

Delegated Report		Analysis sheet		Expiry Date:		13/02/2013	
		N/A / attached		Consultation Expiry Date:		07/02/2012	
Officer				Application Number(s)			
Carlos Martin				1. 2012/6702/P 2. 2012/6766/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 2x steel louvers on east elevation and 10x rooflights to existing retail unit (Class A1). 2. Display of 1x externally illuminated fascia 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 17/01/2013 to 07/02/2013. Site notice displayed from 16/01/2013 to 06/02/2013. No response.					
CAAC/Local groups* comments: <small>*Please Specify</small>		Camden Town CAAC: Object to new shopfront and banner sign. <u>Officer's comment</u> The applications have been amended to remove these two elements from the proposals.					

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

Planning permission (PEX0100408) and Conservation Area Consent was granted subject to a legal agreement in May 2003 for the demolition of disused cinema building and the erection of a three-storey building with roof-top plant enclosure for office use (Class B1) plus change of use to retail (A1) unit on frontage to Camden High Street.

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

The London Plan

LDF Core Strategy and Development Policies

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

Assessment

Rooflights and louvres

The original proposal has been amended to remove the major elements of the proposal: the installation of a new shopfront and the installation of air handling plant. The proposed new shopfront was not considered acceptable on design and conservation grounds while further information was required to assess the plant, i.e. a full acoustic report.

The proposed rooflights and louvers would not be visible from the public realm and are not considered to cause any significant impact on the character and appearance of the building or this part of the conservation area. The proposal is therefore in line with current policies that seek to protect and enhance the character and appearance of conservation areas.

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. 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 sign does not obscure any architectural features of the building and is considered acceptable in terms of proportions and design. It is not considered that the sign 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 advert is 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

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