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Development Management  
Camden Town Hall Extension  
Argyle Street  
London  
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16<sup>th</sup> June 2017

Dear Sir / Madam

**TOWN & COUNTRY PLANNING ACT 1990, PLANNING AND COMPULSORY PURCHASE  
ACT 2004**

**81 KENTISH TOWN ROAD, LONDON NW1 8NY**

On behalf of our client, Zing Zing hereby submit an application for:

*Installation on decking to the front of shop unit and display of internally lit  
shop front signage (retrospective)*

This application comprises the following supporting documents:

- This covering letter, including planning statement
- Completed application forms
- Site location plan
- Existing plans
- Proposed plans
- Application fee of £305.00

The application responds to recent correspondence with Camden's enforcement team.

The signage relates to the Zing Zing takeaway restaurant who occupy the ground floor shop unit. The take-away restaurant has occupied the ground floor since 2013 and is established in the area.

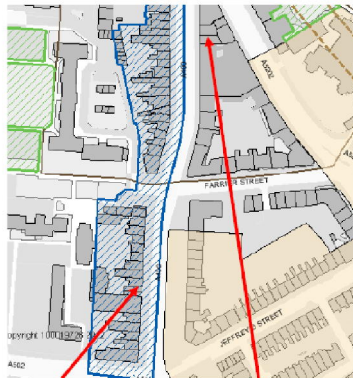
The Site

The application site lies on the western side of Kentish Town Road, north of its junction with Hawley Road and South of the main junction with Royal College Street. The building is currently used as a takeaway/restaurant with residential accommodation above. The ground floor is occupied by Zing Zing takeaway restaurant.

The premises are situated within a secondary shopping frontage, as designated by the Camden Proposals Map. There are a variety of uses surrounding the site, including a number of other restaurants and some retail units. There are currently no other hot food takeaways in the immediate vicinity of the site.

The site forms part of a secondary frontage within the Kentish Town District Shopping and Service Centre. The property is not listed, nor does it lie within a Conservation Area.

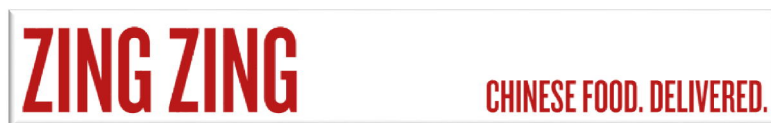
The planning history relating to the site is quite limited, with only a handful of applications. The most recent application granted permission in April 2013 for the "Change of use from restaurant/takeaway (Classes A3/A5) to takeaway (Class A5)" (ref:2013/1229/P).



*Site Location Plan and Core Strategy designations*

#### Proposed Development

This Planning and Advertisement Consent application seeks retrospective permission for the erection of fascia signage and decking to the front of the shop.



The signage measures:

- 4.4m along the shopfront
- 0.75m in height
- 0.25m in depth

The signage is internally lit with static fluorescent tubes.

Development Plan documents

The relevant policies that would apply to this proposal are taken from the London Borough of Camden Local Development Framework (LDF) Core Development Strategy and Development Plan Policies adopted November 2010 and The London Plan 2016.

The LDF is accompanied by the Camden Planning Guidance (CPG), which was adopted April 2011 and partly revised since in 2015.

The Camden Local Plan is anticipated to replace the Core Strategy and Development Policies in June 2017. The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan.

At the date of submission of this application, we understand that policy assessment will be accordance with the existing development plan and substantial weight will be attached to relevant policies within the emerging Local Plan as a material consideration, following publication of the Inspector's report.

Local Policy Framework

In considering the proposals, the applicant considers the following policies to be relevant.

Emerging Local Plan policy D3 shopfronts.

This policy expects a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features.

*When determining proposals for shopfront development the Council will consider:*

- a. the design of the shopfront or feature, including its details and materials;*
- 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;*
- e. community safety and the contribution made by shopfronts to natural surveillance; and*
- f. the degree of accessibility*

The following elements of Policy DES8 are recognised as relevant:

*Consent will be granted for signs and advertisements which:*

- a) are well designed and sensitively located within the street scene*

- b) relate to the character, scale and architectural features of the building on which they are to be fixed*
- c) in the case of shop signs, are located at fascia level*
- d) in the case of signs on shop blinds, comprise traditional, retractable canvas awnings*

#### Policy D4 Advertisements

The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.

*We will support advertisements that:*

- a. preserve the character and amenity of the area; and*
- b. preserve or enhance heritage assets and conservation areas.*

*We will resist advertisements that:*

- c. contribute to an unsightly proliferation of signage in the area;*
- d. contribute to street clutter in the public realm;*
- e. cause light pollution to nearby residential properties or wildlife habitats;*
- f. have flashing illuminated elements; or*
- g. impact upon public safety.*

*The Council will resist advertisements on shopfronts that are above fascia level or ground floor level, except in exceptional circumstances.*

#### Summary

The signage is located at fascia level. The signage relates directly to the commercial occupier of the unit and improves the legibility of the area.

The host building dates from the early Victorian period. The proposed signage is in proportion with the fascia and complements the building's appearance. The positioning of the sign on the building is in accordance with Policy D4 guidance.

The static illumination has a low impact on surrounding amenities and the public realm. Overall the quality of the sign is considered to enhance the appearance of this unit and the overall character of the parade of shops.

It is therefore considered that the signage is acceptable in design terms and fits with the character and proportions of the shop frontage and street scene.

The proposed decking to the front of the unit has minimal impact upon the appearance of the shop. The decking can be easily removed in the future.

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This is a very important matter for our client, we would therefore be grateful for your feedback as soon as possible. In the meantime, should you require any further information please do not hesitate to contact us.

We look forward to receiving at an early date your letter of acknowledgement validating our submission.

Thank you for your anticipated assistance on this matter.

Kind regards

Yours sincerely



Matt Bailey  
Director