

Our Ref: 18236/MS/TH
Your Ref: PP-07190906
Email: mshearman@firstplan.co.uk
Date: 14 August 2018

Planning Department
London Borough of Camden Council
5 Pancras Square
Kings Cross
London
N1C 4AG

Dear Sir/Madam,

PLANNING AND ADVERTISEMENT CONSENT APPLICATIONS FOR SHOPFRONT ALTERATIONS AND INSTALLATION OF NEW SIGNAGE AT 6 GREAT QUEEN STREET, LONDON WC2B 5DH

We have been instructed by our client, Honest Burgers Ltd, to submit the enclosed planning and advertisement consent applications, via Planning Portal (ref: PP-07190906) for the above site. Honest Burgers is seeking planning permission and advertisement consent for alterations to the existing frontage as the ingoing tenant.

The applications comprise of the following documents:

- Completed planning and advertising consent forms, including Certificate B;
- Completed CIL form;
- Planning and heritage statement (contained within this letter);
- Site location plan (ref: 001)
- Drawing pack, including:
 - Existing shopfront (ref: GQ023);
 - Proposed shopfront (ref: GQ024);
- Signage details prepared by Goodwin & Goodwin

The requisite fee of £366.00 has been paid online via the Planning Portal.

Background Information

The application site is located along a commercial street in London, and is within close proximity to Kingsway to the east. The unit comprises of floorspace at basement, ground and first floors, with a frontage facing onto the northern side of Green Queen Street, which is characterised by commercial uses on the lower floors and residential above. Opposite the site, on the southern side of Great Queen Street, is the Ground Connaught Rooms Hotel and Freemasons Hall.

The unit lies within the Kingsway Conservation Area. It is not a listed building but is located adjacent to No.5 Great Queen Street, which is designated as Grade II listed. The associated Conservation Area statement (2001) recognises the presence of retail/café uses in the area, and identifies the view down Great Queen Street as a prominent view from Kingsway.

Planning History

The use of the unit as a restaurant was established in 1997, when planning permission was granted for the change of use from offices (Class B1) to a restaurant (Class A3) under planning permission P9602517.

The most recent permission for the shopfront was granted in 2010, under reference 2010/1226/A. This specifically granted permission for the:

“Display of replacement signage comprising one externally-illuminated fascia sign, one internally-illuminated projecting sign and one internally illuminated menu board to front elevation of existing restaurant (Class A3)”

In their assessment of this permission, it was considered that the signage would preserve the character and appearance of the conservation area and not harm the setting of the neighbouring listed building.

Application Proposals

External alterations

The application seeks planning permission for a selection of external alterations which will allow Honest Burger to establish their brand identity. The majority of the alterations proposed do not require consent but are shown for informative purposes only. These include:

- Redecoration of existing fascia board, painted in green (6020 RAL) – does not require consent;
- Existing shopfront and door to be decorated in green (6020 RAL) and black – does not require consent;
- Existing riser to be tiled with green tiles;
- Restoration of the entrance steps – does not require consent; and
- Replacement of awning to match proposed shopfront – does not require consent.

Signage

New signage is also proposed, which will replace that existing and includes:

- Replacement fascia sign – externally illuminated “Honest Burgers” lettering fascia sign (1,180mm x 400mm) painted on the new shopfront, above the entrance. Illumination to be provided by trough lighting;
- Replacement projecting sign – internally illuminated Honest Burgers sign (1,084mm x 329mm x 115mm) fixed to the eastern side of the unit 2.5m above ground; and
- Replacement menubox – internally illuminated menubox (825mm x 275mm x 90mm) fixed to the shopfront adjacent to the unit’s entrance.

Only the projecting sign will extend over the public highway, as per the existing arrangement.

Relevant Planning Policy

The statutory development plan consists of the Camden Local Plan (2017) and the London Plan (2016). The National Planning Policy Framework (NPPF) (2018) and National Planning Policy Framework (online), together with the Council’s Advertisements Planning Guidance Document (2017), are also material considerations.

Although the site is not listed, it does lie adjacent to a Grade II listed building within the Kingsway Conservation Area. The following policies are, therefore, considered to be relevant.

National Planning Policy Framework (2018)

The NPPF was published on 24 July 2018 and provides overarching planning policy guidance for development across England. It states that the purpose of the planning system is to contribute to the achievement of sustainable development.

Paragraph 10 sets out that at the heart of the framework is a “*presumption in favour of sustainable development*”, and paragraph 11 notes that for decision-taking sustainable development means “*approving development proposals that accord with an up-to-date development plan without delay*”.

In terms of decision taking, Paragraph 38 sets out that Local Planning Authorities should approach decisions of proposed development in a positive and creative way. It states that decision-makers at every level should seek to approve applications for sustainable development where possible. Paragraph 47 requires that applications be determined in accordance with the development plan, unless material considerations indicate otherwise.

In terms of economic development, Paragraph 80 sets out that

“Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development”.

In terms of heritage assets, Paragraph 192 sets out that in determining applications, local planning authorities should take account of:

“a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;

b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and

c) the desirability of new development making a positive contribution to local character and distinctiveness.”

Local Plan

Policy A1: managing the impact of development – development is required to protect the quality of life of occupiers and neighbours

Policy D1: Design – The Council will seek to secure high-quality design in development.

Policy D2: Heritage – development must preserve and, where appropriate, enhance heritage assets and their settings, including conservation areas and listed buildings.

Policy D3: shopfronts - a high standard of design is required in new and altered shopfronts

Policy D4: Advertisements – advertisements are required to preserve or enhance the character of their setting and host building. They must respect the form, fabric, design and scale of their setting and be of the highest standard of design, material and detail.

Advertising Planning Guidance Document

This document provides further guidance to retailers regarding advertisements, signs and hoardings. It sets out that they should respect the form, fabric, design and scale of the host building and setting. It goes on to say that they should be constructed of materials that are sympathetic to the host building and the surrounding area.

In conservation areas, consideration must be given to the sensitivity and historic nature of the surrounding area and buildings, and in regards to illumination, signs should not be unduly dominant in the street scene, disturb adjoining residents at night or cause safety hazards to drivers.

Planning and Heritage considerations

The proposals set out in this application demonstrate a successful and responsive design which will both respect the aesthetic of the application site within the Conservation Area and allow Honest Burgers to begin tenancy within the unit. The individual elements of the proposals demonstrate high-quality finishes that reflect the design and appearance of the existing shopfront. As the works relate to the replacement of the existing fittings, there will be no impact on amenity as a result of the proposal.

The application site lies within the Kingsway Conservation Area, within which, as discussed above, the site is not identified as of any particular merit. Camden planning policy requires that new shopfronts are a positive addition to the site, and respond to their surroundings.

The context of the wider block and adjoining listed building were carefully considered as part of this application. In this regard, the visible work will be minimal and is required to facilitate the occupation of the unit by Honest Burger. The majority of works involve the updating of the existing shopfront and therefore will work within the same limits to that previously approved.

The proposed shopfront will update the existing layout, making it cleaner and more attractive, in line with Honest Burger's desire for high-quality design. The signage proposed will replace that existing and complement the shopfront works.

The existing fascia will be restored and be of a high-quality finish in green (6020 RAL). In addition the awning will be re-canvassed to complement the fascia above, and the proposed fascia sign will be limited to the name of the unit, and externally illuminated, in line with what was used for the previous operator. The high-quality finish of the frontage will, therefore, reflect positively on the surrounding area and ensure brand identity is maintained. This is supported by policy at both national and local levels and will help to create an attractive environment.

The proposed projecting sign will be of a high-quality design, and be internally illuminated, in line with the existing projecting sign. The bespoke design will sit comfortably in this historic location and will, in fact, enhance the appearance of the host building and help advertise the business.

The provision of a new internally illuminated menu box, and repositioning by the entrance, will be a positive addition to the frontage. It will be located to the right of the entrance and respond to Honest Burger's wider branding, ensuring easy accessibility for customers. It will, therefore, be entirely appropriate within the context of the wider frontage.

Summary

The high-quality finish of the frontage will reflect positively on the surrounding area and ensure brand identity is achieved. This is supported by policy at all levels and will support the attractive historic environment within the conservation area.

It is important to note that all of the works proposed have been designed to meet the needs of the Applicant whilst also upgrade and enhance the overall appearance of the façade, and avoid visual clutter. Indeed, there will be no increase in signage to that existing as a result. Special attention has been paid to the adjacent listed building and wider consideration area, with limited alterations being proposed. As a result, the proposed design relates will to the terraced building and surrounding area. It is therefore consistent with the policies set out above, and the signage and Conservation Area guidance documents.

Conclusions

Consideration has been given to the setting of the Conservation Area and listed buildings, planning policy adopted by the Council, as well as the Applicant's branding requirements.

In particular, the application proposals have had full regard to the surrounding location and context in order to ensure a high-quality design which is sympathetic to the setting. Accordingly, it is considered that the proposed design is acceptable.

I therefore trust that you have sufficient information in order to validate and approve the application. However, should you have any queries then please do not hesitate to contact me.

Yours faithfully,



MARK SHEARMAN
Director