

Delegated Report		Analysis sheet		Expiry Date:		A) 18/03/2009 B) 14/04/2009	
		N/A / attached		Consultation Expiry Date:		A) 11/03/2008 B) N/A	
Officer				Application Number(s)			
Jonathan Markwell				A) 2009/0238/P B) 2009/0240/A			
Application Address				Drawing Numbers			
57 - 58 Chalk Farm Road London NW1 8AN				Please see decision notices			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
A) Installation of timber cladding to shopfront and of a new awning to front elevation of restaurant (Class A3). B) Display of internally illuminated fascia sign and projecting sign to front elevation of restaurant (Class A3).							
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	00	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		A site notice was erected on 18/02/2009, expiring on 11/03/2009 in relation to the planning application. No responses were received.					
CAAC/Local groups* comments: *Please Specify		None.					
Site Description							
The application site comprises a restaurant (Class A3) at ground floor level, with residential uses setback from the shopfront on the floors above at first and second floor level. It is located on the north side of Chalk Farm Road, on the frontage between Belmont Street (to the west) and Ferdinand Street (to the east). To the south of the site, beyond Chalk Farm Road is a Petrol Station. It is located within the designated Camden Town Centre. The application site is not located in a conservation area, nor is it a listed building.							

Relevant History

29070 - Installation of a new shopfront. Approved 12/10/1979.

9100811 - Change of use of basement and ground floors from A1 shop to A3 restaurant. Granted 28/11/1991.

9201181 - Change of use and works of conversion from A1 retail to A3 restaurant inclusive of the installation of a new shopfront and erection of a rear extract duct. Granted 10/12/1992.

9280199 - The display of an externally illuminated fascia sign measuring 11.9m x 1.1m located 3.3m above the pavement reading PERA. Granted Advertisement Consent 10/12/1992.

9580107 - Display of externally illuminated fascia sign and 2 x double sided internally illuminated projecting signs at fascia level. Granted Advertisement Consent 01/12/1995.

AEX0300201 - Display of internally illuminated fascia and projecting signs. Granted Advertisement Consent 11/04/2003.

PEX0300200 - Installation of new shop front and entrance canopy plus alterations to the front elevation. Granted 29/05/2003.

Relevant policies

London Borough of Camden Replacement Unitary Development Plan 2006

S1/S2 – Sustainable development

SD6 – Amenity for occupiers and neighbours

B1 – General design principles

B3 – Alterations and extensions

B4 – Shopfronts, advertisements and signs

Camden Planning Guidance 2006

Assessment

Introduction

Planning permission is sought for the installation of a new shopfront and awning to the restaurant (Class A3). The shopfront changes amount to:

- The existing column piers, clad in tiles at low level and painted render above, will be reclad with oak boarding.
- The existing white render above the shopfront will be redecorated;
- The existing side entrance will be redecorated;
- The existing timber framed shopfront windows will be redecorated.

The awning will be located above the existing shopfront windows and below the proposed position of the fascia sign. The awning material will be of a red fabric material with black fixing. There are no advertisements proposed on the awning. It will be 10.6m in width, covering almost the full width of the frontage of the building (it is set up to the boundary with No. 59 Chalk Farm Road and set 1.3m away from the boundary with No. 56 Chalk Farm Road). The minimum height of the awning is 2.9m from the ground, rising to 4.1m on the face of the building. It is therefore 1.2m in height and will project a maximum of 1.15m from the face of the building.

Advertisement consent is sought for the display of an internally illuminated fascia sign and a single projecting sign to the restaurant, both located on the front (Chalk Farm Road) elevation of the building above the shopfront.

The proposed illuminated fascia sign is located a minimum of 4.3m from ground level and will be 0.5m in height, 2.6m in width and 0.1m in depth. Each individual letter will be internally illuminated and will

be red with a bronze trim. It is located above the proposed awning, positioned above the entrance door to the restaurant

The proposed internally illuminated projecting sign is located a minimum of 3.8m from ground level and will project 0.8m from the face of the building. It is approximately 0.7m in height, 0.7m in width and 0.12m in depth. It is located on the eastern side of the shopfront, close to the boundary with No. 56 Chalk Farm Road.

For clarification, the Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Design / Amenity

The application site is located within Camden town centre, where there are a variety of shopfronts, awnings and projecting signs for retail and restaurant/café uses. The awning is simple in its design and is considered to blend in with the character of the building. The location is suitable for the awnings and would not conceal existing features of interest on the shopfronts (owing to the signs being relocated). The red colour is considered suitable in the context of the site and the surrounding area. The works to the shopfront are not considered to impinge on the amenity of nearby occupiers in any way. In terms of design, the proposed oak finish is considered to be an improvement on the existing tile and cladding composition, which is of little design merit. As such, the shopfront works raise no design issues.

The size, shape, position and colour of the fascia sign and projecting sign (as outlined in the introduction above) is consistent with the existing signs at the application site. The signs are merely being relocated in order to provide space for the proposed awning. There are no amenity issues raised in regard to the proposed signs. They are of appropriate size, shape and position to fit in with the context of the building at this point and not cause any loss of amenity to neighbouring occupiers. Similarly, there are no design concerns raised given the proposed signs matches that of the existing.

The luminance level for the fascia sign, denoted on the application form as 88 candelas per square metre, ensures there are no concerns of light pollution to nearby residential properties. Similarly the luminance level of the projecting sign is 55 candelas per square metre. These luminance levels are well within the permitted levels outlined in paragraph 2 (1) (a) of part 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (which states that the permitted levels of luminance where the illuminated area is not more than 10m² is 600 candela per square metre). Both signs will be internally illuminated, which matches the existing situation.

Public safety

Both the fascia sign and the projecting sign are located away from the Chalk Farm Road highway, owing to the 4.75m width pavement at this point. All illumination is internal and will be static in form. As such, these proposed adverts are not considered to raise any public safety issues such as obstructing traffic signs or distracting drivers along the highway.

CPG advises that the design and installation of awnings should ensure public safety. As such, there should be a minimum distance of 2.3m between the bottom of the blind and the pavement and a minimum of 1m between the awning and the kerb edge. In this instance there will be 2.9m between the bottom of the blind and the pavement and 3.6m between the awning and the kerb edge. The awnings therefore comply with CPG and raise no public safety issues. In addition, the applicant has confirmed that the awning is only intended to be in operation when the restaurant is open, which protects public safety and residential amenity.

Recommendation: Grant Planning Permission / Grant Advertisement consent

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please contact the Culture and Environment Department on (020) 7974 5613