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TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)

21-22 CHALK FARM ROAD, CAMDEN, NW1 8AG

PLANNING APPLICATION (PLANNING PORTAL REF: PP-04505412)

We act on behalf of Dirtybird Restaurants Ltd and we have been instructed to submit a planning application for a new shopfront and advertisement consent in conjunction with the use of the above premises as a restaurant (use class A3).

In accordance with the validation requirements of Camden Council we have submitted the following documents via the planning portal:

- i) Planning application forms and certificates signed and dated;
- ii) CIL Form;
- iii) Site Location Plan;
- iv) Existing Basement and Ground Floor Layout Plan – Drawing No. 3123 E101 Rev /;
- v) Proposed Basement and Ground Floor Layout Plan – Drawing No. 3123 Rev /;
- vi) Existing Shopfront Elevation – Drawing No. E110 Rev -;
- vii) Proposed Shopfront Elevation – Drawing No. A210 Rev -; and
- viii) Copy of Planning Permission Ref: 2015/0852/P and 2015/0888/P.

Payment for £305 was provided by electronic transfer on 21 September 2015.

I trust that the enclosed documentation is sufficient for you to register the planning application and I look forward to receiving confirmation of validation in due course. Please also accept the contents of this letter as part of the justification for the proposals.

Planning History

Planning permission 2013/7712/P was granted on 19 May 2014 for a change of use of the unit at 21-22 Chalk Farm Road from A1 to A3. Condition 4 of that permission restricted any primary cooking processes at the site.

Planning permission was subsequently granted for a removal of this condition (Planning Permission Ref: 2015/0852/P). This was subject to Condition 1 which required that no primary cooking could take place until the extraction duct had been fully installed in accordance with another permission (Planning Permission Ref: 2015/0888/P) which was submitted alongside the Section 73 application.

The proposed shopfront will be used in conjunction with the change of use to A3 allowing primary cooking on site.

The Proposal

The unit sits within a designated Town Centre location however it is not located within a Conservation Area. The single unit has the appearance of two shopfronts (number 22 on left of plan and number 21

on rights of the plan) and is read as such despite it not being two units. The adjoining units to the north and the south on this parade of shops have a range of different styles of shopfront with no harmonious or contiguous approach to the appearance of the street scene.

The key design issues are to harmonise the two shopfronts so that it can be read as one unit, with one entrance, whilst still maintaining some of the existing positive features of the current shopfront in conjunction with the new proposals.

The shopfront at no. 22 Chalk Farm Road will be retained and therefore interference with this element will be minimal, only the existing glazing will be replaced with toughened glass and the existing awning board will be removed. The existing railings above no.21 are also to be retained, but the unattractive shutter will be removed.

The new shopfront at no.21 will reference the existing features, introducing a new timber stall riser and continuing the original cornicing across from the adjacent unit. The reintroduction and making good of the cornicing running across the shopfronts along with a new enamelled steel fascia board, which removes the existing oversized fascia and awning board at no.21, which ensure a congruous and coherent appearance across the two shopfronts. These are significant design improvements which not only re-introduce traditional design features but also provide legibility for the user reading the unit as one.

The new folding sliding windows with glazed timber frames allow activity onto the street scene, but coupled with the higher stall riser, do not leave a 'blank hole', rather the atmosphere of the restaurant will be framed by the new fascia riser and pilaster.

A new awning is also proposed across the two shopfront which again seeks to harmonise the unit.

The advertisements are discreet and work in an understated way within the shopfront, with one advert on the fascia above the door, again enhancing the legibility of the unit. A further projecting sign is proposed at the middle pilaster.

Conclusion

The current unit is vacant and the proposed shopfront and advert will allow this unit to come back into use in accordance with the extant A3 permission. The proposals achieve a harmonisation of the shopfront across the 2 units with a re-introduction and preservation of traditional shopfront features and removal of negative ones. In accordance with the above, planning permission for the shopfront and adverts should be granted without delay.

Please do not hesitate to contact me should you require any further information or clarification.

Yours faithfully

William Kumar
Five Development Consultancy LLP