

Planning, Heritage, Design & Access Statement

50-54 KINGSWAY, LONDON, WC2B 6EP

1.0 INTRODUCTION

- 1.1 This application has been submitted on behalf of our client, Farrer & Co LLP, for external alterations to the front elevation of the above premises at ground floor level, including installation of one 4 no. panel glazed window and door, two 4 no. panel glazed windows, removal of existing signage, canopy, vertical timber slates, and installation of cladding and mild steel louvred grilles.
- 1.2 The planning application submission comprises the following material:
- Duly completed Planning Application Form;
 - Completed Certificate B;
 - Site Location Plan at scale 1:1250 with the site edged in red;
 - Existing Elevations (Dwg. no. FAR-KW-00-00);
 - Proposed Elevations (Dwg. no. FAR-KW-ELEV-09); and
 - Planning, Heritage, Design & Access Statement prepared by Hybrid Planning & Development (this document).

2.0 APPLICATION PREMISES

- 2.1 The application premises comprise 50-54 Kingsway in London, part of an end of terrace mixed use building, on the western side of Kingsway. The application site has been used as a restaurant (Class E) since at least 2004.
- 2.2 The property is not a listed building. However, it is situated within the Kingsway Conservation Area, and is allocated as a Protected Secondary Frontage within the Central London Frontage.
- 2.3 As such, the surrounding the area is primarily characterised by ground floor commercial units with commercial and residential accommodation over.

3.0 PLANNING HISTORY

- 3.1 We are aware of the following planning history for the site:
- LPA ref: 2003/3652/P - The installation of a new shop front including replacement blinds. Approved 26 February 2004.
 - LPA ref: 2005/4491/A - The display of internally illuminated fascia and externally illuminated projecting sign. Approved 02 December 2005.

4.0 THE PROPOSAL

- 4.1 The external alterations to the premises include:

- Installation of one 4 no. panel glazed window and door with gradient manifestation, dark grey opaque at base getting lighter in colour and more translucent as it increases in height, with solid thin vertical strips in black random pattern;
 - Installation of two 4 no. panel glazed windows with gradient manifestation, dark grey opaque at base getting lighter in colour and more translucent as it increases in height, with solid thin vertical strips in black random pattern;
 - Removal of existing signage and installation of Rockpanel Cladding in colour Gunmetal;
 - Removal of existing vertical timber slates and installation of Italia-100 mild steel louvred grilles;
 - Removal of existing canopy and installation of Rockpanel Cladding in Gunmetal; and
 - Installation of Rockpanel Cladding in colour Platinum.
- 4.2 Any proposed fascia signage would be the subject of a separate application for advertisement consent, as required. This will maintain an active shop frontage in keeping with the design of the building and neighbouring units.

5.0 NATIONAL AND LOCAL PLANNING POLICY

National Planning Policy Framework (NPPF)

- 5.1 The revised National Planning Policy Framework (NPPF), published in July 2021, aims to strengthen local decision making and to reinforce the importance of up to date plans.
- 5.2 The Framework prescribes a 'presumption in favour' of sustainable development (**Paragraph 11**), and supports proposals that are in accordance with the policies of an up-to-date development plan.
- 5.3 To achieve sustainable development, economic, social and environmental objectives need to be pursued in mutually supportive ways (**Paragraph 8**), and should be delivered through the preparation and implementation of plans and the application of the policies in the Framework. However, they are not criteria against which every decision can or should be judged (**Paragraph 9**).
- 5.4 The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve, and **Paragraph 126** states that 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.
- 5.5 **Paragraph 130** confirms planning policies and decisions should ensure that developments will function well and add to the overall quality of an area, are visually attractive and sympathetic to local character and history, establish or maintain a strong sense of place, optimise the potential of the site to accommodate and sustain an appropriate mix of development and support local facilities and transport networks, and create places that are safe, inclusive and accessible which promote health and well-being, with a high standard of amenity for existing and future users.
- 5.6 In determining applications (**Paragraph 134**), great weight should be given to outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.
- 5.7 Permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.

Local Planning Policy

- 5.8 On the Policies Map accompanying the Camden Local Plan (2017) and the Camden Site Allocations Plan (2013), the site allocated as Protected Secondary Frontage within the Central London Frontage, and is deemed to fall within the Kingsway Conservation Area.
- 5.9 **Policy D1** ‘Design’ of the Camden Local Plan (2017) confirms the Council will seek to secure high quality design in development, and that the Council will resist development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.
- 5.10 **Policy D2** ‘Heritage’ of the Camden Local Plan (2017) states the Council will preserve and, where appropriate, enhance Camden’s rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens and locally listed heritage assets.
- 5.11 **Policy D3** ‘Shopfronts’ of the Camden Local Plan (2017) advises the Council will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features, and when determining proposals for shopfront development the Council will consider:
- 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
 - f. the degree of accessibility.

6.0 HERITAGE & DESIGN ASSESSMENT

- 6.1 This planning application seeks several minor alterations/improvements to the existing premises that constitute external alterations.
- 6.2 However, it does not propose to alter any pedestrian access or egress to the building, nor any vehicular access/egress to the premises from a public highway.
- 6.3 The application site is situated with a frontage to Kingsway within a streetscene that includes a variety of commercial uses within its immediate vicinity.
- 6.4 The footprint and bulk of the existing building is to be unaltered by these proposals, with the main changes being made in order to refurbish the building’s existing tired frontage.
- 6.5 It is proposed to replace the existing entrance with one 4 no. glazed door and window panel with a gradient manifestation, with opaque dark grey at the base which will get lighter in colour and more translucent as the height increases, there will also be solid thick black vertical strips in a random pattern varying in height, which create an aesthetically pleasing visual interest.
- 6.6 Likewise, the two existing windows either side of the entrance will also be replaced with matching 4 no. glazed window panels.
- 6.7 The existing signage and canopies will be removed and replaced with Rockpanel Cladding finished in Gunmetal, whilst a new section of Rockpanel Cladding will be added underneath the canopies, finished in Platinum, creating a sleek modern finish. Platinum Rockpanel Cladding will also be applied to the existing plaques between the windows to match.

- 6.8 By way of the proposals, the existing timber slats will be removed, and replaced with Italia-100 mild steel louvred grilles in order to still provide ventilation although with a more contemporary appearance.
- 6.9 It is considered that the proposed alterations will improve the appearance of the premises and that the design and materials respect the character of the building and would not appear unduly prominent in the streetscene.
- 6.10 As detailed above, the proposed alterations at 50-54 Kingsway would respect the style, proportions, and character of the existing building and would preserve its visual appearance within the streetscene, and Conservation Area.
- 6.11 This would accord with the aims and objectives of the NPPF, and Policies D1 and D3 of the Camden Local Plan (2017), and will at least maintain the character and appearance of the Conservation Area and in actuality is likely to make a positive contribution to it, in accordance with Policy D2 of the Camden Local Plan (2017).

7.0 ACCESS ASSESSMENT

- 7.1 This planning application seeks several minor alterations/improvements to the existing premises that constitute external alterations. However, it does not propose to alter any pedestrian access or egress to the building, nor any vehicular access/egress to the premises from a public highway, thus ensuring the premises will remain accessible for all.

8.0 CONCLUSIONS

- 8.1 The proposal accords with the relevant national and local planning policy and guidance and will:
- Be of an appropriate design, using suitable materials which will seek to preserve and enhance the character of the conservation area.
 - Not have an adverse impact on highway safety or any residential amenities; and will
 - Maintain the existing access arrangements for pedestrians, including those with disabilities.
- 8.2 To conclude, the proposed changes to the appearance of 50-54 Kingsway would not only improve the general appearance of the building but would assist in enhancing the general appearance of the surrounding area and increasing the building's commercial viability.
- 8.3 Taking account that the proposal accords with the pertinent planning policy and guidance and, seeks to improve the overall appearance of the building, we believe that there is no principle objection to the proposed external alterations. We look forward to your confirmation that the application has been registered and subsequently approved.