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London Borough of Camden
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30 July 2015

Our Ref: NH/15-2507

Dear Sir/Madam

RE: 21 Swain's Lane N6 6QX – Planning Applications 2015/3340/A, 2015/3267/P and 2015/3266/P

On behalf of our client, Gail's, we would like to take the opportunity to formally respond to the comments made by residents in relation to the above applications. Gail's are excited at the prospect of opening along Swain's Lane and are keen to work with local residents to resolve any concerns that they may have, wherever possible. Gail's have been successful in taking this approach in other areas of London where they have bakeries serving local populations. Gail's are pleased with the positive comments contained within the letters sent to the Council and appreciate that local residents may have concerns with certain aspects of the proposals. We hope that this letter will allay those concerns expressed.

2015/3340/A - Display of externally illuminated fascia sign and metal letterings

Concerns have been expressed in relation to the awning to the shopfront. The traditional style awning is an integral part of the image of Gail's units. Their awnings do not have a side panel or 'side awning', as seen on the previous butcher shop, which could obstruct views across the unit. The awning is proposed to sit below the fascia sign in a similar fashion to that of the butcher shop's awning, retaining views from the surrounding area of the Theo Hair Studio and other adjacent property's fascia signs.

2015/3267/P - Erection of a new shopfront and awning to retail unit (Class A1)

A couple of comments have requested that the glazing to the shop front is kept clear and will not be obscured. Gail's units seek to fully utilise window space for their displays of breads and baked goods. Maintaining an active and interesting window display is priority for Gail's and is successful in encouraging customers to use Gail's. It can be assured that Gail's have no intention of obscuring the windows of the unit and they will remain clear.

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2015/3266/P - Erection of a single storey rear conservatory following the demolition of existing outbuilding in connection with retail unit (Class A1)

A few comments have queried the height of the proposed conservatory. We can confirm that the conservatory will be of a very similar height to the existing outbuilding. The exact dimensions are shown on the Proposed Rear Elevation (Drawing Reference: 15009 – 1300 REV 00). The conservatory proposed will have a sloped roof with the highest point at 2.99m high and the lowest point 2.32m high. The highest point of the conservatory will be 1.5m from the closest residential window (at 21 Swain's Lane).

The conservatory will form part of the main unit and is proposed to be used by customers throughout the standard opening hours. Gail's units are typically open until 7pm or 8pm in the evening. Gail's bakeries are not known as a noisy town centre operator and have a calm and relaxed atmosphere. They do not play music nor is alcohol sold on the site. As a typical town centre use, it is considered that the use of the bakery, including the conservatory, until these hours is reasonable and the impact on the local community will be minimal. We would suggest conditions regulating the use of the site should the Council deem it necessary.

Extraction and Air Conditioning

A number of comments have been made against the applications regarding extraction and air conditioning units. None of the current applications propose extraction or air conditioning units. Although an application for a small scale domestic kitchen extract has been submitted, this is yet to be validated. We will respond to any comments made in regards to this application once validated.

Gail's Operation

Gail's principal operation is as a bakery; the characteristics of which designate it as a shop (A1). It trades as a bakery and markets itself as such; it is not a café or restaurant with waiter service, nor should it be interpreted as one. Any other uses, such as provision of seating covers or outdoor seating areas, provide support to the primary function as a shop.

The appearance and 'feel' of Gail's is indicative of a bakery and each store clearly operates primarily as a 'shop' containing a window display of goods which are sold on the premises.

The operation of Gail's revolves around the principle of a high volume turnover of a range of set products, consistent through all of Gail's shops. The Gail's product range includes breads, cakes, savouries and lunch products, the vast majority of which are ready-prepared and served cold. A small number of warm foods are provided such as soups and warm sandwiches, as well as hot and cold drinks.

Products are not made to order, but instead are replaced and restocked on a regular basis. The layout of the shop is designed to operate as a retail facility, with multiple payment counters facilitating the swift turnaround of customers.

Tables and Chairs

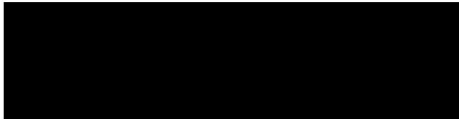
A number of letters focus on concerns regarding tables and chairs on the highway. However, these applications do not seek planning permission to place tables or chairs on the highway, and so this is not a relevant consideration.

Internal Fit Out

One letter discusses the local community's desire for the interior of the butcher's shop to be retained. As the building is not listed, planning permission is not required for alterations to internal fit outs. However, this information has been passed on to Gail's for their consideration. Gail's take great care in designing their internal layout to enhance the host building and will seek to take this approach once more in this instance.

If you require any further information or clarification on the points raised in this letter please do not hesitate to contact me at the above address.

Yours sincerely



NIALL HANRAHAN