

G A I L ' s
ARTISAN  BAKERY

Planning, Design and Access Statement

204 Kentish Town Road, NW5 2AD
Installation of New Shopfront and Associated
Advertisements



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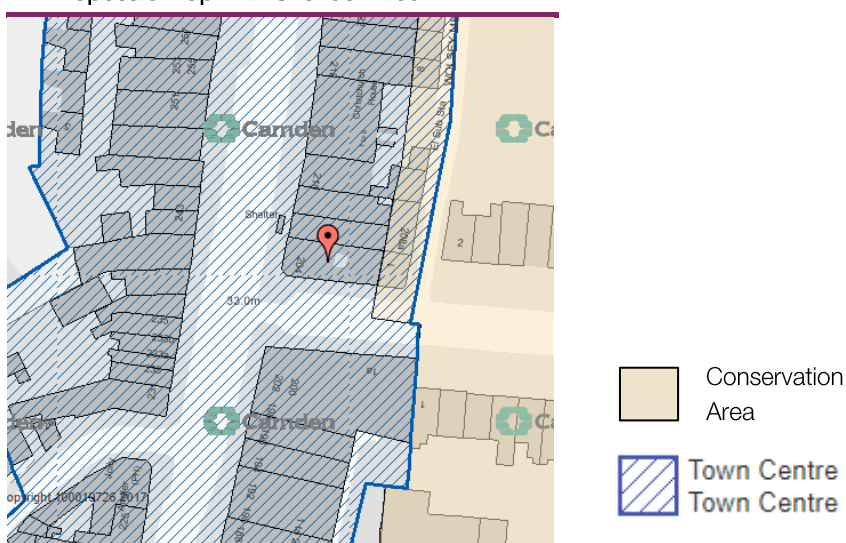
1. Introduction

- 1.1. This Planning, Design and Access Statement is written on behalf of our client, Gail's Ltd. (hereafter referred to as Gail's), in respect of proposals at basement and ground floor levels at 204 Kentish Town, NW5 2AD.
- 1.2. The planning application seeks permission for a new shopfront and advertisement consent. The proposals will seek to improve the existing unit by installing a better-quality shopfront and associated advertisements. The proposals seek to improve the appearance of the building, replacing a tired shopfront with a modern and high-quality design that complements the existing building and surrounding area.
- 1.3. The proposals are intended to facilitate the operation of Gail's, an artisan bakery, from the premises. Gail's operate as a bakery under Use Class A1. These proposals present an opportunity to improve the appearance of the unit.
- 1.4. The design is of a high standard with good quality materials proposed, which will vastly improve the appearance of the High Street and local area. The existing shopfront incorporates a miss-match of styles and the proposals will seek to install a more consistent and improved appearance, which would be in keeping with the character of the surrounding shopfronts and contribute positively to the High Street.
- 1.5. Overall the proposals are considered to comply with relevant planning policy and it is requested that planning permission is granted accordingly.

2. Site Area and Description

- 2.1. The application site comprises the basement and ground floors of a three-storey property, located on the corner of Kentish Town Road and Gaisford Street. The vacant ground floor unit was previously a tanning, hair and beauty salon. The upper floors of the unit are occupied by residential use.
- 2.2. The unit is not statutorily or locally listed and it does not fall within a conservation area. The Policies Map (2017) identifies the unit to be located within the Kentish Town Centre boundary.
- 2.3. Primary access to the unit is via the entrance along Kentish Town Road and the surrounding units comprise a mix of commercial units at ground floor, with commercial and residential uses above.
- 2.4. The upper floors of the host building are attractive, however the ground floor is unsightly and detracts from its character. The proposals seek to improve the ground floor appearance of the shopfront and advertisements in a manner that is sympathetic to the appearance of the building as a whole.
- 2.5. Kentish Town Road does not appear to have a specific style or appearance and the units are not uniform. Stallrisers are evident however there is little consistency between units and they are generally plain with little detail, as are the shopfront doors. There appears to be a variety of styles within the shopfronts and advertisements along the High Street, in terms of the configuration of windows and doors. There is a strong sense of individuality and a number of shopfronts along Kentish Town Road look to be in need of investment.
- 2.6. Generally, the shopfronts and advertisements along the High Street are inconsistent, with a variety of both traditional and modern designs. There appears to be an opportunity here to enhance the street scene through granting permission for a shopfront of high quality that maintains some consistency with its host building.

F.1 Proposals Map with Site Identified



Source: LB Camden

2.7. Figure 2 below displays the appearance of the existing shopfront and figure 3 shows the in-filled windows along Gaisford Street.

F.2 Existing Shopfront



Source: Planning Potential

F.3 In-filled Windows along Gaisford Street



Source: Planning Potential

Planning History

2.8. The Council's Online Planning Register records three applications for the unit. These applications are as follows:

- Advertisement Consent was refused in March 1976, under reference CA/130/AD220, for the erection of two Perspex faces 4-sheet advertisement panels each measuring 5'22" (1.58m) by 3'6" (1.07m) on the return flank wall.
- Planning Permission was granted in July 1996, under reference P9601514, for the installation of a new timber-frame shopfront.
- Advertisement Consent was granted in August 1996, under reference A9602192, for the display of externally illuminated fascia signs.

3. Design

- 3.1. The application proposals are required to be assessed against the adopted Local Development Plan for LB Camden, comprising of the following documents;
- London Plan (March 2016)
 - Camden Local Plan (June 2017)
- 3.2. The National Planning Policy Framework (2012) is also a material consideration in the determination of the application. A summary of the relevant policies is contained at **Appendix 1**.

Shopfront

- 3.3. The proposals seek to install a new shopfront. The proposals are as follows:
- New timber frame double door with glass panels set within new opening on corner of building;
 - Proposed new shopfront;
 - Boarded windows to be re-opened and new openable windows and a double-glazed door to be fitted along Gaisford Street;
 - New timber panel to stall risers; and
 - Existing door to be made good and fitted with new glazing and stall riser to match existing.
- 3.4. The proposals seek to secure high quality design, in line with Policy S3 of Camden's Local Plan, by removing the existing elements that have fallen into disrepair and renovating the modern appearance of the shopfront.
- 3.5. The door will be relocated from the elevation along Kentish Town Road to the corner of the unit, on the junction of Gaisford Street and Kentish Town Road. The re-location of the door is for the achievement of a more efficient internal layout and will also allow for a more active window display along Kentish Town Road. The increase in glazing and number of glazed panels on the elevation along Kentish Town Road, have been sympathetically designed and emphasise the vertical element of the shopfront and building as a whole. The corner of the unit also plays a prominent role in the street scene and so the relocation of the door will improve the appearance of this dominant elevation, in a way that is sympathetic to the design of the entire frontage of the host building.
- 3.6. The in-filled windows on the elevation along Gaisford Road will also be reopened to allow for new openable windows and a new glazed double door to be fitted. This will remove a blank frontage and allow for a more active window display along Gaisford Road, which will in turn enable more interaction between the street and the unit. This feature is also reflected in other local examples that offer similar window displays, for example 'The Oxford' public house at 256 Kentish Town Road (see figure 4), 'Camden's Daughter at 289-291 Kentish Town Road and 'Barclays' on the corner of Caversham Road and Kentish Town Road (see figure 5).

F.4 The Oxford Public House



Source: Planning Potential

F.5 Barclays



Source: Planning Potential

- 3.7. The existing shopfront is tired and in need of investment. The proposals have been carefully designed to maintain its existing proportions whilst improving its quality and appearance. The proposals offer high quality materials that are relevant and sympathetic to the setting.
- 3.8. The proposed shopfront has been carefully designed and will accord with paragraph 56 of the NPPF, Policy 7.4 of the London Plan and Policies D1 and D3 of Camden's Local Plan.
- 3.9. The proposals will improve the existing shopfront and will positively enhance the character and appearance of Kentish Town Road and the surrounding area.

Advertisements

- 3.10. Along with the new shopfront, the proposals also seek to install two new fascia signs and two new projecting signs. The fascia board will be timber with metal lettering, which will be externally illuminated via 2 No. lights. The illumination will be static and will only illuminate the lettering on the fascia. The projecting signs will not be illuminated.
- 3.11. The proposed advertisements are minimal and will complement the existing dimensions of the unit, whilst restoring its appearance with the installation of subtle, high-quality signage.
- 3.12. The fascia signs will be externally illuminated, by discreet lights above the lettering and the projecting signs will be modest in size and will not contribute to visual clutter, in line with Policy D4 of Camden's Local Plan, which sets out the requirements for advertisements. The proposals accord with the requirements set out within this document.

- 3.13. The fascia sign will create a cleaner and more sophisticated look to the shopfront, enhancing local distinctiveness whilst complementing the upper floors.
- 3.14. The advertisements have been sensitively designed and the new materials will offer a fresh and restored appearance to the shopfront, in line with paragraph 56 of the NPPF, Policy 7.4 of the London Plan and Policy D1 of Camden's Local Plan, which outline the importance of good design.

Shopfront and Advertisement Summary

- 3.15. Overall, the new shopfront and signage will improve the appearance of the unit and enhance the relationship between the ground floor and the upper floors. It will enhance the appearance of the surrounding area and fully comply with the Council's policies.

4. Access

- 4.1. Primary access to the unit has been relocated from the side of the unit along Kentish Town Road, to the corner of the property on the junction between Gaisford Street and Kentish Town Road.
- 4.2. The proposed entrance needs to be stepped due to the internal floor being significantly higher than the pavement level. Due to the necessity of the stepped entrance, a call point and moveable ramp will be provided to ensure level access.

Appendix 1: Planning Policy Context

The National Planning Policy Framework (March, 2012)

- 1.1. The National Planning Policy Framework (NPPF) sets out the Government's planning policies and how these policies should be applied. It identified a presumption in favour of sustainable development.
- 1.2. Paragraph 7 explains that there are three dimensions of sustainable development – economic, social and environmental, and that these dimensions give rise to the need for the planning system to perform a number of roles. The economic role involves, amongst other things, contributing to building a strong, responsive and competitive economy. The social role includes creating a high quality built environment, with accessible local services that reflect the community's needs. Finally, the environmental role includes contributing to protecting and enhancing our natural, built and historic environment, and mitigation and adapting to climate change including moving to a low carbon economy. Paragraph 8 states that these roles should not be undertaken in isolation because they are mutually dependent, i.e. economic growth can secure high social and environmental standards, and well-designed buildings and places can improve the lives of people and communities.
- 1.3. Bullet point 3 of the NPPF's Core Planning Policies (Paragraph 17) states that in decision making, Local Planning Authorities should 'proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs.' The NPPF warns that investment in business should not be over burdened by the combined requirements of planning policy expectations (Paragraph 21).
- 1.4. Paragraph 186 of the NPPF is concerned with decision-taking and states that Local Planning Authorities should approach decision-taking in a positive way to foster the delivery of sustainable development. The Framework also notes that LPAs should look for solutions rather than problems, and decision-takers, at every level should seek to approve applications for sustainable development where possible (Paragraph 187) working proactively with applicants to secure developments that improve economic, social and environmental outcomes for the community.

The London Plan (March 2016)

- 1.5. Policy 7.4 'Local Character' states that:
 - a. *'Development should have regard to the form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings. It should improve an area's visual or physical connection with natural features. In areas of poor or ill-defined character, development should build on the positive elements that can contribute to establishing an enhanced character for the future function of the area.'*
 - b. *Buildings, streets and open spaces should provide a high quality design response that:*

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- a. *Has regard to the pattern and grain of the existing spaces and streets in orientation, scale, proportion and mass*
- b. *Contributes to a positive relationship between the urban structure and natural landscape features, including the underlying landform and topography of an area*
- c. *Is human in scale, ensuring buildings create a positive relationship with street level activity and people feel comfortable with their surroundings*
- d. *Allows existing buildings and structures that make a positive contribution to the character of a place to influence the future character of the area*
- e. *Is informed by the surrounding historic environment.'*

Local Planning Policy

Camden's Local Plan (June 2017)

1.6. Policy A1 'Managing the Impact of Development' states that:

'The Council will seek to protect the quality of life of occupiers and neighbours. We will grant permission for development unless this causes unacceptable harm to amenity.'

We will:

- a. *Seek to ensure that the amenity of communities, occupiers and neighbours is protected;*
- b. *Seek to ensure development contributes towards strong and successful communities by balancing the needs of development with the needs and characteristics of local areas and communities;*
- c. *Resist development that fails to adequately assess and address transport impacts affecting communities, occupiers, neighbours and the existing transport network; and*
- d. *Require mitigation measures where necessary.*

The factors we will consider include:

- e. *Visual privacy, outlook;*
- f. *Sunlight, daylight and overshadowing;*
- g. *Artificial lighting levels;*
- h. *Transport impacts, including the use of Transport Assessments, Travel Plans and Delivery and Servicing Management Plans;*
- i. *Impacts of the construction phase, including the use of Construction Management Plans;*
- j. *Noise and vibration levels;*

- k. *Odour, fumes and dust;*
- l. *Microclimate;*
- m. *Contaminated land; and*
- n. *Impact upon water and wastewater infrastructure.*

Noise and Vibration

Noise and vibration can have a major effect on amenity. The World Health Organisation (WHO) for example states that excessive noise can seriously harm human health, disturb sleep and have cardiovascular and behaviour effects. Camden's high density and mixed-use nature means that disturbance from noise and vibration is a particularly important issue in the borough.

Where uses sensitive to noise are proposed close to an existing source of noise or when development that is likely to generate noise is proposed, the Council will require an acoustic report to accompany the application. Further detail can be found in "Policy A4 Noise and Vibration" and our supplementary planning document Camden Planning Guidance on amenity.'

1.7. Policy A4 'Noise and Vibration' states that:

'The Council will seek to ensure that noise and vibration is controlled and managed.

Development should have regard to Camden's Noise and Vibration Thresholds (Appendix 3). We will not grant planning permission for:

- a. *Development likely to generate unacceptable noise and vibration impacts; or*
- b. *Development sensitive to noise in locations which experience high levels of noise, unless appropriate attenuation measures can be provided and will not harm the continued operation of existing uses.*

We will only grant permission for noise generating development, including any plant and machinery, if it can be operated without causing harm to amenity. We will also seek to minimise the impact on local amenity from deliveries and from the demolition and construction phases of development.'

1.8. Policy D1 'Design' states that:

'The Council will seek to secure high quality design in development. The Council will require that development:

- a. *Respects local context and character;*
- b. *Preserves or enhances the historic environment and heritage assets in accordance with "Policy D2 Heritage";*
- c. *Is sustainable in design and construction, incorporating best practice in resource management and climate change mitigation and adaptation;*

- d. *Is of sustainable and durable construction and adaptable to different activities and land uses;*
- e. *Comprises details and materials that are of high quality and complement the local character;*
- f. *Integrates well with the surrounding streets and open spaces improving movement through the site and wider area with direct, accessible and easily recognisable routes and contributes positively to the street frontage;*
- g. *Is inclusive and accessible for all;*
- h. *Promotes health;*
- i. *Is secure and designed to minimise crime and antisocial behaviour;*
- j. *Responds to natural features and preserves gardens and other open space;*
- k. *Incorporates high quality landscape design (including public art, where appropriate) and maximises opportunities for greening for example through planting of trees and other soft landscaping;*
- l. *Incorporates outdoor amenity space;*
- m. *Preserves strategic and local views;*
- n. *For housing, provides a high standard of accommodation; and*
- o. *Carefully integrates building services equipment.*

The Council will resist development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.'

Supplementary Planning Guidance

Camden Planning Guidance 6: Amenity

- 1.9. This document ensures that noise and vibration is controlled and managed to:
- Limit the impact of existing noise and vibration sources on new development; and
 - Limit noise and vibration emission from new development.