

167 Drury Lane  
Bunga Bunga  
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# **STATEMENT IN SUPPORT OF PLANNING APPLICATION, INCORPORATING DESIGN & ACCESS STATEMENT**

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# 1.0 Introduction

1.1 This Planning Support Statement has been prepared to accompany a planning application for the;

**Proposed replacement shopfront and installation of 1No. halo illuminated fascia sign and 1No. internally illuminated hanging sign,**

**at 167 Drury Lane, Covent Garden, London.**

1.2 The statement is in six sections and comprises;

1. Introduction
  2. The Proposal
  3. Relevant Planning History
  4. Relevant Planning Policy
  5. Assessment of Issues Raised
  6. Summary & Conclusions
  7. Design & Access Statement
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## 2.0 The Proposal

- 2.1 The proposed development comprises the replacement of the existing black painted, timber shopfront at the application site and installation of a new window on the southern end. This is supported by the erection of 1No. halo illuminated aluminium fascia sign, 1No. internally illuminated hanging sign constructed of reclaimed timber and 3No. lantern styled lights located above proposed menu boards.
  - 2.2 The proposed shopfront is to be constructed principally out of timber, complemented by white mosaic tiles – albeit the mosaic tiles already exist and are currently painted over in black.
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## 3.0 Relevant Planning History

- 3.1 2006/4210/A – Planning permission was granted for the Display of 1No. internally illuminated fascia and 1No. projecting signs on the existing restaurant (Use class A3) and installation of new internally illuminated projecting sign and new canopy over the night club entrance (sui generis).
  - 3.2 2005/5001/P – Planning permission was granted for alterations to approved shopfront granted permission on 21<sup>st</sup> April 2004, see below for details.
  - 3.3 2004/0362/P – Planning permission was granted by the Development Control subcommittee for the change of use of part of the ground floor from retail (A1) to restaurant (A3); installation of a new shopfront and new air handling units associated with the proposed restaurant use.
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## 4.0 Relevant Planning Policy

### National Planning Policy Framework (2012)

- 4.1 NPPF is generally favourable to development that enhances the economy and social health of communities. Paragraphs 7, 9, 19, 21, 23, 59, 60, 61, 67, 133 & 134 are relevant to this proposal. In particular, paragraph 21 states that investment in business should not be over-burdened by the combined requirements of planning policy expectations. Paragraph 23 requires that planning policies should be positive, promote comprehensive town centre environments and set out policies for the management and growth of centres. Local planning authorities should pursue policies that support the viability and vitality of town centres and promote competitive centres that provide customer choice and a diverse retail offer. In relation to considerations of design, policies should avoid unnecessary prescription or detail (paragraph 59) and should not attempt to impose architectural styles or particular tastes and should not stifle innovation, originality or initiative (paragraph 60).

### Camden Core Strategy

- 4.2 Camden's adopted Core Strategy (CS) promotes the Borough as a "Thriving location for culture and the arts". Supporting this, the CS identifies the importance of 'creative industries, Leisure and entertainment to the wider economy of the Borough.
- 4.3 Policy CS3 details the approach taken to highly accessible locations
- 4.4 Policy CS8 (Promoting a successful and inclusive Camden economy), states that the Council will secure a strong economy and seek to ensure that no-one is excluded from its success. To achieve this, the Council will recognise the importance of other employment generating uses, including retail, markets, leisure among others.
- 4.5 The Economic Impact Assessment 2009 for Camden Town identified a number of barriers which have had a negative impact on growth of the creative sector. The report recommended a number of interventions, inter alia,
- Re-energising the retail/leisure sector to diversify the offer*
- 4.6 Policy CS14 (Promoting high quality places and conserving our heritage) seeks to ensure that the Council retains places and buildings that are attractive, safe and easy to use by, inter alia;
- Preserving and enhancing Camden's rich and diverse heritage assets and their settings, including conservation areas.*
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- 4.7 Camden has 39 conservation areas, of which this site is located within the Covent Garden Conservation area.

#### **Camden's Draft Local Plan 2015**

- 4.8 Policy C2 of the emerging Local Plan seeks to protect existing leisure uses unless there is no realistic prospect of the site continuing to meet the needs of leisure in the local area.
- 4.9 Policy E1 (Promoting a successful and inclusive Camden economy) seeks to secure a strong economy in Camden by creating conditions for economic growth and harnessing the benefits of businesses. The Council will support businesses of all sizes and recognise the importance of other employment generating uses including leisure.
- 4.10 Policy E2 (Employment premises and sites) ensures that the Council protects premises for continued business use, in particular premises for small businesses that provide employment for Camden residents. The Council will consider redevelopment of a premises that is suitable for continued business where the level of employment floorspace is maintained or enhanced.
- 4.11 Policy D1 (Design) requires all development to be of the highest architectural and urban design standard, which improves the function, appearance and character of the area. Among other features, building facades should be designed to reach out and offer attractive frontages to the street. Such active frontages should add interest and vitality of public spaces. Positive factors for active frontages are entrances, shopfronts and windows.
- 4.12 Policy D2 (Heritage) seeks to preserve, and where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas. The Council will take consideration of conservation area statements, appraisals and management plans when assessing applications within conservation areas.
- 4.13 Policy D3 (Shopfronts) will see the Council expecting a high standard of design in new and altered shopfronts and canopies.

Policy D4 (Advertisements) seeks to preserve and enhance the character of their setting and host building. Advertisements must respect the form, fabric and scale of their setting and host building and be of the highest standard of design, material and design.

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## 5.0 Assessment of Planning Considerations

- 5.1 The application site is a modern building that has no significant architectural merit. The site is located on the ground floor, within a larger building which is principally occupied by the New London Theatre. Access to the site is gained from the northern side of Drury Lane.
- 5.2 The existing shopfront is uninspired in design and lacks any significant contributing features to the wider street scene by virtue of its continuous black coloured façade. This application seeks to brighten, and simultaneously enhance the appearance of this shopfront through the incorporation of high quality timber doors, set amongst white mosaic tiles. It should be noted that the tiles currently exist, albeit they are painted black, thus this application seeks to uncover these tiles and restore them to their natural colour. What will result, is a high quality shopfront which complies with the criteria of Policy D1 and D3 of the emerging Camden Local Plan 2015.
- 5.3 Three separate menu boards set proportionately between the entrance doors will be softly lit via characterful lanterns on the front elevation. These have a slim profile, and will not cause any form of obstruction to passing members of the public.
- 5.4 Two overhead canopies are proposed, which will be extended to a maximum projection of 1.02metres during opening hours only. These consist of one, 1.8metre wide canopy above the main entrance located on the left side of the shopfront, and a second, 9.7metre canopy running across the remainder of the shopfront. No part of either canopy will be closer to the ground than 2.16 metres when opened.
- 5.5 The hanging sign proposed for the left side of the shopfront is small in scale and created of reclaimed timber with a painted logo, displaying the lettering 'Bunga Tini'. This timber panel will hang from a steel frame. No part of this sign will be closer to the ground than 2.2 metres.
- 5.6 Overall, the replacement shopfront will bring positive visual benefits to the immediate area which is considered to align with the requirements of Policy D3.
- 5.7 There are no design elements proposed within this application that are considered contrary to either local or nationally adopted policy.
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## 6.0 Summary & Conclusions

- 6.1 This proposal will allow the site to continue operating as an entertainment business located within Camden Borough. It will enhance its customer offer, through providing an improved customer experience. This would actively support the continued economic vitality and viability of this entertainment venue, thereby directly supporting the wider policy aspirations of the NPPF, policies of the adopted Core Strategy and emerging Local Plan; and also ensuring the continued employment of local people at this site.



## 7.0 Design & Access Statement

### Design

- 7.1 **Amount:** The application seeks planning permission for a replacement shopfront, as detailed in the submitted plans.
- 7.2 **Layout:** The internal layout of the building will not be materially altered as a consequence of the proposals.
- 7.3 **Scale:** There is no enlargement or increase in scale of the existing use of this building as a consequence of these proposals. The replacement shopfront is proportionate to the existing scale of this building and matches the scale of the existing shopfront.
- 7.4 **Landscaping:** No landscaping is affected by or proposed as part of this application.
- 7.5 **Appearance:** The overall appearance of the site would remain similar in scope to that which exists currently, with improvements to the shopfront appearance through the use of high quality materials. Three separate lanterns are proposed above new menu boards which complement the overall theme and are insignificant in scale.
- 7.6 **Use:** The use of the property remains unaltered as a consequence of this application. The building would remain as a restaurant.

### Access

- 7.7 The internal access layout of the building will remain unaltered as a consequence of the proposals, save for the modest inclusion of one additional entrance door.
- 7.8 Access around the building remains unaltered as a consequence of these proposals.
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