

Planning Statement

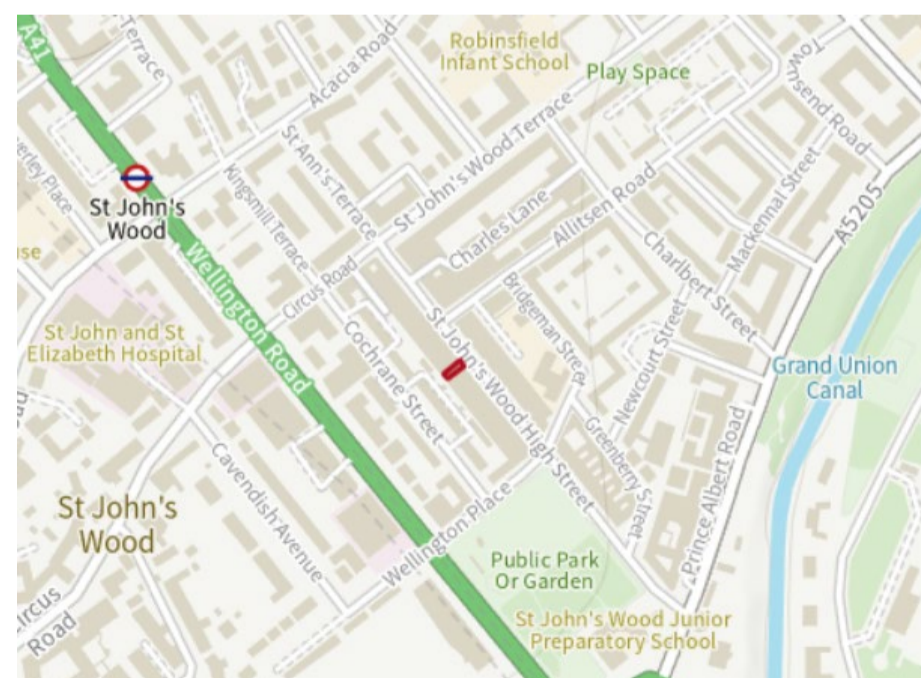
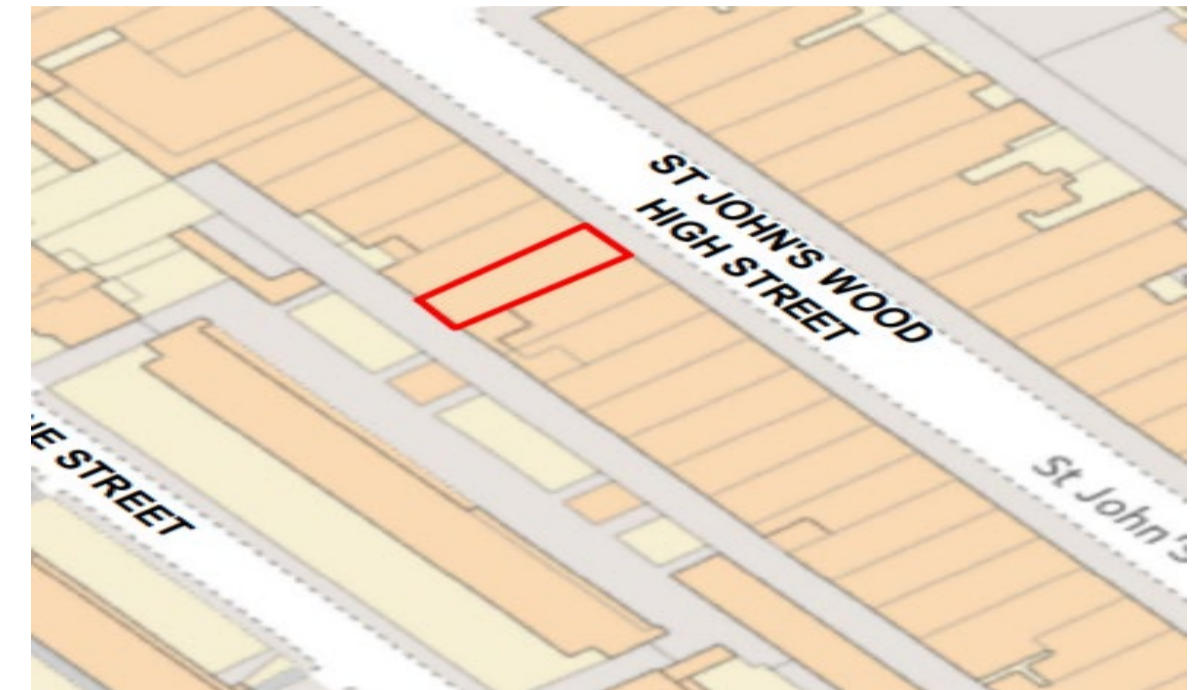


PROJECT: 35 St Johns Wood High Street, London NW8 7NJ

Introduction

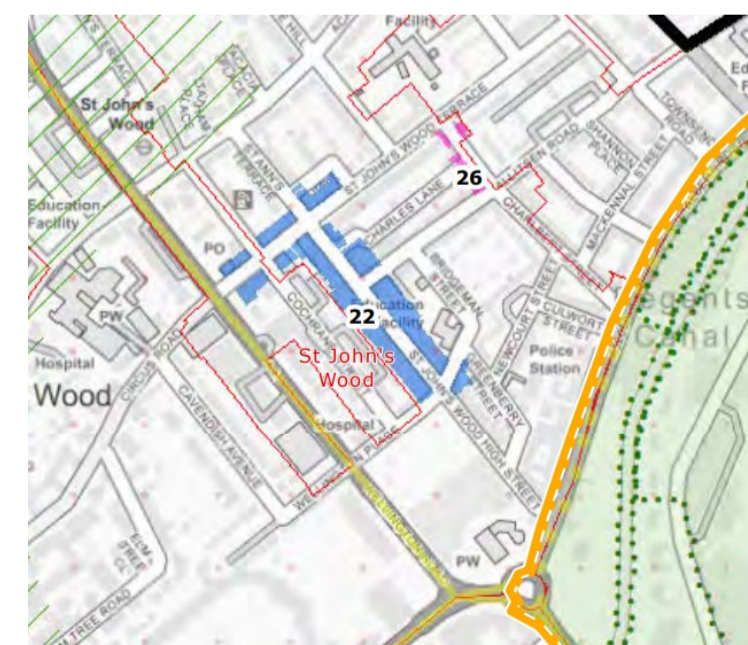
Site description

- 35 St John's Wood High Street is a retail shop located on the west side of the High Street, just south of the junction with Allitsen Road.
- The application property is unlisted and lies within the St John's Wood Conservation Area.
- Its existing shopfront is of a traditional design, albeit of modern construction and in need of works.
- To the rear, the flat roof is currently in disrepair as well as the rear door and window that also need replacing.



Flood Risk

The site falls outside of any flood risk zone (Flood Zone 1) as defined on the flood maps produced by the Environment Agency, and is therefore not at risk from flooding. As the site is less than 1 hectare in size, the application is not required to be accompanied by a Flood Risk Assessment.



Planning Designations

The above extract from the planning policy map shows, the application site is within a Conservation Area, and the site is within a district centre.

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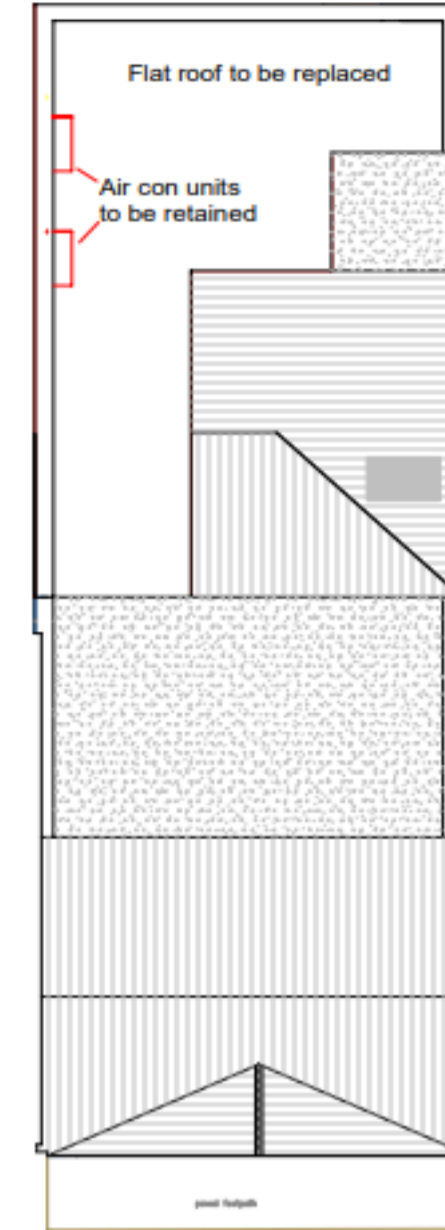
Existing Building and Site



Existing Shop front 1:30



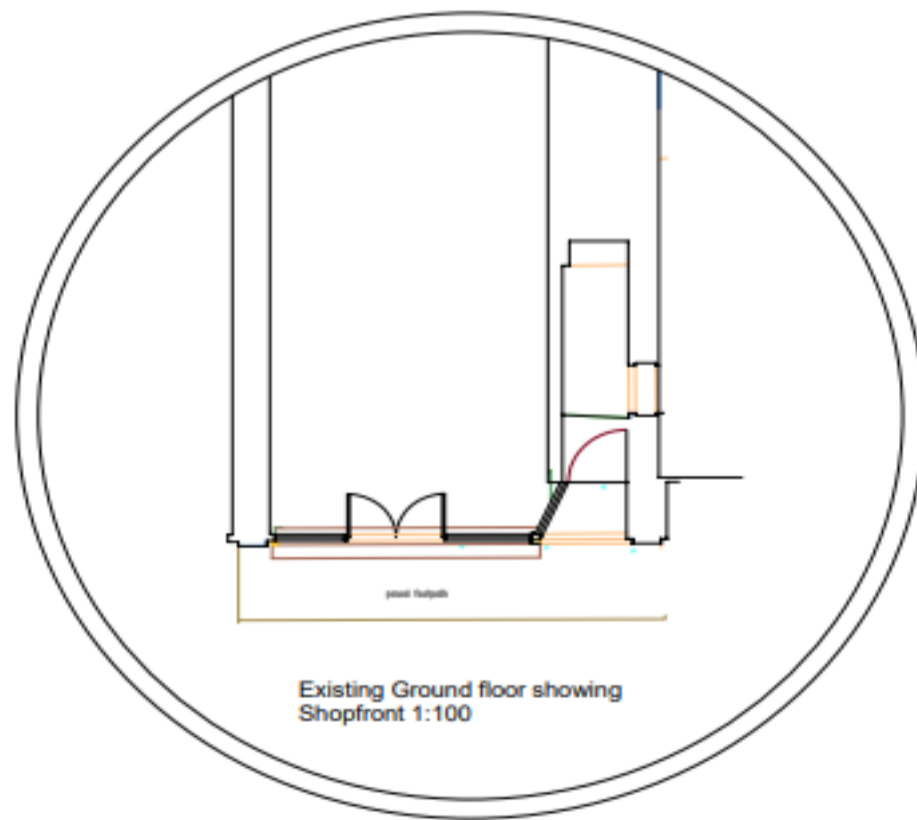
Existing Photos



Existing Roof Plan



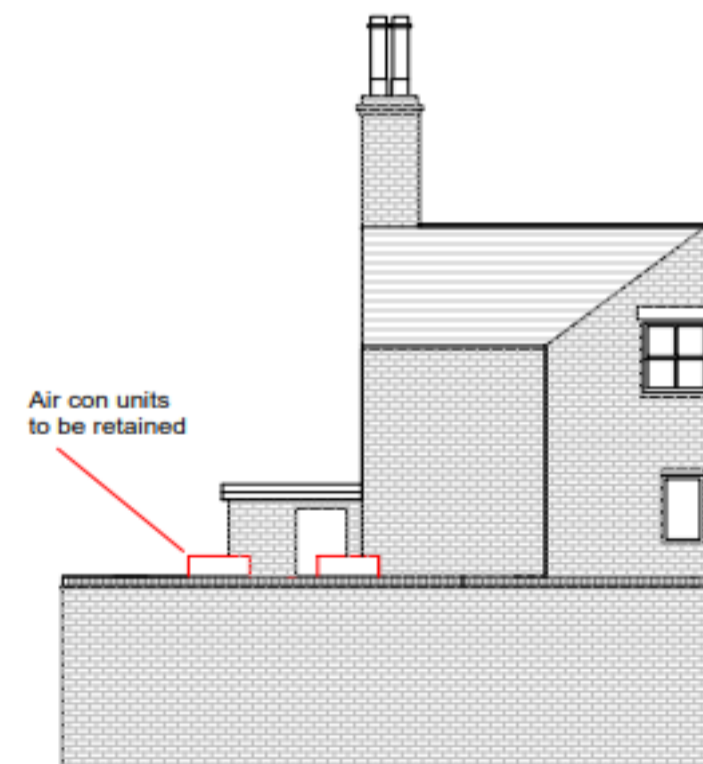
Existing Site plan 1:500



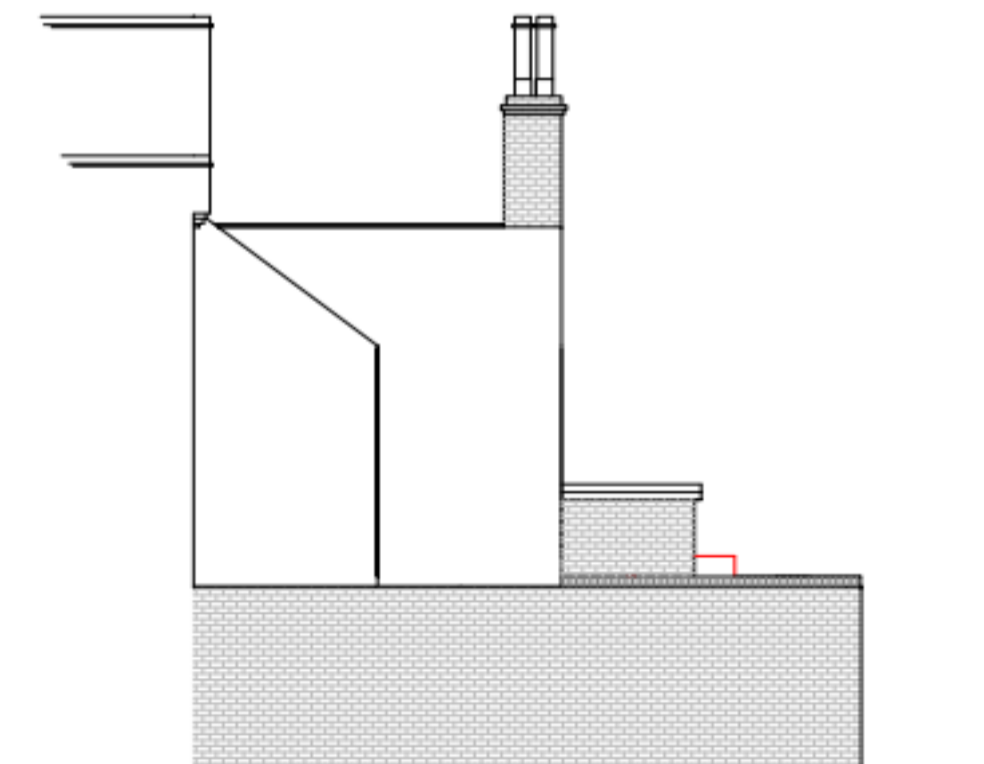
Existing Ground floor showing Shopfront 1:100



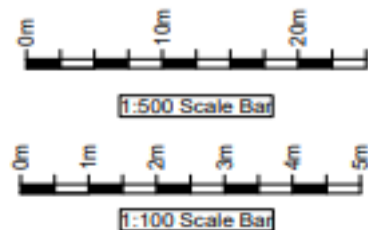
Existing Rear Elevation



Existing Flank Elevation



Existing Flank Elevation



Notes

The contractor is responsible for checking all dimensions on site before work is carried out.

All Materials will match the Existing

drawing title
Existing plans

site 35 St Johns Wood High Street,
London NW8 7NJ

scale 1:30, 1:100 & 1:500 @ A2
date September 23

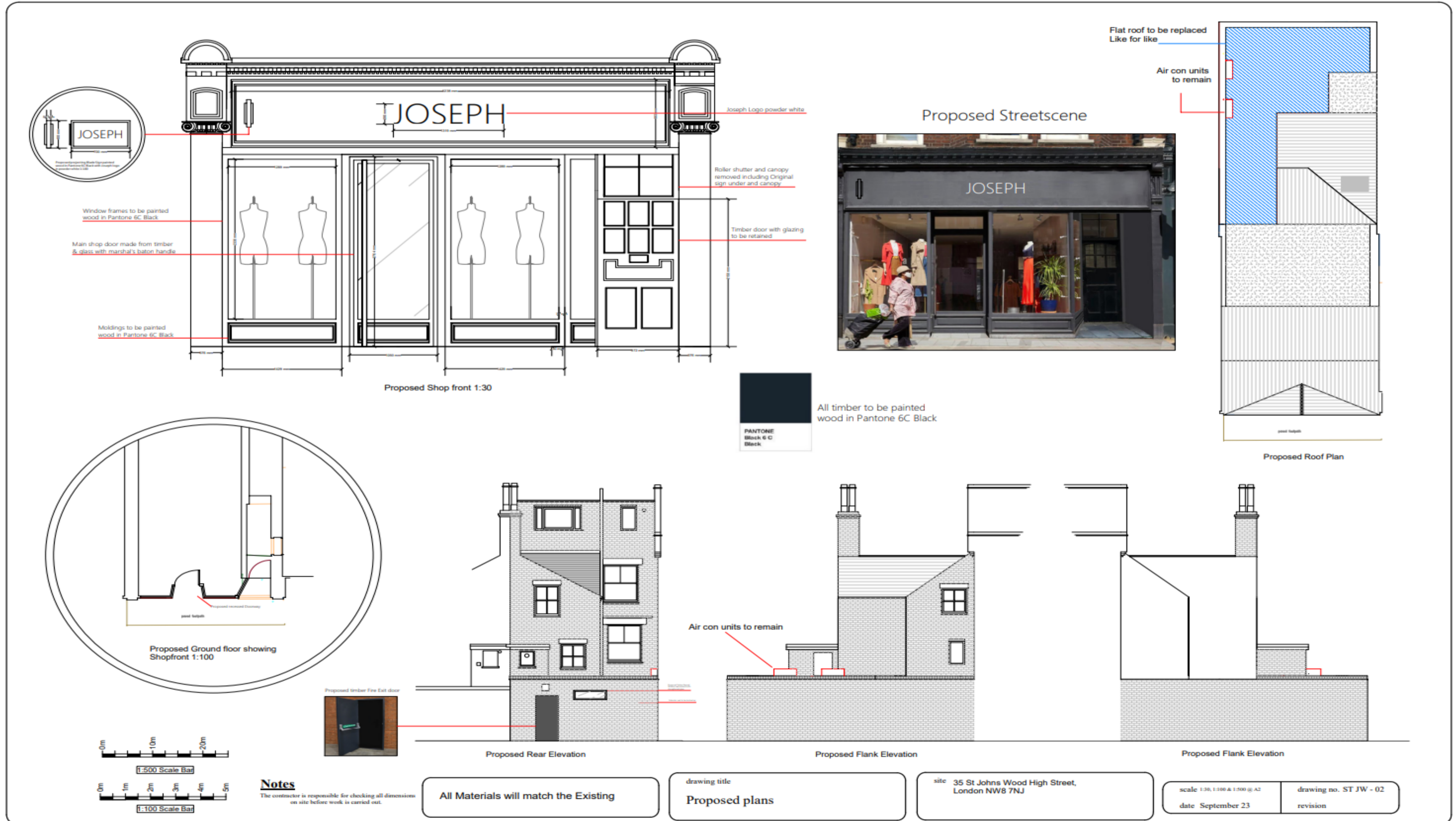
drawing no. ST JW - 01
revision

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Proposal

Proposal

It is proposed to replace the existing shopfront including an internally illuminated fascia sign, and one projecting Fascia sign and to carry out external works to the rear including the replacement of the existing flat roof at ground floor, replacement of rear fire door, replacement of fan window at rear and to brick up existing extractor vent.



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Current Streetscene/Character of the Area



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Development Overview/Design

Development Plan

The Development Plan Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the statutory Development Plan unless material considerations indicate otherwise.

Westminster's City Council's Local Development Framework comprises the London Plan (2021) and the City Plan (2019) which is currently undergoing Partial Review. Westminster also has a number of adopted Planning Guidance Documents, which would be a material consideration.

Of particular relevance to this application is the 'Shopfronts, Blinds and Signs' SPG The National Planning Policy Framework (2021) is also a material consideration.

Design

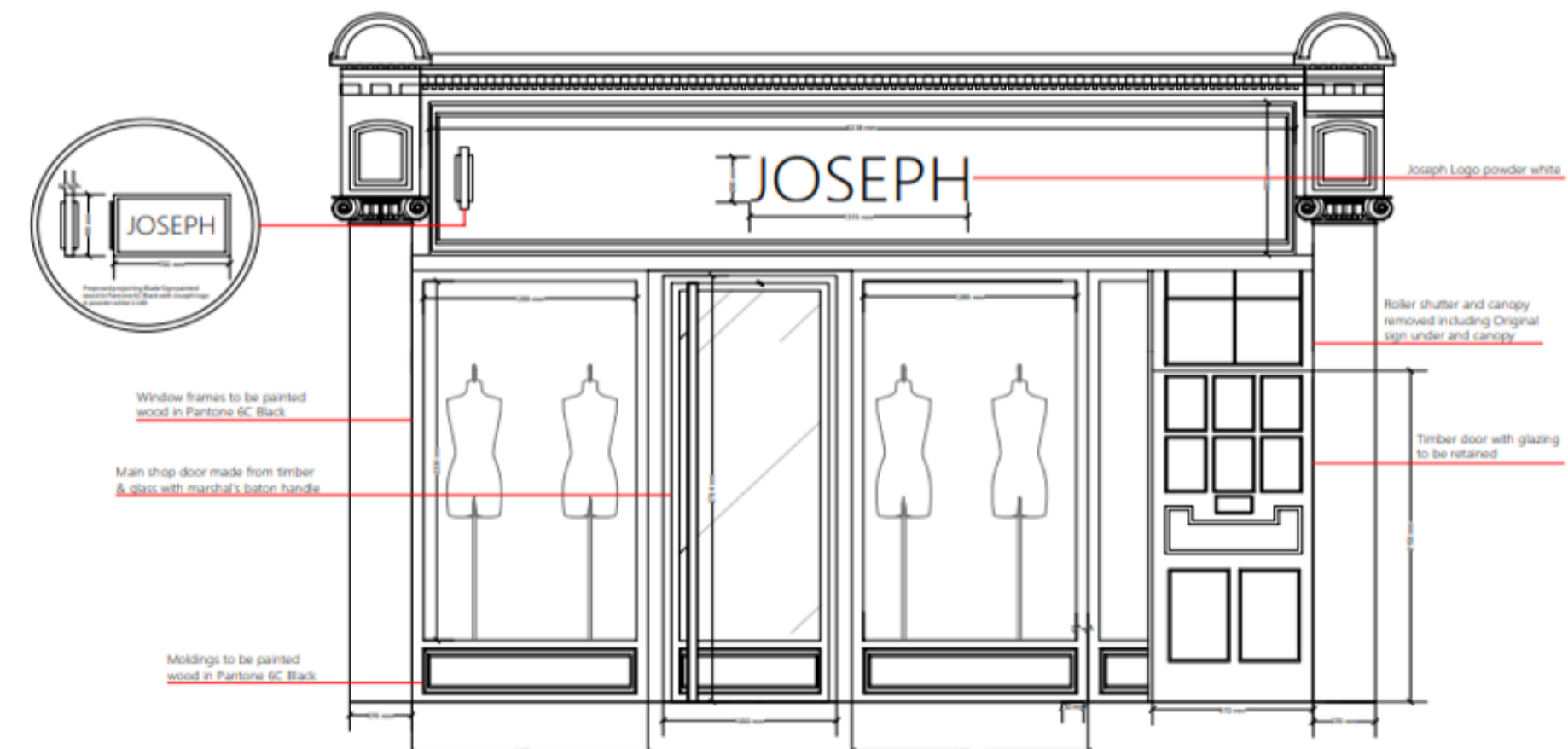
Policy 38 (Design Principles) seeks to ensure that development within Westminster embodies the highest quality of design, which will deliver sustainable development and a successful future for the city. It states that all development must contribute positively to Westminster's townscape and streetscape and should have regard to the character and appearance of the existing area.

The supporting text reinforces that design should respond to local context and distinctiveness, having regard to the particular role of the area, and highlights that creative approaches to design will be welcomed. The 'Shopfronts, Blinds and Signs' SPG identifies that its purpose is not to suggest precise ways of designing alterations or to discourage imaginative new design, but to provide guidance. It states that the Council attaches importance to suitably designed shopfronts, not only for the preservation of the character of buildings and areas, but also for the attractive overall appearance of shopping streets and importantly, the impact on their commercial success.

The guidance recognises that the special character of a shopping street is created either through a uniformity in design, or by a variety of styles that can provide richness and vitality. In this case, there is some form of consistency to shopfront design on St Johns Wood Highstreet and the proposed design has retained these common features between the shopfronts of adjacent retail units. The existing shopfront features a poorer quality shopfront design and signage, which contributes little to the vitality of this International Shopping street and fails to embrace the City Plan's overarching design principles.

The existing shopfront appears tired in its appearance and the proposed works, consistent with other consents within the Highstreet, seeks to rectify this. The large glass panes would be broken up with more proportional and contemporary vertical panes and the addition of a stepped back entrance to the façade and door surround would assist in modernising the appearance of the ground floor. Furthermore, although St Johns wood consists of a wide variety of shopfronts, the overall colour scheme would be muted, and this would help to ensure a high-quality appearance.

The proposed development is therefore in accordance with Policy 38 of the City Plan and would not cause any additional harm to the wider Conservation Area nor existing streetcene .



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Signage

Signage

Advertisement consent is sought for one internally illuminated fascia sign, and one projecting Fascia sign. In relation to advertisements, Policy 43 of the City Plan states that signs and advertisements should make a positive contribution to amenity or public safety but being sensitively designed in terms of their size, location, and their impact on the building in which they are displayed, local context, street scene and wider townscape. The Town and Country Planning (Control of Advertisement) (England) Regulations 2007 requires that any applications for Advertisement Consent are considered against only two issues; these are described in the rules as the interests of amenity and public safety.

Amenity

Given the commercial nature of St Johns Wood Highstreet, there are already a wide variety of illuminated and non-illuminated advertisements, and the majority of retail units benefit from some form of projecting sign. Whilst consent in this instance is sought for one projecting sign, the modest sign would not amount to any cluttering of the façade as they would each serve different street frontages. Furthermore, when considered in relation to others in the vicinity, the advertisements are considered to be refined in both their size and design. In terms of the fascia sign, this would be a simple, appropriately proportioned addition which would extend the width of the entrance doors below. The illuminated wall sign would similarly be modest in its proportions and would be a relatively understated addition to the shopfront. Given that the extant consent is a material consideration, and the proposals seek minor amendments to this, the proposed signage would have an acceptable impact on amenity

Public Safety

In relation to public safety, this typically means the considerations which are relevant to the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians). As the fascia and projecting sign would be in line with other signs along the high street, they would similarly be acceptable in relation to public safety. Furthermore, given their modest size, consistent with others in the vicinity, it would not be obtrusive or prominent features that would cause distraction to drivers



External works/Conclusion

External works including the re roof of flat roof, replacement of fire door, fan window and bricking up of extractor fan

The relevant policies for consideration are 38, 39 and 40 of the City Plan 2019-2040. The key legislative requirements in respect to designated heritage assets are as follows: Section 72 of the LBCA Act requires that "In the exercise, with respect to any buildings or other land in a conservation area...special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area." Whilst there is no statutory duty to take account of effect on the setting of a conservation area, Policy 39(K) in the City Plan 2019-2040 requires that where development will have a visibly adverse effect upon a conservation area's recognised special character or appearance, including intrusiveness with respect to any recognised and recorded familiar local views into, out of, within or across the area, it will not be permitted.

Furthermore Chapters 12 and 16 of the NPPF require great weight be placed on design quality and the preservation of designated heritage assets including their setting. Chapter 16 of the NPPF clarifies that harmful proposals should only be approved where the harm caused would be clearly outweighed by the public benefits of the scheme, taking into account the statutory duty to have special regard or pay special attention, as relevant. This should also take into account the relative significance of the affected asset and the severity of the harm caused.

The existing arrangement to the rear consists of a flat roof with closet wing projections overlooking onto the existing flat roof. There are windows to the rear elevations which serve the residential units above the site. The proposal seeks to replace the existing flat roof due to disrepair and the proposed roof will be like for like.

It is also proposed to replace the existing rear door to comply with new fire regulations, rear fan window with a Timber framed window and brick up the rear extractor fan. Both the proposed door and window are of timber material and would replace the existing which is in poor condition.

As all proposals are to the rear of the site, it will still preserve the character and appearance of this part of the St John's Wood Conservation Area and comply with policies 38,39 and 40 and therefore the proposed external works are considered to be acceptable in design terms

Conclusion

The proposed shopfront, and associated external alterations would be high quality, contemporary additions which would be in accordance with relevant policies of the City Plan and would assist in creating a distinctive and contemporary retail unit, which would sit comfortably in this highly commercialised setting. The proposed signage has been designed to be consistent with others in the immediate vicinity. The proposed projecting, fascia and wall sign would be simple and modest additions which would have an acceptable impact on amenity and public safety.

Therefore as the current shopfront retains only elements of historic shopfront detailing and these elements are retained in the proposed design. The overall impact would be neutral on the character and appearance of the St John's Wood Conservation Area.

All proposed external works also preserve the character and appearance of this part of the St John's Wood Conservation Area and comply with policies 38,39 and 40.

Therefore the proposed shopfront and external works are considered acceptable in terms of its design and materials and preserve the character and appearance of the St John's Wood Conservation Area.

