

Date
18th May 2021

Planning Department
Westminster City Hall,
64 Victoria Street,
London
SW1E 6QP

Submitted online via Planning Portal

Dear Sir/Madam,

Unit 1, 28-32 Circus Road, NW8 6PE
Application for Full Planning Permission for Retractable Awning to the Façade Fronting Circus Road

Planning and Design and Access Statement

We write on behalf of our client, Maido Sushi Ltd., to submit an application for full planning permission concerning works at 28-32 Circus Road, for the following:

“Installation of a retractable awning to the façade fronting Circus Road”.

This letter acts both as a Planning Statement and Design and Access Statement. In addition, the application is accompanied by the following documents:

- Site Location Plan;
- CIL Form; and
- Existing and Proposed Elevations;

Invariably these are accompanied by an application form and legal certificate confirming the relevant notices have been served on those parties with interests in the land. An electronic payment is being made in parallel as the application fee.

Site Description

The application site comprises a single storey retail unit along the northern side of Circus Road. While previously occupied as a Royal Mail post office, who have now vacated the site for alternative premises. Permission was granted for the splitting of the retail unit, with both units now in occupation. This application is made on behalf of Maido Sushi as occupier of the subject unit.

With regards to site specific policy, the unit forms a part of the St. John's Wood Town Centre's Secondary Frontage. The only other relevant designation is the nearby St. John's Wood Conservation Area, which the subject site lies outwith.

The building is neither statutorily nor locally listed.

The Proposal

This planning application proposes the installation of a retractable awning to the south-eastern façade of the premises let by Maido Sushi, an elevation which fronts on to Circus Road.

Planning Policy Context

Section 38(6) of the Planning and Compulsory Purchase Act 2004 indicates that this application should be determined in accordance with the Development Plan unless material considerations indicate otherwise. The Development Plan currently comprises Westminster's City Plan adopted 21st April 2021, alongside the new London Plan adopted 2nd March 2021. Key policies of the Development Plan are referred to below.

Planning Policy Assessment

Adopted City Plan Policy 38 (Design Principles), where relevant to the proposal, asks that all development positively contributes to Westminster's streetscape while having regard to the character and appearance of the existing area, adjacent buildings and heritage assets, the spaces around and between them and the pattern and grain of existing streets, squares, mews and passageways.

While lying outside of St. John's Wood Conservation Area, there would be views of the subject site from within this heritage asset. The proposal would install a retractable awning to the Circus Road elevation of the site, which would be in keeping with the modernity of the shopfront itself, as well as matching the character of the area which sees several designs and scales of awnings nearby – with examples found at the Tesco Express, Gail's Bakery and Starbucks to the east, as well as Panzer's Delicatessen which lies adjacent to the subject site. In this way, the proposal complies with Policy 38 by contributing and respecting the streetscape given the proposal would fit well with the character and appearance of the area.

Furthermore, Westminster's Shopfront, Blinds and Signs SPD asks that awnings provide at least 2.14m of clearance at their lowest level and that they be 1m distant from the adjacent kerb. The proposal would terminate greater than 1m in distance from the adjacent kerb, and would provide 2.18m of clearance at its lowest level.

There would be no impact on neighbouring amenity as a result of the proposal.

Summary and Conclusion

The proposal would comply with City Plan Policy 38 by representing an improvement to the façade in keeping with the character and appearance of the street scene. It would comply with the Shopfronts, Blinds and Signs SPD by terminating 3m from the adjacent kerb and providing a 2.18m clearance at its lowest level. Furthermore, there would be no harm to neighbouring amenity as a result of the proposal.

For these reasons, it is considered that this application accords with the Development Plan and should be approved without delay.

We trust that the submitted information is enough to ensure the application's validation, however, if there are any queries please contact Kieran McCallum of this firm.

Yours sincerely

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