



Our Ref: 14118/KM/as
Your Ref:
Email: kmatthews@firstplan.co.uk
Date: 18 March 2015

Jonathan McClue
Development Management
London Borough of Camden
2nd Floor, 5 Pancras Square
c/o Town Hall, Judd Street
London WC1H 9JE

Dear Mr McClue,

APPLICATION FOR PROPOSED SIGNAGE
KENTISH TOWN UNDERGROUND STATION, 276 KENTISH TOWN ROAD, LONDON, NW5 2AA

We have been instructed by our client, Wahaca, to submit the enclosed application for the proposed signage in relation to the forthcoming Wahaca restaurant at Kentish Underground Town Station and the retention of the Fruit Bowl greengrocers. The application is submitted online via Planning Portal (Reference: PP-04013920).

In accordance with national and local validation requirements the following documents are attached in support of this application:

- Completed advertisement application forms;
- Location Plan;
- Existing Shopfront Elevation (06) 05;
- Proposed Ground Floor Extract (01) 05 A;
- Proposed Shopfront Elevation Awning Extended (03) 01 D;
- Proposed Shopfront Elevation Awning Retracted (03) 0A;
- Entrance Details (24) 01 C;
- Entrance Details – Section (24) 02 C;
- Internally Illuminated Wahaca Sign (71) 01;
- Projecting Signage Details (71) 02 A;
- Menu Box Details (71) 03;
- Awning Details (71) 04;
- Fee of £110

Site and Surrounding Area

The site comprises a two storey station building with underground platforms. At ground floor level the underground station entrance is located to the north of the Kentish Town Road frontage. Adjacent to the Fruit Bowl, which is located in the centre of the building's frontage, including a small internal area and external fresh produce displays on the station forecourt. To the south is a separate entrance which provides access to the first floor unit. At first floor level there are decorative arched windows.

Relevant Planning History

Planning permission was granted February 2015 for alterations to entrance and front elevation, erection of rear extension at first floor level, alterations to rear elevation, installation of secondary access staircase in rear lightwell and installation of plant at roof level in connection with proposed use of part of station building as a restaurant (ref: 2014/6620/P).

As part of this recently approved application several works to the shopfront were permitted including a rendered finish to the entrance area, new entrance doors and the squaring off of the reveal close to the entrance.

Application Proposals

Following the approval of 2014/6620/P, advertisement consent is now sought for the required signage in relation to the new restaurant. New awnings are also sought for the Fruit Bowl.

The application proposals can be separated into a number of elements as follows:

- 1no. projecting blade sign measuring 600mm x 600mm x 50mm. The sign will include integrated LED lit "Wahaca" text measuring 500mm x 90mm and painted lettering. The sign will comprise two Corten steel panels mounted on 3mm steel powder coated in RAL 4010.
- 1no. menu box measuring 380mm x 800mm x 90mm, including backlit white Perspex "Wahaca" text set into metal housing and measuring 306mm. The menu box will comprise profiled metal housing in Corten steel and include a glass frontage.
- 1no. text signage adjacent to entrance measuring 1000mm x 2200mm. The signage will be painted on to a new rendered finish. Additionally, neon "Wahaca" text signage will also be installed measuring 1250mm x 185mm (225mm at its highest point).
- Fabric awning with valance, measuring 7325mm x 1790mm in total (combination of two awnings with joining section). The awnings will extend 1500mm from the shopfront set at an approximate 50 degree angle.

Planning Policy

The development plan for Camden comprises the London Plan (2011 with revised early minor alterations), Camden Core Strategy (2010) and the Camden Development Policies DPD (2010).

The Camden Planning Guidance: Design (2014) is also relevant and provides details with regards to appropriate shopfront and advertisement designs.

The National Planning Policy Framework (NPPF) (2012) is also a material consideration.

a) National Planning Policy Framework

Paragraph 67 of the NPPF states that advertisements should be subject to control, but only in the interests of amenity and public safety, and should take account of cumulative impacts of all advertisements. It also highlights that advertisements should only be subject to detailed assessment by the local authority when there is an appreciable negative impact on a building or setting.

b) Core Strategy

The Core Strategy does not contain a policy specific to advertisement proposals. However, Policy CS14 confirms that the Council will require the highest standard of design that respects local context and character.

c) Camden Development Policies

Policy DP26 states that the council will protect the quality of life of occupiers and neighbours by only granting permission for development that does not cause harm to amenity, including the impact of artificial light levels.

Policy DP24 seeks to secure high quality design. Policy DP30 relates to shopfronts and their design, stating that the Council will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features.

d) Camden Planning Guidance: Design

The guidance states that:

“Advertisements and signs should respect the form, fabric, design and scale of the host building and setting. All signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area. Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment.”

The guidance confirms that projecting and hanging signs should normally be level with the fascia rather than below or above it and, positioned to the side of the shopfront at fascia level.

On canopies and awnings, it is stated that they are likely to only be acceptable where they are retractable; traditional canvas; blind box integrated with the overall design; attached between the fascia and shopfront and flush with the fascia.

With regard to illumination, it is stated that consideration should be given to the intensity of illumination; surface area to be illuminated; and positioning and colours. Generally, the internal illumination of individual letters, rather than the whole fascia or projecting sign on a shopfront, will be more appropriate.

Planning Assessment

The application proposals are vibrant and are considered necessary to allow Wahaca to advertise the new restaurant effectively. An assessment of the proposals against the above relevant planning policy is provided in this section.

The proposals are considered to be in line with the requirements of Policy DP26. The signage scheme includes modest levels of artificial lighting, an element to the design which is in keeping with the location of the application site in a busy commercial environment. This lighting is restricted to letters only in accordance with the CPG Design guidance.

The proposed projecting sign has a 'hanger' design which references the previous use of the building and adds visual interest. The height of the sign is considered appropriate given that the building has no 'fascia' level. It is therefore appropriate to relate it to the height of the fanlight above the restaurant doors.

The entrance sign also references the previous use of the building and is suitable given that the building has no fascia.

The proposed menu box is suitably located close to the entrance and is required in relation to the functioning of the restaurant.

The proposals also include awnings for the Fruit Bowl. In doing so, the proposals ensure a high standard of visual amenity afforded by the newly refreshed frontage. The awnings are intended to tie together the whole signage scheme to a harmonious and updated commercial frontage. The new awnings are better related to the architectural features of the building in terms of the ground floor height and existing columns. The proposed awnings are fully in line with the requirements of the Design Guidance.

The proposals are in accordance with Policy DM30 in that they respect the existing character, architectural and historic merit and design of the building by ensuring the retention of the station's characteristic archways and columns and ensuring the proposals do not serve to obscure any historic features of the building.

The proposals are not considered to have an unacceptable impact on the amenity of neighbouring occupiers.

Conclusions

The proposals are of a high quality design which adds visual interest to the frontage whilst respecting the historic features of the building. The scheme will allow Wahaca to advertise the



new restaurant effectively and are suitable given the context of the site within Kentish Town centre.

We trust that the information enclosed is sufficient to enable application to be registered, and look forward to receiving confirmation of this shortly. However, should you require anything further, please do not hesitate to contact me.

Yours sincerely,

A handwritten signature in blue ink that reads "firstplan".

KATE MATTHEWS
Director

Enc.