

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		28/07/2010	
		N/A / attached		<b>Consultation Expiry Date:</b>		23/07/2010	
<b>Officer</b>				<b>Application Number(s)</b>			
Carlos Martin				2010/2651/P			
<b>Application Address</b>				<b>Drawing Numbers</b>			
Plaza House 191 - 209 Camden High Street London NW1 7PJ				Refer to draft decision notice			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Installation of new feature cornice and associated works.							
<b>Recommendation(s):</b>		Grant					
<b>Application Type:</b>		Full Planning Permission					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>	No. notified	79	No. of responses	00	No. of objections	00	
			No. electronic	00			
<b>Summary of consultation responses:</b>		Site notice displayed – No response.					
<b>CAAC/Local groups* comments:</b> *Please Specify		Camden Town CAAC – No response.					

## Site Description

The application site relates to a 3-storey 20<sup>th</sup> Century building located on the west side of Camden High Street, within the Camden Town Conservation Area. It is not listed but is recognised as a building that makes a positive contribution to the conservation area in the Camden Town Conservation Area Appraisal.

## Relevant History

None.

## Relevant policies

### Replacement Unitary Development Plan 2006

B1 – General design principles  
B3 – Alterations and extensions  
B7 – Conservation areas

### Camden Planning Guidance 2006

10 - Conservation areas

### Camden Town Conservation Area Statement

### LDF Core Strategy and Development Policies

*As the draft LDF Core Strategy and Development Policies documents have now been published, they are material planning considerations. However, as a matter of law, limited weight should be attached to them at this stage.*

DP254 – Securing high quality design  
CS14 – Promoting high quality places and conserving our heritage  
DP25 – Conserving Camden's Heritage

## Assessment

Planning permission is sought for the installation of a new feature cornice and associated works along the commercial units of the ground floor level.

### Amendments

The profile of the cornice originally proposed as part of the application has been modified to reflect, to a greater degree, the capitals on the pilasters, thereby reflecting the Art deco style of the building, as opposed to the Classical profile originally proposed.

### Design

Plaza House is built with a horizontal street frontage of 9 bays, divided by pilasters. The horizontal proportions are emphasised by the flat roof with continuous moulded eaves detail and a plain, deep fascia which runs the length of the façade. The deep fascia is overly plain and appears to have been altered in the past. The façade is dressed in stone and each bay is divided by stone pilasters with simple capitals which reflect the Art Deco idiom.

The proposals must be considered with regard to the impact of the proposals on the building as a building that makes a positive contribution to the area i.e. a heritage asset in its own right, and the impact on the character or appearance of the conservation area. The works proposed will cause less than substantial harm to the heritage asset and therefore accord with UDP policy B7 and policy DP25 in the emerging Local Development Framework and are recommended for approval.

**Recommendation:** Grant

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