

GAIL'S
ARTISAN  BAKERY

Planning, Design and Access Statement

204 Kentish Town Road, NW5 2AD
Shopfront Alterations and Associated
Advertisements (Updated 16/01/2018)



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Appendix 1 - Planning Policy Context

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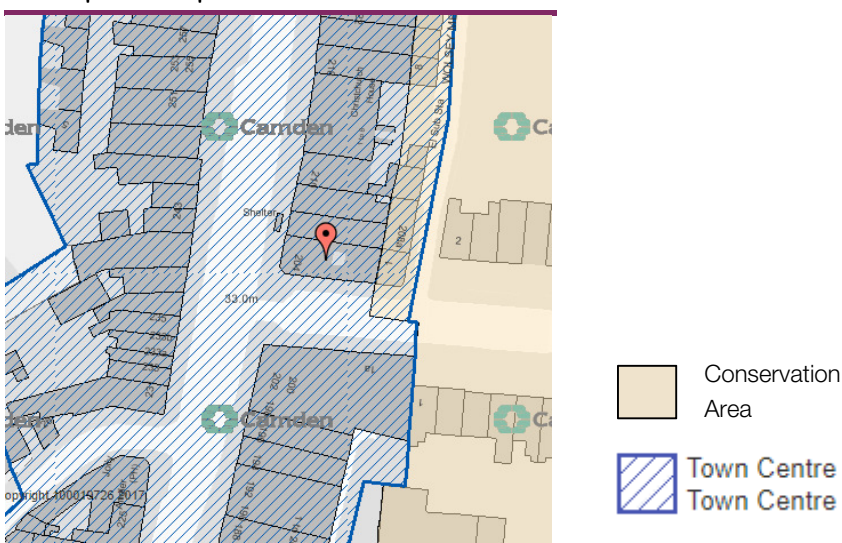
1. Introduction

- 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 providing 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. 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 the existing opening (existing stepped access to be retained and a new disabled call point introduced);
 - Existing tiling to pilasters to be removed and replaced with timber panelling;
 - New timber panelling to stall risers;
 - Existing shopfront window frames to be made good and painted
 - New painted timber fascia board with perimeter moulding detail;
 - New painted timber fascia board;
 - Boarded window to be re-opened and new openable window and a double-glazed door to be fitted along Gaisford Street;
- 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 or are unsightly and renovating the modern appearance of the shopfront.
- 3.5. The existing door and unsightly surround of tiling and fans will be removed and replaced with a new timber framed double door with glass panels.
- 3.6. One of the in-filled windows and the infilled door on the elevation along Gaisford Road will also be reopened to allow for better use of the rear of the unit. 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 will remain along Kentish Town Road. A call button will be introduced to improve access.