

Monmouth Planning Ltd

Planning Portal Reference: PP07442425
Our ref: SIM.32.11

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29th November 2018

London Borough of Camden
2nd Floor, 5 Pancras Square
c/o Town Hall
Judd Street
London
WC1H 9JE

Dear Sir/Madam

Town and Country Planning Act 1990
Town and country Planning (Control of Advertisements) (England) Regulations 2007
267 Camden High Street London NW1 7BX
Planning application and Advertisement Consent Application

On behalf of our client Simit Sarayi Construction Ltd we write in support of the planning application and advertisement consent application submitted via the planning portal in respect of the above site for the installation of a new shopfront and the display of signage to the Camden High Street and Jamestown Road elevations.

To assist you with the consideration of this application we enclose with this letter the following documents;

- Site location plan;
- Existing and proposed drawings; and
- Application form.
- Certificate

The Site

The application site comprises retail at basement and ground floor level with residential accommodation at first and second floor level. The property is located at the corner of Camden High Street and Jamestown Road.

The existing shopfront is fully openable allowing customers to enter the premises from any part of the ground floor frontage. Fixed timber and metal awnings have been installed. The existing tenant also uses the frontage to display goods which spill on to the street. The shopfront is secured at night with a roller shutter.

VAT REGISTRATION NUMBER: 203 0372 68

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The existing shopfront is of no architectural quality and for such a prominent corner; we believe that it detracts from the character and appearance of this part of Camden High Street which is characterised by its vibrant and eclectic mix of shopfronts, and advertisements. The property and the shop unit has suffered from lack of investment and is now very rundown. The proposed alterations to the frontage will improve both the appearance of the premises and the local area.

The local area is characterised by its eccentric mix of shopfronts, elevations and signs. Many of the buildings display artwork at high level with most of the shopfronts being fully openable with a mix of internally and externally illuminated signs. Enclosed with this application package are a set of photos of the shopfronts located within the vicinity of the application site.

The building is not listed nor is it located within a conservation area.

Relevant Planning history

- Planning permission 2017/5305/P granted on 10th January 2018 for the installation of a fully glazed metal framed shopfront with sliding doors to retail (Class A1)
- Advertisement consent 2017/5391/A granted of the display of 2 X externally illuminated signs 2 X internally illuminated projecting signs and a non-illuminated circular spray-painted logo sign at first and second floor level on the Jamestown Road elevation.

Proposal

As noted above planning permission was granted in 2017 for alteration to the shopfront and the display of new signage. Since that time the design scheme has been developed further and planning permission is sought for the installation of a new shopfront front comprising a fully glazed metal framed shopfront with sliding doors to both elevations. The existing fixed awnings will be removed and replaced with new canvas traditional style canopies. The ground floor elevation repaired and refurbished.

Advertisement consent is also sought for the display of two externally illuminated fascia signs measuring 6.33m X 1m and 6.25m X 1m and two internally illuminated (letters only) hanging signs measuring 0.80m in diameter and a spray-painted sign at first and second floor level to the south elevation on Jamestown Road. The site is located on the corner of Camden High Street and Jamestown Road as such the proposals include a sign to each elevation of the building.

Planning policy considerations

Shopfront Design

The principle consideration material to this application is the impact that the new shopfront will have on the appearance of the host building and the adjacent buildings and the character and appearance of the streetscape.

The existing frontage does not include any frontage as such the existing ground floor is fully openable. creating a void at ground floor level that harms the appearance of the building, eroding the appearance of the shopfront creating a visual void within the street frontage.

The proposals seek to reinstate a new shopfront that will comply with the Council's general principles on shopfront changes as outline in Camden's Planning Guidance 1 (CPG1) on Design which states that 'shopfront alterations should respect the detailed design, materials, colour and architectural features of the

shopfront and building itself' and that new shopfronts' 'should be designed as part of the whole building and should sensitively relate to the scale proportions and architectural style of the building and surrounding facades' Through a considered clean modern design, the proposed shopfront alterations will in our view sit cohesively with the host building and neighbouring shopfronts.

Whilst it is acknowledged that sliding doors are generally not supported in policy, it is relevant to note that the application site is not listed nor does it lie within or is directly adjacent to a conservation area. Rather it falls within a group of buildings along Camden High Street that are not uniform but instead enjoy very eccentric detailing to their front elevations. In particular we would draw your attention to the neighbouring properties at 269 and 270 Camden High Street which display very ornate art work at upper floor level and open shopfronts which are completely exposed and feature roller-shutters which simply draw down at the close of business. The proposals will provide for a fully glazed shopfront with sliding doors which will fill the existing exposed shopfront. The proposals are very similar to that approved in 2017.

The proposed shopfront alterations will therefore improve the ground floor frontage and provide for a very elegant, clean modern frontage in keeping with the eccentric character of the High Street.

Advertisements

The proposals include the installation of two externally illuminated fascia signs measuring 6.25m X 1m and 6.33m X 1m, two internally illuminated (letters only) hanging signs measuring 0.80m in diameter and a painted sign at first and second floor level to the Jamestown Road elevation. The property is located at the corner of Camden High Street and Jamestown Road as such it is necessary to include signage to each elevation.

Camden Local Plan 2017 Policy D4 and CPG 1 guidance (paragraph 8.6) states 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'. The works proposed are considered to adhere to the Council's requirements as the fascia signs proposed has been designed to be proportionate in scale with the remaining shopfront, respecting the architectural features of the host building and the character and appearance of the surrounding area.

The proposed hanging signs have also been designed to relate to the character, scale and architectural character of the host building and will not harm the appearance or character of the local area. In terms of the high-level sign, this will be painted on to the building. The existing building already has a mural painted to this elevation. It is proposed to paint over this and include a new design displaying the applicant's shop name. These types of high-level painted signs have historically been a common feature within Camden and the rest of London but are slowly being replaced by printed or digital billboards or posters. This element of the proposals will reinstate a typical historic feature.

Amenity

Given the small scale of the proposals and the relatively minor nature of the changes to the shopfront, it is not considered that the works proposed will harm neighbouring amenity, in terms of impact upon daylight or sunlight nor outlook, the proposals will therefore comply with Camden Planning Guidance 6 on amenity. With regards to the proposed advertisements which include externally illuminated fascia signs and internally illuminated (lettering only) projecting signs, given the location of the site which is dominated by

openable shopfronts, internally illuminated signs and external illumination it is considered that there will be no harm caused to adjoining occupiers.

Public Safety

The proposed signs have been designed to ensure the luminance levels are at a level that will not cause harm to the local area. In addition, the high-level sign will not be illuminated and will only display the name of the shop company name as such it will not create any safety issues. The proposed advertisements will not pose a public safety issue.

Summary

Planning permission and advertisement consent is sought for the installation of a new fully glazed shopfront with sliding doors and the display of 2 externally illuminated fascia signs, 2 internally illuminated (letters only) two hanging signs and a high-level painted sign.

The proposals have been designed in accordance with the Council's design policies and are considered to enhance the character and appearance of the local area. The proposals will not cause harm to public safety. We therefore consider that the alterations to the shopfront and the display of new externally and internally illuminated signage is acceptable and look forward to receiving speedy and positive decision. However, should you require any further information or wish to discuss any of the enclosures or arrange a site visit please do not hesitate to contact us.

Yours faithfully

A solid black rectangular box used to redact the signature of the representative.

On behalf of
Monmouth Planning Ltd
E: dzaire@monmouthplanning.co.uk