

Delegated Report		Analysis sheet		Expiry Date:		11/10/2010	
		N/A / attached		Consultation Expiry Date:		21/09/2010	
Officer				Application Number(s)			
Rob Willis				1. 2010/4397/P 2. 2010/4406/A			
Application Address				Drawing Numbers			
101 Bayham Street London NW1 0AG				See Decision Notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Alterations to exterior of office building (Class B1a) to include: <ol style="list-style-type: none"> replacing ground floor main entrance doors. replacing existing signage with illuminated fascia sign 							
Recommendation(s):		Grant planning permission and advertisement consent					
Application Type:		Full Planning Permission					
Conditions:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:	No. notified	19	No. of responses	00	No. of objections	00	
			No. electronic	00			
Summary of consultation responses:	None received						
CAAC comments:	Camden Town CAAC: object – “changing the doors and installing an illuminated fascia sign would spoil the authenticity of this rather fine building. The proposed doors are bland and lacking in character”.						
Site Description							
101 Bayham Street is a 4-storey building that is used as offices. The building is not listed, but is in the Camden Town Conservation Area, and is located directly opposite the St Martin-in-the-Fields Almshouses.							
Relevant History							
AEX0001039: Advertisement Consent granted on 09-04-2001 for the display of 2 non-illuminated banner signs on either side of the main entrance of the building.							
PE9901030: Planning permission <i>refused</i> on 27-06-2000 for alterations to the front entrance comprising a new reception glazed screen and external glazed canopy.							
Relevant policies							
Replacement Unitary Development Plan 2006							
SD6 Amenity for occupiers and neighbours							
B1 General Design Principles							
B3 Alterations and extensions							
B4 Shopfronts, advertisements and signs							
B7 Conservation areas							
LDF Core Strategy and Development Policies							
<i>The Inspector's Report into the Camden Local Development Framework Core Strategy and Development Policies Development Plan documents ("DPD"s) was published on 13th September and found the policies in the DPDs to be sound.</i>							
<i>This means "considerable weight" can now be given to these LDF policies even though at this stage</i>							

they have yet to be formally adopted by the Council. Where there is a conflict between UDP policies and these LDF policies the Planning Inspectorate would consider it reasonable to follow the latter.

However prior to formal adoption UDP policies should still be taken into account as the Council's adopted Development Plan

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

DP30 Shopfronts

Assessment

The application seeks the following:

- Replacement of existing ground floor main entrance doors and side panels;
- Replacement of vinyl film to ground floor windows with a new manifestation graphic; and
- A new illuminated sign.

Revisions

Following discussions with the Council, the applicants have amended the proposed illuminated sign round the entrance doors from fully internally illuminated frame box panels to black powder-coated aluminium frame box panels. The box panels proposed under the revision to the scheme would not be fully illuminated, but instead will contain recessed lighting that would provide illumination to individual letters on the horizontal panel above the entrance door, and will also cast light on the brick work immediately behind the panels around the edge of the frame.

The two main issues raised by these proposals relate to design (including impact on the character and appearance of the conservation area) and amenity. These are addressed in turn below.

Design

The proposed entrance doors are plain glazed, as opposed to the current arrangement, where the doors are divided into several panes, reflecting the fenestration detail above. However, the proposed new doors reflect the more open, glazed character of the ground floor windows, and thus are considered to represent an appropriate design approach. The replacement doors would also provide improved views into and out of the building, enhancing the relationship between the ground floor of the building and the street.

The ground floor windows are currently covered in vinyl film: some of this film is black, some a light green and some reflective. The film blocks all views into the ground floor of the property, and its varying colour creates an untidy appearance to the front elevation. The proposals seek to replace this with a new film that will provide greater consistency across the front elevation, show an attractive graphic which enlivens the street and relates to the function of the tenants. It is all perforated and will allow interaction between those inside and out. A condition will be added to ensure that, if the graphic is applied to the outside of the windows, it is individually cut around each pane in order to retain the visibility of the glazing bars.

The proposed sign as revised comprises black powder-coated aluminium frame box panels with concealed lighting around the entrance doors, set within the more modern frame of the doors. The panels would have individually illuminated letters and would be set slightly away from the wall on the outside edges; this will have the effect of casting light on the brick work immediately behind the panels, providing a modest amount of illumination around the doors and highlighting the attractive brick work that frames the building. The revised proposals represent a significant scaling down of the works that were sought prior to the submission of revised plans: these initial plans sought fully externally illuminated box panels all around the entrance doors. The revised proposals would provide an attractive frame around the entrance doors that is appropriate to the commercial nature of the building. This element of the proposals is therefore considered to be acceptable in design terms.

Overall, it is considered that the proposals are appropriate to the host commercial building, would create a more consistent and attractive ground floor façade than existing, and would not cause harm to the character and appearance of the conservation area, or the setting of the listed building opposite.

Amenity

The main amenity issue raised by the proposals relates to the potential for light pollution to be created by the proposed illuminated panels. However, as indicated above, the applicant has amended the proposals so that the only illumination that occurs would relate to the individually cut out letters, and to the brick work behind the panels on the outside of the frame to the entrance. As such, the proposals would have a minimal impact in terms of light pollution.

Conclusion

The proposals do not raise any concerns in relation to design or amenity.

Recommend approval.

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