

# PLANNING POLICY ASSESSMENT

## Statement

site

GiGs - Fish and Chips Restaurant  
12 Tottenham Street, Fitzrovia, London. W1T 4RE

March 2017

# C O N T E N T S

- 1.0 Local Development Framework  
Camden Development Policies 2010 - 2025  
Policy **DP 24** - Securing high quality Design
  
- 2.0 Local Development Framework  
Camden Development Policies 2010 - 2025  
Policy **DP 25** - Conserving Camden's Heritage
  
- 3.0 Local Development Framework  
Camden Development Policies 2010 - 2025  
Policy **DP 30** - Shopfronts

1.0 Local Development Framework

Camden Development Policies 2010 - 2025

Policy DP 24 - Securing High Quality Design

1.2 This planning application proposal accords with the requirements of development policy DP 24.

- The planning Officer's attention is drawn to Appendix 1.

1.3 The character and setting and context of the design of the fascia and illuminated signs are in scale with the neighbouring buildings and the existing restaurant.

1.4 The character and proportions of the flank wall of the parent building and the restaurant are respected and acknowledged by the new fascia signs and illuminated fascia signs.

1.5 The materials used are consistent and replicate those of the existing fascia signs and illuminated fascia signs.

1.6 The fascia sign and illuminated signs are visually interesting and pleasing at street level and when viewed from Whitfield Gardens.

2.0 Local Development Framework

Camden Development Policies 2010 - 2025

Policy DP 25 - Conserving Camden's Heritage

2.2 This planning application proposal accords with the requirements of development policy DP 25.

- The planning Officer's attention is drawn to Appendix 1.

2.3 The design of the fascia sign, illuminated fascia signs, fascia down lighters removal of graffiti and the painting of thee flank wall below the fascia sign ;

- take account of conservation statements and commissioned reports.
- preserves and enhances the Charlotte Street conservation area.
- does not result in any demolition.
- enhances the public amenity area of Whitfield Gardens.

3.0 Local Development Framework  
Camden Development Policies 2010 - 2025  
Policy DP 30 - Shopfronts

3.1 This planning application proposal accords with the requirements of development policy DP 30.

- The planning Officer's attention is drawn to Appendix 1.

3.2 the design of the shopfront flank wall facade, fascia sign and illuminated fascia signs and associated down lighters is of a high quality of design and has major security and anti-social behaviour benefits.

# Appendix 1

# Camden Development Policies 2010-2025

## Local Development Framework



# Improving and protecting our environment and quality of life

## DP24. Securing high quality design

- 24.1 Core Strategy policy CS14 – *Promoting high quality places and conserving our heritage* sets out the Council’s overall strategy on promoting high quality places, seeking to ensure that Camden’s places and buildings are attractive, safe, healthy and easy to use and requiring development to be of the highest standard of design that respects local context and character. Camden has a unique and rich built and natural heritage, with many areas with their own distinct character, created by a variety of elements including building style and layout, history, natural environment including open spaces and gardens, and mix of uses. We have a duty to respect these areas and buildings and, where possible, enhance them when constructing new buildings and in alterations and extensions.
- 24.2 Policy DP24 contributes to implementing the Core Strategy by setting out our detailed approach to the design of new developments and alterations and extensions. These principles will ensure that all parts of Camden’s environment are designed to the highest possible standards and contribute to providing a healthy, safe and attractive environment.
- 24.3 The Core Strategy also sets out our approach to other matters related to design, such as tackling climate change through promoting higher standards (CS13), the importance of community safety and security (CS17) and protecting amenity from new development (CS5). Further guidance on design is contained in our Camden Planning Guidance supplementary document.

### DP POLICY

#### DP24 – Securing high quality design

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:

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>a) character, setting, context and the form and scale of neighbouring buildings;</li> <li>b) the character and proportions of the existing building, where alterations and extensions are proposed;</li> <li>c) the quality of materials to be used;</li> <li>d) the provision of visually interesting frontages at street level;</li> </ul> | <ul style="list-style-type: none"> <li>e) the appropriate location for building services equipment;</li> <li>f) existing natural features, such as topography and trees;</li> <li>g) the provision of appropriate hard and soft landscaping including boundary treatments;</li> <li>h) the provision of appropriate amenity space; and</li> <li>i) accessibility.</li> </ul> |
|---|--|



## DP25. Conserving Camden’s heritage

- 25.1 Camden has inherited a rich architectural heritage with many special places and buildings from many different eras in the area’s history, from the historic villages of Hampstead and Highgate to Georgian squares and John Nash’s Regent’s Park terraces, from the Victorian engineering of St Pancras Station to iconic modern structures such as Centrepoint. These places and buildings add to the quality of our lives by giving a sense of local distinctiveness, identity and history. 39 areas, covering much of the borough, are designated as conservation areas, recognising their special architectural or historic interest and their character and appearance. Also, thousands of buildings in Camden are nationally listed for their special historical or architectural interest (see map 3). We have a responsibility to preserve and, where possible, enhance these areas and buildings. This policy helps to implement Core Strategy policy CS14 – *Promoting high quality places and conserving our heritage*.

### DP POLICY

#### DP25 – Conserving Camden’s heritage

##### Conservation areas

In order to maintain the character of Camden’s conservation areas, the Council will:

- a) take account of conservation area statements, appraisals and management plans when assessing applications within conservation areas;
- b) only permit development within conservation areas that preserves and enhances the character and appearance of the area;
- c) prevent the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area where this harms the character or appearance of the conservation area, unless exceptional circumstances are shown that outweigh the case for retention;
- d) not permit development outside of a conservation area that causes harm to the character and appearance of that conservation area; and
- e) preserve trees and garden spaces which contribute to the character of a conservation area and which provide a setting for Camden’s architectural heritage.

##### Listed buildings

To preserve or enhance the borough’s listed buildings, the Council will:

- e) prevent the total or substantial demolition of a listed building unless exceptional circumstances are shown that outweigh the case for retention;
- f) only grant consent for a change of use or alterations and extensions to a listed building where it considers this would not cause harm to the special interest of the building; and
- g) not permit development that it considers would cause harm to the setting of a listed building.

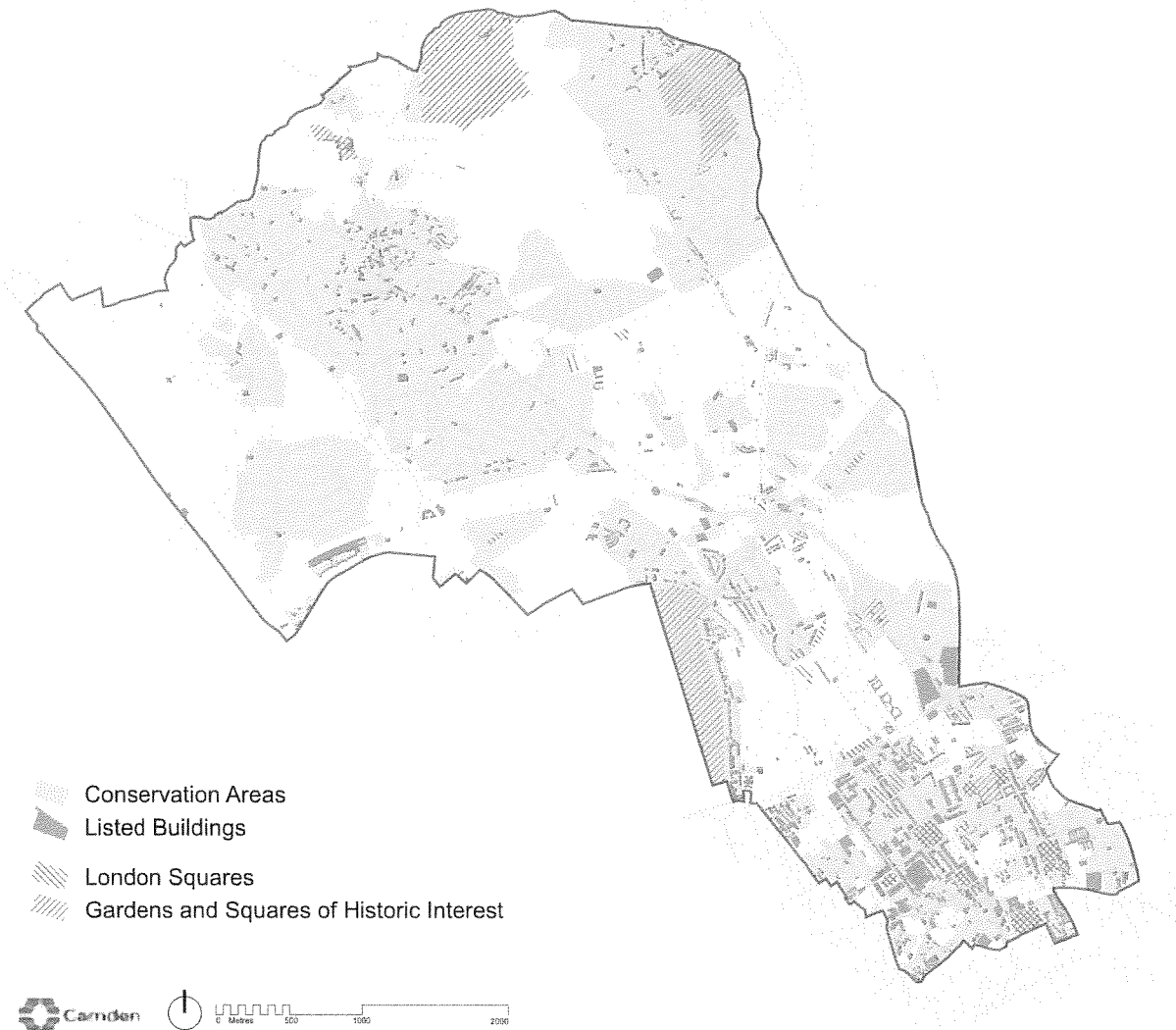
##### Archaeology

The Council will protect remains of archaeological importance by ensuring acceptable measures are taken to preserve them and their setting, including physical preservation, where appropriate.

##### Other heritage assets

The Council will seek to protect other heritage assets including Parks and Gardens of Special Historic Interest and London Squares.

## Map 3: Heritage

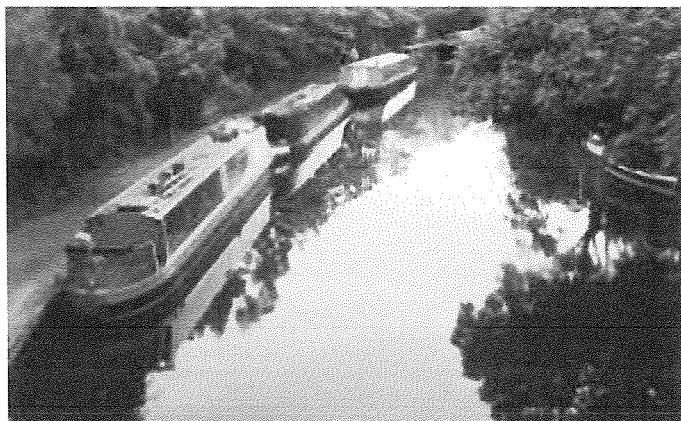


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### Conservation Areas

25.2 In order to preserve and enhance important elements of local character, we need to recognise and understand the factors that create this character. The Council has prepared a series of conservation area statements, appraisals and management plans that assess and analyse the character and appearance of each of our conservation areas and set out how we consider they can be preserved and enhanced. We will take these into account when assessing planning applications for development in conservation areas. We will seek to manage change in a way that retains the distinctive characters of our conservation areas and will expect new development to contribute positively to this. The Council will therefore only grant planning permission for development in Camden's conservation areas that preserves and enhances the special character or appearance of the area. The character of conservation areas derive from the combination of a number of factors, including scale, density, pattern of development, landscape, topography, open space, materials, architectural detailing, and uses. These elements should be identified and responded to in the design of new development. Design and Access Statements should include an assessment of local context and character, and set out how the development has been informed by it and responds to it.

- 25.3 The character and appearance of a conservation area can be eroded through the loss of traditional architectural details such as historic windows and doors, characteristic rooftops, garden settings and boundary treatments. Where alterations are proposed they should be undertaken in a material of a similar appearance to the existing. Traditional features should be retained or reinstated where they have been lost, using examples on neighbouring houses and streets to inform the restoration. The Council will consider the introduction of Article 4 Directions to remove permitted development rights for the removal or alterations of traditional details where the character and appearance of a conservation area is considered to be under threat.
- 25.4 Historic buildings in conservation areas can be sensitively adapted to meet the needs of climate change and energy saving – preserving their special interest and ensuring their long term survival. For detailed advice on energy saving in historic buildings and conservation areas visit the English Heritage website and our Camden Planning Guidance supplementary document. Changes in patterns of use can also erode the character of an area. It is therefore important that, whenever possible, uses which contribute to the character of a conservation area are not displaced by redevelopment.
- 25.5 The value of existing gardens, trees and landscaping to the character of the borough is described in DP24 – Securing High Quality Design, and they make a particular contribution to conservation areas. Development will not be permitted which causes the loss of trees and/or garden space where this is important to the character and appearance of a conservation area. DP27 – Basements and lightwells provides further guidance on this issue where landscaping may be affected by basements and other underground structures.
- 25.6 The Council has a general presumption in favour of retaining buildings that make a positive contribution to the character or appearance of a conservation area, whether they are listed or not so as to preserve the character and appearance of the conservation area. We will not grant conservation area consent for the total or substantial demolition of such a building where this would harm the appearance of the conservation area, unless exceptional circumstances are shown that outweigh the case for retention. Applicants will be required to justify the demolition of a building that makes a positive contribution to a conservation area, having regard to Policy HE7 of Planning Policy Statement (PPS) 5: Planning for the Historic Environment, Camden's conservation area statements, appraisals and management plans and any other relevant supplementary guidance produced by the Council.

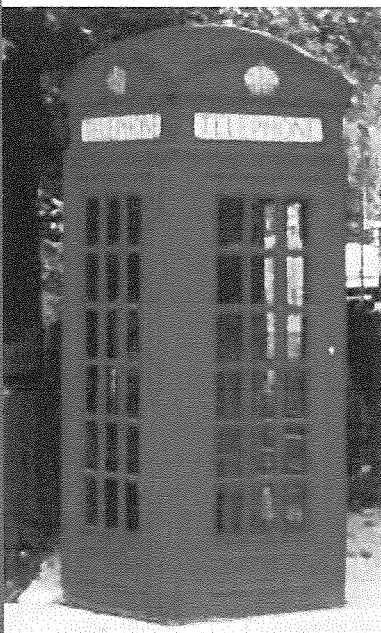




- 25.7 When considering applications for demolition, the Council will take account of group value, context and setting of buildings, as well as their quality as individual structures and any contribution to the setting of listed buildings. Applications must clearly show which buildings or parts of buildings are to be demolished.
- 25.8 Applications for total or substantial demolition in conservation areas must demonstrate to the Council's satisfaction that effective measures will be taken during demolition and building works to ensure structural stability of retained parts and adjoining structures. Before conservation area consent for demolition is granted, the Council must be satisfied that there are acceptable detailed plans for the redevelopment. Any replacement building should enhance the conservation area to an appreciably greater extent than the existing building. When a building makes little or no contribution to the character and appearance of a conservation area, any replacement building should enhance the conservation area to an appreciably greater extent than the existing building.
- 25.9 Due to the largely dense urban nature of Camden, the character or appearance of our conservation areas can also be affected by development which is outside of conservation areas, but visible from within them. This includes high or bulky buildings, which can have an impact on areas some distance away, as well as adjacent premises. The Council will therefore not permit development in locations outside conservation areas that it considers would cause harm to the character, appearance or setting of such an area.
- 25.10 Our Camden Planning Guidance supplementary document provides further information on our approach to conservation areas.

### Listed buildings

- 25.11 Camden's listed buildings and structures provide a rich and unique historic and architectural legacy. They make an important and valued contribution to the appearance of the borough and provide places to live and work in, well known visitor attractions, and cherished local landmarks. We have a duty to preserve and maintain these for present and future generations. There are over 5,600 buildings and structures in Camden that are on the statutory list for their special architectural or historic interest.
- 25.12 The Council has a general presumption in favour of the preservation of listed buildings. Total demolition, substantial demolition and rebuilding behind the façade of a listed building will not normally be considered acceptable. The matters which will be taken into consideration in an application for the total or substantial demolition of a listed building are those set out in Policy HE7 of PPS5.



## DP30. Shopfronts

- 30.1 Camden Core Strategy Policy CS7 – *Promoting Camden's centres* and shops seeks to promote successful and vibrant centres throughout the borough. The approach includes seeking to improve Camden's centres through environmental and design measures. It recognises that shopfronts can contribute greatly to the character of centres and their distinctiveness. Most of Camden's town and neighbourhood centres date back to the 19th Century and earlier, having developed from commercial activities that first took place within dwellings, although there are some significant 20th Century shopping parades. Policy DP30 provides more detail on our approach to shopfronts.
- 30.2 This policy should be read in conjunction with Policy DP24 – *Securing high quality design* and, where appropriate, policy DP25 – *Conserving Camden's heritage*. It should also be read in conjunction with the centre specific planning objectives under Core Strategy policy CS7, which set out the Council's approach to managing the proportion of units in retail use in each of Camden's centres.

### DP POLICY

#### DP30 – Shopfronts

The Council will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features. When considering proposals for shopfront development we 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

We will resist the removal of shop windows without a suitable replacement and will ensure that in appropriate cases where shop, service, food, drink and entertainment uses are lost, a shop window and visual display is maintained.

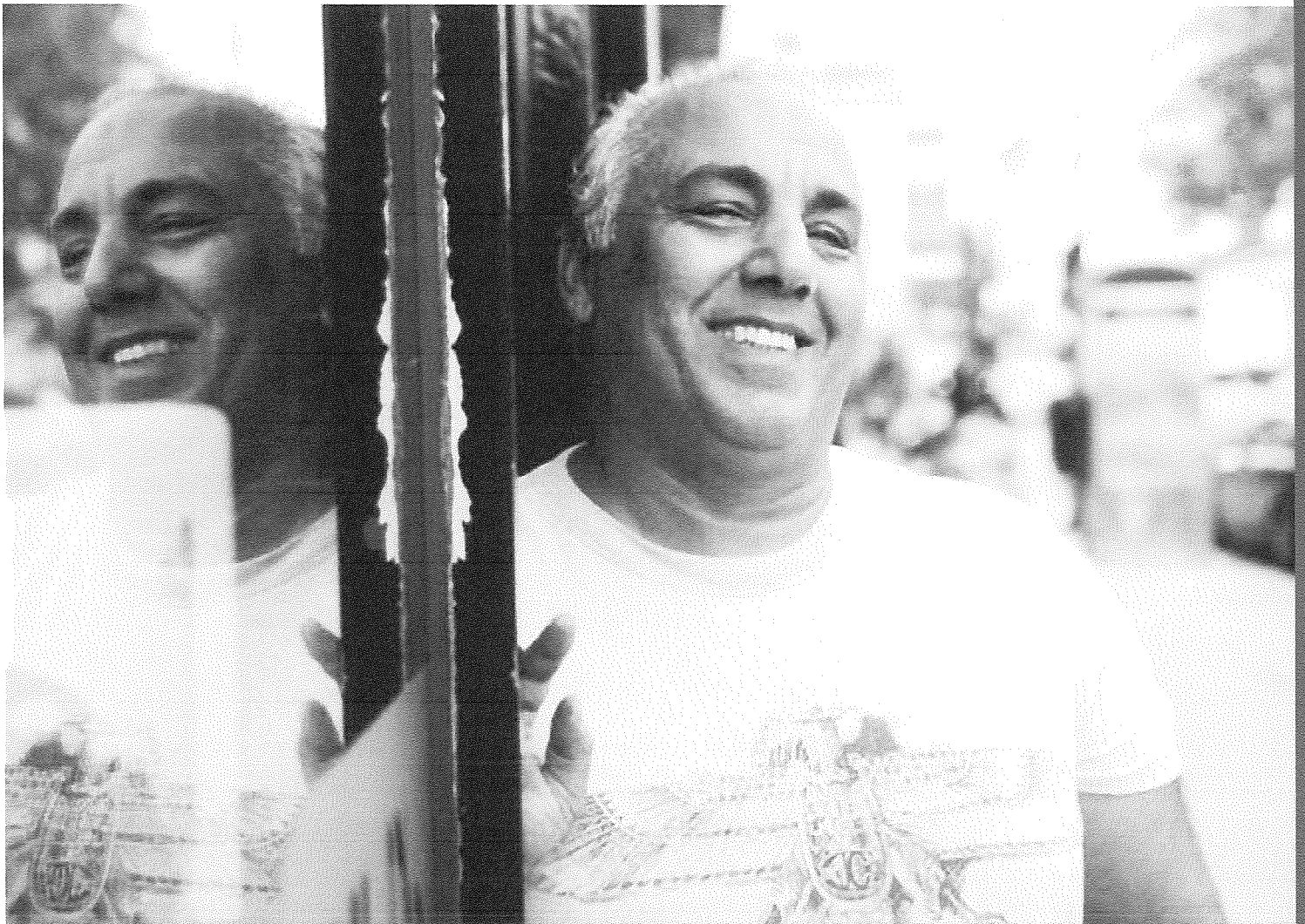
Where an original shopfront of architectural or historic value survives, in whole or in substantial part, there will be a presumption in favour of its retention. Where a new shopfront forms part of a group where original shopfronts survive, its design should complement their quality and character.

#### Protecting existing shopfronts

- 30.3 Shopfronts form an essential part of the character and attractiveness of many areas in Camden, in particular its centres, and contribute to the creation of vibrant streets and public spaces. We will seek to protect existing shopfronts that make a highly significant contribution to the appearance and feel of an area, for example through their architectural and historic merit. We will consider the need to keep the appearance of the shopfront, taking into account the quality of its design, its historic importance and its location. Good examples of shopfronts should be retained wherever possible.
- 30.4 A number of Camden's centres lie within conservation areas. The Council has prepared conservation area statements, appraisals and management plans for these which set out detailed information on the area and its character, and the Council's approach to their preservation and enhancement including, where relevant, shopfronts.

## Design of new shopfronts

- 30.5 The quality of shopfronts and the way in which they relate to their surroundings make an important contribution to the character and attractiveness of an area. The Council will therefore seek to ensure that new shopfronts are of a high quality and are sensitive to the area in which they are located. Transparent shopfronts will be sought for units containing shops and other town centre uses, due to the contribution that they make to the vitality and attraction of centres.
- 30.6 The Council considers that the attractiveness of shopfronts can usually best be maintained by taking inspiration from the architecture of the building and neighbouring units and reflecting the general scale and pattern of shopfront widths in the area. New shopfronts should contribute towards the maintenance of a cohesive streetscape appearance, retain a consistent building line and contribute to the character and attractiveness of the centre it is located in. As shopfronts are seen at close quarters the detailing, quality of materials, execution and finishes are very important. Contemporary shopfront designs will be supported in appropriate locations. All new and altered shopfronts should be designed to be fully accessible for all.
- 30.7 If a shopfront is replaced or altered, the design should respect the characteristics of the building and, where appropriate, shopfront windows and framework features, such as pilasters, fascias and console brackets, should be retained or restored. Careful consideration will be given to proposals for excavating or re-opening lightwells in front of shopfronts, particularly those in a group, as they can affect the cohesiveness of a frontage.
- 30.8 Folding/opening shopfronts will not generally be acceptable, as they can create a void at ground level that can harm the appearance of a building, and can also have a negative impact on local amenity, for example in terms of noise and disturbance.







## Shop windows

- 30.9 Shop windows provide views into and from premises and can help bring activity and enhance feelings of security by providing natural surveillance. Displays in shop windows can add to the attractiveness of a premises and the vitality and attraction of the centre. Security features associated with shop window displays should generally be internal in order to avoid harming the appearance of shop premises and creating clutter. Solid shutters are generally not considered to be acceptable as they are unsightly and can generate feelings of insecurity in those walking by, hide internal intruders, and encourage graffiti.
- 30.10 As set out in Core Strategy Policy CS17 – *Making Camden a Safer Place*, lighting from shop windows can help to increase security after dark. The Council may therefore seek the maintenance of some shopfront lighting overnight, where appropriate, particularly in areas identified as having high levels of crime. However, this lighting should be well-designed so it does not cause light pollution.
- 30.11 The Camden Planning Guidance supplementary document provides more detail on the Council's approach to the design of shopfronts.

### Key evidence and references

- Conservation Area Statements/Appraisals/Management Plans; London Borough of Camden; various dates
- Planning Policy Statement 1: Delivering sustainable development; ODPM; 2005.

