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| Delegated Report | | Analysis sheet | | Expiry Date: | | 16/11/2009 | |
| | | N/A / attached | | Consultation Expiry Date: | | 21/10/2009 | |
| Officer | | | | Application Number(s) | | | |
| Anette de Klerk | | | | A) 2009/4232/P B) 2009/4244/A | | | |
| Application Address | | | | Drawing Numbers | | | |
| 345 Kentish Town Road London NW1 2TJ | | | | Refer to decision notice. | | | |
| PO 3/4 | | Area Team Signature | | C&UD | | Authorised Officer Signature | |
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| Proposal(s) | | | | | | | |
| A) Replacement shopfront to betting shop (Class A2). B) Display of an externally illuminated fascia sign and an internally illuminated projecting sign to Kentish Town Road elevation to betting shop (Class A2). | | | | | | | |
| Recommendation(s): | | A) Grant Planning Permission B) Grant Advertisement Consent | | | | | |
| Application Type: | | A) Full Planning Permission B) Advertisement Consent | | | | | |
| Conditions or Reasons for Refusal: | | Refer to Draft Decision Notice | | | | | |
| Informatives: | | | | | | | |
| Consultations | | | | | | | |
| Adjoining Occupiers: | | No. notified | 11 | No. of responses | 0 | No. of objections | 0 |
| | | | | No. electronic | 0 | | |
| Summary of consultation responses: | | A site notice was displayed between 30/09/2009 – 21/10/2009. No response was received. | | | | | |
| CAAC/Local groups comments: | | N/A | | | | | |

Site Description

The site is occupied by a four storey mid terraced building located to the west side of Kentish Town Road, opposite the Kentish Town tube station. The ground floor is in use as a betting shop. The building is sited with the Kentish Town Centre with the ground floor forming part of the core shop frontages in this centre. The building is not within any conservation area and is not listed.

Relevant History

12362: Change of use of 1st floor of Nos. 345/347, Kentish Town Road from office/storage to residential. Granted 12/01/1972.

8802306: Change of use from amusement arcade to estate agents at ground floor of 345 and basement storage at 345-347. Granted 14/09/1988

9367: Installation of a new shopfront at 345-347 Kentish Town Road, Camden, and erection of a new toilet extension at the rear. Granted 24/09/1970.

Relevant policies

Camden Unitary Development Plan 2006

SD1 – Quality of life

SD6 - Amenity for occupiers and neighbours

B1 - General design principles

B3 - Alterations and extensions

B4 - Shopfronts, advertisements and signs

SD7a – Light Pollution

B4b – Advertisements and Signs

Camden Planning Guidance 2006

Assessment

Proposal:

Planning permission is sought to replace the existing shopfront with a new shopfront with level access to the premises. Advertisement consent is also sought for the installation of an externally illuminated fascia sign and one internally illuminated projecting sign.

Revisions (planning application)

The drawings have been revised to remove a recessed entrance door following discussions with the Council. The shopfront would now be in line with the back of the pavement with the entrance door opening inwards.

Design:

The main issue to consider as part of the proposal is the impact of the shopfront and advertisements on the character of the building, the interest of the high street and the surrounding area.

The Council's guidance for shopfronts advises shopfront alterations should respect the detailed design, materials, colour and architectural features of the adjoining shopfront and building itself.

The proposed shop front would reinstate a modestly sized stall riser at a height of 200mm above the existing internal floor level. The external face of the stall riser would be finished with blue glazed tiling. The shop front will be blue painted powder-coated aluminium with a single glazed front panel and would be level across the back of the pavement. The proposed new door will be powdered coated in a mid grey.

The adjoining and many other existing shopfronts on Kentish Town Road have fully glazed shopfronts. The style and materials of the proposed shopfront is considered to respect the character and appearance of the adjoining shopfronts. The reinstatement of a stallriser, although modest in height, is welcomed. It is also considered that the scale, proportions and architectural style of the new shopfront is compatible with the parent building and the surrounding shopfronts and does not harm the character or appearance of the area. The proposed shopfront is considered to be acceptable in design terms and consistent with policies B1, B3 and B4.

The Camden Planning Guidance states that all advertisements should be of a scale and size that respects and is appropriate to the host building. They should not negatively affect the aesthetic appearance, amenity or character of the area in which they are placed.

The fascia sign is to be located above the proposed shopfront. It will measure 4.9m in width and 0.94m in height. The base of the fascia sign will be located 2.7m from ground level. The fascia will be externally illuminated by 1 No. 'Low Energy trough-light' located partially over the fascia below the first floor windows.

The proposal also includes the installation of one projecting sign at fascia level. It will be internally illuminated and will project approximately 1m out from the front elevation. It will measure 0.8m in width and 0.6m in height. Both the externally illuminated fascia sign and the internally illuminated projecting sign will have a luminance level of 100 cadence per square metre.

It is considered that the proposed fascia and projecting sign comply with the standards contained in the Camden Planning Guidance. The proposed advertisement signs are of a scale and size that respects the appearance of the host building and would not negatively affect the aesthetic appearance, visual amenity or character and appearance of the surrounding area. It is therefore considered that the proposed advertisement signs are acceptable.

Amenity:

The alterations to the shopfront and installation of new signage would not have a detrimental impact

upon the surrounding neighbours and occupiers in terms of loss of privacy, sunlight and outlook. The proposal is therefore considered to be acceptable and in accordance with UDP policy SD6.

Both the externally illuminated fascia sign and the internally illuminated projecting sign will have a luminance level of 100 candela per square metre. This is considered acceptable in terms of the requirements of the permitted luminance levels outlined in paragraph 2 (1) (a) of part 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Access:

The Council guidance with regards to accessibility states all shops and shopfronts should be designed to improve access and use for all. The existing floor structure will be broken out and reformed with a glazed entrance door set at pavement level to provide disabled access to the premises. The proposed entrance to the new shop front is considered to be acceptable in terms of access.

Recommendation: Grant Planning Permission and Advertisement Consent

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