

RL/P6073
10 September 2015

Development Management
London Borough of Camden
Town Hall,
Judd Street
London
WC1H 9JE

For the attention of: Mr. Gideon Whittingham

Dear Mr. Whittingham

Town & Country Planning Act 1990 (as amended)
Town & Country (Control of Advertisements) England Regulations 2007

4-10 Tower Street, London, WC2H 9NP

Application for planning and advertisement consent for shopfront alterations and associated signage.

Planning Portal Reference: PP-04478119

On behalf of the applicant, The Third Space Group, we submit a full planning and advertisement application for minor works to provide shopfront alterations with associated signage at the premises, 4-10 Tower Street. We enclose with this letter a cheque for the requisite planning fee of £305.00. All necessary documents and application forms have been submitted online via the Planning Portal.

Site Description and Location

The property is located on the western side of Tower Street; a short connecting street between Earlham Street to the north and Upper St. Martins Lane to the south. The premises, a four storey late 19th century converted warehouse, comprises of a basement and ground floor under Class A1 (retail) Use and Class C3 (residential) at first, second and third floors. We confirm that this application relates solely to the ground floor premises and external street elevation.

The existing shopfront comprises six bays of large frameless glazed panels and two glazed entrances with canopies. Two previous blade signs were mounted on the building's elevation; however they have since been removed following the previous tenant's departure.

The property is located within the Seven Dials (Covent Garden) Conservation Area, although is not statutorily listed nor considered to be a building of historic merit.

Planning History

Architecture Planning Interiors

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The property's basement and ground floor is currently undergoing refurbishment following the recently approved planning permission (ref. 2013/3023/P) dated 7th November 2013 for *'the dual/ alternative use of the ground floor for retail (Class A1) and/or retail/leisure (Class A1/D2) and dual use of the basement retail (Class A1) or leisure (Class D2)'*.

Planning permission (ref. 2003/1700/P) was granted on 10th October 2003 for *'the installation of louvres above the ground floor bin store door and to sloping glazed lights to the rear, associated with a basement smoke extract vent'*.

The existing fully glazed, modern window panels at ground floor were consented in September 1995 on appeal (ref. PL/9400773/R4) as part of the original conversion of the warehouse building. The permission granted *'the conversion of the building for restaurant use within Class A3 and the formation of 12 self-contained residential flats'*.

The Proposal

The existing shopfront is of a modern design, with glazed frameless windows set back between the existing pilasters. The proposal seeks, in association with the current internal refurbishment works, to retain most of the existing glazed window panels and residential entrances, however provide a more aesthetic and visible entrance for the future successful operation of the ground floor unit.

For clarity, the proposed works can be summarised as follows:

- *External Shopfront Alterations:*
 - Installation of new set-back louvred metal grille to be located discreetly below existing fascia level render. The proposed grille will provide ventilation to the ground floor lobby.
 - Installation of new crittall window units and entrance doorway with traditional glazing bars to replace two existing central bays of frameless glazed window panels. The new crittall window frames will be finished in 'Anthracite Grey' to complement the existing finishes of the building.
 - New steel canopy to proposed entrance, measuring approximately 1.3m, to provide cover to future customers.
 - A simple switch of far left glazed 'Exit Door' to configure with revised internal layout.
 - Two new steel planters measuring 700mm in height to be located within new entrance bay. The new planters will sit flush with the building's elevation so not disrupt pedestrian flow along the pavement.
- *Signage:*
 - Installation of 7no. metal blade signs, measuring approximately 900 x 400 mm affixed to each brick pilasters. The signs will be finished in bronze with a simple design detail for the proposed incoming tenant's logo. The proposed signage will not be illuminated.
 - Installation of 1no. 'fascia' sign to the proposed steel canopy. The proposed sign will be formed from simple bronze letters, which together read 'Another_Space'. The signage will measure approximately 3 m in length and 0.3 m in height. The proposed signage will not be illuminated.

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- *Lighting:*
 - Three circular 'Chantelle' wall mounted lights with grid diffusers and detail to provide subtle external lighting to the front elevation and entrance of the building. The proposed wall lights will measure approximately 275mm in diameter and mounted 2.3 m in height. The lighting will provide customers with safe illumination during early morning and late evening classes being offered by the tenant; this being particularly important during the winter months and existing recessed bays.

For further details, please refer to the submitted design and access statement and drawings numbered; 3190_PA_02; 03; and 40.

Design and Access Statement

Please refer to the simple design and access statement which accompanies this application.

Planning Policy Consideration

The Seven Dials Renaissance document published in 1998 by the Seven Dials Trust notes that the previous shopfronts were tired, dated and required significant refurbishment works. Following the publication of this document, the existing floor to ceiling, frameless glazed window panels were installed as part of the building redevelopment.

Since the installation of the modern and contemporary window panels, the existing retail unit entrance has become somewhat lost within the elevation, often causing confusion for customers between the commercial ground floor and separate residential entrances. As a result and in association with the internal refurbishment, the applicant seeks to upgrade the existing shop front to provide a more aesthetic and visible entrance for the unit's future successful operation; while taking careful consideration of local policy requirements.

Camden's Planning Guidance, CPG1 – Design, provides design principles which should be considered for shopfront alterations. Proposed works to existing shopfronts should seek the retention of historic features which contribute to the distinctive local townscape; relate to the scale, proportions and architectural style of the existing building and surrounding facades; and be designed to provide access into the premises for all users and customers.

Development Policy DP30 (Shop fronts) expects a high standard of design in new and altered shop fronts. Design consideration should be given to the relationship between the shopfront and the upper floors of the building and those surrounding properties.

Development Management Policy DP25 (Conserving Camden's Heritage) seeks to maintain the character of Camden's historic conservation areas and listed buildings; permitting development only which preserves and enhances the character and appearance of the area or listed building.

In accordance with the above local policy and guidance, the proposed shopfront alterations are considered to relate to the existing shopfront design and historic proportions of the building; using traditional materials 'industrial' in style and a detailed design which complements the historic warehouse building and surrounding conservation area. At present, the sleek and slender glazed unit

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appears lost within the elevation of Tower Street and provides no wayfinding to passing footfall or customers. The new crittall window units and entrance door with glazing bars (mullions) will provide a definitive and clear entrance for future customers visiting the ground floor unit.

In addition to the proposed new entrance, the applicant seeks the provision of suitable, non-illuminated signage. The proposed steel canopy will provide an appropriate high level structure for an elegant bronze 'fascia' level sign, while the provision of discreet bronze blade signs with accompanying wall lights to the building's front elevation will generate an attractive and subtle advertisement for future customers walking down both Earlham Street and Upper St. Martins Lane. The proposed signage details and materials have been carefully designed so that they relate sympathetically to the shopfront and are proportionate to the scale of the building. The proposed canopy signage, along with street level planters, will provide further subtle differences between the commercial ground floor unit and existing residential entrance fronting onto Tower Street.

The proposed alterations have been designed so that all elements are considered as an integral part of a shopfront, working in harmony with the existing building, in terms of their proportions, detail and materials.

Summary and Conclusion

The applicant seeks to provide a number of alterations to the existing shopfront at 4-10 Tower Street in association with the current refurbishment of the basement and ground floor unit. The proposed new crittall window and entrance doors with associated steel canopy and bronze signage sits comfortably within the building's existing façade and would provide a significant improvement to the future success operation of the ground floor unit. Further minor amendments to the existing glazed window units, new ground floor planters and subtle lighting have been carefully designed to provide a positive enhancement to the building and surrounding conservation area.

It is considered that the proposed works are appropriate and in accordance with local and national policy which supports the enhancement of commercial retail units and shopfronts within a conservation area where such works would provide a positive contribution upon the setting of the conservation area.

We trust that this application along with the submitted information is sufficient for the Council to validate the application and we look forward to a swift and positive outcome. However, should you require any further information or would like to arrange a site visit please do not hesitate to contact the undersigned.

Yours faithfully



Rupert Litherland
Rolfe Judd Planning Limited

Encl. Cheque for the sum of £305.00