

<b>Delegated Report</b> <b>(Members Briefing)</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>	(i) 20/07/2010 (ii) 03/08/2010
		N/A / attached		<b>Consultation Expiry Date:</b>	(i) 25/05/2010 (ii) 14/07/2010
<b>Officer</b>			<b>Application Number(s)</b>		
Rob Tulloch			(i) 2010/3099/P (ii) 2010/2145/A		
<b>Application Address</b>			<b>Drawing Numbers</b>		
205-207 Haverstock Hill London NW3 4QG			See decision notices		
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>		
<b>Proposal(s)</b>					
(i) Alterations to replace existing shopfront, including the installation of a new retractable awning to existing restaurant (Class A3). 2010/3099/P (ii) Installation of internally illuminated powder coated aluminium fascia sign and retractable awning signs at existing restaurant (Class A3). 2010/2145/A					
<b>Recommendation(s):</b>		(i) Grant Planning Permission (ii) Grant Advertisement Consent			
<b>Application Type:</b>		(i) Full Planning Permission (ii) Advertisement Consent			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notices					
Informatives:						
<b>Consultations</b>						
Adjoining Occupiers:	No. notified	00	No. of responses	01	No. of objections	01
			No. Electronic	01		
Summary of consultation responses:	<p>A site notice was displayed from 23/07/2010</p> <p>16 Hillfield Mansions object that the restaurant currently operates outside its permitted hours causing noise and nuisance, and any improvement may lead to more customers exacerbating the problem.</p> <p><u>Officer response</u></p> <p><i>As there are no planning conditions restricting the opening hours, operating outside the permitted hours of a license and any amenity problems this may cause are a matter for the Council's Regulatory Services department. Minor alterations to the shopfront and fascia are not considered to contribute to amenity problems.</i></p>					
CAAC/Local groups comments:	No responses received.					

## Site Description

The site comprises a double ground floor commercial unit on the south western side of Haverstock Hill with a three storey block of flats, Hillfield Mansions, occupying the upper floors of 205-211 Haverstock Hill. The ground floor is currently in restaurant (Class A3) use. The site lies within the Belsize Conservation Area and the Belsize Park/Haverstock Hill Neighbourhood Centre.

## Relevant History

2004/4499/P Installation of new canopy and 2 gas wall mounted torches on the shopfront. Granted 21/12/2004

2004/4500/A The display of an externally illuminated fascia sign on the shopfront. Granted 21/12/2004

PWX0302222 Amendment of planning permission registered number PWX0203084 dated 21st January 2003 for replacement shop front involving the introduction of glazed panels instead of the approved solid panel and signage. Granted 22/04/2003

PWX0203084 The installation of a new shop front with opening doors. Granted 21/01/2003

## Relevant policies

### London Borough of Camden Replacement Unitary Development Plan 2006

SD6 Amenity for occupiers and neighbours

B4 Shopfronts, advertisements and signs

B7 Conservation areas

### Camden Planning Guidance 2006

Adverts

Shopfronts

### LDF Core Strategy and Development Policies

DP24 Securing high quality design

DP25 Conserving Camden's heritage

DP30 Shopfronts

CS5 Managing the impact of growth and development

CS14 Promoting high quality places and conserving our heritage

*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.*

## Assessment

The proposal is for alterations to the shopfront, replacement awnings and a replacement fascia sign. The main considerations are the visual impact of the changes to the shopfront, and the amenity and safety issues of the adverts.

### Shopfront

The existing restaurant occupies nos. 205 and 207 Haverstock Hill. The shopfront comprises two centrally located entrance doors separated by a pilaster. A small externally illuminated sub-fascia sits above the doors and is covered by a curved glass canopy with two gas torches above. On either side of this central entrance are external lights and a set of four folding doors with retractable awnings. An externally illuminated fascia extends the width of the double shopfront above the awnings.

The proposal would remove the smaller central sub-fascia, lights, canopy and torches. These would be replaced with fanlights above the doors, and the proposed awnings would be slightly wider meeting in the middle above the pilaster. The fanlights would match those above the existing folding doors.

The externally illuminated menu display on the central pilaster would be replaced with a slightly larger non-illuminated display.

The proposed awnings would be retractable, made from tweed and located between the fascia and shopfront. The blind box is integrated into the design of the shopfront and would project 300mm from the shopfront when retracted. As such the location, design and materials comply with Camden Planning Guidance and are not considered to harm the appearance of the shopfront or conservation area.

Camden Planning Guidance advises that blinds and canopies should not compromise public safety, and that there should be a minimum of 2.3m between the bottom of the blind and the pavement and 1m between the blind and the kerb edge.

The lowest point of the proposed awning would be 2.4m above the pavement and it would extend approximately 3m from the shopfront at its furthest. The pavement is particularly wide along this part of Haverstock Hill, measuring 11m in width. As such the proposal would meet the requirements for pedestrian safety.

### Advert

The current fascia extends across both shopfronts. It is lime green painted timber with spot-lit metallic lettering above each shopfront. The fascia would be painted dark grey with centrally located powder coated aluminium text measuring 480mm (h) x 2800mm (w). The letters would be individually illuminated.

The design, size and scale of the proposed sign are appropriate for the host building and streetscape, and the halo method of illumination is acceptable for conservation areas and in line with Camden Planning Guidance.

The proposed awnings would be made from Dubonnet tweed with acrylic lettering. When retracted they would project 300mm from the fascia with only the valence visible.

The flats above are set back from the frontage and so would not be affected by the illuminated fascia,

The size, location and method of illumination of the adverts are not considered to pose a hazard to pedestrian or vehicular traffic.

**Recommendation**

Grant Planning Permission  
Grant Advertisement Consent

**DISCLAIMER**

**Decision route to be decided by nominated members on Monday 28<sup>th</sup> June 2010. For further information see**

<http://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/planning-applications/development-control-members-briefing/>