



Planning Services
Camden Council
5 Pancras Square
Kings Cross
London
N1C 4AG

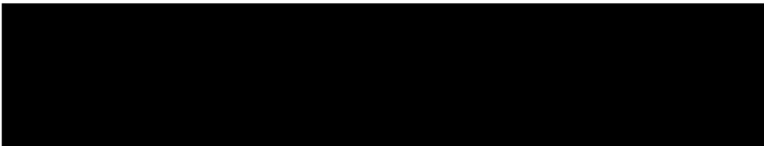
Dear Sir/Madam,

RE: Full Planning application for proposed new entrance door at Wagamama, 11 Jamestown Road, Camden Town, London NW1 7BW

1.0 Introduction

- 1.1 Bidwells have been instructed on behalf of Wagamama, to submit a full planning application for the installation of a new door at their Camden Town restaurant.
- 1.2 Enclosed is the following documentation in support of the planning application:
- Completed application form;
 - 110: Site Location Plan;
 - 101: Existing Glazing Plan;
 - 102: Proposed Glazing Plan;
 - 103 Existing Glazing Elevation;
 - 104: Proposed Glazing Elevation;
 - 301: Door Details 01;
 - 302: Door Details 02;
 - 303: Door Photos.

2.0 Site and Surroundings

- 2.1 The Wagamama restaurant comprises part of the ground floor of The Glass Building situated on the corner of Jamestown Road and Arlington Road. The mixed residential and retail use building was completed in 2000, with residential apartments on the upper floors and retail and restaurant space at ground-floor level.
- 

- 2.2 The building is not listed and is not located within a Conservation Area. There is one listed building located within close proximity, that being Arlington House located to the south-east of the site. This small-scale proposal is not considered to impact upon the significance of the listed building.
- 2.3 Wagamama's main entrance is situated on the corner of Jamestown Road and Arlington Road, with the long north-western elevation currently void of any public entrance.
- 2.4 The site is located within the Camden Town Centre, the largest in the Borough, and considered a Major Centre in the London Plan. The north-western elevation, along which the proposed door will be situated, is designated as Secondary Frontage.

3.0 Relevant Planning History

- 3.1 A planning history search on the Camden website yielded no relevant results.
- 3.2 There has been one application at the proposal address since 1928, relating to the display of illuminated shopfront signage. This is not considered relevant to this proposal.

4.0 Planning Policy

- 4.1 National Planning Policy Framework (July 2018)
- Chapter 7: Ensuring the Vitality of Town Centres
 - Chapter 8: Promoting Healthy and Safe Communities
 - Chapter 12: Achieving Well-designed Places

- 4.2 The London Plan (2016)
- Policy 2.15: Town Centres
 - Policy 4.7: Retail and Town Centre Development
 - Policy 7.2: An Inclusive Environment

- 4.3 Camden Local Plan (Adopted July 2017)
- Planning Policies Map
 - Policy D1: Design
 - Policy D3: Shopfronts
 - Policy C6: Access for All

Additional Documentation Considered

- 4.4 Camden Planning Guidance: Design CPG1 (July 2015, updated March 2018)
- Chapter 7: Shopfronts

5.0 The Proposed Development

- 5.1 The proposal is to install one new entrance door to the north-eastern elevation of The Glass Building. The proposal relates wholly to Wagamama at ground floor level.

- 5.2 The door will comprise of a powder-coated metal frame, with glass panels. The style and colour will match the existing metal and glass exterior of the building. The proposed door handles will match those on the existing entrance doors.
- 5.3 The door will replace 4no. existing windows. The stone threshold below the existing windows will also be removed, positing the door at ground level.
- 5.4 Further details including technical specifications can be found within the accompanying plans listed in paragraph 1.2.

6.0 Assessment

- 6.1 The application relates to development taking place at a commercial leisure facility in the city centre. This will result in a noticeable enhancement of the leisure operation, to the benefit of the local economy and the local community. At the heart of the National Planning Policy Framework (NPPF) is a strong presumption in favour of sustainable development.
- 6.2 The main planning considerations relating to this proposal are accessibility improvements, creation of an active frontage and visual continuity. Taking each in turn:

Accessibility Improvements

- 6.3 The proposal seeks to create an extra entrance which will increase convenience for the large number of customers that approach from Camden High Street. Currently, the only entrance is located at the very end of the north-western frontage, involving an inconveniently long walk.
- 6.4 Most notably, the proposed access is completely useable by those with disabilities. Camden Planning Guidance: Design (CPG1) suggests that any new entrances on existing buildings should be a minimum of 775mm in width. The proposed entrance well exceeds this minimum and will be 1100mm wide. The proposal is therefore compliant with Local Plan Policy C6 and London Plan Policy 7.2, both of which seek to ensure inclusive environments regarding accessibility.

Creation of an Active Frontage

- 6.5 Secondary Frontages' (SF) intended functions are to create engaging and active street frontages to attract business and foster social interaction.
- 6.6 The SF as existing is relatively 'dead', with windows and some signage being the only form of engagement with the public realm. By introducing a new entrance, passing customers will become more aware of the restaurant and the frontage will become more 'active' and engaging.

Visual Continuity

- 6.7 It is appreciated that while the building is not statutorily designated, there is a unique visual significance of the building in relation to its surrounding built form. As such, it is considered that ensuring visual continuity is a primary consideration.
- 6.8 In line with general Local Plan Policies D1 and D3, along with CPG1, the door frame will be powder-coated green to preserve the existing colour scheme and ensure visual continuity. As

visible in drawing number 104: 'Proposed Glazing Elevation', the new fenestration will follow the same line as the existing, allowing the door to almost seamlessly blend in.

7.0 Conclusion

- 7.1 Planning Law requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise. As outlined above, and with the absence of material considerations that may suggest otherwise, the proposal complies with Camden Council's Development Plan and should be approved without delay.
- 7.2 The proposal is also sympathetic to the London Plan Policies and the principles laid out in the Camden Planning Guidance: Design (CPG1).
- 7.3 Furthermore, the enhancement of a central commercial activity is sustainable development by definition. Indeed, NPPF strongly supports the proposed development.
- 7.4 **Taking all of the above into account, we respectfully request that the application be approved.**

