

Planning Statement

Prepared in support of a formal planning application for retrospective modifications to the shop front fascia.

Address: Fushan Restaurant, 44 New Oxford Street, WC1A 1ES.

© Copyright

Document reference: PS-PLA-APP-FASCIA-FUSHAN.

Planning Statement

FUSHAN RESTAURANT

EXISTING FASCIA AND PROPOSED FASCIA DESIGN

TABLE OF REFERENCE	
Client/Project	Fushan Restaurant
Project	Planning application (retrospective) for alterations to fascia
Study	Existing fascia and proposed fascia design
Type of document	Statement
Date	17/02/2020
File name	PS-PLA-APP-FUSHAN-FASCIA
Author	Joshua Simons & Associates
Version	1

1.0 Rationale

1.1 The client has commissioned Joshua Simons & Associates (the planning agent) who have prepared this planning statement as part of a formal planning application to regularise alterations to the front fascia of the premises.

1.2 This planning statement has been prepared by the planning agent to provide a rationale and context of the proposal/s in conjunction with the relevant Camden local planning policies and national planning guidance.

2.0 Background

2.1 The premise currently trades as Fushan a Japanese style restaurant. The premises previously traded as El Mexicana Restaurant and before that a Pret a Manger.

2.2 This application has arisen due to the current occupier altering the shop fascia without planning consent from the local planning authority. The local planning authority has contacted the applicant via a letter of alleged offence that requests the occupier remove the unauthorised shop front in its entirety including the shop front sign and make good on any damage caused and reinstate a shopfront which matches the material, design, proportions of the pre-existing shopfront.

3.0 The Locality

3.1 The site is located on the corner of New Oxford Street and Copthick Street.

3.2 In relation to flooding the premises according to the Environment Agency flood risk database the premise is within flood zone 1 and not at risk of flooding. A flood risk assessment for the proposed development is not required.

3.3 The premises are not listed but are within the Bloomsbury conservation area with buildings of historical interest.

4.0 Informal pre planning enquiry

4.1 This application has arisen in light of communication from Camden council a letter of alleged contravention in relation to unauthorised change to the shop front fascia.

4.2 In the interests of proper planning and to help the applicant understand how planning policies and other requirements affect the proposal to regulate the shop fascia the planning agent made a number of informal enquiries about the existing design and the previous design in conjunction with the area being in the Bloomsbury conservation area.

4.3 On the basis of informal comments received from the planning authority this application proposes to consider certain alterations and these are detailed in section 5.0 of this planning statement.

5.0 Proposal in relation to pre application advice and relevant planning policies

5.1 Camden councils planning policy for conservation areas state that inappropriate and poorly designed shopfronts detract from the character and appearance of the Bloomsbury conservation area. This application attempts to provide a revised design of the shopfront fascia with the aim of altering the fascia to a more traditional design for both Coptic Street and New Oxford Street that could be acceptable.

5.2 The proposed alterations are to include retrospective:

(i) removal of the faux roof tiles

(v) removal of the steel security shutter and associated shutter box

(iii) reduction in the width of the (horizontal and vertical) timber glazing bars

5.3 An elevation plan (*2018/0120-01/04 revision B*) has been provided to show these alterations and is included as a supporting document.

5.4 Each of the proposed alterations will now be detailed in context to the relevant planning issues concerned with bulking out of the fascia, erosion of the special

character of the shop front, loss of the fascia features within the Bloomsbury conservation area.

1. Removal of the faux roof – this has been removed from the fascia to avoid a bulked out shop fascia and obscuring of the corbel and fascia features to both elevations on New Oxford and Coptic street.
2. Reduction in width of (horizontal and single vertical) timber glazing bars - this alteration is proposed to reduce the existing bulk and thickness of the existing glazing bars and transom lines from a calculated width of 43 centimetres to a proposed width of 10 centimetres. This alteration should provide for a design that improves the window display as the main visual element of the shop front with thinner less bulky appearance of glazing and transom bars to both elevations on New Oxford and Coptic Street.
3. The removal of the existing steel security shutter and shutter box that incorporates the shutter. This change will remove the planning enforcement officer's comment of being an unsightly design feature. The proposed removal of this feature should enhance the entrance section on the New Oxford Street elevation of the fascia to a design that is more in keeping with the objectives of the Bloomsbury Conservation Area.

5.5 These proposed alterations although it is accepted do not remove the existing shop front fascia in its entirety should materially improve and enhance the special character of the applicants host building within the Bloomsbury Conservation Area.

5.6 Those sections of the fascia that are not proposed to be altered include the timber stallriser which is to remain and the rectangular section of timber that incorporates the 4 external ventilation/extraction grills.

6.0 Conclusions

6.1 This application does not seek to reinstate the previous shop front but does provide a

Revised design that reduces the bulkiness and unsightly design of the existing unauthorised shop front fascia elevations on both Coptic Street and New Oxford Street.

6.2 This application proposes to achieve this by three main alterations these are proposed as:

- (i) reduction in the width of the (horizontal and single vertical) timber glazing bars to approximately 10 centimetres,
- (ii) the removal of the steel security shutter and associated shutter box that incorporates the shutter
- (iii) the removal of the faux roof.

6.3 These proposed alterations to the materials, design and proportions of the fascia should on balance (i) enhance the design of the shopfront fascia making it more appropriate; (ii) prevent the erosion of the special character of the host building within the wider Bloomsbury conservation area.

7.0 - References

1. Camden Council - The Bloomsbury Conservation Area appraisal and management strategy April 2011.
2. Camden Local Plan 2017 - Design and Heritage.
3. VOA – Valuation Office calculation.
4. Flood Map for planning <https://flood-map-for-planning.service.gov.uk/confirm-location?easting=530111&northing=181469&placeOrPostcode=WC1A%201ES> – Environment Agency – Used under The Open Government Licence.

End of planning statement