

Delegated Report		Analysis sheet		Expiry Date:		03/07/2009	
		N/A		Consultation Expiry Date:		17/06/2009	
Officer				Application Number			
John Sheehy				1) 2009/1848/P & 2) 2009/1854/A			
Application Address				Drawing Numbers			
115-119 Camden High Street London NW1 7JS				Refer to draft decision			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal							
<p>1. Alterations to shopfront of existing retail unit (Class A1).</p> <p>2. Display of two internally illuminated fascia signs (one on Camden High Street main elevation and one on the north side return elevation).</p>							
Recommendation:		Grant Conditional Permission & Advertisement Consent					
Application Type:		Full Planning Permission & advertisement consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	0	No. of responses	0	No. of objections	0
				No. electronic	0		
Summary of consultation responses:		<p>A site notice was displayed from 27/05/09 to 17/06/09.</p> <p>Adjoining owners/occupiers No reply to date.</p>					
CAAC/Local groups comments:		<p>Camden Town CAAC No reply to date.</p> <p>Local Groups No reply to date.</p>					

Site Description

The application site is 115-119 Camden High Street which is located on the corner of Camden High Street and Delancey Street. The building on the site is two storeys in height and contains a ground floor commercial unit which fronts onto Camden High Street. The building is not listed, but the site is located in Camden Town Conservation Area.

Relevant History

No relevant planning history.

Relevant policies

Camden Unitary Development Plan (2006)

S1/S2 Sustainable development

SD1 Quality of life

SD6 Amenity for occupiers and neighbours

B1 General design principles

B3 Alterations and extensions

B4 Shopfronts, advertisements and signs

B7 Conservation Areas

Camden Planning Guidance (2006)

Camden Town Conservation Area Statement

Assessment

Proposal:

The display of the following signage:

- One fascia box sign measuring 10.175m wide, 1.0m high and 0.125m deep, to be made up of blue and red lettering on a white background, the lettering would be individually internally illuminated; and
- One sign at fascia level on the northern side return measuring 1.0m wide and 0.447m high, to be made up of blue and red lettering on a white background, the lettering would be individually internally illuminated.

The following shopfront alterations are proposed:

- Removal of the existing shopfront and installation of a new shopfront made up of metal-framed windows and a sliding door which would be located at the centre of the shopfront.
- The existing shopfront is recessed by 0.8m from the street. The proposed shopfront would be flush with the street front of the building and the lintel above.
- A roller shutter is to be installed internally, this does not require planning permission.

Assessment:

Signage

UDP Policy B4 states that the Council will not grant consent for advertisements and signs that it considers to cause harm to public safety, visual amenity and the character and appearance of Conservation Areas. The UDP states that internally illuminated signs can often be harmful to a Conservation Area. Camden Planning Guidance states that if internally illuminated signage is proposed in a Conservation Area it should be in the form of individually illuminated letters.

The proposed fascia signage would be in the form of a panel located on the Camden High Street elevation which would be located on the existing fascia. The signage panel would align with the mullions of the windows on the shopfront below and would leave a clearance on the fascia of 3.4m to the southern corner of the fascia and 2.6m to the northern corner.

In terms of size and location, the signs are considered to be visually appropriate in their context and not unduly dominant: they are acceptable in terms of design and would not have a detrimental impact on the appearance of the host building nor on the Conservation Area. The extent of illumination proposed is considered to be acceptable as only the individual letters of the signage are to be illuminated and the amount of illumination within the proposed signage is considered acceptable. It should be noted that the existing signage is internally illuminated lettering.

The signs are not considered to have a detrimental impact on residential amenity, public safety or vehicular and pedestrian traffic.

Shopfront

Policy B4 states that shopfronts should be designed to a high standard and that consideration will be given to the architectural character and features of the shopfront, that of those in the surrounding area and any impact on public safety.

The proposed replacement shopfront, incorporating new windows and a sliding door at the centre of the shopfront, is considered to be acceptable for the following reasons:

- The ground floor unit is in retail use and already contains large display windows. There would be no significant increase in window size compared to the existing. The proposed full height display windows would not exceed the fascia height, nor would the width of the windows be excessive or out of scale with the host building. The proposal is considered to respect the proportions of the host building.
- The proposed full height display windows would provide a lively frontage at street level. They are not considered to be out of character with the commercial nature of the street in which the retail unit is located nor with the surrounding conservation area.
- As the existing shopfront is not of historic interest its loss is not considered to raise any objections.
- The realignment of the shopfront to omit the recessed entrance is welcomed. Recessed entrances can encourage rough sleeping and therefore the changes are of benefit in this respect. The shopfront does not come out further than the existing pillars so there is no loss of highway.

Recommendation: Grant conditional permission and advertisement consent.

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