

Delegated Report		Analysis sheet		Expiry Date:		27/10/2011	
		N/A / attached		Consultation Expiry Date:		06/10/2011	
Officer				Application Number(s)			
Rob Tulloch				2011/4342/P 2011/4047/A			
Application Address				Drawing Numbers			
42 England's Lane Camden Town London NW3 4UE				See decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Installation of a new shopfront to an existing retail unit (Class A1). Display of internally illuminated fascia sign and projecting sign to shop (Class A1).							
Recommendation(s):		Grant Planning Permission and Warning of Enforcement Action Grant Advertisement Consent					
Application Type:		Full Planning Application Advertisement Consent					
Conditions:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	00	No. of objections	00
Summary of consultation responses:		Press advert 15/09/2011 Site notice 07/09/2011 No responses received					
CAAC/Local group comments:		Belsize CAAC object that the modern design and extensive glazing do not relate to the date, design and appearance of the building and terrace of buildings. The proposed fascia is excessive in size and projection and takes no account of the traditional proportions of the building, terrace and original fascia and shopfront features. The opportunity should be taken to reinstate a shopfront and signage of high quality design and traditional proportions to improve the character and appearance of the conservation area. <u>Officer response:</u> The design of the shopfront has been amended and meets the concerns raised by the CAAC.					
Site Description							
The site forms part of a four storey terrace of shops with flats above. The terrace is rendered with stucco detailing and balconies at first floor level. The site lies within the Belsize Conservation Area and the terrace is listed as making a positive contribution to the conservation area. The site is also part of the England's Lane Neighbourhood Centre.							
Relevant History							
8500011 The retention of a new shopfront and canopy blind. Refused 20/02/1985							

Relevant policies

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

DP29 Improving access

DP30 Shopfronts

Camden Planning Guidance 2011

Belsize Conservation Area Statement

Assessment

1 Proposal

1.1 The proposal is for a new shopfront and signage. The main issues are:

- design
- amenity
- advert considerations
- enforcement

1.2 The application has been revised as the original design was considered to harm the character and appearance of the conservation area. The main changes are that the fascia has been reduced in size, the subdivision of the shopfront has been increased by the introduction of taller stallrisers, shorter doors, transom lights and a fan light, and the framing has been changed from aluminium to timber. The projecting sign has also been reduced in height in line with the reduced fascia.

2 Design

2.1 The existing shopfront has a large fascia that is lower, and projects further out, than the surrounding corbels. There was a centrally located single door with a fan light and transom lights above and a short stallriser, but the shopfront has been replaced in line with the original submission with tall metal framed double doors and minimal stallriser. The large fascia remains.

2.2 The revised proposal includes a smaller fascia 950mm high sitting below the cornice created by the first floor balcony. In line with Camden Planning Guidance, the proposed fascia would no longer project beyond, or be lower than, the corbels. It is proposed to subdivide the shopfront with the introduction of three transom lights and a single fan light above the shortened entrance doors. The proposed shopfront would also feature a 350mm high stallriser in line with the base of the pilasters and the bottom panels of the doors. The proposal would also replace the aluminium framing with black painted timber.

2.3 The design and materials of the proposed shopfront are a marked improvement over what was originally in place and what was originally proposed. This is welcomed as the Conservation Area Statement highlights England's Lane as being harmed by inappropriately proportioned shopfront and fascia treatments and acknowledges there is much scope for improvement.

2.4 As such the proposal is not considered to harm the character or appearance of the conservation area and would comply with policies CS14, DP24, DP25 and DP30 of the LDF and Camden Planning Guidance.

3 Amenity

- 3.1 The proposal is not considered to harm the amenity of any adjoining occupiers. There is an existing change in level from pavement to shop floor with the floor slab and exterior basement lights preventing a ramped access into or within the shop, but the applicants have indicated that they will use a temporary ramp for wheelchair users.
- 3.2 As such the proposal is not considered to harm the amenity of adjoining occupiers and would comply with policies CS5, DP26 and DP29 of the LDF and Camden Planning Guidance.

4 Advert

- 4.1 The application relates to 300mm high halo illuminated lettering on the fascia covering an area of approximately 1375mm (w) x 630 (h). The projecting box sign would measure 670mm (w) x 700mm (h) x 140mm (d). Both signs would be illuminated using halo illumination. 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.

Amenity

- 4.2 The lettering on the fascia is relatively modest in size in relation to the overall area of the fascia and the method of illumination of both signs is considered appropriate. The proposed signage 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 signage would be unduly obtrusive in the street scene or disturb residents or occupiers.

Public Safety

- 4.3 The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns. As such, the proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework.

5 Enforcement

- 5.1 The original proposal was badly designed and proportioned with an oversized fascia 1730mm high, a lack of subdivision primarily from the doors rising to fascia level, a 150mm stallriser instead of the recommended minimum of 300mm, and aluminium framing. As such, the design and materials were considered to harm the character and appearance of the host building, which is identified as making a positive contribution to the conservation area, and the wider street scene, and were contrary to Camden Planning Guidance and the LDF.
- 5.2 The Belsize Conservation Area Statement refers to inappropriate alterations and replacement shopfronts that detract from the character of the street, specifically inappropriately proportioned replacement shopfronts in unsuitable materials, and the loss of stallrisers. Furthermore, the conservation area statement highlights England's Lane as being harmed by the number of shopfronts of poor design and quality.
- 5.3 The proposal was revised, but the original proposal has been partially implemented. The original fascia remains, but a new shopfront has been installed with minimal stallrisers, full height doors, no fan light or transom lights, and constructed in aluminium. The development is considered to harm the character and appearance of the building and wider area.
- 5.4 The applicants claim that they are unable to implement the recommended scheme immediately due to a lack of funds and have indicated that they may be able to replace the shopfront in six months. To ensure the harm caused by the replacement shopfront ceases it is recommended that if the revised scheme is granted planning permission an enforcement notice be issued

requiring the unauthorised shopfront be removed.

6 Recommendation:

- (i) Grant Planning Permission and Warning of Enforcement Action
- (ii) Grant Advertisement Consent

- 6.1 That the Head of Legal Services be instructed to issue an Enforcement Notice under Section 172 of the Town and Country Planning Act as amended, and officers be authorised in the event of non-compliance, to commence legal proceedings under Section 179 or other appropriate power and/or take direct action under Section 178 in order to secure the cessation of the breach of planning control.
- 6.2 **The Notice shall allege the following breach of planning control:** The unauthorised installation of a shopfront.
- 6.3 **Steps to be taken:** The enforcement notice shall require that within a period of six months of the notice taking effect the unauthorised shopfront shall be removed.
- 6.4 **REASONS WHY THE COUNCIL CONSIDER IT EXPEDIENT TO ISSUE THE NOTICE.**
The unauthorised shopfront by reason of its proportions, materials and design is considered to be harmful to the character and appearance of the host building, street scene and Belsize Conservation Area, contrary to policies CS14 (Promoting high quality places and conserving our heritage), DP24 (Securing High Quality Design), DP25 (Conserving Camden's heritage) and DP30 (Shopfronts) of the London Borough of Camden Local Development Framework and Camden Planning Guidance.

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