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|--|----------------------------|--|-------------------------------------|----------------------------------|------------|
| Delegated Report | | Analysis sheet | | Expiry Date: | 21/05/2014 |
| | | N/A / attached | | Consultation Expiry Date: | 18/04/2014 |
| Officer | | | Application Number(s) | | |
| Hugh Miller | | | A: 2014/1080/P B: 2014/1079/A | | |
| Application Address | | | Drawing Numbers | | |
| 217 Kentish Town Road London NW5 2JU | | | Refer to draft decision notice. | | |
| PO 3/4 | Area Team Signature | C&UD | Authorised Officer Signature | | |
| | | | | | |
| Proposal(s) | | | | | |
| <p>A: 2014/1080/P - Installation of new shopfront, alterations to rear elevation to include new door and vents extract grilles and the installation of 4 x air conditioning units, 1 x chiller condenser and 1 x freezer condenser to roof level of retail unit (Class A1).</p> <p>B: 2014/1079/A - Display of 1x internally illuminated fascia sign and 1 x internally illuminated projected sign to shopfront.</p> | | | | | |
| Recommendation(s): | | Grant planning permission – ref. A: 2014/1080/P Grant Advertisement Consent – ref. B: 2014/1079/A | | | |
| Application Type: | | Full Planning Permission | | | |
| Conditions or Reasons for Refusal: | | Refer to Draft Decision Notice | | | |
| Informatives: | | | | | |

Consultations

| | | | | | | |
|--|---|----|------------------|----|-------------------|----|
| Adjoining Occupiers: | No. notified | 43 | No. of responses | 01 | No. of objections | 00 |
| | | | No. electronic | 00 | | |
| Summary of consultation responses: | <p>Site Notice displayed 03/04/2014, expires 24/04/2014.</p> <p><u>6 Raglan Street - Comment</u></p> <ul style="list-style-type: none"> Concern about noise disturbance from proposed air conditioning plant; and the mitigation measures at sections 6.3.1 - 6.3.3. should form a condition of the planning approval. Need to add condition to measure noise levels once plant becomes operational. Concern that the planning application does not make it clear that consent is also being applied for the projecting sign on Kentish Town Road. <p>Officer Comment: <i>The Council's EHO is satisfied the submitted noise report is in compliance with the CPG guidelines; and standard condition is attached.</i></p> <p><i>There is a separate application for fascia & projecting signs to Kentish Town Road elevation.</i></p> | | | | | |
| CAAC/Local groups* comments: *Please Specify | N/A | | | | | |

Site Description

A 3-storey building located on the north side of Kentish Town Road and south east of Anglers Lane. It comprises retail at ground floor level with residential use above. The site is not listed and is not in a conservation area.

Relevant History

May 2001 PP Granted - The installation of a new shopfront; ref.PEX0100184

December 2011 AC granted to display of externally illuminated fascia and internally illuminated projecting sign in connection with existing retail use; ref. 2011/5339/A.

Relevant policies

LDF Core Strategy and Development Policies

CS1 – Distribution of growth

CS5 – Managing the impact of growth and development

Development Policies

DP24 – Securing high quality design

DP26 - Managing the impact of development on occupiers and neighbours

DP28 – Noise and vibration

DP30 – Shopfronts

Camden Planning Guidance 2011/2013

CPG1 – Design

CPG 5- Town Centres Retail and Employment

London Plan 2011

NFPP 2012

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

Assessment

Situation

This report comprises two proposals at 217 Kentish Town Road retail unit.

Proposal

- **A:** Installation of new shopfront, alterations to rear elevation to include new door and vents extract grilles and the installation of 4 x air conditioning units, 1 x chiller condenser and 1 x freezer condenser to roof level of retail unit (Class A1).
- **B:** Display of 1x internally illuminated fascia sign and 1 x internally illuminated projected sign to shopfront.

Design

Plant/machinery

The host building has mixed uses as retail at ground floor level and residential flats above at 2nd floor level. It is proposed to install mechanical plant equipment (air condenser units and extraction fans) on the roof as replacement for existing plant. A timber noise barrier is proposed to be installed on the roof in association with the proposed plant. The noise barrier would be largely screened by a mature tree in long views from Raglan Street. The plant would be setback from the raised parapet and would not be visible in long or short views from the street/ pavement level. They would be suitably obscured from views due to their location. The proposed a/c units are considered satisfactory and would not be harmful to the appearance of the host building or the streetscene. Similarly, the louvres at rear first floor would be retained and 1 new louvre added. Neither the plant nor the louvres would harm the appearance of the host building nor have a negative impact on the character or appearance of the neighbouring conservation area.

Amenity for occupiers and neighbours

The noise report state the noise monitoring commenced on 13th March 2014 and on 17th March 2014. The report states that the noise levels recorded were 45dBA and 44dBA. However, to be fully in compliance, the report suggests mitigating measures (paragraphs 6.3.1-6.3.3) and that a 1.8m high close boarded timber barrier is installed as part of the installation of the plant on the roof. The Council's noise standards require that noise levels measured outside sensitive windows should be 5 dB(A) less than existing background levels and 10dB(A) where tonal and the acoustic noise report is in keeping with the Council's noise standards.

The proposed opening hours of the store are Monday to Saturday 07:00 hours to 23:00 hours and Sunday 11:00 hours to 17:00 hours. The refrigeration and freezer plant will operate 24-hours a day according to demand whilst the air conditioning plant will operate during the store opening hours only according to demand.

The Council's Environmental Health officer has assessed the submitted acoustic report, and concurs with the recommendations in paragraphs 6.3.1 – 6.3.3 and deemed it to comply with Camden's requirements set out in the LDF Core Strategy and Development Policies. Conditions are recommended to ensure that the plant, when installed, continues to meet the Council's noise standards.

The siting and the location of the proposed a/c units plus timber barrier would ensure no impact on neighbouring occupiers' in terms of their outlook and the proposal is acceptable.

It is considered that the installation of the plant would not result in material harm in terms of design and appearance to the host building. The submitted acoustic report has demonstrated that there would be no harm to neighbouring occupiers' amenities (noise nuisance) at nearby buildings and a condition is proposed to ensure this noise levels remain within the Council's standards in the future.

Shopfront replacement

The revised floor plan indicate that there is no increase in the retail floorspace with the sales area decreased by 15sqm.

Within this retail parade there are a variety of shopfront designs, some have traditional shopfronts elements (stallriser, mullions & fanlights) while others have contemporary designed frontages with few of the shopfront elements mentioned. Some doors are recessed (application site) while some are flush with the front of the shop. The existing shopfronts vary in their width and use of materials; timber and aluminium framing.

The proposed shopfront is of a contemporary design with minimal shopfront elements such as low plinth/ stallriser, pilasters, mullions and fascia. It has fewer mullions and also a simple design of the entrance/exit which includes fanlights. The shopfront design is considered to complement the appearance of the host building and the retail parade. Moreover, given the small proportioned shopfront area, it is considered to be in harmony with the appearance of the upper elevation with its simple proportioned window openings of the host building. Within the overall context of the retail parade, the proposed shopfront is considered satisfactory and it would not harm retail character or the building or the streetscene. In terms of design, materials and execution, the shopfront is satisfactory and is in compliance with policies LDF DP24, DP25 and DP30, in addition to CPG shopfront guidelines.

Recommendation. Grant planning permission.

Associated Advertisement Consent - Reference - 2011/2542/A

- ✓ Display of 1x internally illuminated fascia sign and 1 x internally illuminated projected sign to shopfront.

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

Visual amenity

New signage/ fascia level

It is proposed to replace the existing fascia sign on the Kentish Town Road elevation including the installation of a projecting sign. New full-width Ash & Lacy Alucobond cladding would be fixed to the fascia and it provides the demarcation between the uses of the building. The new replacement fascia sign measures 1450mm x 1450mm. It would have individual, illuminated letters and is considered satisfactory here. The revised single projecting double-sided illuminated sign measure 950x950mm and positioned approx. 2.3m above the pavement level.

The signs are considered not to harm neighbour amenity or to have a detrimental impact on the street scene. The proposed illuminated fascia & projecting signs are considered to be in accordance with policies CS5, CS14, DP26 and DP30.

Public Safety

The proposed illuminated fascia and projecting signs in terms of their location and size are not considered to be harmful to either pedestrian or vehicle traffic as the signs are unlikely to obscure or hinder the understanding of any road traffic sign and the signs are unlikely to distract motorists. The proposal is, therefore, in accordance with policies CS14, DP30 and CPG guidelines.

Recommendation: Grant Advertisement Consent

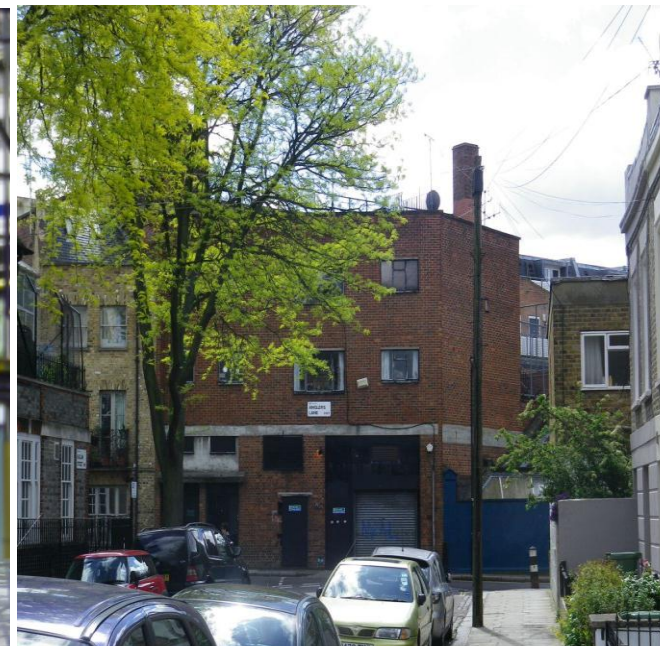
Photographs



217 Kentish Town Road - Front & Rear view. Location of previous fascia sign



Neighbouring unit Projecting sign



View from Raglan Street