

PLANNING, DESIGN AND ACCESS STATEMENT

21 SWAIN'S LANE (LB Camden)
The Installation of New Shopfront Including
Advertisement



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Planning Statement
15/2507

1. INTRODUCTION

- 1.1. This Planning, Design and Access Statement is written on behalf of our client, Gail's Ltd (hereafter referred to as Gail's), in respect of proposals at the ground floor premises at 21 Swain's Lane, London.
- 1.2. The planning application seeks permission for a new shopfront and advertisement consent for 1 no. externally illuminated fascia sign. The proposals include a revised location for the door and the installation of a framework of timber framed windows which will complement the appearance of the building.
- 1.3. The proposals are intended to facilitate the operation of Gail's, an artisan bakery, from the premises. Gail's operate as a bakery under Use Class A1. These proposals represent an opportunity to improve the appearance of the unit.
- 1.4. The proposals will improve the appearance of the building by introducing a more consistent style to the shopfront in place of the tired existing shopfront and advertisements. The design would be reflective of a number of units along the street where the door is located more centrally rather than to one immediate side (No. 19, 15). It is therefore considered that the proposals would be in keeping with the character of the surrounding shopfronts and contribute positively to the shopping parade.
- 1.5. Overall the proposals are considered to comply with relevant planning policy and it is requested that planning permission is granted accordingly.

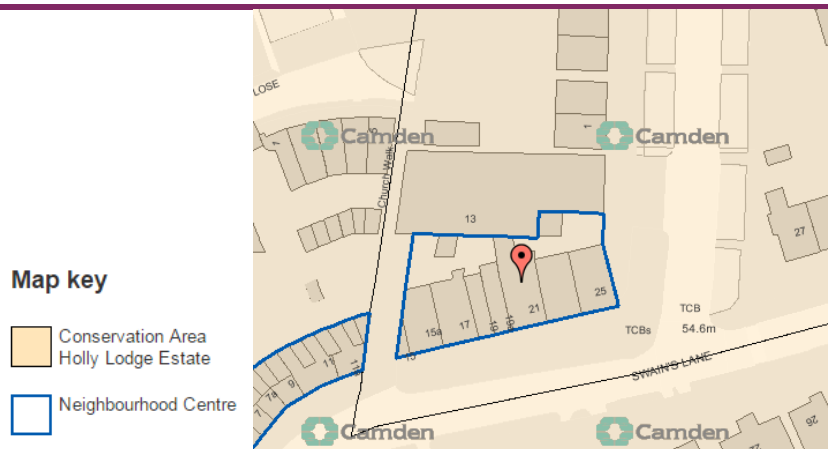
The planning application seeks permission for a new shopfront and advertisement consent for 1 no. externally illuminated fascia sign.

2. SITE CONTEXT

- 2.1. The application site comprises a three storey building with a high pitched roof. Class A1 retail is located on the ground floor with residential use above. The unit has a rear courtyard which is ancillary to the ground floor retail use. The ground floor was previously operated by 'Elite Meats', a butcher. Access to the residential floors is via a door on the right hand side of the shopfront.
- 2.2. The unit forms part of a parade of shops within a designated Neighbourhood Centre. The building, designed in sympathy with the remainder of the estate, displays mock Tudor applied timber on the upper levels. The unit is located between a Tesco Express and Fitzroy's estate agents.
- 2.3. The application site is within the Holly Lodge Estate conservation area. The upper floors of this parade are particularly attractive, as discussed, however some of the shopfronts create a neutral contribution to the conservation area, with little relationship to the attractive upper floors (e.g. Tesco and Elite Meats). The parade is characterised by brick pilasters and stone corbels which separate the individual shopfronts, creating uniformity throughout. Stallrisers are evident however these are generally plain with little detail, as are the shopfront doors. Single doors are a consistent feature however there appears to be a variety of styles within the parade's shopfronts in terms of the configuration of windows and doors. Generally, shopfronts on this side of the parade look to be in need of investment where this has not already occurred.
- 2.4. Generally, the shopfronts within this parade are inconsistent, with a variety of designs within a uniform framework of pilasters, corbels and fascia levels. There appears to be an opportunity here to enhance the conservation area through granted permission for a shopfront of high quality that relates well to the upper floors of the building and maintains the existing framework which characterises the parade.
- 2.5. The parade comprises of a mix of A1, A2 and A3 units at ground floor, typical of neighbourhood centres.
- 2.6. The building is neither Listed nor Locally Listed. It is also not an Asset of Community Value.

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Proposals Map with Site Identified



Source: LB Camden

2.7. The images below highlight the traditional pilasters and corbels that are characteristic of the parade. Also shown are the less distinctive stallrisers. The image also highlights the lack of association between the ground floor shop front and the upper floors of the building. This is particularly emphasised in the large glass window which is in contrast to the network of mullions and transoms of the upper floors. The shopfront is of little particular quality and contributes little to the conservation area.

Image of the Shopfront



Source: Planning Potential

Planning History

2.8. There is no relevant history in relation to this application.

3. PLANNING POLICY REVIEW

National Planning Policy Framework - 2012

- 3.1. The National Planning Policy Framework (NPPF) sets out the Government's overarching planning policies and how these should be applied, and states a presumption in favour of sustainable development.
- 3.2. **Paragraph 56** states that the Government attaches great importance to the design of the built environment, and that good design is a key aspect of sustainable development.
- 3.3. **Paragraph 128** requires applicants to describe the significance of any heritage assets affected by a proposal, including the contribution made by their setting.
- 3.4. **Paragraph 129** states that local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset).
- 3.5. **Paragraph 132** states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation.

The London Plan – March 2015

- 3.6. The London Plan is the strategic plan for London, setting out a fully integrated economic, environmental, transport and social framework for its development until 2031. The local plans of London boroughs must conform to the London Plan and its policies are crucial in guiding decision-making.
- 3.7. **Policy 7.4** - addresses Local Character, stating that development should have regard to the form, function and character of an area. Buildings should make a positive contribution to the character of an area to positively influence its future character. New design should be informed by the surrounding historic environment.
- 3.8. **Policy 7.6** - addresses Architecture, which should positively contribute to its local context and be of high quality, complementing rather than replicating existing local character. Buildings should not cause unacceptable harm to surrounding land and buildings, particularly residential property in relation to privacy.
- 3.9. **Policy 7.8** - Heritage Assets and Archaeology - seeks to protect and preserve heritage assets. Development affecting heritage assets and their materials should conserve their significance by being sympathetic to their form, scale, materials and architectural detail.

Camden Development Policies – November 2010

- 3.10. **Policy DP 24 – Securing High Quality Design** – states that the Council will expect development to consider:
 - a) character, setting, context and the form and scale of neighbouring buildings;
 - b) the character and proportions of the existing building, where alterations and extensions are proposed;
 - c) the quality of materials to be used;

- d) the provision of visually interesting frontages at street level;
- e) the appropriate location for building services equipment;
- f) existing natural features, such as topography and trees;
- g) the provision of appropriate hard and soft landscaping including boundary treatments;
- h) the provision of appropriate amenity space; and
- i) accessibility”

3.11. **Policy DP 25** – Conserving Camden’s Heritage – states that in order to maintain the character of Camden’s conservation areas, the Council will:

- “a) take account of conservation area statements, appraisals and management plans when assessing applications within conservation areas;
- b) only permit development within conservation areas that preserves and enhances the character and appearance of the area;
- c) prevent the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area where this harms the character or appearance of the conservation area, unless exceptional circumstances are shown that outweigh the case for retention;
- d) not permit development outside of a conservation area that causes harm to the character and appearance of that conservation area; and
- e) preserve trees and garden spaces which contribute to the character of a conservation area and which provide a setting for Camden’s architectural heritage.”

3.12. **Policy DP 30** – Shopfronts – When considering proposals for shopfront development, they will consider:

- a) the design of the shopfront or feature;
- b) the existing character, architectural and historic merit and design of the building and its shopfront;
- c) the relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt or lightwell;
- d) the general characteristics of shopfronts in the area; and
- e) community safety and the contribution made by shopfronts to natural surveillance

The Council will resist the removal of shopfronts without a suitable replacement. The Policy also states that “new shopfronts should contribute towards the maintenance of a cohesive streetscape appearance, retain a consistent building line and contribute to the character and attractiveness of the centre it is located in” whilst framework features such as pilasters, fascias and console brackets, should be retained or restored.

Camden Planning Guidance 1: Design – September 2014

- 3.13. CPG1 states within **Section 7** that shopfront proposals should respect the detailed design, materials, colour and architectural features of the shopfront and building itself. New shopfronts should be designed as part of the whole building and should sensitively relate to the scale, proportions and architectural style of the building and surrounding facades. Traditional shopfronts should avoid large undivided glass window displays and vertical glazing bars should be used to subdivide large windows. Doors should align with the stall risers to the bottom and the transoms to the top. Shopfronts should also be designed to be fully accessible to everyone and should incorporate a level access, and minimum clear door width of 775mm. Fascia signs and lettering should be proportionate to the shopfront.
- 3.14. **Section 8** states that externally illuminated signs should be unobtrusively sized and sited. Spotlights and trough lights should be fixed and sized as discreetly as possible.

Emerging Policy: Camden Local Plan

- 3.15. Although this document is not yet a material consideration, **Policies D1** (Design), **D2** (Heritage), **D3** (Shopfronts) and **D4** (Advertisements) follow the same general principles to those contained within the Camden Development Policies (2010).

4. DESIGN

Shopfront

- 4.1. The proposals seek to install a new shopfront. The existing shopfront framework will be removed and it will be replaced with a new timber framework of windows and central door incorporating mullions to break up the previously large glazed area and enable the shopfront to create a relationship with the upper floors of the mock Tudor building in compliance with **Policy DP 30 Part C**, which the current shopfront fails to achieve.
- 4.2. The existing stallriser, which contributes little to the conservation area or the parade, will be removed and replaced with traditional timber. The stallriser and door panel will be aligned, as will the transoms at the top of the windows with the transoms of the top of the door. This design will enable the ground floor glazing to relate to the upper floors, where detailed window design is evident. It is considered that the design enhances the unit, the building and the conservation area as a whole, in a parade where the shopfronts generally fail to relate well to the upper floors.
- 4.3. The existing positive elements of the parade will be maintained with no works proposed for the brick pilasters, corbels or fascia size. These elements of the shopfront are characteristic of the parade and do relate well with the upper floors. The proposals have sought to retain these positive elements whilst enhancing other aspects of lesser quality and appearance, in compliance with **Policy DP25** of the Development Management Policies.
- 4.4. The door has been relocated to the middle of the shopfront to allow for the breaking up of the glazing and also to improve the internal layout of the unit. Centrally located doors can be found within the parade at No. 15 and No.19 Swain's Lane.
- 4.5. Gail's units are characterised by their strong window display which is proposed here. Other works include the repainting of the access door for the upper floors to the right hand side of the shopfront.
- 4.6. The proposals also include the removal of the existing 'Elite Meats' awning with a new awning with no lettering on the skirt. The awning will project 1.5m out from the shopfront and be 2.15m above ground level from its tip.
- 4.7. The proposed shopfront has been carefully designed and will accord with the Development Policies (2010) **Policy DP24 Securing High Quality Design**, **Policy DP25 Conserving Camden's Heritage** and **DP30 Shopfronts**, and **CPG1 Design (Section 7)**.
- 4.8. The proposals will improve upon the existing shopfront, positively enhancing the character and appearance of this part (Character Area 5) of the Holly Lodge Estate conservation area. The new shopfront will respect the rhythm, style and proportion of the building which it forms part of, contributing positively to the overall appearance of the parade.

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Adverts

- 4.9. Along with the new shopfront, the proposals also seek to install new signage to the shopfront elevation.

- 4.10. The proposals seek to install one new timber fascia sign. The fascia will be formed from a timber fascia board with individually cut metal lettering. The letters externally illuminated via concealed lucent lighting which will be dimmable warm white and red. The illumination will be static and hidden under the pelmet to look like the cornice.
- 4.11. The proposed signage is discreet and has been carefully designed and will be in accordance with the Development Policies (2010) **Policy DP24** Securing High Quality Design, **DP26** Managing the Impact of Development on Occupiers and Neighbours and **DP30** Shopfronts and **CPG1 Design** (Section 8).
- 4.12. The fascia sign will create a cleaner and more sophisticated look to the shopfront, enhancing local distinctiveness whilst complementing the upper floors. The proposed signage is in proportion, and in relation to the premises and other units in the street scene in line with **CPG1 Design**.

Shopfront and Advertisement Summary

- 4.13. Overall, the new shopfront and signage will improve the appearance of the unit and enhance the relationship between the ground floor and the upper floors. It will enhance the appearance of the conservation area and fully comply with the Council's policies.

5. ACCESS

- 5.1. The level access on Swain's Lane will be maintained and customers including those with mobility difficulties and wheelchair users will be able to access the premises without difficulty, this is in line with the requirements of the Equalities Act 2010 and **CPG1 Design**.
- 5.2. Overall we consider that the proposals are entirely acceptable and will enable the operation of the new occupier and help improve the aesthetic appearance of the unit.