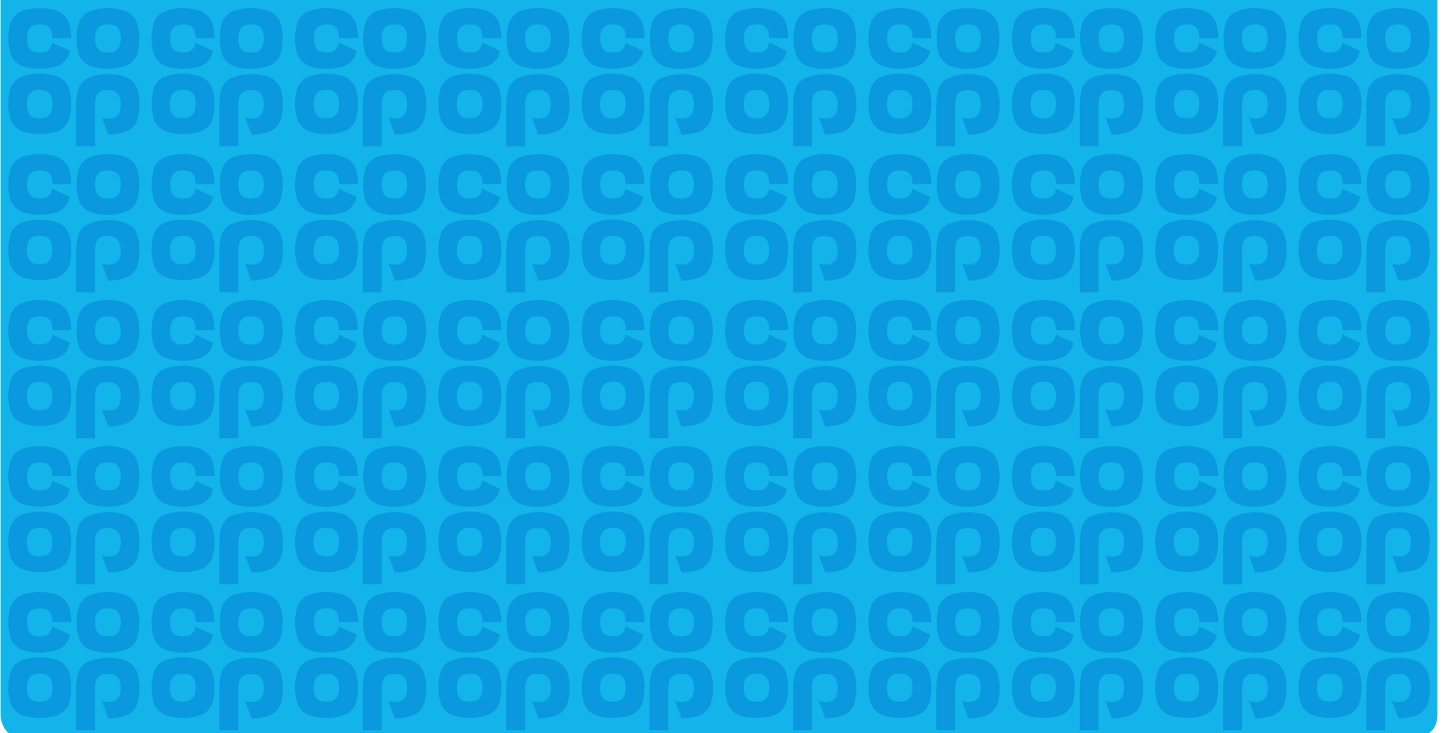


29 BELSIZE LANE,
CAMDEN, NE3 5AS

DESIGN & ACCESS
STATEMENT

P18-1130 | AUGUST 2018



ADVERTISEMENT CONSENT APPLICATION FOR INSTALLATION OF NEW SIGNAGE

DESIGN AND ACCESS STATEMENT

29 BELSIZE LANE, CAMDEN, NE3 5AS

ON BEHALF OF CO-OPERATIVE GROUP FOOD LTD

**TOWN & COUNTRY PLANNING ACT 1990 (AS AMENDED)
PLANNING AND COMPULSORY PURCHASE ACT 2004**

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PLANNING | **DESIGN** | **ENVIRONMENT** | **ECONOMICS**

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1. INTRODUCTION

- 1.1 Pegasus Group is instructed by Co-operative Group Food Ltd to submit an application for Advertisement Consent for the installation of new signage at 29 Belsize Lane, Camden, NW3 5AS, in connection with the occupation of the premises as a Co-op convenience store.
- 1.2 This Design and Access Statement provides the background to the application, including details of the site and surrounding area together with the relevant planning history, policy context and detailed design of the proposal.
- 1.3 The Statement should be read in conjunction with all documents submitted in support of this application.

2. SITE AND SURROUNDING AREA

- 2.1 The development site comprises the ground floor unit at 29 Belsize Lane which was previously occupied by XO restaurant. The restaurant previously occupied the ground floor and basement of the property, with the upper two storeys occupied by residential uses in a separate demise. The building is not listed. However, it is located within the Belsize Conservation Area and the building is identified as making a positive contribution to the Conservation Area. It also sits within the designated Neighbourhood Centre.
- 2.2 Co-operative Group Food Ltd intend to occupy the site as a convenience store, using permitted development rights. As such, the change of use does not require planning permission. A separate planning application has been submitted with regards to the plant equipment which is required to enable to the occupation of the unit by the Co-operative Group Food Ltd, and is currently awaiting validation.
- 2.3 As previously mentioned, the development site sits within the Belsize Conversation Area, which is described as being an important example of mid-19th century speculative development on a grand scale. Within the Conservation Area Appraisal it states, *"Nos. 29-39 Belsize Lane is a simpler three storey terrace faced in painted stucco including a public house at No. 29, which curves around the corner linking with Nos. 7-12 Belsize Terrace."* It goes on to state that the current poor shopfronts and inappropriate fascias are negative features within the Conservation Area.
- 2.4 The surrounding area is characterised by predominantly retail and restaurant units, with the residential flats on the upper storeys. The signage on the commercial units in the immediate vicinity include fascia panels, projecting signs and awnings. They are in a variety of colours and styles and have varying methods of external lighting.

3. THE PROPOSAL

- 3.1 This Design and Access Statement relates to the installation of new signage. The proposed signage comprises of 1 no. new fascia level sign, 1 no. internal hanging sign, 1 no. projecting sign and other minor signage additions including vinyl displays. The proposed signage is discussed in turn below.
- 3.2 A single set of individual white “Welcome to Belsize Lane’s Co-op” letters is proposed to be mounted at fascia level above the shopfront windows, with the background being the same materials currently in place (timber), painted grey. The letters will comprise of acrylic letters with snap fixings.
- 3.3 An internally illuminated hanging “Co-op” sign is also proposed to be installed at fascia level, to the right of the entrance doors (when viewed from Belsize Lane). This will be constructed of internally illuminated individual 3D letters formed of silver aluminium sides and blue acrylic faces.
- 3.4 It is also proposed to install an internally suspended “Co-op” sign, behind the shopfront windows. This will feature a double sided built up logo, with individual letters. The exterior facing letters are to be internally illuminated by white LEDs, and both sides are to have Co-op blue acrylic faces.
- 3.5 In addition to these signs, it is intended to add a wall mounted sign to the right of the entrance doors (when viewed from Belsize Lane), which will consist of a 450mm diameter round vinyl display. It is also proposed to install a “Lotto” and a “Paypoint” projecting sign.

4. PLANNING HISTORY

4.1 The planning history for the development site is summarised below:

- i. **2008/1680/P** - Installation of new entrance door to replace existing unauthorised glass door in connection with existing restaurant. Approved 24/06/2008.
- ii. **2006/4855/P** – Replace existing double entrance door with new single leaf glass entrance door to restaurant. Refused 18/12/2006.
- iii. **2006/3597/P** – Installation of plant and extract equipment on rear flat roof area at first floor level, including landscaped and planted screening in relation to the ground floor commercial use. Approved 13/10/2006.
- iv. **2006/1652/A** – Display of an advertisement hoarding for a temporary period of 8 months around the front forecourt of the building. Approved 26/05/2006.
- v. **2005/4806/A** – Display of two externally illuminated signs of the existing fascia. Approved 22/12/2005.
- vi. **2005/4629/P** - Insertion of additional front door opening to match the existing, widening of existing fire escape door to Belsize Mews elevation plus minor alterations to fenestration, raising of side and rear parapet line at first floor level and installation of new safety rail. Approved 22/12/2005.

4.2 There has also been a planning application submitted recently for new plant equipment, submitted under Planning Portal ref: PP-07200751. This application is currently awaiting validation.

5. PLANNING POLICY

5.1 The following policies are considered relevant in the assessment of this proposal.

National Planning Policy

National Planning Policy Framework (NPPF)

- 5.2 The revised National Planning Policy Framework (NPPF) was published in July 2018 and sets out the Government's planning policies for the planning system to ensure that the planning system helps to achieve sustainable development.
- 5.3 The key objective of the NPPF is to achieve sustainable development and **paragraph 8** confirms there are three overarching objectives which need to be pursued, namely economic, social and environmental. The economic role should contribute to sustainable development by building a strong, responsive and competitive economy and ensuring the sufficient amount of and right type of development to support growth.
- 5.4 **Paragraph 11** confirms that a presumption in favour of sustainable development is at the heart of the NPPF and for planning applications this means proposals for development conforming to the Development Plan should be approved without delay.
- 5.5 At **paragraph 12**, the NPPF confirms that *"where a planning application conflicts with an up-to-date development plan (including any neighbourhood plans that form part of the development plan), permission should not usually be granted. Local planning authorities may take decisions that depart from an up-to-date development plan, but only if material considerations in a particular case indicate the plan should not be followed"*.
- 5.6 **Paragraph 38** relates to decision making and confirms that *"local planning authorities should approach decisions on proposed development in a positive and creative way"* and that:

"Decision-makers at every level should seek to approve applications for sustainable development where possible".

- 5.7 **Paragraph 80** states that *“significant weight should be placed on the need to support economic growth and productivity, taking into account local business needs and wider opportunities for development”*.
- 5.8 **Paragraph 85** relates to the vitality of town centres and confirms that policies and decisions should *“support the role that town centres play at the heart of local communities”*.
- 5.9 **Paragraph 132** confirms that the quality and character of places can suffer if advertisements are poorly sited and designed. It goes on to stated that *“advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts”*.
- 5.10 Overall, the NPPF confirms that the primary objective of development management is to foster the delivery of sustainable development, not to hinder or prevent it. Local Authorities should approach development management decisions positively – looking for solutions rather than problems so that applications can be approved wherever it is practical to do so. Securing the optimum viable use of the property and achieving public benefits are key material considerations for application proposals.

Local Planning Policy

- 5.11 The relevant local planning policy is contained within the Camden Local Plan (adopted July 2017). There is also an adopted Camden Planning Guidance document on Advertisements, which was adopted March 2018.

Camden Local Plan

- 5.12 **Policy D1** relates to design and confirms that the Council will seek to secure high quality design in development.
- 5.13 **Policy D2** states that the Council will require any development within conservation areas preserves or enhances the character or appearance of the area. Supporting text **paragraph 7.47** confirms that the character of conservation areas derives from the combination of a number of factors which includes scale, density, pattern of development, materials, architectural detailing and uses.
- 5.14 **Policy D4** relates to advertisements and confirms that the Council will require advertisements to preserve or enhance the character of their setting and host

building. It goes on to state that *“advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail”*. Furthermore, the policy confirms that the Council will support advertisements that preserve or enhance heritage assets and conservation areas.

- 5.15 Supporting text **paragraph 7.83** states that any advertisements in a conservation area *“must not harm their character and appearance and must not obscure or damage specific architectural features of buildings”*.
- 5.16 Further clarification on acceptable advertisements is found in supporting text **paragraphs 7.85** and **7.87**. **Paragraph 7.85** states that advertisements should not cause light pollution, and consideration should be given to the intensity of illumination, surface area to be illuminated and the positioning and colours of the advertisements. **Paragraph 7.87** confirms that shopfronts will only be acceptable at the ground floor level, at fascia level or below.

Advertisements – Camden Planning Guidance

- 5.17 This Supplementary Planning Document provides guidance on different types of advertisements and supports Local Plan Policy D4.
- 5.18 It reinforces the policy, and states that all advertisements should respect the form, fabric, design and scale of the host building and setting. It then expands on this, stating that signs should *“serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area”*.
- 5.19 The SPD also confirms that advertisements will generally be acceptable at fascia level or below, and advertisements will not be considered acceptable where they impact upon public safety.
- 5.20 In relation to advertisements within a conservation area, the SPD states that these advertisements require details consideration given their sensitive location and that any advertisements near a listed building or in a conservation area *“must not harm their character and appearance and must not obscure or damage specific architectural features of buildings”*.

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- 5.21 The Advertisement SPD also discusses appropriate illumination, and states that the type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. In relation to illumination styles, it states that corporate designs involving internally illuminated signs may need to be modified, where they are considered unsuitable, especially in conservation areas.
- 5.22 It goes on to state the internally illuminated box signs are discouraged, and the internal illumination of individual letters is more appropriate than the whole sign.

6. DESIGN

- 6.1 It is proposed to install a set of individual letters, formed of white acrylic, which will read "Welcome to Belsize Lane's Co-op" on the existing fascia band. The background of the fascia band will remain as painted timber, and will be repainted traffic grey.
- 6.2 The projecting sign, which is proposed to be installed at fascia level, will be comprised of individual 3D letters constructed from silver aluminium side returns and Co-op blue acrylic faces. The letters will be individually internally illuminated.
- 6.3 The internal Co-op logo sign, will also comprise individual 3D letters constructed from silver aluminium side returns and Co-op blue acrylic faces. The exterior facing letters will be individually internally illuminated.
- 6.4 It is also proposed to install a small vinyl on the shopfront, which will be in white and Co-op blue and will read "Remember your reusable bags".
- 6.5 The level of signage proposed is not considered to be excessive and will not lead to a clutter or overbearing impact.
- 6.6 The site lies within an area characterised by a mix of uses and a wide variety of both illuminated and non-illuminated signage can be found in the immediate vicinity of the site and the wider area.
- 6.7 Overall, the signage is considered to be sympathetic with both the host building and the wider Conservation Area.

7. ACCESS

- 7.1 The proposed signage will be positioned at a height at which it can be easily maintained and cleaned, whilst ensuring that it will not cause a hazard to passing pedestrians.
- 7.2 The level of illumination proposed is standard for this type of signage and is not sufficient to cause a dazzling or blinding effect. As such, there will be no harm to highway safety as a result of the proposals.

8. CONCLUSION

- 8.1 This Statement supports the Advertisement Consent application for the installation of new signage at 29 Belsize Lane.
- 8.2 It is considered that the proposed signage scheme will not have an adverse impact on the character or appearance of the Conservation Area, nor will they have an unacceptable impact on amenity or public safety. Therefore, the signage proposals are considered to be acceptable and in line with planning policy.

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