

## PLANNING, DESIGN AND ACCESS STATEMENT

Former Public Convenience, Junction between Kentish Town Road and Royal College Street NW1 9PX

A full planning application to replace and install materials to enclose the external stair enclosure



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## 1. INTRODUCTION

- 1.1 This application at the former public convenience is made on behalf of Creation Studios who lease and operate their business at the site. Camden Council owns the site.
- 1.2 A full application is being submitted following the advice of the planning officer, regarding planning application 2015/4831/ADV. The officer has agreed to the applicants' revision of materials for advertising boards attached to the stair enclosure but needs a new planning application to be submitted in order to grant permission for the new acrylic attachments to the stair enclosure. The fee will be waived for this application.
- 1.3 Approval of the application will enable the applicants to advertise their business, without having a neutral visual impact upon the area and allow the applicants to protect their premises from the weather and criminal damage.

## 2. SITE AND SURROUNDINGS

- 2.1 The small site has recently been granted approval under reference 2015/4445/P to change to Class B1 (c). The former public convenience is located on the junction of Kentish Town Road and Royal College Street in Camden. The site has an approximate area of 27.9 square metres.
- 2.2 The surrounding area of the site has a mixture of uses that are mainly commercial usage. The architecture on Kentish Town Road is small scale and with a mixture of building styles.
- 2.3 The site is not in a Conservation Area and does not have any listed buildings nearby.

### Planning History

- 2.4 The recent planning history for this site is referenced above.

## 3. THE DEVELOPMENT

- 3.1 Following design advice from the design officer and the case officer for planning applications 2015/4445/P and 2015/4831/ADV the applicants are proposing to change the external advertising on the site. Transparent acrylic panels with signage on the sides are proposed; the panels will enclose and protect the stair enclosure from the weather and protect the studio at night. The case officer for the aforementioned advertising application has agreed to the designs.

## 4. RELEVANT POLICY CONSIDERATIONS

### **Development Management Local Plan 2015**

- 4.1 The proposal meets the relevant requirements of policy DM29, as the signage will be to a high standard and sensitive to the character of the area.

*‘Advertisements must be of the highest possible standard and contribute to a safe and attractive environment, and shall:*

- i. Not cause a hazard for pedestrians or people using any type of transportation;*
- ii. Not adversely affect the historic significance of buildings, and be sensitive to the character of an area through size and siting, especially those areas of historic significance;*
- iii. Not contribute to an unsightly proliferation or clutter of signage in the vicinity and detract from the amenity of the street scene’.*

## 5. RELEVANT PLANNING CONSIDERATIONS

- 5.1 The case officer has accepted the principle of having the proposed low profile signage attached to the stair enclosure.

### **Design and Access**

- 5.2 Only the advertising signs can be seen from the street as the site is below ground. The advertising boards, on the street level frame, are vitally important in enabling customers to locate the studio and in forming a roof, which prevents rainwater entering the studio, from the stairs above. In addition the signs advertise the business, so that potential customers know where this type of business is located in Camden.
- 5.3 The proposed advertising boards will not look out of place on the Kentish Town streetscene and will have a neutral impact upon the visual appearance of the area.
- 5.4 The proposed signage will not alter the accessibility of the site.

## 6. CONCLUSION

- 6.1 The proposal meets the relevant national, London and Local Plan policies. Therefore it is requested that the Council approve this revised signage application.
- 6.2 The advertising boards will not look out of place in the Kentish Town streetscene and will not have a neutral impact upon the visual appearance of the area.
- 6.3 The transparent acrylic panels with signage on the sides will enclose and protect the stair enclosure from the weather and protect the studio at night. The case officer for the aforementioned advertising application has agreed to the designs.