**PLANNING DESIGN and ACCESS STATEMENT**

# Project:

**The Works Store**

**8 Harben Parade, Finchley Road, London, NW3 6JP.**

**5th September 2019**

**Date:**

**Application details:**

**Applicants name Agents name**

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# Introduction:

This planning statement has been prepared by One Sign and Digital on behalf of The Works, (the Applicant) and is submitted in support of an application for Advertisement Consent to the exterior of the frontage elevations of the building at The Works 8 Harben Parade, Finchley Road, London, NW3 6JP

# Site:

The site is and the building is currently occupied by The Works.

Retail property with a ground floor sales area of 2100 sq ft.

The replacement signage proposals have been developed in accordance with thus, aiming to be sympathetic to the listed status and surrounding conservation area.

# Use:

The premises are currently used as an existing branch of The Works. The proposals make a provision for no change to the existing use.

# Amount:

The proposals make no change to the existing floor space.

# Scale:

The overall scale of the building will remain unchanged by the proposals.

# Landscaping:

No landscaping area affected by the proposals.

# Policy Consulted:

The National Planning Policy Framework Planning Practice Guidance 19 – Advertisements.

National Planning Policy Framework - Chapter - 7 – Requiring good design

Paragraph 67 states that poorly placed advertisements can negatively impact on the built environment. Control over advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

With regards to signage, the planning council has voiced its concern that too many signs on a street may cause clutter; therefore, the proposed signage will just replace the signage in situ bringing it in line with the current client brand standards instead of adding more signage.

# Appearance:

Design , Heritage Assessment..The appearance of the building shall remain, on the whole, the same as the existing, by only replacing the existing fascia sign with a more traditional and environmentally sustainable fascia sign in keeping with the building.

The colours chosen are, royal colours and yellow, which aim to enhance, rather than detract from the buildings special character, whilst ensuring the branch is easily recognisable from the high Street.

The siting of the signage is in the same location as the existing, therefore aiming to have a similar massing upon the buildings elevations as to not add visual clutter or detract from the area’s special nature.

# Access:

The current access arrangements regarding vehicles and the movement of pedestrians remain unaffected by the proposals.

# Parking:

There are street parking provisions currently in place in the area surrounding the site and these remain unchanged by the proposals.

# Conclusion:

This statement considered the site and surroundings, the details of the proposal (materials, specification, scale, location) and the planning policy relating to conservation area and advertisements, on both a national and local scale.

It is considered that the proposed development will successfully resolve the advertisement issues at the store whilst also responding to the need to preserve the building’s setting within the London Conservation Area. The proposed development will not affect any features of architectural interest that may exist on the building and will therefore not result in significant harm. As a result, the proposed development is in alignment with policy requirements and is in line with guidance relating to the London

 Conservation Area. In consideration of local concerns over signage cluttering London

streets and the suitability of building materials, this proposal won’t change the building materials used in the construction of the shop front nor there an increase in the number of signs on the shop frontage.

Therefore, it is considered that there are no policy grounds or material considerations which should prevent Advertisement Consent from being granted for the proposed development.