

35 Pratt Street

Camden



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1.0 INTRODUCTION

This Design and Access Statement is prepared to support the advertisement consent and planning application for the retrospective installation of a frameless tempered glass door and a non-illuminated hanging sign.

No pre-application advice has been sought, however the proposal is considered to be in accordance with relevant policies which are listed in the policy section of this statement.

In this instance as no pre-application discussions or consultations have been undertaken, the applicants welcomes the opportunity for the Local Authority to engage in a positive and proactive manner in order to reach a favorable determination with the proposed development.

This document is to be read in conjunction with the planning application design documents listed which have been attached.

- 2108.01 Existing Plans

The application site has been subject to the below relevant history:

- (2010/0952/P) - Granted (Apr 13 2010) - Full Planning Permission

Installation of flue, duct work and attenuator to the rear elevation of existing restaurant (use class A3).

2.0 SITE ANALYSIS

2.1 EXISTING SITE

The site comprises an existing three storey Victorian building situated on the northern side of Pratt St, close to its junction with Bayham St.

The property backs on to St Martin's Gardens, the ground floor level is a restaurant whilst the upper floors are in residential use.

The application site is not located within a Conservation area and the building is not listed.



3.0 POLICY AND CONTEXT

3.1 PLANNING POLICY

National Planning Policy Framework 2021

Chapter 2. 2. Achieving sustainable development

Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):

- a) an economic objective
- b) a social objective
- c) an environmental objective

Chapter 5. Delivering a sufficient supply of homes

To support the Government's objective of significantly boosting the supply of homes, it is important that a sufficient amount and variety of land can come forward where it is needed, that the needs of groups with specific housing requirements are addressed and that land with permission is developed without unnecessary delay.

Chapter 12.Achieving well-designed places

The National Planning Policy Framework (NPPF) document sets out the Government's vision for future growth. At the heart of the document is a presumption in favor of sustainable development.

Paragraph 126 of the NPPF sets out 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 make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this. So too is effective engagement between applicants, communities, local planning authorities and other interests throughout the process.”

Paragraph 136

The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Camden Local Plan 2017

D1- Design

D3 Shopfronts

D4 Advertisements

4.0 PROPOSAL

4.1 Design and Amenity impacts

Local planning authorities must exercise their powers under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 in the interests of amenity and public safety taking into account the provisions of the Development Plan and any other relevant factors.

Policy D4 states that the Council will require advertisements to preserve or enhance the character of their setting and host building. 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.

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.

The Council will resist advertisements that:

- c. contribute to an unsightly proliferation of signage in the area;
- d. contribute to street clutter in the public realm;
- e. cause light pollution to nearby residential properties or wildlife habitats;
- f. have flashing illuminated elements; or
- g. impact upon public safety.

Public Safety

The proposed sign will have no illumination therefore it is not envisaged that there will be any visual impacts against public safety.

As such, it is considered to be of a scale and positioning that would not unacceptably impact upon public safety or highway visibility. Given the nature of the immediate context, the signage scheme is considered unlikely to have an unacceptable impact upon highway safety or result in any significant adverse effects on pedestrian safety.

Design and visual amenity

The proposal would replace the existing door on the front elevation with signage that will match the proportions. The replacement signage will be of acceptable colours and will incorporate smaller wording.

The proposed sign is considered acceptable in scale and design.

Furthermore, it would be located on a large and prominent building and therefore the potential harm of the proposal on the character of the surrounding area is limited.

Accordingly, no material adverse impact on residential amenity.

5.0 CONCLUSION

5.1 SUMMARY

The proposal is therefore considered appropriate in terms of its design and would not result in material harm to the appearance or character of the building, the character of surrounding area, or the amenities of neighboring occupiers.

It is, therefore, our understanding that planning permission should be granted.

17 High Street

Brandon