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EC2A 3HP

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Kyson, on behalf of our client, seeks full planning permission for the renovation of 45 Great Eastern Street shop front at ground level, providing a coherent frontage treatment, consistent with the existing frontages in the local area in both scale and design. This includes the installation of full height glazing and reinstatement and restoration of the decorative pilasters.
SITE LOCATION
LONDON BOROUGH OF HACKNEY

Location

Located in Shoreditch, within the London Borough of Hackney, Great Eastern Street forms the South-Western boundary of an area known locally as the ‘Shoreditch Triangle’. Great Eastern Street runs in a North-Western direction from Shoreditch High Street up to Old Street; No. 45 is situated on the cross roads of Great Eastern Street and Curtain Road forming an oblique corner. The proposed site is located within 0.4 miles of Old Street underground station and 0.3 miles of Shoreditch High Street Station.
The development site lies within both the South Shoreditch Conservation Area and the South Shoreditch Defined Employment Area and is designated a Central Activity Zone within the London Plan.

The building itself under ‘South Shoreditch Conservation Area Appraisal’ is a building of townscape Merit, it has also been identified by English heritage as a building of interest.

The proposed site lies within a busy and vibrant part of Shoreditch with exceptional character. At ground level Great Eastern Street and Curtain Road is largely made up of cafes, public houses, restaurants and takeaway food outlets, with retail and office space at the levels above.

The relevant shops on the surrounding roads are a mixture of modern/contemporary and those that have also incorporated the historical architectural detailing.
SITE HISTORY AND CONTEXT
CONSERVATION AREA

The development site lies within the South Shoreditch Conservation Area. The map outlines the conservation area division into four zones: Hoxton Square, Central Shoreditch, Holywell Row and Shoreditch High Street, as indicated on the adjacent map the development site falls under the Central Shoreditch zone.

The area was split into two conservation areas - South Shoreditch and Shoreditch High Street, there have been substantial amendments to the original 1991 conservation area boundaries, resulting in the expansion and amalgamation of the two areas into a single South Shoreditch conservation Area (As shown on adjacent map).
The history of Shoreditch has been largely dictated by its location outside the City walls of London. The origin of the name is unknown, but it has a Saxon origin and may come from the “Sewerditch”, a stream, which ran east of St Leonard’s to near Holywell Lane. Shoreditch was a settlement where the Roman roads Kingsland Road and Old Street met. Kingsland Road was part of Ermine Street, and Old Street linked this with Watling Street.

A 1745 map of Shoreditch indicates a lane named Willow Walk along the line of Great Eastern Street which was constructed in 1876 and fronted by Victorian warehouses and office buildings. There were many specialist workshops close to each other, showroom warehouses, varnish and upholstery suppliers, cabinet makers etc. The various stages of construction and finishing were carried out on different premises. Although there were workers who could make a whole piece of furniture, many were only trained to make one component, for example, the drawers. The trade was a “sweated” trade and many worked long hours for little pay and were exploited. It was quite easy to set up in trade for a little money specialising in one product.

Whilst the majority of industries were relocated from the inner city to cheaper, more expansive locations, the proximity of Shoreditch to fashionable markets secured its position as a focus of both manufacture and trade. The new printing, textile and furniture industries dominated the area throughout the 19th and early 20th Century, and South Shoreditch changed accordingly.

With increasing competition from cheaper manufacturing locations with enhanced mechanization, the area started to decline in the early-mid 1990’s, and warehouses began to sit empty. However it was the flexibility of the buildings, particularly those belonging to the furniture trade, that have been the key to the redevelopment seen today. Their adaptability for new uses, coupled with the attractive scale of the streets and spaces, has helped Shoreditch transform itself into a lively mixed use area, encompassing a range of small businesses, art galleries, restaurants and bars. Warehouses that could be used for showrooms, manufacture and storage were soon redeveloped throughout the area, creating the unique streetscape and scale celebrated by the Conservation Area today.

Notes extracted from ‘A Brief History of Shoreditch and South hoxton’ by Kay Owen - Planning Division 1991.
SITE HISTORY AND CONTEXT

LOCAL ACCESSIBILITY

The site has a PTAL rating of 6B, which sets it at a high level of public transport accessibility. Old Street station is located approximately 0.4 miles west of the Site, and is served by the Northern Line and also the National Rail network. At the surface, the station is situated under the eastern edge of Old Street roundabout, where Old Street crosses City Road. The station is in Travelcard zone 1.

Shoreditch High Street station is located approximately 0.3 miles East of the site and is served by The London Overground. The station is also located in the London Borough of Hackney, with the station entrance on Braithwaite Street in the London Borough of Tower Hamlets and it is in Travelcard Zone 1.

Liverpool Street station is located approximately 1km south of the Site, and is served by the National Rail network. It is the terminus of two main lines: the busier Great Eastern Main Line (GEML) to Norwich and the West Anglia Main Line to Cambridge. There are also local commuter services to parts of East London and Essex. In addition, it is the terminus of the Stansted Express, a fast link to London Stansted Airport. The station connects the Central Line, Circle Line, Metropolitan Line, and Hammersmith & City Line. The station is in Travelcard zone 1.

There are several regular bus services in close proximity, with the nearest bus stop (M) located adjacent the Site in front of 80 Great Eastern Street. There are numerous bus links located in Old Street approximately 4 minutes walk from the Site, here are a number of bus routes heading to the following destinations:

- **Curtain Road**
  78 Shoreditch High Street Station / St mary's Road
  47 Newbury Road / Shoreditch
  35 Falcon Road - Grant Road / Shoreditch

- **Great Eastern Street**
  135 Crossharbour Asda to Provost street / Moorfields Eye
  1 Hospital

- **Old Street Roundabout**
  43 Halwick Park towards London Bridge Station
  205 Paddington Station / Eastbourne Terrace towards Bow
  214 Highgate School towards Liverpool Street Station

Leabridge road / Bakers Arms to Oxford Circus
Redvers Road towards Waterloo Station / Mepham
Seven Sisters station towards Lower Marsh
Tottenham Road towards London Bridge Station
South Grove to Liverpool Street Station
Lewisham Centre towards Newington Green / Mildmay Road

**Buses from Shoreditch High Street**

**Route finder**

Day buses including 24-hour routes

- 55 Leabridge road / Bakers Arms to Oxford Circus
- 243 Redvers Road towards Waterloo Station / Mepham
- 271 Seven Sisters station towards Lower Marsh
- 141 Tottenham Road towards London Bridge Station
- 21 South Grove to Liverpool Street Station
- 21 Lewisham Centre towards Newington Green / Mildmay Road

Night buses

- 55 Leabridge road / Bakers Arms to Oxford Circus
- 243 Redvers Road towards Waterloo Station / Mepham
- 271 Seven Sisters station towards Lower Marsh
- 141 Tottenham Road towards London Bridge Station
- 21 South Grove to Liverpool Street Station
- 21 Lewisham Centre towards Newington Green / Mildmay Road
5.3 The proposed design will enhance the character of the conservation area by implementing high standards of contemporary design while maintaining and respecting the culture of the existing street scene.

5.4 The SSCAA states Great Eastern Street is recognisable to the Deli owners only. The building is on an oblique corner with its plaster and stone decorative details and the common and three facades all face onto different roads (Great Eastern Street, Curtain Road and Gatesborough Street). On the opposite side of the road is a Grade II Listed Public house, several food outlets and retail outlets/commercial businesses which share the same street scene design.

3.2 On Great Eastern Street the building immediately next door is a property letting agent (City & Urban) and the property next door to that is a Takeaway/Restaurant (ITSU). Noisette' a Cafe/Deli and Pizza Express an Italian restaurant.

5.6 Given the placement of the proposed development on the opposite side of the road is a Grade II Listed Public house, several food outlets and retail outlets/commercial business' which share the same street scene design.

4.3 Given the placement of the proposed development in the Shoreditch Conservation Area, great consideration will be given to the history of the surrounding area and building itself when designing the proposed scheme.

1.1 Kyson, on behalf of our client, seeks full planning permission for the renovation of 45 Great Eastern Street shop front at ground level only. Providing a coherent frontage treatment, consistent with the existing frontages in the local area in both scale and design. This includes the installation of full height glazing and reinstatement/restoration of the decorative plasters.

1.2 The key planning issues are; the relation of the site and the conservation area it is situated within. The building itself is not listed, however it has been identified as a ‘building of townscape merit’ by Hackney Council as in the South Shoreditch Area Action Plan, also by the English heritage as a building of interest.

1.3 The following documents have been used to support and form this proposal:

- National Planning Policy Framework 2012 [NPPF]
- London Plan 2011 [LP]
- Hackney Core Strategy Development Plan Document (December 2010)
- South Shoreditch Action Plan (2005) [SSAP]
- South Shoreditch Supplementary Planning Doc (2006) [SSPD]
- South Shoreditch Conservation Area Appraisal [SSCAA]
- Hackney Shop Front Design Guide (Hackney Environmental Services).

1.4 The proposal aims to restore and improve the shop frontage creating a more desirable and welcoming space whilst incorporating the historical architectural detailing of the surround area. The building use will remain as existing.

2.0 NATIONAL CONTEXT

2.1 The proposal looks to work in primary support of paragraph 57 of the NPPF “The imperativeness to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes.”

2.2 The proposal is also in support of paragraph 58 of the NPPF “Developments will function well and add to the overall character of the area, not just for the short term but over the lifetime of the development”.

3.0 LOCAL CONTEXT

3.1 The ground floor is currently Class A3 and is currently in use as a cafe with a basement which is used as storage by the Deli owners only. The building is on an oblique corner and three facades all face onto different roads (Great Eastern Street, Curtain Road and Gatesborough Street). On the opposite side of the road is a Grade II Listed Public house, several food outlets and retail outlets/commercial businesses which share the same street scene design.

3.2 On Great Eastern Street the building immediately next door is a property letting agent (City & Urban) and the property next door to that is a Takeaway/Restaurant (ITSU).

3.3 On Curtain Road the two properties next door are ‘La Noisette’ a Cafe/Deli and Pizza Express an Italian restaurant.

3.4 Gatesborough Street is a mixture of entrances for the residential buildings and the rear entrances for properties situated on Great Eastern Street.

4.0 BUILDING OF INTEREST/TOWNSCAPE MERIT

4.1 The proposed site has been identified as a ‘building of interest/building of townscape merit’ by Hackney council and English Heritage. Therefore the design will be of the highest architectural quality while relating appropriately to the surrounding townscape and any buildings of note, ensuring the development is relevant now and in years to come.

4.2 The proposed scheme is in mindful support of ‘Alterations and extensions to buildings of intrinsic merit (1.3:7: SSAP)’ the policy is relevant due to the development building being allocated as a building of townscape merit also being situated in the heart of the South Shoreditch Conservation area.

4.3 The policy notes on ‘Character of new development (1.3:9:SSAP)’ are relevant due to the location of the proposed shop front in the existing street scape and the importance of implementing the highest design standards whilst considering the local environment.

4.4 Section 1.3.11 of the SSAP has also been considered in the design process due to the importance of shop fronts on Great Eastern Street and the positive impact they should have on the local area in both character and appearance.

4.5 We are in full support of Conservation and Design (Part II 7.3: SSDP) and have implemented the policy notes into our design because of the importance of the building in the local area and the impact the proposed scheme will have.

4.6 By taking section 1.3.7 of the SSAP into account which states ‘permission will normally only be granted for schemes that reinstate lost or missing features of historic or architectural interest on such buildings, including doors, shop or showroom fronts, decorative details and cornices.’ The proposed scheme adheres to these principles by reinstating and restoring pilaster detailing.

4.7 The character of the proposed scheme will adhere to section 1.3.9 by implementing the ‘highest standard of contemporary design’ whilst respecting the street scapes uniform and being responsive to context with regard to good urban design practice.

4.8 Section 1.3.11 states “Permission will not normally be given for the removal of existing shopfronts that contribute to the historic and architectural character and appearance of the AAP area”. The proposed design does not detract or take away the shop front. The existing shopfront is non-historic and does not contribute positively to the area. The main architectural contribution of the building relates to the upper levels and its part in a wider street scape. The proposed design looks to reinstate key elements of historic shop front division as seen on neighbouring properties and therefore provides a positive contribution.

5.0 WITHIN BOUNDARIES OF SOUTH SHOREDITCH CONSERVATION AREA

5.1 The development site lies within the boundaries of the South Shoreditch Conservation Area, great consideration will be given to the history of the surrounding area and building itself when designing the proposed scheme.

5.2 We are in full support of the objectives set out in the South Shoreditch Supplementary Planning Document (2006) [SSPD] because the proposal site affects and is affected by the historical character and identity of the local area, whilst encouraging and facilitating appropriate development to promote economic growth.

5.3 The proposal looks to be in full support of South Shoreditch Action Plan (2006) [SSAP] because the site is located in an ‘area of exceptional character’, therefore balancing the objectives of maintaining and enhancing the historic character is of key importance.

5.4 The proposal seeks to be in full support of South Shoreditch Conservation Area Appraisal [SSCAA], the policy is relevant to the proposal due to the site falling under the boundaries of the conservation area and the development site being a “building of historical interest/building of townscape merit.”

5.5 As stated in the SSAP “Oblique corner buildings of Great Eastern Street should be a feature of infill development or given prominence in refurbishment schemes.” The proposed scheme is situated on an important corner of Great Eastern Street and Curtain Road and will act as a focal view point from several different directions, therefore enhancing and improving the shop frontage is of great importance.

5.6 Given the placement of the proposed development site in the Shoreditch Conservation Area, the development proposal will follow the following characteristics as laid out in the SSCAA, proposals:

- Are acceptable in land use terms (Use not changing).
- Are of the highest architectural quality, and by their design and relationship to setting create or contribute to a sense of place (including contemporary design where appropriate).
- Relate appropriately to the surrounding townscape and any buildings of note.
- Have regard to the scale and character of adjacent streets. This may entail development that changes character or materials in response to local circumstances.
- Have regard to local views, prevailing heights and cornice lines.
- Present a lively active street frontage, with regular entrances and windows facing onto the street.
- Have a continuous building line up to the back edge of pavements; and adhere to Secured By Design Principles.
6.0 SHOP FRONT DESIGN

6.1 We are in full support of the design notes in Hackney Shop Front Design Guide (Hackney Environmental Services) due to the impact the proposed scheme will have in the local area and the importance of the shop fronts in the surrounding area, particularly because the development building is situated on an oblique corner, therefore will be visible from several directions.

6.2 Upon reviewing the Hackney Shop Front Design Guide, proposed facade will be a modern design which retains and reinstates traditional architectural detailing. The expanse of glazing will not be too vast and will be divided into vertical panels matching the form of the upper floor windows. The glazing will be consistent with the scale of neighbouring shopfronts within the frame of the reinstated architectural detailing noted. Any roller shutters fitted will be fitted internally avoiding any unsightly exterior projections. There is also no plastic/fabric blinds incorporated into the design. The horizontal signage will follow the form and parallel lines of the neighbouring buildings.

7.0 ACCESS, TRANSPORT AND SECURITY

7.1 The location of the site within a PTAL 6b Zone,

8.0 WASTE

8.1 Remain as existing

9.0 OTHER CONSIDERATIONS

9.1 The site is located in Shoreditch employment zone and as such the existing levels of employment will be maintained.

9.2 The site is not located in a flood zone/green belt
### Relevant Planning Applications

<table>
<thead>
<tr>
<th>Address</th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>64 Great Eastern Street, London, EC2A 3QR.</td>
<td>2009/0590</td>
<td>Alteration to the elevation including installation of new shop fronts and new windows on upper floors. GRANTED 29/06/2006</td>
</tr>
<tr>
<td><strong>147-149 Curtain Road, London, EC2A 3QE.</strong></td>
<td><strong>2012/3636</strong></td>
<td>Addition of new shop front. GRANTED 17/01/2013</td>
</tr>
<tr>
<td><strong>141-145 Curtain Road, London, EC2A 3QE.</strong></td>
<td><strong>2011/0341</strong></td>
<td>New shop front as part of extension planning application. GRANTED 21/09/2011</td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th></th>
<th>Existing Schedule of Accommodation</th>
<th>Proposed Schedule of Accommodation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basement</td>
<td>64.1 m.sq</td>
<td>Basement</td>
</tr>
<tr>
<td>Ground Floor</td>
<td>65.7 m.sq</td>
<td>Ground Floor</td>
</tr>
<tr>
<td><strong>Total Floor Area</strong></td>
<td><strong>129.8 m.sq</strong></td>
<td><strong>Total Floor Area</strong></td>
</tr>
</tbody>
</table>
**SUSTAINABILITY**

**SUSTAINABILITY STATEMENT**

Air Quality

Air quality is greatly affected by polluting vehicle emissions. Asthma and respiratory disease are known to be adversely affected by air pollution. New uses of land that involve motorised vehicles coming to and from property will thus cumulatively have an effect on the air quality as well as the influx of polluting vehicles during the construction process of some developments. The proposed development would not involve polluting vehicles visiting the site post completion and those visiting the site during construction are required to meet the ‘Low Emissions Standards’. Domestic and commercial heating systems can also have a negative impact on air quality due to their nitrogen oxide and carbon dioxide emissions. Condensing boilers recycle heat and have less such emissions than conventional boilers. A new heating system will be introduced that will loosely comprise of a Condensing boiler with a SEDBUK efficiency rating in access of 86% in compliance with Part L of the Building Regulations (2006).

Pollution from Noise, Light / Glare, Fumes & Land Contamination

Noise

Due to the residential nature of the building, there will be no adverse noise pollution created. During construction, workers will be constrained the working hours set out within the Planning Conditions.

Light / Glare

No external lighting is proposed on the street elevations of the building due to the residential nature of the site. Through the removal of the office lighting and installation of low energy pendant fittings, the amount of light emitted through the windows will be reduced once the proposals are implemented.

Fumes Not Applicable

Land Contamination Not Applicable

Waste Storage & Recycling Facilities

Homes need sufficient space to store waste, including for recycling purposes, within the dwelling as well as outside for waste collection. The proposed kitchens have been provisionally laid out to accommodate enough storage for recycled waste as well as general waste, whilst the external space for refuse collection has also been provided.

Renewable Energy

Most experts agree that Global warming is a consequence of burning fossil fuels with a resulting increase in carbon dioxide in the atmosphere. Greenhouse gas emissions such as carbon dioxide trap heat from the sun inside the Earth’s atmosphere and this leads to global warming. For example burning natural gas in heating systems will contribute to this effect. Renewable energy thus can reduce the dependence on fossil fuels and consequently reduce greenhouse gas emissions. In addition to renewables, energy efficiency needs to be built into the design with insulation, and fitting out with energy efficient appliances. The proposed development will involve upgrading insulation to the walls, windows and floors of the building and where appropriate, as well as the existing roof to be made good. Each of the renewables’ technologies is considered for its applicability for the property and whether or not it can be used to reduce the energy consumption of the Condensing Boiler. The following technologies are considered:

- Wind Turbines
- Bio Mass Heating
- Solar Water Heating
- Photovoltaic Panels

Wind Turbines

An average wind speed of between 4-5m/s is assumed for the site at 15 metres above ground level, (this figure is taken from analysis at a nearby site). An average wind speed of 6m/s is required to ensure a consistent power output of a turbine, so it is unlikely that this could make an effective contribution to the site. In order for a turbine to be at it’s most effective, its position would be raised above the residential rooftop and would have a material impact on the setting of the building within the conservation area. In addition, there would be potential noise pollution. These various factors indicate that this technology is unsuitable for this location and therefore has been considered no further.

Bio Mass Heating

A search for biomass suppliers within Central London indicates that there are two suppliers within 5 miles, WoodExpert and Biomass UK Ltd. However, it is considered that due to the urban nature of the site, the emerging nature of Bio Mass fuel supply chain, and the location of the site (the road infrastructure is not appropriate for regular lorry delivery of wood chips/pallets) this technology is inappropriate and therefore is considered no further.

Photovoltaic Panels

Photovoltaic (PV) modules convert solar radiation directly into electricity for use in the building and can be used for domestic purposes such as home heating and lighting systems. Installing Photovoltaic Panels on parts of the roof that are non-visible to contribute to the overall power consumption of the building is considered an effective measure. Typical Photovoltaic panels will produce 1kW peak for 8m² of panel area. Although at this stage we have not made a proposal to install Photovoltaic Panels. We recommend that this technology is investigated further prior to implementing the proposed scheme.

Materials

If appropriate, construction materials should be reused / reclaimed, long lasting or recycled e.g. using reclaimed on-site materials such as re-using timber from demolished partitioning. When using new materials, care should be taken not to deplete the earth’s threatened resources, which include certain tropical hardwood. Longer lasting materials are preferred over those less robust as not only does this avoid frequent replacement (and more waste from discarded materials) but costs less. Locally supplied materials should be chosen as it avoids unnecessary transport of goods over long distances, this is equally true of recycled products in that transportation costs should be put into the notional environment equation (i.e. it could, on occasion, be more sustainable to buy local new products). Natural paints and solvent-free wood finishes can be used that do not give out any toxins.

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