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Planning – Development Control
Camden Council
Camden Town Hall
London
WC1H 8ND

23rd October 2017

CP2017/52
BY PLANNING PORTAL

Dear Sirs,

**APPLICATION FOR PLANNING PERMISSION AND CONSENT TO DISPLAY ADVERTISEMENT
184 FINCHLEY ROAD, LONDON, NW3 6BP**

I am instructed by my client, Oxy Spa Ltd, to submit an application for planning permission and advertisement consent for the following proposal:

“Proposed replacement shopfront and new internally illuminated fascia sign”

Accordingly, I have attached the following information:

- Completed online application form;
- CIL Questions form;
- Design and Access Statement;
- Existing and Proposed Drawings by Chord:
 - Site Location Plan;
 - Existing and Proposed Elevations; and
 - Signage Details.

In addition, £305, which is the requisite fee for determining the application, will be paid by telephone payment.

a. Site and Surroundings

The application site comprises a vacant ground floor unit, which was recently in use as a beauty salon. The unit has an existing aluminium framed glazed shopfront and an existing externally illuminated fascia sign. There is also one projecting sign on the eastern pilaster.

The ground floor unit forms part of a mid-terrace property located on the north side of Finchley Road. All properties along the terrace have commercial units at ground floor with ancillary or residential uses on the upper floors. The majority of the commercial units have contemporary glazed shopfronts and contemporary fascia signs. There is no uniform character and appearance of fascia signs along the terrace. Each sign has a unique design combining coloured backgrounds and lettering. Some signs are externally illuminated (198 Finchley Road) and some have internally illuminated letters (166 Finchley Road).

The property is designated as having a Secondary Shopping Frontage. The building is not listed and the site is not located within a Conservation Area.

b. Planning History

We understand a number of applications for advertisements have been made in recent years.

c. Proposed Development

This application seeks a replacement shopfront and new fascia sign.

The new shopfront will be full height frameless glazing with patch fixings in brushed stainless steel. The new entrance door will be 900mm in width. The existing roller shutters, external lighting and hanging sign will be removed.

The new fascia sign will be powder coated aluminium in RAL 9011 (grey). It will be 5.1m in width and 1.07m in height. It will have non-illuminated applied acrylic letters in RAL 9010 and internally illuminated letters in RAL 9010 and RAL 5007. The property number will be included in non-illuminated applied acrylic in RAL 9010.

The applicant seeks to retain the proposed fascia sign on site until 23rd October 2022.

a. Planning Policy

The Development Plan for the site comprises:

- The London Plan (2016);
- LB Camden Local Plan (2017).

In addition, the following documents have been taken into consideration when designing the proposals:

- LB Camden Design CPG (2015)

b. Key Considerations

The key considerations associated with the shopfront and fascia sign are discussed in turn below:

Shopfront

The key considerations associated with the proposed shopfront are considered to be design, scale and appearance. Policy D1 of the Local Plan states that the Council will require high quality design that respects local context and character, comprises details and materials that are of high quality and contribute positively to the street frontage. Policy D3 concerns shopfronts and states that the Council will expect a high standard of design in altered shopfronts. Paragraph 7.76 underneath the policy concerns replacement shopfronts and states that the design should respect the characteristics of the building and where appropriate existing features such as pilasters should be retained.

In response to this, the proposed replacement shopfront will be of high quality frameless glazing. The existing pillasters, fascia and cornice will be retained. Given that the majority of shopfronts along the terrace are contemporary in character, the proposed design is considered to be in keeping with existing shopfronts along the terrace and its high quality design will contribute positively to the street frontage.

The new entrance door will be 900mm wide which exceeds the minimum width requirement for existing buildings set out in the 'Guidance for Shopfronts' section of the Design CPG.

In light of this, the proposed shopfront is considered to have a high quality design and an appropriate scale and appearance which is in keeping with the existing street frontage in accordance with policies D1 and D3 of the Local Plan.

Fascia sign

Policy D4 of the Local Plan requires advertisements to preserve or enhance the character of their setting and host building. The proposed fascia sign will be confined to the existing fascia of the shopfront and will be constructed of high quality polyester powder coated aluminium. The illuminated part of the sign will be confined to the letters within the centre of the sign (please see drawing ref: CH-209-28-G01). The design of the lettering is simple and contemporary to match the contemporary frameless glazed shopfront. Given that there is no uniform character or appearance of fascia signs along the terrace, the proposed fascia sign is considered acceptable and its high quality will enhance the appearance of the street frontage.

The proposed fascia sign is therefore considered acceptable and in accordance with Policy D4 and the Design CPG.

c. Conclusion

In summary, the proposed replacement shopfront and fascia sign are considered acceptable for the following reasons:

- The existing pilasters, cornice and fascia will be retained;
- The replacement shopfront will have high quality frameless glazing which will compliment the host building and enhance the street frontage;
- The new fascia sign will be confined to the existing fascia of the shopfront and its illumination will be confined to the central logo and letters. It will have a simple contemporary appearance that will be keeping with the design of the replacement shopfront and will positively enhance the street frontage.

The proposals fully accord with the Development Plan and associated design guidance. In light of this, the scheme should be supported and properly granted planning permission.

Yours faithfully,



Elizabeth Bricknell
SENIOR PLANNER

cc. Oxy Spa Ltd.