
Planning, Design & Access Statement

3 Bernard Street
London
WC1N 1LJ

Prepared for:

The Detox Kitchen

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Planning, Design & Access Statement

3 Bernard Street, London, WC1N 1LJ



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1. Introduction

1.1. Introduction

1.1.1. This Planning, Design & Access Statement (“statement”) has been prepared on behalf of The Detox Kitchen, who has an interest in 3 Bernard Street, London, WC1N 1LJ (“the site”). Specifically, the site relates to the basement and ground floors.

1.1.2. The Detox Kitchen currently successfully operates two delis across London and is seeking to open a third at the site. The new deli will provide for 16 no. full time and 4 no. part time employment opportunities.

1.1.3. An off-site central production kitchen prepares the majority of The Detox Kitchen’s food for its delis. In the delis, the staff assemble and put the final touches to the cold vegetable salads (currently comprising around 90% of sales) and warm items, such as soups, for lunch time. Retail items such as yoghurts, granola, bircher and other breakfast items, and a variety of cakes and healthy snacks are sold throughout the day, as well as fresh juices and smoothies. Eat in sales form a small part of the business but are clearly ancillary to the primary use of the site for the sale of cold and warmed food for consumption off the premises. The Detox Kitchen’s operations therefore fall within Class A1 of the Town and Country Planning (Use Classes) Order 1987 (as amended).

1.1.4. To facilitate the beneficial occupation of the site by The Detox Kitchen, the following applications are submitted to the London Borough of Camden (“LBoC”), as the Local Planning Authority (“LPA”):

- A) Full planning application for demolition of existing single storey extension, erection of new single storey rear extension, shopfront alterations and associated works;
- B) Full planning application for the installation of plant and associated works; and
- C) Application for express advertisement consent.

1.1.5. An application under the Highways Act 1980 has also been submitted for the formation of a small external seating area to Bernard Street. It is understood planning permission is not required for the external seating area as all furniture will be temporary, set out only during opening hours and stored inside the unit off the public highway when closed.

1.1.6. Although separate applications are submitted for each of the above (A-C), for ease of reference and to allow the works to be read alongside one another and understood collectively, this statement outlines and assesses the proposals for all applications.

1.2. Application Documents

1.2.1. The suite of applications are accompanied by a large number of detailed drawings illustrating the proposed works which should be referred to for full details. The descriptions and assessment within this statement provide an overview of the proposed works only, with the drawings containing full details. The drawings, prepared by Tanner Design, are:

- P01 (Existing Shopfront Photos);
- P02 (Existing Courtyard Photos);

- P03 (Existing Shopfront Elevations);
- P04 (Existing Side Shopfront Elevation);
- P05 (Existing Rear Sections 1);
- P06 (Existing Rear Sections 2);
- P07 (Existing Layout Plan Ground Floor);
- P08 (Existing Layout Plan Basement);
- P09 (Existing Roof Plan);
- P11 (Proposed Shopfront Elevations);
- P12 (Proposed Side Shopfront Elevation);
- P13 (Proposed Rear Sections 1);
- P14 (Proposed Rear Sections 2);
- P15 (Proposed Detailed Signage);
- P16 (Proposed Plan Ground Floor);
- P17 (Proposed Plan Basement); and
- P18 (Proposed Roof Plan).

1.2.2. To assist the LPA, a drawing schedule indicating the relevant drawings from the above list to be considered under each of the separate applications (A-C) is provided at **Appendix 1.0**.

1.2.3. Technical specification sheets of the proposed external plant are also provided.

1.3. Statement Structure

1.3.1. This statement contains the planning context for the applications and assesses the development plan and material considerations relevant to each of the applications. The advertisement consent application is assessed against the relevant parts of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). In addition, this statement explains the design approach of the development taking account of the setting within the Bloomsbury Conservation Area.

1.3.2. In accordance with the guidance contained within the National Planning Policy Framework (“NPPF”) (March 2012) and the online National Planning Practice Guidance (“NPPG”), the level of detail contained within this statement, and thus the Design & Access Statement, is proportionate to the complexity of the application and reflects the modest and straightforward nature of the proposals.

1.3.3. The remaining sections of this statement are structured as follows:

- **Section 2:** Provides an overview of the background to the site and relevant planning history;
- **Section 3:** Outlines the proposals across the three applications;
- **Section 4:** Identifies and summarises the most pertinent planning policy framework to the site;
- **Section 5:** Provides an overview of design and access criteria;
- **Section 6:** Assesses material considerations in respect of each of the applications in turn; and
- **Section 7:** Draws together a summary and conclusion.

2. Background

2.1. Site Description

- 2.1.1. The site, known as 3 Bernard Street, London, is a corner building, located at the junction of Bernard Street and Herbrand Street within Camden. The site has elevations to both streets. The building is four storeys in height, plus basement. The external appearance at ground floor is painted render with exposed brown brick to the upper floors. An existing single storey flat roof extension is found to the rear. Photographs are provided at **Appendix 2.0** and drawings P01 and P02.
- 2.1.2. The building is not listed but is located within the Bloomsbury Conservation Area. A number of listed buildings are found nearby including Russell Square Station (Grade II) a few doors to the east, 2 Herbrand Street (Grade II) to the south and Hotel Russell (Grade II*) immediately west. Hotel Russell is currently undergoing major redevelopment and refurbishment works.
- 2.1.3. The site is currently used as a newsagent, selling confectionary, newspapers, souvenirs, tobacco and similar products. The basement has historically been shown as ancillary space (staff room, store, toilets etc.) to the ground floor use. Based on the available information, the lawful use of the basement and ground floors are therefore understood to be retail (Class A1). The upper floors to the site are understood to comprise three self-contained flats, accessed through the existing side door off Herbrand Street.
- 2.1.4. For the avoidance of doubt, this application relates to the basement and ground floors only.

2.2. Planning History

- 2.2.1. A desktop planning history search has been carried out for the site. The planning history is rather limited with just two records appearing on the desktop search. Advertisement consent was granted as far back as January 1977 (ref. AD475) and in April 1994 planning permission was refused for the refurbishment of the upper three floors and the erection of an additional storey to provide four self contained dwellings (ref. 9400450). The reasons for refusal of the latter included reference to the fact that the alterations would have an adverse effect on the appearance of the building and the visual amenity of the area and conservation area. Neither decision is considered pertinent to the outcome of the current applications.
- 2.2.2. The desktop search has also identified a single storey rear extension was granted planning permission at 4 Bernard Street in the 1950s (ref. 4463) and in September 2016 planning permission and advertisement consent was granted for a new shopfront and signage at 5 Bernard Street (ref. 2016/2605/P and 2016/2635/A).

3. Proposals

3.1. Proposals

- 3.1.1. To facilitate the beneficial occupation of the site by The Detox Kitchen, various works are proposed across the applications.
- 3.1.2. The proposed alterations have been carefully considered by Tanner Design, with thought to the operational requirements of The Detox Kitchen. Much iteration has been considered to make sure that the scheme sits comfortably with curtilage and context, including the streetscene along Herbrand Street.
- 3.1.3. The accompanying drawings to each of the relevant applications illustrate the proposals in full, however, the principal works can be summarised as:
- Demolition of existing flat roof single storey extension;
 - Erection of new flat roof single storey extension;
 - Provision of secondary shopfront and entrance to Herbrand Street;
 - Shopfront alterations to primary shopfront to Bernard Street;
 - Installation of plant on rear elevation;
 - Erection of various signage; and
 - Associated works and generally making good throughout.
- 3.1.4. A drawing schedule is provided at **Appendix 1.0** identifying the relevant drawings for each of the applications (A-C).

4. Planning Policy Context

4.1. Planning Policy Context

4.1.1. This section provides an overview of the most pertinent planning policy context against which the applications will be considered at a national, regional and local level, notwithstanding other material considerations. This does not seek to be exhaustive.

4.2. National Planning Policy Framework (March 2012)

4.2.1. The NPPF provides general advice alongside the presumption in favour of sustainable development. Section 1 encourages LPAs to promote economic growth, create jobs and prosperity by ensuring that the planning system does everything it can to support sustainable economic growth. Paragraph 19 notes that planning should act to encourage and not act as an impediment to sustainable growth.

4.2.2. Paragraph 57 expresses the importance of planning positively for the achievement of high quality and inclusive design for all development and to establish a strong sense of place, using streetscape and buildings to create attractive and comfortable places to live, work and visit.

4.2.3. The NPPF advises design should be sustainable and should conserve heritage assets. The NPPF provides general advice on design and the conservation of heritage assets, to be read alongside the presumption in favour of sustainable development. Paragraph 17 and 126 of the NPPF, amongst other matters, seeks the conservation of heritage assets in a manner *“appropriate to their significance”*.

4.2.4. Central to the NPPF is an acceptance that, in the face of a changing and restructuring ‘high street’ following the recession, town centres has a role that extends beyond just retail. Central to a high street’s offering is the importance of stimulating economic activity, enhancing diversity, and ensuring the viability and vitality of town centres.

4.3. Development Plan

4.3.1. Under Section 38(6) of the Planning and Compulsory Purchase Act 2004 (as amended), planning applications should be determined in accordance with the development plan unless material considerations indicate otherwise. The development plan relevant to the application site comprises:

- Camden Core Strategy (November 2010);
- Camden Development Policies (November 2010); and
- Camden Site Allocations (September 2013).

4.3.2. The LBoC is also progressing a Local Plan which, in June 2016, was submitted to the Secretary of State for independent examination. As the document remains in its infancy and has not yet been the subject of independent examination it is considered that very little weight can be afforded to the policies found within it when determining planning applications. As such, policies from within the document are not considered within this statement.

4.3.3. The following policies are considered of most relevance to the proposals, but do not seek to be exhaustive:

Camden Core Strategy (November 2010)

- **Policy CS5 (Managing the Impact of Growth and Development)** identifies that the LPA will manage the impact of growth and development in Camden, protecting the amenity of its residents and visitors by making sure the impact on neighbouring occupiers is considered and balances the needs of development;
- **Policy CS8 (Promoting a Successful and Inclusive Camden Economy)** notes that the LPA will encourage a strong economy in Camden, including support for small and medium sized enterprises and the importance of employment generating uses such as retail;
- **Policy CS9 (Achieving a Successful Central London)** notes that the LPA will support and promote Camden's role in central London as a successful and vibrant part of the capital, including supporting growth, protecting amenity, preserve and enhance the area's historic environment and manage the location of food, drink and entertainment uses;
- **Policy CS14 (Promoting High Quality Places and Conserving our Heritage)** notes that development will be required to be of the highest standard, respecting local context and character. The policy also seeks to preserve and enhance the Borough's rich and diverse heritage assets and their setting, including conservation areas and listed buildings;

Camden Development Policies (November 2010)

- **Policy DP10 (Helping and Promoting Small and Independent Shops)** notes that the LPA will encourage the provision of small shop premises;
- **Policy DP12 (Supporting Strong Centres and Managing the Impact of Food, Drink, Entertainment and Other Town Centre Uses)** notes that the LPA will ensure that the development of shopping, services, food, drink, entertainment and other town centre uses does not cause harm to the character, function, vitality and viability of a centre, the local area or the amenity of neighbours;
- **Policy DP22 (Promoting Sustainable Design and Construction)** notes that the LPA will require development to incorporate sustainable design and construction measures;
- **Policy DP24 (Securing High Quality Design)** notes that the LPA will require all developments, including alterations and extensions to existing buildings, to be of the highest standard of design considering character, setting, context and the form and scale of neighbouring buildings; the character and proportions of the existing building; materials; and delivering visually interesting frontages at street level;
- **Policy DP25 (Conserving Camden's Heritage Conservation Areas)** notes, amongst other matters, that development within conservation areas should preserve and enhance the character and appearance of the area;

- **Policy DP26 (Managing the Impact of Development on Occupiers and Neighbours)** notes that the LPA will protect the amenity of neighbouring occupiers, considering matters such as visual privacy and overlooking; overshadowing and outlook; sunlight, daylight and artificial light levels; and noise and vibration levels;
- **Policy DP28 (Noise and Vibration)** notes that the LPA will seek to ensure that noise and vibration is controlled and managed; and
- **Policy DP30 (Shopfronts)** highlights that the LPA will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features.

Policies Map

4.3.4. An extract of the Proposals Map is provided at Figure 4.1 below with the location of the site identified. It can be seen that within the Policies Map, the site is designated as:

- Bloomsbury Conservation Area.

4.3.5. To the front of the site running along Marchmont Street and Bernard Street is a Metropolitan Walk (dashed pink line) and to the south of the site is identified as a Growth Area (orange boundary).

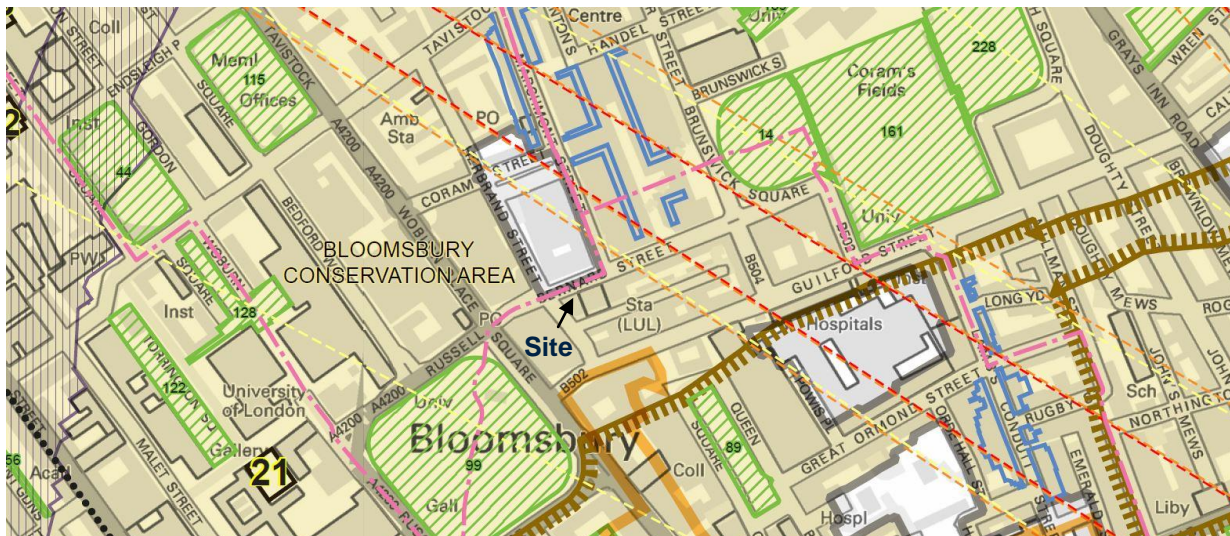


Figure 4.1: Camden Policies Map (extract)
(Source: London Borough of Camden)

4.4. Supplementary Planning Documents

4.4.1. The statutory development plan is supported by a number of Supplementary Planning Documents ("SPD"). Those which may have some relevance to the proposals are identified below.

Bloomsbury Conservation Area Appraisal and Management Strategy (April 2011)

4.4.2. The site is located within the Queen's Square / Red Lion Square sub area. The site is not identified as being of any merit within the associated townscape appraisal; however, the nearby Public House ('Friend at Hand') to the south is identified as a 'positive building'.

5. Design & Access

5.1. Amount

- 5.1.1. The proposals result in the demolition of the existing flat roof single storey extension (currently providing a store room) from the external courtyard to the rear of the site. The proposals include the erection of a replacement single storey extension allowing for an increase in the useable floorspace of the unit by approximately 30sqm.

5.2. Scale, Design & Appearance

- 5.2.1. The proposed flat roof single storey rear extension has been designed with the consideration of the existing scale of the building and earlier extension in mind. The design and appearance of the building have developed to provide for an improvement in the design of the unit, particularly along Herbrand Street. The extension provides for a front parapet wall concealing the flat roof behind. The parapet also reduces the visibility of the plant to be installed on the rear elevation of the existing building.

5.3. Layout

- 5.3.1. The replacement extension will see the enlargement of the ground floor. The layout of the site, however, will remain largely as existing. The extension will provide for a DDA WC.

5.4. Access

- 5.4.1. The site has two frontages, one to Bernard Street and one to Herbrand Street. The existing level access to the site off Bernard Street will be modified through the proposed shopfront alterations but retained, providing improved access through double opening doors 1700mm wide. This access will remain the primary access into the unit. Through the proposed works an additional secondary access and fire exit will be provided off Herbrand Street within the proposed secondary shopfront. Access via this route will include four steps given the change in levels across the unit.
- 5.4.2. Access to the basement through the stair lobby will remain unaffected.

6. Assessment

6.1. Introduction

6.1.1. This section of the statement assesses the key issues of each of the application proposals against the planning policy framework identified in Section 4, as well as other material considerations. The assessment of the applications is considered in the following order:

- A) Full planning application for the demolition of existing single storey extension, erection of new single storey extension, shopfront alterations and associated works;
- B) Full planning application for installation of plant and associated works; and
- C) Application for express advertisement consent.

6.2. **A) Demolition of existing single storey extension, erection of new single storey rear extension, shopfront alterations and associated works**

6.2.1. The proposals include the demolition of the existing flat roof single storey (currently used as a store room) to the rear of the site, irregular in shape but with a footprint measuring approximately 4.50m deep by 4.00m wide. As shown within the accompanying photographs, and as can be observed on site, the existing extension is not considered to provide a positive contribution to the site or its setting within the Bloomsbury Conservation Area with a blank rendered frontage to Herbrand Street, measuring between approximately 3.30m and 3.00m in height from street level, providing no visual interest. The existing plastic corrugated sheeting covering the external courtyard area is also to be removed. As a result, the demolition and removal of existing structures to the rear is considered acceptable to its setting within the conservation area. Indeed, the removal of the existing structures is necessary to enable the erection of the well designed flat roof single storey extension.

6.2.2. The replacement single storey extension, to include a parapet wall to Herbrand Street, will enable the sensitive enlargement of the ground floor floorspace of the site and provide more useable floorspace to the building. The proposed extension will cover a greater footprint than the existing extension by incorporating the external courtyard area also within the curtilage of the site. The proposed extension will be approximately 4.00m in height from street level and include new low level supply louvres to provide suitable ventilation to the building. This height is required to enable the finished floor levels within the unit to be level from the front of the unit, thus improving the usability and accessibility of the floorspace. A front parapet wall to Herbrand Street will conceal the flat roof behind. The proposed extension will formalise the arrangements and introduce a more attractive form of development along this short stretch of Herbrand Street, replacing the existing rendered wall and fire exit doors with a visually appealing secondary shopfront fronting Herbrand Street. The secondary shopfront acts to both improve the visual amenity of the site while also assisting in promoting the vitality and viability of the streetscene by providing activity and natural surveillance of the street. In that regard, the proposals accord to Policies CS8 and CS9 of the Camden Core Strategy (November 2010), in that the works will support small and medium sized enterprises, such as The Detox Kitchen, so operate from the premises. The secondary shopfront window will allow the active use of the deli to provide visual interest to the streetscene, while a secondary access and fire door will provide an additional access point and fire egress point. The proposed external tile wall features will also provide visual interest to the shopfront and streetscene in a

manner that reflects brand colours. The introduction of active shopfronts is encouraged through planning policy and should therefore be supported. As a result, the flat roof single storey rear extension is considered to result in a significant improvement to the appearance of the site, streetscene and its setting within the Bloomsbury Conservation Area and proximity to the Grade II* listed Hotel Russell opposite, currently under redevelopment. Albeit not requiring planning permission, the Herbrand Street elevation will be further improved through the removal of existing signage at the street corner and general making good and re-painting of the elevation.

- 6.2.3. The existing shopfront to Bernard Street, which will continue to serve as the primary access to the unit, will be retained but undergo alterations to improve its appearance. New wider entrance doors and shopfront windows would be provided, while maintaining the level access from the street level off Bernard Street. The new entrance doors will be inward opening, replacing the existing shopfront doors. The proposals will therefore result in improved level access to the unit.
- 6.2.4. The proposals accord to Policy DP30 (Shopfronts) in that the external alterations to the existing shopfront along Bernard Street and the provision of the secondary shopfront to Herbrand Street provide for a high standard of design and provides a betterment in terms of visual interest and display, helping to contribute towards the vitality and viability of the area. The alterations to and introduction of the shopfronts will respect the existing character, architectural design of the building and. The proposals therefore comply with the requirement of Policy DP24.
- 6.2.5. The Bloomsbury Conservation Area will be preserved, and in many respects enhanced, through the replacement single storey extension shopfront alterations, resulting in a general refurbishment to the external appearance of the unit. The proposals are also considered acceptable in that they not only preserve but in many respects improve the setting against the nearby Grade II* listed Hotel Russell and Friend at Hand. The proposed works are therefore considered to be in accordance with Policies CS14 and DP25 as well as the objectives and direction of the NPPF.

Amenity

- 6.2.6. The replacement single storey extension and shopfront alterations will not have any material impact upon the amenity of neighbouring occupiers, including the occupiers of the residential units to the upper floors. The principle of the single storey extension has been established for many years. The proposed extension, although larger by including the entire existing courtyard area, is not considered to result in a materially different position to the existing. The built form will not result in any overshadowing or reduced outlook and similarly will not reduce the available sunlight or daylight to neighbouring occupiers due to its limited height. Given the single storey nature of the development and only windows (the secondary shopfront) looking out to Herbrand Street, the proposals will not result in a reduction to visual privacy or overlooking. The introduction of the new roof light within the flat roof to the single storey extension will not enable overlooking or sight into adjoining premises or land. The proposals therefore accord to Policies CS5 and DP26 in that the amenity of neighbouring occupiers will be preserved.

Summary

- 6.2.7. In summary, the demolition of existing structures within the rear yard area and the introduction of an appropriately designed and scale single storey rear extension will deliver notable visual improvements to

the streetscene. The extension will enable the introduction of a secondary shopfront to Herbrand Street, providing visual interest (compared the existing rendered wall and fire exit) and increased vitality and viability to the unit and this part of Herbrand Street. The alterations to the existing shopfront along Bernard Street are considered positive alterations, providing an improved appearance and improved level access to the unit. Overall, the proposals offer a high standard of design which is in keeping with the character of the building as a whole, its location and wider setting within the Bloomsbury Conservation Area and adjacent to Hotel Russell. The works are therefore considered to, as a minimum preserve, but in many respects enhance the character and appearance of the building and Bloomsbury Conservation Area. The works will enable its beneficial occupation by The Detox Kitchen in a manner that delivers an improved appearance to the unit and wider streetscene therefore complying with the aforementioned policies of the development plan and the thrust of the NPPF.

6.3. B) Installation of plant and associated works

- 6.3.1. To facilitate the beneficial occupation of the site by The Detox Kitchen, the installation of plant at the rear of the site is required. The Detox Kitchen is keen to ensure the installation of modern plant and machinery to ensure quiet and energy efficient plant is in operation at the site.
- 6.3.2. The proposed plant includes four items to be appropriately placed on the rear elevation of the building, as follows:
- Mitsubishi PUAZ-SP140YHA Heat Pump Condensor (x2) (CU1 & CU3);
 - Mitsubishi SUZ-SA71VA Heat Pump Condensor (x1) (CU2); and
 - Mitsubishi MUZ-SF25VE Condensor Unit (x1) (CU4).
- 6.3.3. The technical specification sheets of the proposed external plant are also provided.
- 6.3.4. The external plant will be positioned on the existing rear elevation above the flat roof of the new extension, behind the front parapet wall. Given the inclusion of a parapet wall with the new extension there will be restricted views of the plant from street level along Herbrand Street. The plant will not obscure any architectural or significant features of the building and therefore the proposals would not have any adverse effect on the character or appearance of the building or its setting and the proposal respects the scale, design, materials and finishes of the existing building. As such, the siting of plant in this location is not considered to result in any material impact upon the external appearance of the building, its setting within the streetscene or within the Bloomsbury Conservation Area, especially when read alongside the wider improvement works being undertaken through the replacement single storey extension. The plant is therefore considered acceptable when assessed against Policies CS14, DP24 and DP25.
- 6.3.5. The area offers a suitable location for plant in terms of practical maintenance and in avoiding negative amenity implications. The new plant is not considered to have any material impact to amenity of occupiers of the flats to the upper floors of the site, or neighbouring occupiers. The proposed plant is therefore considered to be in accordance with Policies CS5, DP26 and DP28 of the development plan as well as the objectives and direction of the NPPF.

6.4. C) Advertisement consent

- 6.4.1. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (as reiterated within the NPPF) permits the LPA to only consider amenity and public safety matters in determining applications for advertisement consent. These criteria are broadly reflected in Policy DP30. These two criteria are assessed below in respect of the various proposed advertisements at the site.
- 6.4.2. The proposals seek advertisement consent for the installation of two halo illuminated fascias (one to Bernard Street and one to Herbrand Street), one non-illuminated fascia (to Herbrand Street), one externally illuminated projecting sign and two non-illuminated canopies (to Bernard Street).
- 6.4.3. The fascias will comprise a white aluminium fascia tray with black frame and aluminium letters pegged off the fascia and be subtly halo illuminated. The non-illuminated fascia will also benefit from vinyl dot graphics. The single projecting sign will be aluminium with aluminium lettering and vinyl dot graphics. The canopies will be retractable and fabric, comprising dot graphics to the top and 'detox kitchen' to the front valance. All signage is shown in detail upon the submitted drawings, notably P15.

Amenity

- 6.4.4. The proposed advertisements, individually and collectively, have been sensitively designed, taking into account of the site's characteristics, including its setting within the Bloomsbury Conservation Area and proximity to the Hotel Russell.
- 6.4.5. The removal of existing signage will result in the reduction of visual clutter and also provide a clearer gap above the fascias, improving the appearance and architectural proportions of the building. The new advertisements, when read in elevation, are considered to result in an improvement to the visual amenity of the building by removing unnecessary signage and providing a contemporary appearance reflecting the branding of the proposed occupier The Detox Kitchen.

Fascia signs

- 6.4.6. The proposed fascias have all been designed to be in good proportion to the shopfront and the host building, reduced from the scale of the previous fascias in situ and the portion of the building designed to accommodate fascias. Given the introduction of the single storey extension and new shopfront to Herbrand Street, it is considered appropriate to provide for additional fascias and signage in this location, off the front parapet wall, further adding to the contribution of this elevation.
- 6.4.7. The proposed signs appropriately reflect and respond to others which have the benefit of consent currently in situ in the surrounding area which include a wide variety, including modern materials and a mixture of internally illuminated, halo illuminated and non-illuminated lettering. The fascias will be made from appropriate materials suitable to the building and setting as accepted through earlier grants decisions along Bernard Street, for example at 'Pret A Manger' and 'Tesco Express' opposite the site. Pegged off lettering to fascias is also found on the neighbouring sites by 'Tortilla' and 'Bar Centrale'. Illumination of fascias has been found acceptable at the neighbouring sites. The halo illumination of the fascias will provide subtle illumination which is considered acceptable to the visual amenity of Bernard Street, Herbrand Street and setting within the Bloomsbury Conservation Area.

Projecting sign

- 6.4.8. The proposed projecting sign will replace the existing projecting sign. To be made from aluminium and vinyl, the materials are considered entirely appropriate in this context. The external illumination of the sign is considered appropriate in the context, providing subtle illumination consistent with others in the locality. The proposed projecting sign will replace the existing 'Coca Cola' and 'National Lottery' signs associated with the current newsagent use, and will therefore reduce the number of projecting signs on this elevation, resulting in an improvement to the streetscene.

Canopies

- 6.4.9. The existing red canopy to Bernard Street will be replaced with two retractable canvas canopies featuring dot graphics to the top and 'detox kitchen' to the front valance on the right hand side. The canopies will project over public highway, covering an area proposed for a small external seating area and for which a separate application has been submitted for a Tables and Chairs Licence.

Summary

- 6.4.10. In summary, the proposed advertisements are all of a high standard of design to be in keeping with the character of the building, streetscene and wider setting. The signs are not excessive or obstructive and fit in with the architectural detailing and proportions of the existing shopfront (to Bernard Street) and the proposed shopfront (to Herbrand Street) and the wider visual interest, including the setting within the Bloomsbury Conservation Area. The subtle halo and external illumination of the signage is considered sensitive and entirely appropriate in this location. The various advertisements, individually and collectively, are therefore considered acceptable in terms of visual amenity, satisfying the visual amenity requirements of the advertisement regulations and Policy DP30 (in so far as it applies).

Public Safety

- 6.4.11. The location, scale and subtle illumination of the signage are not considered harmful to either pedestrian or vehicular traffic. The signage is not unduly prominent in this location and, given the relatively of slow vehicular movements in the location, owing to the junctions and general activity which results in slow moving vehicles, the advertisements will not distract drivers. The proposal therefore raises no public safety concerns and is acceptable on these grounds.

Summary

- 6.4.12. The proposed advertisements, when assessed against the amenity and public safety tests found within the advertisement regulations are considered acceptable and it follows that advertisement consent may be granted.

7. Conclusions

7.1. Conclusions

- 7.1.1. The Detox Kitchen is seeking to occupy the basement and ground floors of the site at 3 Bernard Street, London to operate one of their deli formats from the site. Consequently a suite of applications are submitted to the LPA seeking planning permission and advertisement consent.
- 7.1.2. The proposed replacement single storey extension has been carefully designed considering the existing arrangement of the single storey extension and external courtyard, visibility from the streetscene along Herbrand Street and setting within the Bloomsbury Conservation Area and proximity to Hotel Russell. The proposed works have been designed to complement the existing building and to ensure the conservation area setting is as a minimum preserved, and in many respects enhanced. The proposed installation of plant to the rear elevation is considered visually acceptable and is not expected to result in any adverse amenity considerations. Various advertisements are proposed which are considered acceptable against the amenity and public safety tests set out by the advertisement regulations.
- 7.1.3. The proposals are therefore considered to satisfy the policy requirements of the statutory development plan, national planning policy and, where relevant, the advertisement regulations. Individually and collectively, the proposals are considered to as a minimum preserve, and in many respects enhance, its setting within the Bloomsbury Conservation Area. It is, therefore respectively requested that planning permission and advertisement consent be granted.

Planning, Design & Access Statement

3 Bernard Street, London, WC1N 1LJ



Appendices

Planning, Design & Access Statement

3 Bernard Street, London, WC1N 1LJ



Appendix 1.0 Drawing Schedule

Planning, Design & Access Statement

3 Bernard Street, London, WC1N 1LJ



Application	Description
A	Full planning application for demolition of existing single storey extension, erection of new single storey rear extension, shopfront alterations and associated works
B	Full planning application for installation of plant and associated works
C	Application for express advertisement consent

Drawing Number	Drawing Title	Application		
		A	B	C
P01	Existing Shopfront Photos	✓		✓
P02	Existing Courtyard Photos	✓	✓	
P03	Existing Shopfront Elevations	✓		✓
P04	Existing Side Shopfront Elevation	✓		✓
P05	Existing Rear Sections 1	✓	✓	
P06	Existing Rear Sections 2	✓	✓	
P07	Existing Layout Plan Ground Floor	✓		
P08	Existing Layout Plan Basement	✓		
P09	Existing Roof Plan	✓	✓	
P11	Proposed Shopfront Elevations	✓		✓
P12	Proposed Side Shopfront Elevation	✓		✓
P13	Proposed Rear Sections 1	✓	✓	

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P14	Proposed Rear Sections 2	✓	✓	
P15	Proposed Detailed Signage			✓
P16	Proposed Plan Ground Floor	✓		
P17	Proposed Plan Basement	✓		
P18	Proposed Roof Plan	✓	✓	



Appendix 2.0 Photographs

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Figure 1



Figure 2



Figure 3



Figure 4



Figure 5



Figure 6

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Figure 7



Figure 8

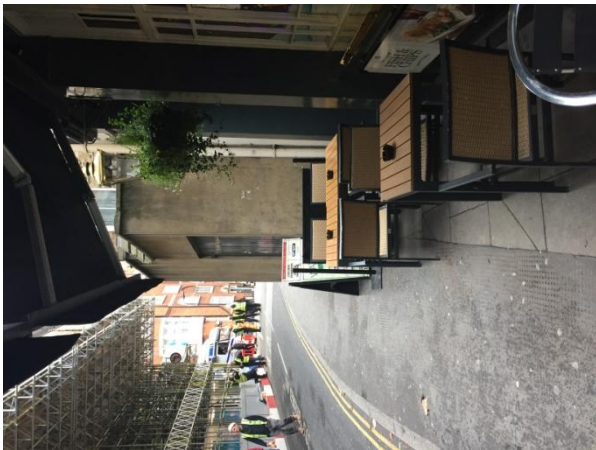


Figure 9



Figure 10



Figure 11



Figure 12

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Figure 13



Figure 14

See also drawings P01 and P02 for further photographs