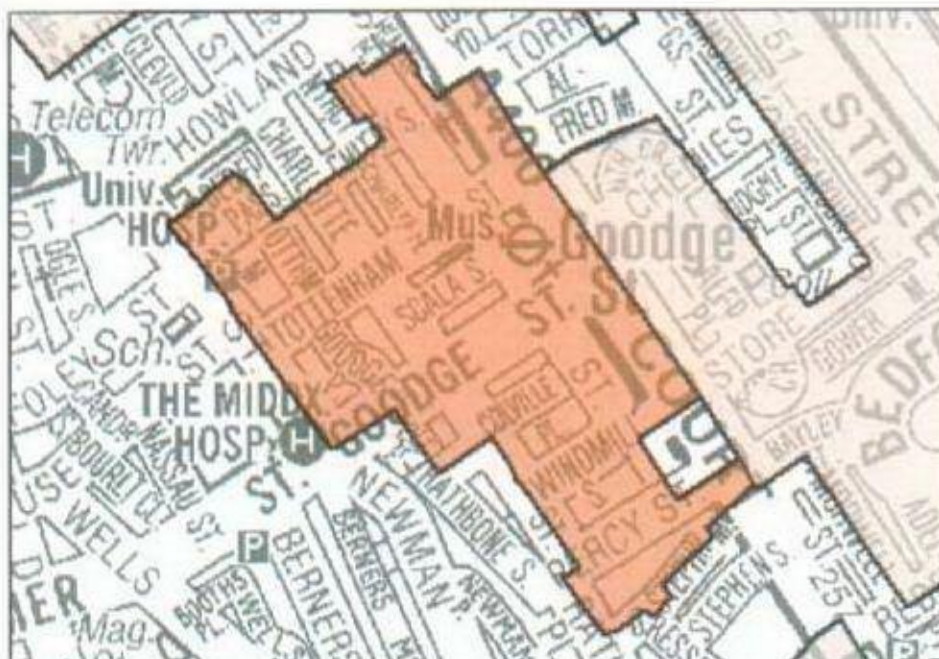






Gigs - 12 Tottenham Street. W1T 4RE

- 1.3 12 Tottenham Street W1T is located with the borough conservation area of 'Charlotte Street' (boundary of the 'Charlotte Street Conservation Area' shown below).



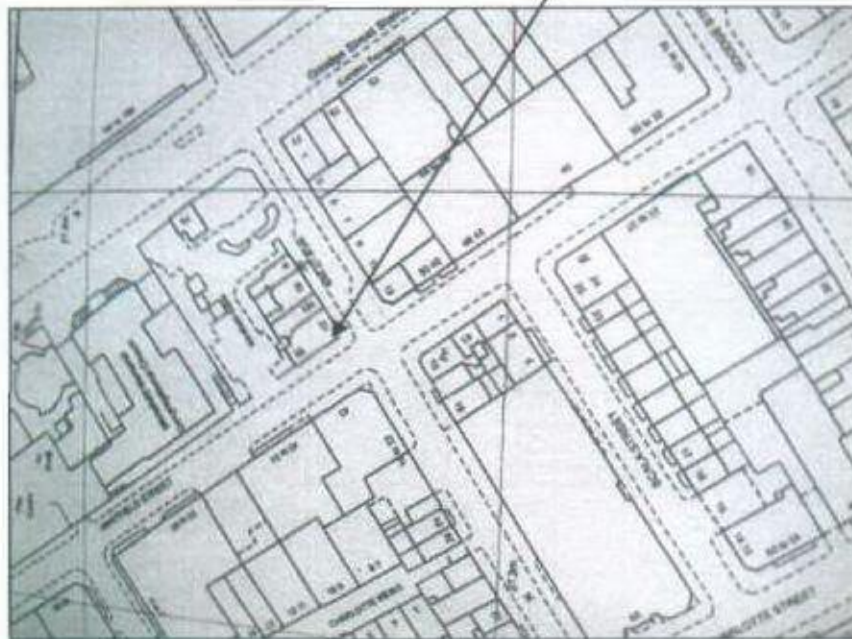
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- 1.4 12 Tottenham Street W1T is located at the juncture with Tottenham Street W1 and Whitfield Street W1T with an area of mixed uses of restaurants, shops, offices, commercial, residential and local open spaces, this area is known as Fitzrovia.



Gigs - 12 Tottenham Street. W1T 4RE



- 1.5 The ground floor of this corner building is provided with a 'fish and chip take away and sit down restaurant (A3) with approximately 30 internal covers and pavement seating for approximately 10 covers. Residential accommodation is located above and accessed from 12a Tottenham Street W1T. The take away section of the shopfront is located in Whitfield Street W1T which occupies the longest frontage of the fish and chip restaurant and take away.



## **2.0 The 'post' Fire Rehabilitation Works - Design Considerations**

### **2.1 Fire - February 2009**

The ground floor of the building was gutted by a severe fire back on Monday 2<sup>nd</sup> February 2009.

It is understood (after an investigation by the London Fire Brigade), that it was likely that a chip fryer had probably caught alight due to an electrical/thermostat fault. The fire travelled extremely rapidly and speedily through the existing extractor fan which heightened the speed in which the fire travelled through the basement and ground floor of the fish and chip restaurant and take away.

- 2.2 The fire caused substantial damage to the basement and ground floor of the building. The residential accommodation (C3) above, fortunately, was unaffected by the fire.

The basement was gutted and substantial fire damage was caused to the ground floor take away element of the customer service area (Whitfield Street W1T elevation), and also the ground floor restaurant (Whitfield Street and Tottenham Street W1T elevations).

- 2.3 The floor joists and boards between the basement preparation area and the ground take away and restaurant were severely fire damaged. Both joists and floor boards also suffered water damage from the fire hoses of the London Fire Brigade when the Brigade put the fire out and also their 'dampening down' of the fire.

Further, when assessed after the fire, the joists and many of the floor boards were found to have been rotten suffering from age and wood worm impregnation which hastened the spread of the fire.

- 2.4 The stall risers and complete shopfront was unstable and in danger of collapse and was considered a 'dangerous structure' and was demolished on safety grounds.

### **2.5 The 'post' fire Fascia - 'design considerations'**

#### **Fascia**

The former fascia illuminated signs were crude box signs that were internally illuminated at both the Tottenham and Whitfield Street W1T elevations that extended beyond the fascia by the full depth of the internally illuminated box signs As shown on submitted A3 plan G/12TS/W1T/0PA.

### **3.0 Design and Access**

#### **3.1 The 'New Approach' and 'Way Forward'**

**3.2** I consider after assessment that the fascia sign at 12 Tottenham Street W1T which has two road frontages in both Whitfield Street and Tottenham Street W1T needs to be reassessed with regard to the following considerations ;

- i)** Reassessment of the fascia sign with regard to relevant UDP 2006 planning policy and Planning Policy Guidance 2006 (PPG's).
- ii)** Assessment of the shopfronts fascia sign with regard to the considerations of Nathaniel Lichfield and Partners report titled, Charlotte Street Conservation Area – Character Appraisal and Management Plan, dated 11<sup>th</sup> July 2008 and adopted by the Council on 24<sup>th</sup> July 2008.
- iii)** Reassessment with regard to the streetscape within which the fascia sign will be set and contribute to.

**4.0 The Charlotte Street Conservation Area – ‘Character Appraisal and Management Plan - 11<sup>th</sup> July 2008 (Nathaniel Lichfield and Partners).**

Adopted by the Council on 24<sup>th</sup> July 2008

**4.1 The Charlotte Street Conservation Area – Character Appraisal and Management Plan – adopted by the Council on 24<sup>th</sup> July 2008 makes two very interesting conclusions ;**

- 1. 12a Tottenham Street W1T (the residential accommodation on the upper floors above the fish and chip restaurant and take away), is classified as a building that is a ‘ Positive Contributor ’ to the conservation area.**
- 2. Of the shopfronts classified as ‘shopfronts of merit’ in the conservation area, 12 Tottenham Street W1T is not classified as a shopfront (pre fire of February 2009), of merit, whereas the following shopfronts are, 15, 19, 26, 28, 30, 35, 39 Tottenham Street W1T and 41 Whitfield Street W1T.**

**4.2 Based on these findings I consider that the current shopfront and fascia sign requires to be remodelled and improved, as the building above ground level is considered by the Charlotte Street Conservation Area report as a ‘positive contributor’ to the conservation area.**

I would therefore strongly advise that the fascia sign is integrated back into the architectural form of the parent building and that this can be facilitated by the reinstatement of the five vertical pier consoles above the shopfront dividing bay piers. This would reduce the dominance of the existing fascia and facilitate 5 smaller and individually bay sectioned fascias as detailed in submitted A3 plans G/12TS/W1T/001 and G/12TS/W1T/002.

If this was achieved the link between the ground floor shop unit and the upper floors (residential), would be reinstated and would facilitate the reinstatement of the vertical emphasis and architectural natural ‘eye lines’ back into the overall building.

Further, such a proposal would address the buildings historically and natural past bringing the refined architectural detailing of the fascia components and detail back to the present day to the benefit of the parent building, the immediate area and adjacent buildings as well as positively ‘preserving’ and ‘enhancing’ the Charlotte Street Conservation Area.

## **5.0 Unitary Development Plan (UDP) 2006**

- 5.1 The Council's UDP planning policies and planning policy guidance for Conservation Areas are contained in the Councils 'Replacement' Unitary Development Plan 2006 and associated Supplementary Planning Guidance 2006 documents.
- 5.2 With regard to shopfront proposal the following LPA planning policies and PPG's are relevant ;

### **◆ Unitary Development Plan (UDP) – June 2006**

The relevant UDP(2006) are relevant to this application proposal ;

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UDP Policy <b>B4(B)</b>	-	Advertisements and Signs
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- 5.3 UDP (2006) Policy **B4(B)** states that the Council expect all advertisement signs not to cause harm to public safety, the visual amenity and the character and appearance of the conservation area (if a site is located within one) and details four criteria that are required to be met ;

- 5.4 **a) *position, design, size and materials ;***

The remodelled position of five separate fascia sign advertisement areas (between the remodelled shopfront bays), has substantially reduced the dominant single shopfront fascia area available for signage.

The design of the fascia signs are modest and respectful with a substantially reduction in size with the materials used being sympathetic to the ground floor shop and also the parent building and residential (C3) accommodation above. Only the individual letters of the fascia signs will be illuminated with the overhanging signs being non illuminated.

- 5.5 **b) *obstruction or damage to important architectural features ;***

No obstruction or damage to any important architectural existing features will be caused by the remodelled fascia signs, to the contrary, this advertisement application proposal formally reinstates important architectural features to the parent building.



5.6     **c) *the method of illumination ; and***

Only the individual letters of the fascia signs will be illuminated with the overhanging signs being non illuminated.

5.7     **d) *cumulative effects.***

The remodelled fascia sign and individual letter illumination proposal will have no detrimental cumulative effect on the immediate area or the Charlotte Street Conservation Area.

■ UDP Policy **B4(B)** compliance :

The removal of the large single fascia sign to 5 smaller fascia signs and the reintroduction of the capital column consoles, the design and reduced size of the fascia signs and their design, the method of individual letters only being illuminated, fully complies and accords with UDP Policy **B4(B)**.

I conclude after assessment that the remodelled shopfront as detailed in 'draft' plan 3 fully accords with all of the aims and objectives of UDP (2006) Policy **B4(B)**, sub paragraphs a), b), c) and d).

## 6.0 Planning Policy Guidance (PPG)

- 6.1 With regard to the shopfront the following LPA planning policies and PPG's are relevant ;

◆ **Planning Policy Guidance (PPG) – December 2006**

The relevant PPG(2006) are relevant to this application proposal ;

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PPG Section 2 - Advertisements and Signs

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- 6.2 PPG (2006) Section 2 – '**Advertisements and Signs**' states that illuminated signs within Conservation Areas should be in the form of individually illuminated letters rather than spotlights, lanterns or backlighting.

■ PPG Section 2 compliance :

Both the illuminated individual letters only of the fascia signs and the non illuminated overhanging signs are in complete compliance with this PPG Section 2 'Advertisements and Signs' considerations.

I conclude after assessment that the remodelled proposal detailed in 'draft' plan 3 fully accords with the aims, objectives and requirements of **PPG Section 2 – 'Advertisement and Signs'**.

## 7.0 Conservation Area – Planning Policy considerations

7.1 The Council's planning policies and guidance for Conservation Areas are published in the Councils 'Replacement' Unitary Development Plan 2006 and associated Supplementary Planning Guidance 2006 documents.

7.2 With regard conservation area considerations the following LPA planning policies and PPG's are relevant ;

UDP Policy <b>B7</b>	-	Conservation Areas
PPG Section <b>10</b>	-	Conservation Areas

7.3 UDP (2006) Policy **B7** requires that the Council will only grant planning permission and consent in borough conservation area for development proposals that both preserve and enhance them.

■ UDP Policy **B7** compliance :

The aims and objectives of the remodelled proposal is to ensure that both 'preservation' and 'enhancement' of the Charlotte Street Conservation Area is the key priority.

I conclude after assessment that the redesign of the restaurants fascia sign through detailed architectural detailing fully accords with UDP Policy **B7**.

7.4 PPG (2006) Section 10 – '**Conservation Areas**' paragraph 10.8 states ;

**All applications relating to properties and sites in conservation areas and development affecting the setting of conservation areas should demonstrate that the proposal preserves or enhances the character or appearance of the area.**

The proposed illuminated and non illuminated fascia signs are a great improvement on the former illuminated box signs that have been removed from the shopfront and both 'preserve' and 'enhance' the Charlotte Street Conservation Area.

■ PPG Section 10 compliance :

The remodelled proposal through only proposing individual letters within fascia signs to be illuminated and the remodelled hardwood shopfront are both in complete compliance with this PPG – Section 10.

I conclude after assessment that the remodelled proposal detailed in this advertisement application proposal fully accords with the aims, objectives and requirements of **PPG Section 10 – 'Conservation Areas'**.

## **8.0 Conclusion**

**8.1 This application and shopfront retention proposal as detailed in submitted photograph and plans G/12TS/ W1T /0PA, G/12TS/ W1T /0PB, G/12TS/W1T/0Pc, G/12TS/ W1T /001 and G/12TS/ W1T /002 is a marked improvement on the previous illuminated fascia signs (pre fire February 2009) as detailed in photograph G/12TS/ W1T /0PA, in the following ways ;**

- ☒ **The bulk and mass of the former individually illuminated box fascia signs that sit uncomfortably on the previous fascia have been removed.**
- ☒ **The removal of the dominant longitudinal single 'returning' fascia at the Whitfield and Tottenham Street W1T elevations will greatly compliment the historical architectural form and detailing of the parent building.**
- ☒ **The redesigned fascia sign compliments both the parent building and the ground floor shop making a natural link between both.**
- ☒ **The illumination of individually letters only of the illuminated fascia sign and the non illumination of the overhanging signs are in accordance with UDP and PPG policy and guidance considerations.**
- ☒ **This advertisement application proposal positively accords with the relevant considerations of LB Camden UDP Policy **B4(B)** – Advertisements and Signs and PPG Section 2 – Advertisements and Signs.**
- ☒ **This application proposal both 'preserves' and 'enhances' the Charlotte Street Conservation Area in accordance with UDP Policy **B7** – Conservation Areas and PPG Section 10 – Conservation Areas.**