



189-191 Camden High Street, London NW1 7BP

Metro Bank PLC

Planning Statement

September 2019

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1 Introduction

1.1 This Planning Statement has been prepared by Deloitte LLP (“Deloitte”) to support the application for Full Planning and Advertisement Consent at 189-191 Camden High Street, London NW1 7BP submitted by Metro Bank PLC (“Metro Bank”).

1.2 The description of development is set out below:

“External alterations to the shopfront including the erection of two Automatic Teller Machines (ATM), advertisement consent and associated works.”

1.3 The proposals involve external alterations to the shopfront and associated works, including signage proposals. No change of use is required. The site was previously occupied by Royal Bank of Scotland (RBS) in Use Class A2.

1.4 This Statement considers the proposal against national planning policy, namely the National Planning Policy Framework (NPPF) and the Development Plan.

1.5 This Planning Statement should be read in conjunction with the Design and Access Statement prepared by Haskoll Architects and Designers, which provides in-depth details of the shopfront design.

1.6 The Statement is set out as follows:

- Section 2: Site context;
- Section 3: About Metro Bank;
- Section 4: Proposed Development;
- Section 5: Planning Policy Framework;
- Section 6: Planning Assessment; and
- Section 7: Conclusions.

1.7 In addition to this Planning Statement, the following documents have been submitted in support of this application:

Supporting information	Author
Planning application forms, certificates and notices	Deloitte
Design and Access Statement	Haskoll Architects and Designers
Drawings	Inter Arch Architects
Signage Strategy	Inter Arch Architects

2 Site Context

Site Context

- 2.1 The site comprises a corner unit fronting onto Camden High Street (A502) and Parkway (A4201). At present, the unit is vacant and was last occupied by RBS. Both the Camden High Street and Parkway elevations include existing ATMs, one on each of the elevation.
- 2.2 The site is located on Britannia Junction where Camden High Street and Parkway converge with Kentish Town Road (A400) and Greenland Road. The site character is busy with high traffic flow.
- 2.3 Dense retail development stands both sides of Camden High Street, with shopfronts at the ground floor and office uses above. Most retail units neighbouring the Site are occupied by national brands, including; H&M, Vans Store, Superdrug, Holland & Barrett, Urban Outfitters, JD Sports, Boots, and Tesco Express. The retail and commercial area reflects a strong urban character with the presence of a diverse range of shops, banks, market stalls and restaurants.
- 2.4 Camden High Street is a bustling local high street with a number of shops, services, eateries and music venues. The site location is shown in Figure 1.



Figure 1: Site's location edged in red (Source, Inter Arch, 2019).

- 2.5 Entrance to the existing unit is via the main entrance located on the corner of Camden High Street and Parkway.

Site Designation

- 2.6 The site is not listed or locally listed. It is however within the Camden Town Conservation Area (Figure 2) and is identified as a building of 'Positive Merit' within the Conservation Area Appraisal.
- 2.7 The Conservation Area consists of two sub areas, which includes a commercial and retail area, and, a formal residential area. The Site is located within the commercial sub area which consists of a traditional wide shopping street that connects the centre of Camden Town and Mornington Crescent.

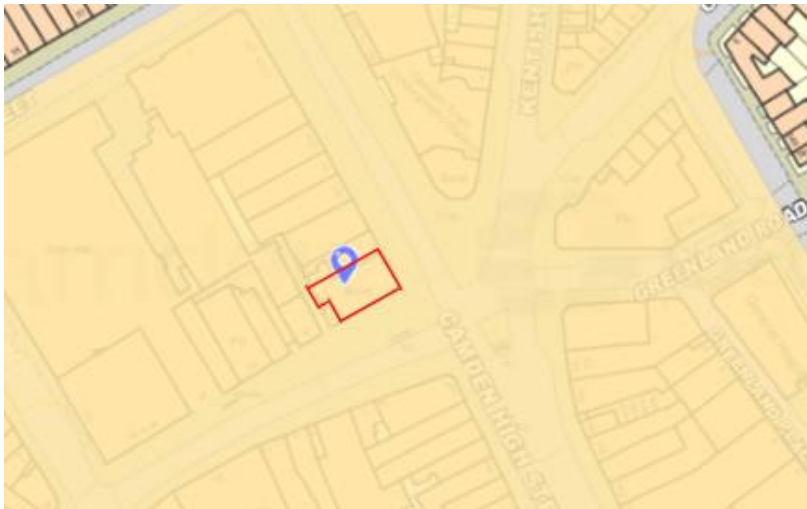


Figure 2: Extract from "Conservation areas in Camden", with the site indicated by the red line boundary and the Conservation Area extent shown in yellow (Source: London Borough of Camden).

Planning History

- 2.8 The site has been operating lawfully under Use Class A2 since at least 1988, when RBS was granted planning permission for the installation of an ATM. Therefore, there is no change of use proposed and the Use Class remains as Use Class A2.
- 2.9 Advertisement consent was granted for new Santander signs in 2012. It appears this was not implemented.
- 2.10 The online planning history of the site taken from Camden Council's online register is listed below:

Reference	Proposal	Date	Decision
2012/1782/A	Display of 2 non illuminated fascia signs, 2 externally illuminated projecting signs and 2 internally illuminated ATM header panels to front and side elevations of existing bank (Class A2).	02 May 2012	Granted
8802466	Installation of an auto teller machine on the Parkway facade of The Royal Bank of Scotland building as shown on drawing No.149-24A.	16 Nov 1988	Granted
CA/162/P1	189 Camden High Street, Camden (1) A double sided projecting sign, lettered "Brook Street Bureau Staff Agency" in red perspex and "Entrance in Parkway" in black perspex, all on an opal perspex panel and internally illuminated, to be affixed between the first floor windows in the Camden High Street frontage. Height 2'0" length 3'0", projection 3'5" and overall height 17'9". (2) A double sided projecting sign, lettered "Brook Street Bureau" in road perspex and "Office Staff Agency" in black perspex, all on an opal perspex panel and internally illuminated, to be affixed on the Parkway frontage. Height 2'0" length 3'0" projection 3'5" and overall height 12'0". (All in accordance with the plan submitted.)	13 Aug 1965	Granted

3 About Metro Bank

About Metro Bank

- 3.1 Metro Bank is Britain’s first new retail bank to receive a banking license in over 100 years, providing retail and commercial banking services. Metro Bank may at first appear to be similar to any other bank in terms of its services and offering. However, it is the clearly differentiated retail banking model that sets it apart from its competitors.
- 3.2 Metro Bank has opened 68 stores¹ since launching in 2010. There are two existing Metro Bank stores in the London Borough of Camden, with the headquarters located in Holborn and a store in Tottenham Court Road. Every one of these stores are based on the following ethos:



Longer and more convenient opening hours for customers:

- 362 days a year;
- 7 days a week;
- 8am to 8pm Monday to Friday;
- 8am to 6pm Saturday; and
- 11am to 5pm Sunday and Bank holidays.



New bank accounts can be **opened within 15 minutes**, with debit cards, credit cards and cheque books all printed immediately in store.



Metro Bank has the ethos of a retailer, rather than a bank, with an emphasis on **excellent customer service**.

¹ Since August 2019.

A Clear Point of Sale

3.3 Metro Bank has a clear point of sale. Customers can:



Open bank accounts within 15 minutes, with debit cards, credit cards and cheque books all **printed immediately**.



The **Magic Money machine** counting facility allows customers and non-customers (of all ages) to change their coins for free with no commission.



Rent safe deposit boxes – a very popular offer, not found in other high street banks and quickly sold out with waiting lists.



SME & Personal Accounts
Apply and receive decisions for loans in-store, 7-days a week.

In the community

3.4 Metro Bank is a community bank, with each store rooted in the local community that it serves:



Metro Bank is committed to the community. Every year they host **thousands of charity and business networking events** across their stores. Metro Bank also provide **free to use toilets and baby changing facilities for all, including non-customers.**



Metro Bank's **Money Zone programme** teaches primary school kids how money, banking and personal finance works.



Metro Bank **hire for attitude, and train for skill.** They **recruit locally** and support the neighbourhoods in which they are based.

3.5 As part of the Government’s regulatory requirement, results of an independent survey is published on a bi-annual basis so consumers can compare the quality of service from personal account providers. The latest survey published August 2019 found that Metro Bank ranked first in both overall service quality and services in branches:²

Overall service quality

We asked customers how likely they would be to recommend their personal current account provider to friends and family.

Ranking



Services in branches

We asked customers how likely they would be to recommend their provider’s branch services to friends and family.

Ranking



² <https://www.ipsos.com/ipsos-mori/en-uk/personal-banking-service-quality-great-britain>

4 Proposed Development

Pre-application Advice

- 4.1 Metro Bank has engaged with the Council ahead of the submission of an application in order to understand relevant planning policies and sought commentary on the shopfront design and advert proposals. The discussions held have informed the shopfront design and proposals submitted as part of this application.

Proposed Development

Shopfront

- 4.2 The proposed shopfront has been sensitively designed within the context of Camden Town Conservation area and neighbouring buildings with a heritage interest although the site itself is neither listed nor locally listed.
- 4.3 The proposed design of the shopfront protects its heritage value and its character within the conservation area. Following discussions with the Council, the proposed shopfront will retain 7 original stall risers and all decorative arches will be preserved (see Figures 3 and 4). Entrance to the unit will remain on the corner as per the former bank (See Figure 5).
- 4.4 The external alterations of the shopfront comprise of:
- Installation of new glazing to both the Parkway and Camden High Street elevations;
 - Installation of new Automatic Teller Machines (ATMs) – one per elevation;
 - Removal of two stall risers closest to the entrance; and
 - Installation of a new glass door to the corner entrance.



Figure 3: Proposed Parkway Elevation (Source: Inter Arch, 2019).



Figure 4: Proposed Camden High Street (Source: Inter Arch, 2019).

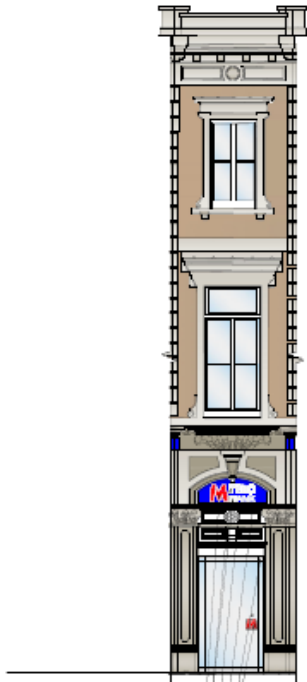


Figure 5: Proposed Corner Elevation (Source: Inter Arch, 2019).

Signage

4.5 Express consent is sought for the following advertisements:

- 4x illuminated blade signs;
- 11x illuminated 'Metro Bank' signs (with illuminated blue fascia background);
- 1x non-illuminated 'M' door handles;
- 2x illuminated ATM signs; and
- 2x illuminated blue fascia band.

4.6 Full details of the proposed signage can be found in the accompanying Signage Strategy. The design approach taken in developing the store signage reflects the style and branding of Metro Bank, adjusted to remain sensitive to the setting of the Camden Town Conservation Area and neighbouring listed buildings.

Automated Teller Machines (ATM)

- 4.7 The application also proposes the installation of two ATMs, one on Parkway, and the second on Camden High Street. The ATMs are proposed in either the same locations as the previous tenant, or in similar locations. Both ATMs are positioned here for good natural surveillance.
- 4.8 The proposed hours of operation of the ATM facilities will be 24 hours, 7 days a week. The ATMs will be situated at a height of approximately one metre from ground level.

Description of Development

- 4.9 Metro Bank PLC seeks alterations to the shopfront, the erection of two Automatic Teller Machines and advertisement consent to the site.
- 4.10 Accordingly the description of development is:

“External alterations to the shopfront, including the erection of two Automatic Teller Machines (ATMs) advertisement consent and associated works.”

5 Planning Policy Framework

5.1 This Section sets out the planning policy framework against which the Proposal will be assessed.

5.2 Consideration has been given to both national and local planning policies, as well as other policies and guidance that may represent material considerations to be considered in the determination of the scheme.

National Planning Policy Framework

5.3 National planning policy is contained within the National Planning Policy Framework (NPPF). The Department for Communities and Local Government published the revised NPPF in February 2019. The NPPF sets out the Government’s planning policies for England and how these are to be applied. It requires planning policies to meet objectively assessed needs, with sufficient flexibility to adapt to rapid change.

5.4 Paragraph 19 of the NPPF confirms that the Government’s commitment to ensure the planning system does everything in its power to support economic growth and not act as an impediment to it. Paragraph 20 requires the Local Planning Authorities to plan proactively to meet the development needs of businesses to support the modern economy, and Paragraph 21 emphasises that planning should not over-burden investment in business and should seek to address potential barriers to investment.

5.5 Paragraph 85 of the NPPF seeks to ensure the vitality of town centres. Decisions should support the role that Town Centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation.

5.6 Paragraph 124 of the NPPF states that the creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps to make development acceptable to communities.

London Plan (2016)

5.7 The current London Plan was adopted in 2016 and forms part of the statutory adopted Development Plan in this application.

Local Development Plan

5.8 The statutory Development Plan relevant to the proposals include:

- London Plan 2016;
- The Camden Local Plan, 2017; and
- Policies Map, 2017.

5.9 In addition to the documents listed above, the documents listed below also represent material considerations in planning decisions within the London Borough of Camden:

- CPG Design, 2019; and
- CPG Advertisements, 2018.

5.10 The Mayor published the Draft London Plan with consolidated changes in July 2019. This consolidated version of the London Plan shows all of the Mayor’s suggested changes following the Examination in Public of the draft Plan. The draft New London Plan is a material consideration in planning decisions and will gain weight as it moves through the process to adoption.

5.11 The site is located within the Camden Town Centre, Camden Town Conservation Area and is a Primary Protected Frontage (See Figure 6).



Figure 6: Screen shot of the Camden Policies Map (Updated March 2019), which shows the location as part of a Primary Protected Frontage (red lines).

5.12 The Local Plan policies relevant to this application are as follows:

- Policy C5: Safety and security
- Policy C6: Access for all
- Policy D1: Design
- Policy D2: Heritage
- Policy D3: Shopfronts
- Policy D4: Advertisements

5.13 The assessment of these policies can be found in the next section.

6 Planning Assessment

6.1 In consideration of the statutory development plan and other material considerations, the key planning matters in the determination of this application is the suitability of the shopfront design and adverts proposals within the Camden Town Conservation Area

Suitability of the shopfront design

6.2 Policy C5 of the Local Plan seeks to make Camden a safer place. The Council will require:

- *"Developments to demonstrate that they have incorporated design principles which contribute to community safety and security, particularly in wards with relatively high levels of crime, such as Holborn and Covent Garden, Camden Town with Primrose Hill and Bloomsbury"*
- *"Promote safer street and public areas"*
- *"Promote the development of pedestrian friendly spaces"*

6.3 Policy C6 of the Local Plan seeks to promote fair access for all and remove the barriers that prevent everyone from accessing facilities. The Council will expect:

- a. *"All buildings and places to meet the highest practicable standards of accessible and inclusive design so they can be used safely, easily, and with dignity by all"*
- b. *"Facilities to be located in the most accessible parts of the borough"*
- c. *"Spaces, routes and facilities between buildings to be design to be fully accessible"*

- 6.4 The Design CPG states that in the case of existing buildings, entrance doors should be accessible to all, particularly wheelchair users and people with limited manual dexterity. There should be a minimum 775mm door width in existing buildings where a new shopfront or alterations to a shopfront are proposed.
- 6.5 Security for Metro Bank stores are discreetly designed, without compromising on safety. There are no shutters and CCTV is installed internally within the shop premises to further reduce clutter on the exterior of the building. The rest of the shopfront's proposed frontages are glazed and help to retain an active shopfront. As such, it is considered the shopfront design is in accordance with Policy C5.
- 6.6 During pre-application stage, the entrance to the shopfront with discussed, with officers expressing a preference to retain the existing entrance to the unit. Accordingly, Metro Bank have retained the existing entrance with a minimum door width of 775mm. The access of the unit, has therefore been considered in line with Policy C6 and guidance set out within the Design CPG.
- 6.7 Policy D1 of the Local Plan seeks to secure a high quality design in development. Development will be required to:
- a. respect the local context and character*
 - b. preserve or enhance the historic environment and heritage assets in accordance with Policy D2 Heritage*
 - c. be sustainable in design and construction, incorporating best practice in resource management and climate change mitigation and adaptation*
 - d. be of sustainable and durable construction and adaptable to different activities and land uses*
 - e. comprise details and materials that are of high quality and complement the local character*
 - f. integrate well with the surrounding streets and open spaces, improving movement through the site and wider area with direct, accessible and easily recognisable routes and contributes positively to the street frontage*
 - g. be inclusive and accessible for all*
 - h. promote health*
 - i. be secure and designed to minimise crime and antisocial behaviour*
 - j. respond to natural features and preserve gardens and other open space*
 - k. incorporate high quality landscape design (including public art, where appropriate) and maximise opportunities for*

greening for example through planting of trees and other soft landscaping

l. incorporate outdoor amenity space

m. preserve strategic and local views

n. for housing, provide a high standard of accommodation

o. carefully integrate building services equipment

6.8 Policy D3 of the Local Plan states that the Council will consider the following when determining proposals for shopfront development:

- a. the design of the shopfront or feature, including its details and materials;*
- b. the existing character, architectural and historic merit and design of the building and its shopfront;*
- c. the relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt or lightwell;*
- d. the general characteristics of shopfronts in the area;*
- e. community safety and the contribution made by shopfronts to natural surveillance; and the degree of accessibility.*

6.9 The Design CPG goes on to state that shopfront alterations should respect the detailed design, character, materials, colour and architectural features of the shopfront and building itself to which it is attached.

6.10 Historic, locally distinctive or characteristic shopfront which contribute to the townscape should be retained. In some cases the reinstatement of missing features will be encouraged.

6.11 The application site is not a listed building but is within the Camden Town Conservation Area. The building is identified as a building of Positive Merit within the Conservation Area Appraisal.

6.12 Whilst the proposed shopfront adopts a modern design approach, it respects the local context and character within the conservation area by retaining the original plasterers and the decorative features of the building, which contributes to the townscape. The majority of the architectural features have been retained, including the use of the site which the site has historically been in operation as a bank.

6.13 In order to make the shopfront fit for operation for modern banking, two stall risers closest to the entrance have been removed. This increases the amount of glazing for two windows which aim to increase permeability into the store. The site is also located within a primary retail frontage which encourages activity and maintained footfall. The proposed store design has therefore preserved the heritage interest of the conservation area whilst maintaining the general characteristics of the shopfronts within the area. As such, it is considered in accordance with Policies D1 and D3.

- 6.14 The proposals will bring positive design benefits to the building and improve the building’s amenity. The proposed shopfront will improve the exterior condition of the building as the proposed materials are of high quality consisting of stainless steel and acrylic for the signage. These materials have been chosen for their easy maintenance, durability and can be easily replaced if damaged to ensure a consistent high quality appearance. This is in line with requirements set out in Policy D3.
- 6.15 Apart from the banking services provided by Metro Bank, the Bank also provides free to use toilets and baby changing facilities for all, including non-customers, to ensure the business is beneficial to the wider community. The new Metro Bank will also provide job opportunities to the community as they recruit locally.
- 6.16 Whilst the proposals include alterations to the existing shopfront, the changes have been kept to a minimum to ensure the design respects the host building.
- 6.17 More importantly, the new Metro Bank store will bring public benefits to the local community as it holds a number of community events throughout the year. Therefore, the proposals should be supported.

Heritage

- 6.18 Policy D2 of the Local Plan states that the Council will preserve and where appropriate, enhance Camden’s heritage assets and their settings, including conservation area, listed buildings and locally listed buildings. The Council will:
- *“Require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area”*
 - *“Resist the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area”*
 - *“Seek to protect other heritage assets including non-designated heritage assets (including those on and off the local list), Registered Parks and Gardens and London Squares.”*
 - *“The effect of a proposal on the significance of a non-designated heritage asset will be weighed against the public benefits of the proposal, balancing the scale of any harm or loss and the significance of the heritage asset.”*

6.19 The Camden Town Conservation area guidance states:

“The Britannia Junction is a significant nodal point in the tightly knit urban grain of the Conservation Area. The junction is dominated by heavy traffic, reflecting its importance in local and wider traffic movements, As a result, the public realm in and around the junction is dominated by traffic and pedestrian safety controls, such as barriers and island, reflecting the heavy pressure of pedestrian and vehicle numbers on the constrained space.”

6.20 The guidance goes on to mention the commercial nature of traditional wide shopping streets, with Britannia Junction acting as a hub and an important interchange with busy, noisy dynamic and diverse characteristics.

6.21 Further, there is specific mention of the site within the guidance:

“North of Britannia Junction, the west side of the High Street is lined within good examples of inter-war architecture, the Art Deco three-storey facades of Nos 191-209. No 189 occupies the prominent north corner of Parkway: a turn-of-the-last-century bank building in stone, today the Royal Bank of Scotland”.

6.22 The proposals are considered minor in nature and would not remove, harm or undermine the significance of the Conservation Area, or the significance of the building itself – there is no substantial demolition proposed. The majority of the architectural elements of the unit are retained, with the exception of two stall risers which have been removed to create permeability into the store and increase vitality on a junction which is already considered highly commercial.

6.23 Metro Bank stores have extended opening hours in comparison to other banks and retail shops. Any effect of the proposals should be weighed against the benefits that Metro Bank would provide, such as:

- The commitment to local communities – Metro Bank has hosted a number of community events throughout its 60+ stores nationwide.
- Free to use facilities for customers and non-customers alike – The money changing facilities are popular with charities and buskers who can exchange small change for bank notes and the toilet facilities are open to all.
- Amidst a national decline in physical bank stores, Metro Bank stores are fully transactional, 7 days a week; 8am to 8pm on weekdays, 8am-6pm Saturday and 11am-5pm on Sunday and Bank Holidays. Thus, Metro Bank’s operation hours are typically longer than other retail banks. This will positively contribute to maintaining pedestrian footfall and vitality in the evenings as well as extending bank operations into the weekends.

6.24 The site is located on the Busy Britannia Junction as identified within the Conservation Area Appraisal. The Appraisal notes the Junction is commercial, busy, noisy and dynamic in nature. The addition of a Metro Bank store will continue the commercial nature of this part of Camden Town, with subtle changes to the store, fit for a modern banking operation. The majority of the architectural elements of the site have been retained, with no substantial demolition proposed. As such, it is considered that the proposals preserve the character of the Conservation Area, in line with requirements set out in Policy D2.

Automatic Telling Machines

6.25 Paragraph 6.54 within the Design CPG states that ATMs should not be dominant in the shop display frontage in terms of size or materials and should be located on the busiest elevation of a building to reduce the risk of robbery.

6.26 The proposed ATMs will replace the existing ATM voids to the elevations of Parkway and Camden High Street. Individually, the ATMs are small in scale and will have minimum projection from the glazing and therefore will not be prominent.

6.27 Both the Parkway and Camden High Street elevation are busy roads located on the Britannia Junction and are therefore suitable for ATMs due to the high levels of pedestrian flows which create natural surveillance. The locations of the ATMs are in hence, in line with guidance set out in the Design CPG.

Suitability of the advert proposals

6.28 This application seeks express consent for the following advertisements:

- 4x illuminated blade signs;
- 11x illuminated 'Metro Bank' signs (with illuminated blue fascia background);
- 1x non-illuminated 'M' door handles;
- 2x illuminated ATM signs; and
- 2x illuminated blue fascia band.

Planning Policy

6.29 The acceptability of the proposed advertisements requiring express consent is considered in this section in accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6.30 Policy D4 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*".

6.31 The Council will support advertisements that:

- a. preserve the character and amenity of the area; and*
- b. preserve or enhance heritage assets and conservation areas*

- 6.32 The Advertisement CPG provides further guidance on signage. Paragraph 1.9 states that generally, advertisements will only be acceptable at fascia level or below. Advertisements will not be considered acceptable where they impact upon public safety such as being hazardous to vehicular traffic or pedestrian traffic.
- 6.33 The design of the signage respects the architectural elements of the host building, having retained the majority of the architectural elements of the host building. The decorative arches are retained and the width of the existing fascia band is unaltered. The proposed signage design utilises the arches and houses the Metro Bank signs by using push through channel letters with the background mounted within fanlight frames. As such, the proposed signage is considered acceptable and in line with Policy D4.
- 6.34 All signage proposed, including the blade signs are located at fascia level and below, in accordance outlined in the Advertisements CPG.
- 6.35 Paragraph 1.14 of the Advertisement CPG states that the type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. The method of illumination should be determined by the design of the building.
- 6.36 Paragraph 1.15 goes on to state that corporate designs involving internally illuminated signs may need to be modified where they are considered unsuitable, especially in conservation areas.
- 6.37 The proposed signage is in keeping with the surrounding commercial nature of Camden Town. The previous shopfront at the site also contained internally illuminated signage. Illumination is well established in the majority of retail shop units on Camden High Street, including the following examples, all of which are listed as Buildings of Positive Merit within the Conservation Area Appraisal:

Reference	Address
9580217R1	Pret (corner unit) 157 Camden High Street
2005/1584/A	Santander 121 123 Camden High Street
2006/4692/A	EE 187 Camden High Street

6.38 As previously mentioned, Metro Bank’s business hours are longer than a typical high street bank, until 8pm on weekdays. Illumination is particularly essential when sunlight hours are limited during the winter. Further, given the busy nature of the site on Britannia Junction, the illumination element of the signs become an addition point for wayfinding for both pedestrians and vehicles alike.

6.39 Further to pre-application discussions, Metro Bank has modified their corporate store design in order to take into consideration the architectural element of the host building. A feature of Metro Bank stores is an illuminated blue fascia band signage which typically stretches across the fascia area of a store. In Camden, the existing two Metro Bank stores depict this (Figures 7 and 8).



Figure 7: Metro Bank store in Tottenham Court Road, showing the blue band feature (Source: Metro Bank, 2019).

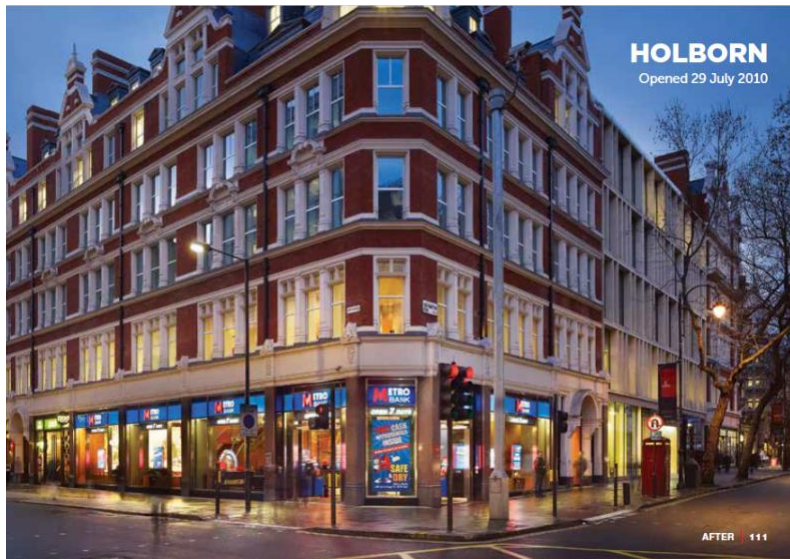


Figure 8: Metro Bank HQ Store in Holborn (Source: Metro Bank, 2019).

- 6.40 The signage proposals are not considered to deviate from the established commercial nature of existing signage along Camden High Street, nor detract or harm the host building or Conservation Area. The current proposals are fit for a modern bank and are considered appropriate to the setting of the Conservation Area and the host building.
- 6.41 Metro Bank has modified their corporate store design in order to take into consideration of the host building's architectural merits which contribute to the character of the Conservation Area. Accordingly, the proposals are in accordance with Policy D4 and guidance set out within the Advertisement CPG.

Amenity

- 6.42 The proposed 'push through' channel letters to the main 'Metro Bank' signs are located beneath fascia level, which is generally considered acceptable as per guidance within the Advertisements CPG.
- 6.43 Projecting signs are also an established feature in Camden Town and have an important role in wayfinding for shops and services. In particular, the site is located on the busy Britannia Junction which is noted as a significant nodal point in the tightly knit urban grain of the Conservation Area within the Camden Town Conservation Area Appraisal. The junction is dominated by heavy traffic, reflecting its importance in local and wider traffic movements. Signage on this particular building therefore plays an important role in wayfinding for both traffic and pedestrians alike.

Public Safety

- 6.44 The location and nature of the proposed signage is entirely in keeping with the site's location in a primary retail frontage and Camden Town, an area dominated by retail uses, eateries, services and a bustling night time economy. Illuminated signage of this form is not atypical within the context of the site and would not cause harm to pedestrians. Likewise, the proposed static illumination would not represent a hazard to road users, especially in view of the existing prevalence of illuminated signage in the vicinity of the site.

7 Conclusion

7.1 Metro Bank is seeking planning permission for:

“External alterations to the shopfront, including Automatic Teller Machines (ATM), advertisement consent and associated works.”

7.2 This Planning Statement has drawn the following principal conclusions:

7.3 Metro Bank will continue to provide an A2 Use Class within the premises, which has historically been in operation as a bank.

7.4 In contrast to the decline in the retail banking sector, Metro Bank operates on a unique banking model which thrives in store expansion and longer opening hours than a typical high street bank. This creates competitive conditions for similar businesses to expand and invest. In line, this supports a strong and competitive economy as outlined in national policy.

7.5 The proposed shopfront will use high quality materials and has been designed to enhance the host building’s decorative features. This is in line with the preservation and enhancement of the Camden Town Conservation Area.

7.6 The signage elements proposes illuminated elements, having considered the commercial nature of the surrounding area and Metro Bank’s longer trading hours.

7.7 It is therefore respectfully recommended that planning permission is granted.



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