

Delegated Report		Analysis sheet		Expiry Date:		04/07/2013	
		N/A / attached		Consultation Expiry Date:		13/06/2013	
Officer				Application Number(s)			
Carlos Martin				1. 2013/2729/P 2. 2013/2728/A			
Application Address				Drawing Numbers			
211 Camden High Street London NW1 8QR				Refer to draft decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
1. Installation of new shopfront to retail unit (Class A1) 2. Display of 1x externally-illuminated fascia and 1 externally-illuminated projecting sign.							
Recommendation(s):		1. Grant planning permission 2. Grant advertisement consent					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	25	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		Press notice published from 23/05/2013 to 13/06/2013. Site notice displayed from 15/05/2013 to 05/06/2013. No response.					
CAAC/Local groups* comments: *Please Specify		Camden Town CAAC: <i>No objections raised but it would be far better if the fascia could end at the northern division of No 211.</i> <u>Officer's comment:</u> The application has been amended as suggested by the CAAC.					

Site Description

The application site is located on the western side of Camden High Street opposite Camden Town tube station and comprises a ground floor shop unit fronting onto Camden High Street with the main bulk of the site at the rear extending across nos. 191 to 213 Camden High Street. The site has a secondary pedestrian access between nos.6 and 8 Parkway. At present the ground floor shop unit fronting Camden High Street is in retail use. The site is located within the Camden Town Conservation Area and the Camden Town Town Centre.

Relevant History

Advertisement consent (2012/6766/A) granted for the display of 1x externally illuminated fascia sign.
Planning permission (PE9700962R3) and Conservation Area Consent was granted in October 1999 for the 1. Demolition of the existing buildings on the site except the facade to 4-12 Parkway. 2. Redevelopment of the site to provide a four storey plus basement building at 4-12 Parkway with a retained front facade to accommodate a retail shop at ground and basement floor levels, with offices on the upper floors, and to provide a four storey plus basement building at 211-219 Camden High Street and 1-5 Inverness Street to accommodate a retail shop at basement to first floor levels with 14 self-contained residential flats above.

Relevant policies

NPPF 2012

The London Plan 2011

LDF Core Strategy and Development Policies 2010

CS5 Managing the impact of growth and development

CS14 Promoting high quality places and conserving our heritage

DP24 Securing high quality design

DP25 Conserving Camden's heritage

DP26 Managing the impact of development on occupiers and neighbours

Camden Planning Guidance 2011: 1 (design) & 6 (amenity)

Camden Town Conservation Area Appraisal 2007

Assessment

The application has been amended to reduce the length of the fascia at officers request on the grounds that a fascia sign should not crossed over two different sites.

Sopfront

Planning permission is sought for the removal of the existing shutters and the installation of a new shopfront consisting of a set of folding doors fully openable. Although fully openable shopfronts are not generally encouraged, this is a very commercial area and no residential properties would be affected by noise increase. Currently the shopfront consists of a fully openable shutter and therefore the proposal would not be different from the existing situation. The design of the doors is considered sympathetic to the style and character of the building given their vertical emphasis. The proposal is considered acceptable on design and conservation grounds. Given the nature of these alterations no impact on the amenity of neighbouring properties is expected from the proposal.

Signage

The advertisement consent application relates to an externally illuminated fascia sign and an externally-illuminated projecting sign. The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers. Although illuminated signs are not generally acceptable in conservation areas, in this case the illumination would be external and it is not considered that in this particular location the proposal would harm the character and appearance of the conservation area or detract from the visual amenity of the area.

The location of the signage is not considered harmful to either pedestrian or vehicle traffic and therefore the proposal raises no public safety concerns.

The proposed adverts are in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework and therefore approval is recommended.

Recommendation: 1) Grant planning permission & 2) Grant advertisement consent