

Our Ref: 19012/SH/ta/sk
Your Ref: PP-07575401
Email: sharper@firstplan.co.uk
Date: 28 January 2019

Planning Department
Camden Council
5 Pancras Square
London N1C 4AG

Dear Sir/Madam,

**APPLICATIONS FOR EXTERNAL ALTERATIONS AND ASSOCIATED ADVERTISEMENTS, AND THE
CREATION OF AN EXTERNAL SEATING AREA AT
EVERYMAN CINEMA, 203 HAVERSTOCK HILL, LONDON NW3 4QG**

We are instructed by our client, Everyman Group, to submit the enclosed applications online via Planning portal (ref: PP-07575401) for shopfront alterations and associated replacement advertisements and the creation of an external seating area at the above address.

Everyman is a well-established, popular boutique cinema operator, which has occupied the application site since 2008. The current applications demonstrate their commitment to providing an updated, high-quality exterior that is associated with their brand nationwide and enhances the surrounding local area.

According with national and local validation requirements, the applications comprise of the following documents:

- Completed Full Planning Application Forms;
- Completed CIL form;
- Site Location and Block Plan (drawing no. 106.44/100);
- Existing Shop Front (drawing no. 106.44/300);
- Proposed Shop Front (drawing no. 106.44/301);
- External Planter Details (drawing no. 106.44/302); and

The requisite planning fee of £594 has been paid online.

Site Description

The site is composed of an existing cinema located within the neighbourhood centre of Haverstock Hill. The cinema is located within a modern building, forming part of a larger 1930's local shopping parade. The building was an art deco Odeon cinema that was demolished in the 1970s and rebuilt as a smaller cinema and supermarket. The cinema is not listed but is located within the Belsize Conservation Area.

The entrance to the cinema is from a unit which forms part of an active frontage along the main street composed of commercial ground floor uses with residential and office uses on the upper floors.

Relevant Planning History

The planning history available online dates back to 1958, and indicates the site was previously in use as a restaurant before converting to a cinema known as “The Screen on the Hill”.

Of particular relevance, advertisement consent was granted in 1976 for *“the erection of an internally illuminated fascia panel of length 16'8" (5m) and depth 4'10" (1.45m) and illuminated Neon tubing to read "THE SCREEN ON THE HILL", the sign to be 2.25m above the footway”* (ref: CA/3372/AD454). Permission was also granted for a new shopfront in 1976 (ref: 23839).

The more recent applications, in relation to Everyman’s occupation of the premises, are detailed below:

- Planning permission was granted in 2009 for the installation of replacement shopfront and ramp (ref: 2008/4991/P); and
- Advertisement consent was also granted in 2009 for the display of a fascia sign and 2 LCD screens in the window (ref: 2008/5078/A).

This application proposal seeks to update the existing frontage of the cinema to reflect the modern Everyman brand and further enhance the streetscene.

Application Proposals

The existing cinema frontage is relatively old and dated, this application seeks to refresh the street frontage and enhance the character and appearance of the established cinema through various upgrading works to the facade. The application also seeks the creation of an external seating area to further enhance the streetscene. The specific alterations sought are set out below.

Shopfront Alterations

The shopfront alterations proposed include the updating of the frontage to reflect the well-known Everyman brand. This will include the removal of the existing glazed shopfront and replacement with a new powder coated steel framed crittal effect shopfront. Bespoke brass handles will finish the doors.

The current shopfront has stainless-steel cladding to the fascia and running down the side of the unit; this will be removed and the fascia and side return will be clad with aluminium. Feeston like lighting bulbs will be placed under the existing fascia to create a canopy effect, typical of a cinema.

These alterations, as detailed on the attached plans prepared by Fusion Design and Architecture, will result in a contemporary shopfront, fitting of the unit and indeed of Everyman’s brand.

External Seating

A new external seating area is proposed to be created to the front entrance of the unit. The seating area will extend approximately 4.6m by 6m to the front of the cinema.

The seating area will be marked using six steel framed planters to match the proposed shopfront. Three tables, each with four chairs (totalling 12 chairs) will be placed within this area. All furniture and planters will be removable. Ample room is left for access to the cinema from the external seating area.

The seating area has been carefully designed to mirror the external seating at adjacent properties and to ensure safety of pedestrian movements on the pavement.

Proposed Advertisements

Advertisement consent is sought for the proposed signage as follows:

- 1 no. 'Everyman on The Hill' fascia sign;
 - 3685mm x 300mm;
 - 'Everyman' to be internally illuminated neon;
 - 'on the hill' to be powder coated non-illuminated, fret cut letters;
- 1 no. Marquee sign;
 - 5150mm x 500mm;
 - Brass frame and black rails to hold changeable letters;
 - Internally illuminated.

Planning Policy

The statutory development plan for Camden comprises the Camden Local Plan and the Policies Map (adopted 2017), the London Plan (2016) and associated supplementary planning documents. The National Planning Policy Framework (2018) is also considered relevant.

The Policies Map designated the site as within the Belsize Neighbourhood Centre and the Belsize Conservation Area.

Camden Local Plan (2017)

Policy D1 requires that all development must secure a high-quality design.

Policy D2 relates to heritage, and states that the Council will preserve, and where appropriate, enhance the rich and diverse heritage assets and their surroundings, including Conservation Areas.

Policy D3 requires that new shopfronts achieve a high standard design. The Council will determine the impact of the proposal on the existing character of the surrounding area when determining proposals.

Policy D4 outlines that advertising must respect the form, fabric, design and scale of their setting and the host building. Advertisements in conservation areas require particularly detailed consideration given the sensitivity and historic nature of these areas or buildings.

Policy TC4 sets out that the the Council will ensure that the development of entertainment and other town centre uses does not cause harm to the character, function, vitality and viability of a centre, the local area or the amenity of neighbours.

Belsize Conservation Area Statement (2003)

The Conservation Area Statement sets out the importance of the conservation area. The character is described as *"largely derived from mid-19th century Italianate villas"* with distinct areas of varying character and appearance. The site lies within the Belsize Park character area which has a *"distinct and substantial area of mid 19th century villa development that has strong consistency in the heights of its buildings, their relationship to the streets with front gardens set behind boundary walls, and their Italianate styling"*. The building that the cinema forms part of is specifically mentioned within the document as a building that 'detracts from the appearance' of the overall terrace which it forms.

The Statement further advises on new development within the conservation area, and seeks to ensure that new development is of a high standard in design. Specifically, within shopping frontages, alterations should

not detract from the character of the street or include advertisement that is inappropriate in scale to the building.

Camden Planning Guidance: Advertisements (2018)

The key message within this document is that the most satisfactory advertisements are those which take into account the character and design of the property, the appearance of its surroundings and the external fabric of the host building. Conservation Areas require detailed consideration given the sensitivity and historic nature of these areas or buildings.

Planning and Heritage Statement

The main issues for consideration arising from the proposals are the impact on the existing terrace and surrounding conservation area, the impact on surrounding amenities and the impact on the existing highway. These are addressed in the below assessment.

Shopfront Alterations

The proposed shopfront alterations are considered minor in scale but necessary by Everyman to upgrade the appearance of their unit. This section of Haverstock Hill consists of a wide variety of shopfronts of different architectural design. In line with Camden's planning policies, the proposed shopfront has been designed with the modern terrace which it forms a part of in mind. The alterations relate sensitively to the scale, proportion and architectural style of the building and the surrounding facades successfully, and therefore meets Policy D2 of the Local Plan.

The exterior alterations proposed consist of a replacement crittal glazed shopfront and entrance, and the installation of a powder coated aluminium clad fascia. These materials have been chosen to enhance the contemporary appearance on the unit yet relates to the art deco influence of the upper levels, reminiscent of the previous art deco cinema. It is considered that the proposed shopfront alterations will upgrade the part of the terrace and refresh the streetscene, therefore satisfying the tests set out in Policies D1 and D3 of the Local Plan.

External Seating

The principle of external seating has been established in the immediate surrounding area where several areas are found on Haverstock Hill including the immediate neighbouring units. The addition of an outdoor seating area to the Everyman cinema will serve to enhance the streetscene.

In terms of amenity, the proposed external seating will have no adverse impact on the surrounding neighbours and occupiers in terms of loss of privacy, sunlight and outlook, simply due to the nature of the proposals. Similarly, in terms of noise, the seating area will front a busy commercial location and is adjacent to similar seating areas so should not have an adverse impact in terms of noise.

In terms of highways safety, the proposed planters will create a defined perimeter around the seating area to delineate the seating area from the surrounding pavement. A clear pathway of 4m will be left between the seating area and the curb, which is more than sufficient to allow for pedestrian movements.

Overall, it is clear that the proposed external seating area accords with Policy TC4 of the Local Plan and will serve to enhance the active and convivial atmosphere of Haverstock Hill.

Advertisements

The proposed signage includes external signage typical to Everyman's brand. The insertion of the signage will provide the front elevation with interest to ensure it remains active while also alerting customers to

Everyman's presence within the unit. Likewise, the proposed signage is of a good quality and standard of design. The proposed signage is of limited scale and amount, consistent with nearby units, and is appropriate for the terrace it occupies.

The proposed marquee sign is reminiscent of the old cinema and gives consideration to the historic nature of the site which once formed part of a larger art deco Odeon cinema. The adverts are therefore in line with policy D4 of the Local Plan and Camden's Advertisement SPG document.

Conclusions

The proposed alterations have been designed to enhance the existing cinema unit and provide a more welcoming environment for customers. The proposals are considered to be of a high standard in design and appearance, sympathetic to the conservation area setting, and reflect the Everyman brand. The above assessment demonstrates that the proposed new shopfront and associated planting and exterior seating are considered to be sensitive to the host property, unobtrusive in their surroundings and make a positive contribution to the character and appearance of the Conservation Area.

It is considered, therefore, that there will be no adverse impact from the application proposals on either the host terrace or the wider surrounding area. There will also be no adverse impact on surrounding amenity or the functionality of the pavement.

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

Yours faithfully,



SAM HARPER

Director

Enc.