



London Borough of Camden
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c/o Town Hall, Judd Street
London
WC1H 9JE

72 Welbeck Street London W1G 0AY

FAO: Ian Gracie
7 February 2017

Our ref: LJW/GBR/AKG/J10210

Your ref: PP-05807095

Dear Sir / Madam

251-259 Camden High Street, London, NW1 7BU
Town and Country Planning Act 1990
Planning Portal Ref: PP-05807095

On behalf of our client, Castlehaven Row Limited ("applicant"), we write to submit a planning application for:

"Installation of new timber painted shopfronts and awnings and associated external works."

The planning application comprises the following:

- Application forms;
- The relevant certificate (Certificate B);
- Community Infrastructure Levy (CIL) Form;
- A site location plan;
- Existing, proposed and demolition drawings prepared by Barr Gazetas;
- Design and Access Statement prepared by Barr Gazetas;
- The requisite application fee, being £195.

The application has been submitted electronically via the planning portal (reference: PP-05807095).
The requisite application fee has been paid online.

The Site

The site lies on the western side of Camden High Street close to its junction with Jamestown Road to the north. Inverness Street adjoins the block to the south.

The site forms part of a terrace of properties which comprise commercial units at basement and ground floor levels, fronting on to the High Street, and a mix of residential and commercial uses at upper floor levels.

Within the Local Plan policies map the site is designated as falling within Camden Town Centre and forms part of a Core Shopping Frontage.

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The site is not located within a Conservation Area.

The site itself comprises retail (Class A1) use at basement and ground floor level, with residential (Class C3) accommodation located above. The residential accommodation is accessed via an entrance at ground floor level in between Nos. 251 and 253 Camden High Street.

The site benefits from excellent public transport links and has a PTAL rating of 6b, the best rating available.

Background

This planning application is submitted following the receipt of a suite of planning permissions at the site (refs: 2016/0818/P; 2016/0819/P; 2016/0820/P and 2016/0821/P) which permitted an increase to and improvement of the existing retail accommodation at No. 251, No. 253-255, No. 257 and No.259 Camden High Street.

The Proposal

This application seeks to deliver an improved and coherent retail frontage at this town centre location in order to further enhance the quality of the retail accommodation at the site.

The proposals are limited to the Camden High Street ground floor façade.

It is proposed to replace the existing metal shutters and awnings with new painted timber shopfronts and new awnings. The shopfronts will have timber inset panels and glazed timber doors and the awnings will be installed with associated timber fascia and lighting in order to provide space for tenant signage once the shops are occupied.

The shopfronts of nos 251-255 Camden High Street will be painted blue and the shopfronts of nos 257-259 Camden High Street will be painted green.

Levelled thresholds will also be installed at all of the shop entrances.

Planning Policy Assessment

Design

In accordance with Policy DP24 the Council will require all developments, including alterations and extensions to existing buildings, to be of the highest standard of design and will expect developments to consider the following, *inter alia*:

- a) The character, setting, context and the form and scale of neighbouring buildings;
- b) The character and proportions of the existing building, where alterations and extensions are proposed;
- c) The quality of materials to be used; and
- d) Accessibility.

Furthermore, Policy DP30 'Shopfronts' states that the Council will expect a high standard of design in new and altered shopfronts. When considering proposals for shopfront development, the Council will consider:

- "a) the design of the shopfront or feature;
- b) the existing character, architectural and historic merit and design of the building and its shopfront;
- c) the relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt or lightwell;
- d) the general characteristics of shopfronts in the area; and
- e) community safety and the contribution made by shopfronts to natural surveillance"

It is considered that the proposals, full details of which are set out in the accompanying Design and Access Statement, present the opportunity to deliver a marked improvement to the existing shopfronts, which are closed and have little design merit, to provide new high quality shopfronts pursuant to the strategic objectives of the wider aim to improve retail accommodation on Camden High Street.

The proposals in this application respond to the general principles outlined in policy as they sensitively relate to the scale, proportions and architectural style of the building and surrounding façades.

The proposals have responded to pre-application advice, received from Ian Gracie and Catherine Bond, and direct responses are clearly set out in the supporting Design and Access Statement.

The proposed materials to be used will be of a high quality and commensurate with the surrounding context. This is demonstrated by the accompanying proposed drawings and Design and Access Statement, both prepared by Barr Gazetas.

Camden Planning Guidance 1 – Design, Shopfronts

Furthermore, Section 7 of Camden Planning Guidance 1 – Design 'Shopfronts' states that well designed shopfronts increase the attractiveness of a building and the local area and can have an impact on commercial success by increasing the attraction of shops and shopping centres to customers. The guidance document also identifies 'key shopfront components' including: window displays, entrances, shopfront recesses and fascias, which should be carefully considered when making alterations to an existing shopfront.

As is set out in the supporting documents, the proposals have addressed and provide an improvement to all the identified 'key shopfront components' identified in the planning guidance document, which are considered wholly appropriate for the site and the surrounding area.

Conclusions

The proposals are appropriate in design terms and would greatly improve the existing retail accommodation at the site and improve the appearance of the wider Camden High Street area.

Comments received as part of pre-application discussions have been considered in full and have influenced the scope and scale of the works proposed.

We look forward to officers' confirmation that the application has been validated. However, please contact Gary Brook or Anna Gargan of this office if you wish to discuss any matter in the meantime.

Yours faithfully

Gerald Eve LLP

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