

TL/P6117
04 November 2015

Planning Services
London Borough of Camden
5 Pancras Square
London
N1C 4AG

Dear Sir/Madam,

191-192 Camden High Street, London, NW1 7BT
Full Planning and Advertisement Consent for alterations to the existing shopfront and one non-illuminated projecting sign with halo illuminated lettering and one fascia signs with halo-illuminated lettering

Planning Portal Reference: PP-04335704

We wish to submit on behalf of our client, Itsu Limited, an application for the installation of a new shopfront and projecting sign.

The requisite application fee of £305.00 has been submitted to the Council in the form of a cheque.

The following documentation has been submitted via the Planning Portal:

- Application Form
- Existing and Proposed drawings
- Site Location Plan
- Design and Access Statement

Site Description

The site is located on the west side of Camden High Street, an area characterised predominantly by A1 retail and A3 restaurant uses within the Camden. The existing building is five storeys in height with the ground floor serving under A1 use. It is not a listed building however it is located in the Camden Town Conservation Area

Planning History

No online planning history is available for the site. Permission for the existing shopfront predates the Council's online records.

Proposal

The proposal concerns the alterations to an existing shopfront and signage. A breakdown of the proposal is detailed below:

Architecture Planning Interiors

Old Church Court, Claylands Road, The Oval, London SW8 1NZ

T 020 7556 1500

www.rolfe-judd.co.uk

DD 020 7556 1507

E TomI@rolfe-judd.co.uk

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Fascia Sign

The fascia sign will retain the same dimensions as the existing sign which is appropriate in comparison to other fascia signs located within the wider area. The sign will be clad in coloured glass, painted RAL 9016 'Traffic White'. The sign will not be illuminated with the exception of the lettering at the centre of the sign spelling 'Itsu' which will be halo illuminated. The 'Itsu' lettering will be made of stainless steel and painted black. The largest letter on the sign will be 542mm in height. The letters will be halo illuminated by white LED's within the rear of the lettering. The 'eat beautiful' strapline will not be illuminated rather pink acrylic letters will be fixed onto the sign.

Windows

The proposed alteration to this shopfront seeks full length glazing as a key component of the design. In order to take the weight of the glass, aluminium frames will be used which provide the strength required to hold the glass.

Projecting sign

The projecting sign will be fixed into the High Street elevation of the building at the same location of the existing projecting sign. The sign measures 3.220 metres from the ground floor to its base. It has a height and width of 0.7 metres and a depth of 0.12 metres. The tallest letter on the sign measures 242mm. As with the fascia sign, the sign itself is not illuminated. Rather it is the individual letters which are separately halo illuminated using subtle static LED's.

Planning Policy

The shopfront amendments are minor in nature and are considered to enhance the building bringing a cleaner more contemporary design to an already modern street scene. The rationalised design will scale back the impact of the existing shopfront on the street scene and seeks to use modern colours more adequately addressing the sites neighbouring units. The proposal has been designed in accordance with CPG 1 'Design' notably chapter 7 and is considered to be fully compliant with policy DP30 of the Development Policies Document.

The proposed designs of the advertisements are considered to fully meet the requirements of Policy DP30 of the Camden Development Policies Document (2010). The advertisements are designed to complement the modern façade at ground level, while respecting the design of the overall building using colours which integrate into the surrounding context.

In addition the proposed advertisements have also considered the advice contained within section 8 of the Camden Planning Guidance 1 (Design). The design ensures that the advertisements will remain subservient to the proposed shopfront and surrounding buildings. The signs are understated in design to strike a balance between protecting and enhancing the character of the street and conveying the brand message of Itsu.

The illumination levels have been carefully considered to respect the visual amenities of the street-scene and nearby residential units. The light levels have been specified in accordance with the standards set by the Institute of Lighting Engineers Technical Report Number 5 (Second Edition).

Summary

The proposal will create a clean, modern shopfront that is respectful to the host building and the visual amenities of the area in which it is located. The shopfront advertises the presence of a new major high street retailer in a prominent location. The proposal is judged to conform to Council planning policy.

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We trust that you have all the documentation necessary to validate this application, however should you require further information please do not hesitate to contact the undersigned.

Yours sincerely

A handwritten signature in black ink that reads "Lawson". The signature is written in a cursive style with a large initial 'L'.

Tom Lawson
Rolfe Judd Planning Limited