

Delegated Report		Analysis sheet		Expiry Date:		29/12/2011	
		N/A / attached		Consultation Expiry Date:		30/11/2011	
Officer				Application Number(s)			
Neil Zaayman				2011/5023/P			
Application Address				Drawing Numbers			
96-98 CAMDEN HIGH STREET LONDON NW1 0LT				Refer to decision notice.			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Installation of 5 air conditioning units (removal of 2 existing air conditioning units) on the front first floor level flat roof, and alterations to shopfront onto Camden High Street and Pratt Street including installation of ATM onto High Street in connection with use of 96-98 as a bank (Class A2).							
Recommendation(s):		Grant planning permission					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	8	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		<p>Site notice displayed from 09/11/2011 until 30/11/2011. Advertised in the Ham and High Newspaper 17/11/2011. No objections received.</p> <p><u>Environmental Health comments:</u> No objections and no conditions required.</p> <p><u>TFL comments:</u> No objections.</p>					
CAAC/Local groups* comments: <small>*Please Specify</small>		No comments received.					
Site Description							
<p>The site is located on the eastern side of Camden High Street on the corner with Pratt Street. The application site comprise 2 units, currently occupied by Halifax (Financial and Professional Services: Class A2) at No. 96 and a hairdressing salon (A1) which is currently vacant at No. 98.</p> <p>The site is within a primary retail frontage, within the town centre boundary and is also within the Camden Town Conservation Area.</p>							

Relevant History

Various applications for change of use, new advertisement signs and shopfront changes.

Most relevant history:

PE980057: Change of use from retail (Class A1) to a professional and financial service (Class A2), refused 23/10/1998. This decision was appealed and dismissed in July 1999 (PINS ref: T/APP/X5210/A/99/1020987).

2010/5873/P: Change of use from hairdresser (Class A1) to a Bank (Class A2). Refused 12/01/2011. The decision was appealed and the appeal allowed on 02/09/2011.

2011/2382/P: Change of use from hairdresser (Class A1) to a Bank (Class A2) – Refused.

2011/5070/A: Display of 2 x internally illuminated fascia signs and 2 x internally illuminated projecting signs to bank (Class A2) – Application pending.

Relevant policies

LDF Core Strategy and Development Policies

Core Strategy

CS5 (Managing the Impact of Growth and Development)

CS 7 (Promoting Camden's centres and shops)

CS14 (Promoting High Quality Places and Conserving Our Heritage)

CS17 (Making Camden a Safer Place)

Development Policies

DP24 (Securing High Quality Design)

DP25 (Conserving Camden's heritage)

DP26 (Managing the Impact of Development on Occupiers and Neighbours)

DP28 (Noise and Vibration)

DP29 (Improving Access)

DP30 (Shopfronts)

Camden Planning Guidance 2011

Revised Planning Guidance for Camden Town: Food, Drink and Entertainment uses, adopted February 2008

CPG5 Town centres, retail and employment (2011)

Camden Town Conservation Area Appraisal and Management Strategy

Assessment

The proposal is to extend the Halifax shopfront to the neighbouring property at No. 98 which was recently granted permission on appeal for a change of use to form part of a larger Halifax premises. The proposal would involve a new glazed shopfront with the existing doors replaced by a new automatic frameless door. There would be a new letter box, new tiled stall riser and new marketing banners to the inside of the window. The development would further involve the installation of 1 new ATM. On the roof, the proposal would see the replacement of 2 existing air conditioning units and the addition of 3 new units.

Design / Appearance:

New shopfront:

Policy DP30 in the LDF seeks to ensure that all shopfronts are satisfactorily located and are of a high standard of design and layout. In this regard it is important that the appearance of new shopfronts is compatible with the character of the local street scene and the surrounding area. This is supported by Policy DP25 (Conserving Camden's Heritage).

The new shopfront would be installed in an area characterised by commercial uses at ground floor level with a variety of shopfronts. It is not considered that the proposed shopfront would have a harmful impact on this parade of commercial uses as it is consistent with other shopfronts in the vicinity and indeed, a continuation of No. 96 Camden High Street. It is acknowledged that the majority of the shopfront to No. 96 would be lost as a result of the proposal however, in light of the larger unit (comprising No. 96 and 98), the loss of some open frontage is considered acceptable.

The new shopfront would give the unit a new fresh appearance and is considered to be a positive upgrade to the application site. Given that there are varied shopfronts along this parade, it is considered that this shopfront with associated upgrade works would have an acceptable appearance as seen from the street scene and would not be harmful to the character of the Conservation Area.

ATM:

The introduction of an ATM within this area will not be out of context within the existing street scene and will enhance the availability of cash machines to persons using services along this shopping frontage. Indeed, there are two existing ATM's already present within the Halifax shopfront and the proposal would be similar in character and design. The proposal is of a suitable design, which would not appear out of character with the front façade of the host building or the character of the Conservation Area.

Air conditioning units:

The 2 replacement units and 3 new air conditioning units will be on top of the flat roof on 1st floor level. The units would be in the same location and similar in size as existing condensing and air handling units and would not be visible behind the parapet wall. It is therefore not considered to have a harmful impact on the host building, the street scene or the character of the Camden Town Conservation Area.

Impact on Amenity:

Policy DP26 advises that proposals will not be granted planning permission where the development has unreasonable adverse effects on the amenity of neighbours. According to Policy DP28, the Council will seek to ensure that noise and vibration is controlled and managed and will not grant permission for development likely to generate noise pollution. This is consistent with Government guidance contained within PPG24 (Planning and Noise).

The plant area is overlooked by commercial premises on the second floor above the bank.

The proposal is within a town centre location where ambient noise levels are expected to be higher compared to residential suburbs. The applicant submitted a Noise Impact Assessment assessing the noise levels at the nearest noise sensitive neighbouring properties. Based on the findings of the acoustics report, no objections are raised in respect of noise and vibration disturbance to neighbouring occupiers. Environmental Health raised no objections.

Other Issues:

The proposed ATM is located within a busy location and will be highly visible next to 2 existing ATMs. In light of the existing ATMs which have been operational for a number of years and no known safety issues raised, the additional ATM is considered acceptable in this instance and should not lead to an increase in crime or fear of crime.

Conclusion:

The proposal is acceptable in terms of its impact on the character and appearance of this commercial parade and does not detract from the character of the Conservation Area or have a harmful impact on the street scene. The proposal is not considered to be harmful to neighbouring amenity.

The proposed drawings indicate various new advertisement signage. For the avoidance of doubt it should be noted that a proposal for advertisement signage is considered under reference 2011/5070/A.

Recommendation:

That planning permission is granted, subject to conditions.

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