

Our Ref: 22034/KM/WH
Your Ref: PP-11012039
Email: kmatthews@firstplan.co.uk
Date: 03 February 2022

Planning Department
London Borough of Camden
5 Pancras Square
London
N1C 4AG

Dear Sir/Madam,

**PLANNING AND ADVERTISEMENT CONSENT APPLICATIONS FOR REPLACEMENT SHOPFRONT,
INSTALLATION OF REPLACEMENT SIGNAGE AND RETRACTABLE AWNING AT 34 GREVILLE
STREET, LONDON, EC1N 8TB**

We have been instructed by our client, Pacha of London, to submit the enclosed planning and advertisement consent applications (submitted online via Planning Portal ref: PP-11012039) for replacement shopfront, installation of a retractable awning alongside 2 no. projecting signs, 1 no. fascia sign and 1 no. mounted wall sign at the above property. The requisite planning fee of £462 has been paid online via the Planning Portal.

According with national and local validation requirements, the application comprises of the following documents:

- Completed Planning Application Form;
- Community Infrastructure Levy Form 1;
- Planning and Heritage Statement (included within this letter);
- Site Location Plan (Drawing no. 01-FK-00);
- Site Plan (Drawing no. 02-FK-00);
- Existing Site Photos (Drawing no. 03-FK-00);
- Existing Shop Elevation (Drawing no. 04-FK-00);
- Proposed Shop Elevation (Drawing no. 05-FK-00);
- Existing Shop Plan & Section (Drawing no. 06-FK-00);
- Proposed Shop Plan & Section (Drawing no. 07-FK-00);
- Design and Materiality Illustration (Drawing no. 08-FK-00);
- Proposed Signage 01 (Drawing no. 09-FK-00);
- Proposed Signage 02 (Drawing no. 10-FK-00);
- Proposed Signage 03 (Drawing no. 11-FK-00);
- Material Precedents Within Hatton Garden (Drawing no. 11-FK-00).

The below cover letter outlines the proposal and seeks to demonstrate how the development complies with adopted national and local policy.

Site Description

The application site is a ground floor unit at 34 Greville Street, which is in use as a jewellery shop (Class E).

34 Greville Street is a modern four storey mid-terraced building located within the Hatton Garden Conservation Area. The site is located within a designated secondary shopping frontage. The character of the area is largely commercial with several residential flats typically found above the retail units.

Relevant Planning History

There is a lack of recent planning history relating to the property. However, the following neighbouring consents are noted:

- 5 Greville Street (2016/0694/P and 2016/1001/A) approved April 2016 including a fully glazed shopfront and internally illuminated signage.
- 27 Greville Street (2012/6672/P) approved February 2013 included full height aluminium framed glazing.

Application proposals

The application proposals seek various external alterations including new and replacement signage, reconfiguration of shop front in terms of scale and design, and the erection of a retractable awning to the building's frontage. The proposals will allow for the existing business to better advertise its operation and shall provide an attractive shopfront to encourage increased trade. The proposals are detailed on the enclosed plans prepared by Farid Karim Design submitted in support of the application.

The proposed shopfront works comprise:

- Replacement shopfront glazing and door, reflecting size of current opening.
- Erection of retractable awning spanning the extent of the window and door opening. The awnings width will match that of the proposed fascia sign and would replace the existing fixed metal canopy.
- Rendering of one side of the shopfront to match other side

The proposed adverts are outlined below:

- 1 no. double sided projecting sign with internally illuminate letters reading 'PACHA'. The proposed sign would comprise warm white acrylic text with a polished gold metal background. The signage would be fixed to the wall through a dark brown powder coated support structure. The proposed sign spans 0.35m at a total vertical length of 1.49m.
- 1 no. internally illuminated double sided projecting sign showing business logo. The proposed sign would project a maximum of 700mm from the wall.
- 1 no. illuminated fascia sign . The proposed sign reflects the width of the shopfront opening below and is a mi of individual illuminated letters and halo illumination.
- 1 No. non illuminated replacement wall sign

Planning Policy Framework

Section 38 (6) of the Planning and Compulsory Purchase Act 2004 states that planning decisions must be made in accordance with the Development Plan, unless material considerations indicate otherwise.

The National Planning Policy Framework ("NPPF") was published by the Department for Communities and Local Government in July 2021 and is a material consideration in planning decisions.

The statutory Development Plan for the subject proposals is the adopted Camden Local Plan (2017) and London Plan (2021).

The Council also has several supplementary planning documents which are relevant. This includes: Design CPG (2021) and Adverts CPG (2018).

The site has the following designations:

- Hatton Garden Area
- Central London Area
- Hatton Gardens Conservation Area
- Viewing Corridor
- Archaeological Priority Area

Given the site is located in the Hatton Garden Conservation Area, it is necessary to pay special attention to the architectural and special interest of the building as required by Section 72 (1) of the Planning (Listed Building and Conservation Area) Act 1990.

Heritage Statement

In assessing the values which are embodied within the identified heritage assets, regard has been had to the heritage values as defined in Historic England's Conservation Principles (2008) together with guidance within the National Planning Policy Framework (NPPF) and National Planning Policy Guidance (NPPG).

With regard heritage assets, Paragraph 199 of the NPPF states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

Policy HC1 of the London Plan sets out that development affecting heritage assets and their setting should conserve their significance.

Policy D2 of Camden Local Plan relates to heritage and the need to protect the historic environment. It requires that development within conservation areas preserves or, where possible, enhances the character or appearance of the area.

The designated heritage asset relevant to this application is the Hatton Garden Conservation Area. This assessment has been based on a site visit, existing published information and a review of the site's available planning history. In accordance with the NPPF, the statement is proportionate to the proposals put forward.

a) Character of the conservation area

The Hatton Garden Conservation Area is located in the Holborn district of Camden. The southern boundary is Holborn and Charterhouse Street, and adjacent to this boundary is the Chancery Lane Conservation Area, within the City of London. The eastern boundary is Farringdon Road, Herbal Hill and Warner Street, and adjacent to this boundary is Clerkenwell Green Conservation Area and Charterhouse Street Conservation Area, within the London Borough of Islington. The western boundary is Grays Inn Road and Brooke Street. To the northern boundary is Mount Pleasant.

Hatton Garden was laid out by Christopher Hatton III in 1659 together with Kirby Street, Greville Street, St Cross Street and Hatton Wall. The grid was subsequently filled with good quality houses, their plot widths proportioned in relation to the street widths, with the largest houses on Hatton Garden. Today, the only surviving original building within the 'Hatton Grid' is the former chapel of c. 1670 at No. 43 Hatton Garden.

A notable characteristic of the 17th Century street pattern are the yards behind the main thoroughfare which were originally used for stables and later for industrial uses.

The jewellery trade began in the early 19th Century with houses adapted into light industrial uses, often with living quarters above. In the later part of the 19th Century the area was transformed by a series of road schemes that cleared slums and created development sites.

The Conservation Area Appraisal confirms that *“The character of the Area is varied, with no single period, style or use predominating. Yet, there is a conspicuously high proportion of Victorian former warehouses and twentieth-century commercial buildings, and a smattering of Georgian houses, all of which are the direct result of the history of the Area. Today there are a mix of uses, especially commercial and residential.”*

The Appraisal goes on to set out that part of the character of the area comes from the activities associated with the Area, especially those connected to the jewellery trade, concentrated along Hatton Garden and its side streets. This includes a lively streetscene of small jewellery shops.

The application site is located within ‘Sub-area 3: The Trading Centre’. This area is the heart of the jewellery trade. The Conservation Area Appraisal states that the principal feature is Hatton Garden, an unusually straight and broad for a London street. The appearance of this street is derived from the variety of properties, many of which maintain their original plot widths.

The appraisal goes on to confirm that: *“The buildings of Sub-area 3 are varied in period, style, materials and height. However, there is a noticeable proportion of Victorian warehouses/workshops and twentieth-century commercial buildings, plus some important Georgian survivals from the area’s domestic past. Among these building types the most common materials are stock brick, red brick and Portland stone. The more formal and decorative buildings are concentrated here, particularly along Hatton Garden and Greville Street.”*

Greville Street is outlined as a particularly busy area in terms of footfall and vehicular movements. The main pedestrian flow occurs along Greville Street because it is aligned with Farringdon Station, just outside the Area. This route is also busy with cars, creating conflicts at the Farringdon Road/Greville Street junction and at the Hatton Garden/Greville Street junction.

b) Contribution of the Building

The application site is a modern brick building which is considered to have a neutral impact on the conservation area. The existing shopfront is not of particular merit and has a metal frame. The fixed canopy is not in accordance with current shopfront guidance, furthermore the fascia extends across a window opening which is associated with the neighbouring property. There are two projecting signs, on each side of the opening together with a wall sign and fascia sign.

c) Impact of the Proposals

Given the scale and design of what is proposed, the alterations would not cause any material planning harm to the character, appearance or setting of the site within the context of the wider conservation area. The proposal has been designed in a manner that respects the importance of the conservation area whilst also providing appropriate signage and shopfront alterations to facilitate the operation of the business. It is noted that fully glazed shopfront have been permitted elsewhere along Greville Street. Furthermore, the design of the awning and signage is considered to be consistent with other similar development within the area and would sympathetically integrate with other shopfronts and uses located on Greville Street. The signage design rationalises the existing projecting signs, resulting in less visual clutter by locating one beneath the other.

The proposals are in accordance with Policy D3 as the shopfront is of a high standard of design which complements the character of the existing building and other shopfronts in the area.

The proposals also comply with Policy D4 concerning advertisements. The proposals replace existing advertisements and do not cause unsightly proliferation of signage in the area. The illumination is restricted to the letters and logo only to preserve the character and amenity of the area.

Assessment of Proposed Advertisements

The NPPF clarifies at Paragraph 136 that the display of outdoor advertisements can only be controlled in the interests of “amenity” and “public safety”, taking account of cumulative impacts, as guided by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, as amended. The National Planning Policy Guidance (2019) provides further interpretation of the Regulations.

a) Visual Amenity

As noted in Paragraph 79 of the NPPG:

Amenity is not defined exhaustively in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. It includes aural and visual amenity (regulation 2(1)) and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest (regulation 3(2)(a)).

Camden’s Advertisements CPG states ‘*advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements, of whatever type, on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings*’.

Additionally, ‘*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 (internal, external, lettering, neon, etc.) should be determined by the design of the building. Illuminated signs should not be flashing or intermittent, whether internal or external*’.

The proposed signage is not considered to harm visual amenity of the area. The materials proposed complement the character of the building.

b) Public Safety

As required by the National Planning Policy Guidance, the proposed signage would not:

- Obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway;
- Because of its size or siting, cause obstruct or confuse a road user’s view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature;
- Leave insufficient clearance above any part of a highway;
- Include external illumination that would be flashing, be a colour which could be confused with traffic signals/authorised signals, or because of their size or brightness, could result in glare and dazzle, or distract road-users.

For these reasons, it is therefore considered that the proposed signage would not create a hazard to highway safety and complies with the National Planning Policy Framework, and the design advice set out in the adopted Local Plan.

Other Planning Considerations

Given the nature of what is proposed, the development will not cause detrimental planning harm to the amenity of any adjoining occupiers. In terms of the replacement awning and its scale and design, it will not cause any loss of light or be overbearing to neighbouring uses, nor will the scheme generate increased levels of noise on the site.

Paragraph 81 of the NPPF sets out that planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The NPPF also requires that a presumption be given in favour of sustainable development, which includes building a strong competitive economy, supporting vibrant communities, and contribution to the enhancement of the natural built and historic environment. The occupier is an established independent jewellery business seeking to invest in their premises.

Camden Policy TC2 further seeks to promote successful and vibrant centres throughout the borough to serve the needs of residents, workers and visitors. This includes supporting the unique character of each of Camden's centres including independent shops.

Conclusions

This application seeks advertisement consent and planning permission for new signage, awning and replacement shopfront. The proposals ensure that the unit remains in viable economic use contributing to the designated secondary shopping frontage location.

The proposals seek permission development which ensures no harm to the conservation area. Instead, the proposals will provide a high-quality signage enhancing the appearance of the unit on the street scene and preserving the amenities of adjoining occupiers.

This letter has demonstrated that the proposals will not adversely impact on the host buildings nor the surrounding conservation area. The proposals simply ensure that the building can be upgraded and refreshed to suit the applicant's requirements whilst positively reflecting the buildings importance within the Hatton Garden Conservation Area.

Accordingly, the proposed development adheres with relevant local policy and guidance and has been sensitively designed to ensure minimal adverse impact on the surrounding properties or conservation area setting. Therefore, it is considered that the proposals are acceptable, and we trust officers will reach the same conclusion. However, should officers have any questions in the meantime, please do not hesitate to contact me.

Yours sincerely,



KATE MATTHEWS
Director

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