

Delegated Report		Analysis sheet		Expiry Date:		17/10/2014					
		N/A		Consultation Expiry Date:		18/09/2014					
Officer				Application Number(s)							
Obote Hope				A) 2014/4973/P B) 2014/5423/A							
Application Address				Drawing Numbers							
102 Camden High Street London NW1 0LU				See draft Decision Notice							
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature					
Proposal(s)											
A) Installation of a new shopfront and retractable awning to the ground floor front elevation. B) Display of 1 x internally illuminated fascia sign, 1 x internally illuminated box sign and 1 x internally illuminated projecting sign.											
Recommendation(s):		A) Refuse Planning Permission B) Refuse Advertisement Consent									
Application Type:		Full planning permission Advertisement Consent									
Consultations		Date advertised		21 days elapsed		Date posted		21 days elapsed			
Press notice		N/A		N/A		Site notice		N/A			
		Date sent		21 days elapsed		# Notified		# Responses		# Objections	
Adjoining Occupier letters		19/02/2014		12/03/2014		09		1		0	
Consultation responses (including CAACs):		<p>CAACs Response are as follows:</p> <ul style="list-style-type: none"> We strongly object to the materials used in this design. The mass of white ceramic tiles will stand out aggressively in the most attractive part of Camden High Street and goes against the statement in DP30.6 that 'New shopfronts should contribute towards the maintenance of a cohesive streetscape appearance': The design does not relate to the Camden Head pub next door or to the 19th century brick elevation of the recessed elevation of No 102; We also question whether the tiles will weather well and if the grouting will darken over time. Our CAAC architect members also question the timber framing of the windows and door. They seem to be too frail to hold the glass 									
Site Description											
The subject property is located on the corner of Camden High Street and Pratt Street. The building is a Public House with a stepped back first floor, located within Camden Town Conservation Area and Camden Town Centre. The property is not listed.											

Relevant History

8903509 – PP- The installation of a new shopfront to the restaurant on the ground floor as shown on one unnumbered drawing dated November 1989 as revised on 19.12.89. and 30.01.90. Granted 14/02/1990

8980440 – AC - The display of: 1) A fascia sign measuring 5.2m wide X 1.36m deep externally illuminated by two spotlights. 2) A double-sided projecting box sign measuring 380mm X 450mm externally illuminated by spotlight and fixed to the northern pilaster of the shopfront at a height to the underside of 2.46m. 3) A retractable canopy measuring 1300mm X 5020mm at a height to the underside of 2200mm with lettering to read "Restaurant Cafe" all as shown 14/02/1990 on one unnumbered drawing dated November 1989 as revised on 19.12.89. and 31.01.90. Granted 21/08/1981

AC1999 - AC - A fascia sign, consisting of two panels, the upper panel lettered "THE BARBECUK" in blue perspex on a white perspex ground, the lower panel lettered "RESTAURANT" in blue perspex on a white perspex ground, each panel internally illuminated. Height of upper panel 1'6", of lower panel 1'0", length of each panel 10'0" and overall height 15'0". (In accordance with plan enclosed). Granted 13/12/1961.06/05/1981.

Relevant policies

LDF Core Strategy

CS14 – Promoting high quality places and conserving our heritage

Development Policies

DP24 – Securing high quality design

DP30 – shopfronts (paragraph 30.3)

Camden Planning Guidance (2013)

CPG1: Section 8 – Advertisement (Para 8.7, 8.9, 8.13, 8.14, 8.15)

Camden Town Conservation Area 2007 (page 12, 43)

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Camden Planning Guidance 2011 (as amended)

Assessment

1.0 Proposal

- A) The replacement of the existing timber framed shopfront with ceramic tiles, new double glazed windows, replacement of existing timber door and the installation of a new retractable awning.
- B) Advertisement consent is sought to display 1 x internally illuminated fascia, 1 x internally illuminated box sign and 1 x internally illuminated projection between ground and first floor.

2.0 Design

- 2.1 Planning permission is sought for a replacement of the existing traditional timber framed shopfront with ceramic tiles and decorative mesh materials at ground floor level. The shopfront would be designed to incorporate the existing stallrisers. However, the proposed decorative mesh above the windows and doors and the use of ceramic tiles would have a detrimental impact on the host building and the wider conservation area. The traditional shop front would be lost and replaced with ceramic tiles that are not introduced in any of the other shopfront within the conservation area, the maintenance of the proposed tiles are also a cause for concern as it is likely to darken over time due to the grouting and the proposed tiles. Notwithstanding, the proposed tiles and mesh designed would not weather well and would detract from the host building. And as such, would be contrary to planning policy DP 24, DP25 to the Camden Town Conservation Area.
- 2.2 Camden Town Conservation Area appraisal stipulates that *“Shopfronts have been replaced or altered periodically, resulting in little uniformity at ground level in the High Street. Timber and aluminium frames are the most common, but the quality of their detail varies considerably. There are several examples of shopfronts with oversized signage employing garish materials, which are insensitive to their context, and fascias have been installed at different heights with irregular alignment.* The shopfront being proposed is an example of the shopfront being discussed in the conservation area statement. The mass of ceramic tiles would stand out aggressively detracting from the eclectic and distinctive character of the area.
- 2.3 The proposal would replace the existing shopfront which dates from the late 1980's (ref: 8903509) and is of timber construction with recess door, with traditional fanlights and knee-height stallriser. Furthermore, it's considered that the proposed shopfront is of an inappropriate and poorly designed as stipulated above. The shopfront would detract from the character and appearance of the Camden Town Conservation Area. Furthermore, the conservation area statement expects new shopfront to be of quality design that would respond sensitively to their historic setting. Therefore, the detailed design would be contrary to CPG 1, DP 24 and DP 30 of the LDF.
- 2.4 The proposed shopfront would lose its distinctive features, namely the timber panels. The neighbouring properties all retained their original design that contributes to a cohesive streetscape appearance. Whilst, a distinctive shopfront should not necessarily be regarded as out of character, in this case, the excessive use of ceramic tiles, the mess being proposed to the windows and doors stands out as a discordant feature that is out of place given the style and vertical emphasis of floors of the rest of the building of which it forms part of. And as such, the proposed shopfront would therefore fail to preserve and enhance the character and appearance of the building and the wider streetscape.

3.0 Awning

- 3.1.1 The proposed awning is not displayed on an elevation plan and the loss of the shopfront would significantly alter the visual impact of the host building and the cohesive group of properties along Camden High Street and would set an unwelcomed precedent. The lack of awning details makes the proposal difficult to assess. Except the awning as shown on section plan would be 2.9m from ground to base. Therefore, would meet planning guidance in terms of being a minimum of 2.3m.

4.0 Fascia Sign

- 4.1 The proposed fascia signs would be principal elevation above ground floor level on the north side close to the junction with Pratt Street. It's proposed to display “Chilango” with a large arrow and “no vacancy sign” above which would also be internally illuminated. The proposed sign would display illuminance level of 100.000 cd/m. Combined “The Chilango Motel” sign, the illuminated arrow and

the “no vacancy sign would measure approximately 2.5m (width) x 1.5m (height) x 0.15m (depth) the sign is located approximately 3.1m from ground to base at ground floor level, attached to the face of the building. The maximum height of the individual letters and symbol would be 0.2m. The sign would be constructed using powder coated steel framework. With exposed light bulbs.

4.2 The proposed “lightbox” fascia sign would also be displayed at fascia level with illuminance level of 100.000 cd/m. The proposed sign would be measure approximately 1.4m (width) x 0.7m (height) x 0.15m (depth) the sign is located approximately 3.0m from ground to base at ground floor level, projecting 1.08m from the face of the building. The maximum height of the individual letters and symbol and would 0.01m. The box sign would be constructed using stainless steel, the lettering would be fret cut MDF 10mm thick which would be pinned to the lightbox on white background.

4.3 The proposed projection “Mexican” with “wrapped around arrow sign” would be internally illuminated with illuminance level of 100.000 cd/m. The proposed sign would be measure approximately 0.7m (width) x 0.4m (height) the sign is located approximately 3.2m from ground to base at ground floor level, projecting 0.1m from the face of the building. The maximum height of the individual letters and symbol and would 0.01m. The sign would be constructed using steel frame powder coated with exposed bulbs on red background.

4.4 Any advertisements on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings CPG 1 stipulates that “Internally illuminated box signs are discouraged, Generally, the internal illumination of individual letters, rather than the whole fascia or projecting sign on a shopfront”. Furthermore, paragraph 8.13 states “Externally illuminated signs should be unobtrusively sized and sited. Spotlights and trough lights should be fixed and sized as discreetly as possible. Corporate designs involving internally illuminated signs may need to be modified where they are considered unsuitable, especially in residential areas, or conservation areas, or on listed buildings” .

4.5 Crucially CP1 stipulates “Generally advertisements will only be acceptable at fascia level or below. Advertisements above fascia level can appear visually obtrusive and unattractive and, where illuminated, they can cause light pollution to neighbouring residential properties”

4.6 Visual Amenity

4.7 The sign do not obscure any architectural features of the building. However, the signs are insensitive design and would have a detrimental impact to the conservation area. The Camden Town Conservation area stipulates that The installation of signage, particularly illuminated signage a proliferation of signage, even of an appropriate design of which this is not, could harm the character of the Conservation Area. Therefore, the proposed signs are excessive and are an disproportionate design and therefore, considered unacceptable in terms of proportions and design. It is not considered that the signs would be unduly obtrusive to the residential flat at first floor level, and as such, disturb residents or occupiers.

5.0 Public Safety

5.1 The proposals would not result in adverse amenity issues such as the loss of natural light. The awning is located and positioned in such a way that would not be hazardous to road users or pedestrians. As such it is considered that existing amenity at the site would not be significantly affected by the proposals. However, the method of illumination and the excessive amount of signage being in close proximity with the junction with Pratt Street could have an impact with pedestrian or vehicle traffic.

5.2 Conclusion:

5.3 Therefore works requiring planning permission shall be refused, whilst works requiring advertisement consent shall be part approved for the fascia sign. However, the advertisement awning would be contrary to planning policy and guidance and would therefore be refused.

6.0 Recommendation:

A) Refuse planning permission

B) Refuse advertisement consent.