Our ref. AB1818/LPA170818

Planning Department

London Borough of Camden

2nd Floor, 5 Pancras Square

c/o Town Hall

Judd Street

London

WC1H 9JE

17th August 2018

Dear Sir/Madam,

**FULL PLANNING APPLICATION AND ASSOCIATED EXPRESS ADVERTISEMENT CONSENT APPLICATION**

**75 SOUTHAMPTON ROW, LONDON, WC1B 4ET**

On behalf of my client, T Bello Group Limited, please find enclosed a full planning application and associated express advertisement consent application relating to the ground floor commercial premises at 75 Southampton Row, London, WC1B 4ET.

These applications, which are being submitted electronically via the Planning Portal, comprises the following documentation;

* Completed planning application forms.
* Completed CIL form.
* This covering letter prepared by Beamish Planning Consultancy.
* Drawing No. G012/2864 – 1:1250 scale site plan and 1:500 scale block plan prepared by Hone Edwards Associates.
* Drawing No. PL210/2864 – existing shopfront elevation prepared by Hone Edwards Associates.
* Drawing No. G211/2864 rev. K – proposed shopfront elevation prepared by Hone Edwards Associates.

The statutory application fee of £366 (£234 for the planning application and £132 for the express advertisement consent application) has been paid electronically when submitting this application via the Planning Portal.

**Description of application site and surroundings**

The application premises comprise the ground floor of a terraced building located on western side of Southampton Row, consisting of approximately 121 square metres of commercial floorspace, with residential flats above (Hamilton House).

The application premises are currently lawfully in use as a restaurant (Use Class A3), known as Amarcord Italian Restaurant, having been previously occupied by two other restaurant operators (The Diner at Bloomsbury and Boonchoo Authentic Thai Cuisine) since 2008. It is believed that the premises have been in use as a restaurant for many years, and certainly for over 20 years.

The area is characterised by commercial uses at ground floor level with predominately residential units above, and both the application premises and its surroundings form part of the designated Holborn growth area, as well as falling within London’s designated Central Activities Zone (CAZ) and Bloomsbury Conservation Area.

At ground floor level, immediately to the north of the application premises is a bookmakers (sui generis Use Class) and beyond that is a restaurant (Use Class A3). Immediately to the south of the premises is 73 Southampton Row, which is a Grade II listed building in use as flats, whilst to the south of No. 73 is Spink & Son auction house at No. 67-69 (also a sui generis use).

The application premises benefits from a Public Transport Accessibility Level (PTAL) of 6b (i.e. excellent, the highest level possible), with both Holborn underground station and Russell Square underground stations under 6 minutes walk away, and Tottenham Court Road underground stations are under 11 minutes walk away. There are also many local bus services served by bus stops in both directions between 2 and 8 minutes walking distance from the premises.

The part of the Southampton Row carriageway immediately fronting the site comprises a single yellow line, and the loading and unloading of vehicles is allowed on this part of the carriageway outside of the hours of 07.00 to 10.00 and 16.00 to 19.00 on weekdays.

**Relevant planning history**

In May 2018 this Practice submitted a planning application relating to the proposed change of use of the application premises from a restaurant (Use Class A3) to a hot food takeaway use (Use Class A5).

That application (LPA ref. 2018/2176/P) remains to be determined by the LPA, although extensive dialogue with the Case Officer (Nora-Andreea Constantinescu) has taken place and accordingly, particularly given how that planning application is still yet to be determined some 3 months after being submitted, we have decided to submit these further applications now, anticipating that the current planning application relating to the use of the premises will be determined in the forthcoming weeks.

There is no other recent planning history relating to the application premises, with the most recent previous application dating back to October 1995 when the LPA granted planning permission (application ref. 9500991) for the installation of a new shopfront to the restaurant.

**Proposals for which planning permission and express advertisement consent are sought**

Planning permission is sought solely for a replacement shopfront to the application premises, incorporating a new retractable awning, and express advertisement consent is sought for associated externally illuminated fascia signage and a single projecting sign.

A replacement dark grey and black aluminium framed shopfront is proposed, incorporating render to the existing vertical columns at either end of the shopfront, and a new fascia comprising timber cladding.

Express advertisement consent is sought for replacement fascia signage in the form of both externally illuminated (by way of overhead trough lighting) ‘Taco Bell’ lettering and a ‘bell’ symbol, a single externally illuminated projecting sign comprising both the aforementioned lettering and symbol, and an internally illuminated light box affixed to one of the existing vertical columns.

**Relevant planning policies and associated guidance**

The development plan for the site and its surroundings at local currently comprises the London Borough of Camden Local Plan, which was adopted by the LPA on 3rd July 2017 following independent examination and which has replaced the previously adopted Core Strategy DPD and Development Policies DPD.

At regional level, the policies contained within the latest version of the London Plan (Minor Alterations to the London Plan) which was published in March 2016 are also of relevance to these proposals.

At national level, the updated National Planning Policy Framework (NPPF) was published by the Government in June 2018 following public consultation and streamlines previous national planning policy into a consolidated set of priorities, to ensure that planning decisions reflect genuine national objectives, with the principle of sustainable development permeating the framework.

The National Planning Policy Guidance (NPPG) was launched by the Government in March 2014 and streamlines previously published national guidance, which had taken the form of planning policy guidance notes and planning policy statements.

**Planning Appraisal**

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that, if regard is to be had to the Development Plan for the purpose of any determination to be made under the planning Acts, the determination must be made in accordance with the plan, unless material considerations indicate otherwise.

The proposed replacement shopfront will integrate well into the host building in terms of its scale, detailing and materials, as well as retaining an active frontage and the existing vertical columns at either end of the shopfront, also incorporating a retractable awning which is a feature of the existing shopfront.

The proposed externally illuminated fascia signage, single projecting sign and an internally illuminated light box affixed to one of the existing vertical columns, is both simple and modest in both size and appearance, so that it does not over-dominate the street frontage nor result in clutter, and is not out of keeping with the character and appearance of the wider Bloomsbury Conservation Area, the eastern boundary of which is Southampton Row.

Consequently, the proposed replacement shopfront accords with adopted policies D1 (Design) and D3 (Shopfronts), preserving the character and appearance of both the application premises, the surrounding area and the Bloomsbury Conservation Area, whilst the proposed advertisements satisfy adopted policy D4 (Advertisements), as well as policies 7.4 (Local Character) and 7.6 (Architecture) of the London Plan, and relevant national guidance as set out in the NPPF and NPPG.

**Conclusion**

For the reasons set out within this planning application and associated express advertisement consent submission, the proposed replacement shopfront and associated proposed signage accords with all relevant local, regional and national planning policies and associated guidance.

Accordingly planning permission and express advertisement consent should be granted for these proposals, subject to the imposition of appropriate, necessary and reasonable conditions, the content of which we welcome discussions with the Case Officer regarding in due course.

We look forward to corresponding with the Case Officer to whom this planning application and associated express advertisement consent application is allocated in the coming weeks, but should any further information or clarification be required please do not hesitate to contact me.

Yours faithfully,



Adam Beamish

BA (Hons), DIP TRP, MRTPI