

102 CAMDEN HIGH STREET LONDON

DESIGN & ACCESS STATEMENT

PREPARED BY PEGASUS GROUP | CHILANGO MEXICAN KITCHEN | SEPTEMBER 2015 | LON.0210






PLANNING APPLICATION FOR NEW SHOPFRONT; ADVERTISEMENT CONSENT APPLICATION FOR NEW ILLUMINATED FASCIA AND PROJECTION SIGN

102 CAMDEN HIGH STREET, CAMDEN, NW1
OLU

DESIGN AND ACCESS STATEMENT

ON BEHALF OF CHILANGO MEXICAN KITCHEN

TOWN & COUNTRY PLANNING ACT 1990 (AS AMENDED)
PLANNING AND COMPULSORY PURCHASE ACT 2004

	Signature	Date
Written by		06.10.15
Checked by		06.10.15
Approved by		06.10.15

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1. INTRODUCTION

- 1.1 This Design and Access Statement has been produced by Pegasus Group on behalf of Chilango Mexican Kitchen in support of an application for planning permission and Advertisement Consent for the following:

"Replacement with new timber framed shopfront".

And

"Advertisement Consent for 1 no. illuminated and 1 no. non-illuminated fascia sign"

- 1.2 The site is not listed, but is within the Camden Town Conservation Area.
- 1.3 This Statement should be read in conjunction with the full application and the submitted plans prepared by Mailen Design. This application is a resubmission of previously refused applications 2014/4973/P and 2014/5423/A at the site and seeks permission for a revised shopfront and signage layout.

2. SITE AND SURROUNDINGS

The Site and Immediate Surroundings

- 2.1 The application site forms the ground floor of 102 Camden High Street, Camden. The unit fronts directly onto Camden High Street and has a frontage of 5.48m width. The unit is located within Camden Town Centre and also Camden Town Conservation Area. The site was formerly used as a bar but has subsequently been converted to a Mexican restaurant.
- 2.2 The existing shopfront and signage were installed in late 2014. The previously installed shopfront was for 'Camden Bar and Kitchen' and this was removed when the current shopfront and signage was installed. Photographs of the site are included at Appendix 1.

APPENDIX 1 – PHOTOGRAPHS OF THE SITE

- 2.3 Applications for planning permission and Advertisement Consent were submitted in 2014 which were subsequently refused. Therefore the existing shopfront and signage is unlawful. These applications seek to achieve a new scheme to be implemented which is acceptable to the Council.
- 2.4 The application site is located on the east side of Camden High Street and is not Listed. The immediately adjacent units are a hairdresser to the north and a public house to the south, neither of which are Listed. There are no Listed Buildings in close proximity to the site. However, the site is located within the Camden Town Conservation Area. A Site Location Plan is included at Appendix 2.

APPENDIX 2 – SITE LOCATION PLAN

Camden Town Conservation Area

- 2.5 The Camden Town Conservation Area Appraisal and Management Strategy (CTCAAMS) was adopted in 2007. This document establishes the special quality of the Conservation Area and helps to define its character. Appendix 4 of the CTCAAMS sets out historic shopfronts within the Conservation Area, noteworthy for historic or architectural interest. The shopfront at 102 Camden High Street, does not feature on the list, nor to any shopfronts in close proximity to the site.
- 2.6 No 102 is mentioned in the CTCAAMS insofar as it is typical of the 19 Century development of this part of Camden High Street. The CTCAAMS states:

“Nos 102-110 are 19th century brick houses behind shops with rooflines of varying levels”.

3. THE PROPOSAL

3.1 The proposal seeks planning permission for the following:

“Replacement with new timber framed shopfront”.

3.2 Advertisement Consent is also sought for 2 no. fascia signs (1 no. illuminated and 1 no. non-illuminated) and 1 no. illuminated projection sign.

3.3 The proposed shopfront and signage consist of the following elements:

- Panelled fascia;
- Timber panelled stallriser with glazing above;
- Dark grey colour shopfront surround;
- New internally illuminated projection sign; and
- New internally illuminated fascia sign.

3.4 In terms of materials, the shopfront will comprise of glazing and timber.

3.5 The new signage will be internally illuminated but will be significantly smaller in scale and design to that currently installed at the site.

4. PLANNING HISTORY AND PRE-APPLICATION NEGOTIATIONS

Refused Application

- 4.1 During the latter part of 2014, planning and advertisement applications were submitted at the site for the currently installed shopfront. Planning permission (Ref 2014/4973/P) was refused on 9th October 2014 for the installation of a new shopfront and retractable awning at ground floor level. The reason for refusal was as follows:

“The proposed shopfront by reason of its detailed design and use of materials, would fail to respect the architectural style of the host building and wider streetscene and would also be detrimental to the character and appearance of the Camden Town Conservation Area contrary to policy CS14 (Promoting High Quality Places and Conserving Our Heritage) of the London Borough of Camden Local Development Framework. Core Strategy and policies DP24 (Securing High Quality Design), DP25 (Conserving Camden’s Heritage) and DP30 (shopfronts) for the London Borough of Camden Local Development Framework Development Policies”.

- 4.2 Also on 9th October 2014, Advertisement Consent (Ref 2014/5423/A) was refused for the display of 1 x externally illuminated fascia sign, 1 x internally illuminated fascia sign and 1 x internally illuminated projection sign. The reason for refusal is set out below:

“The proposed illuminated signs are all above ground floor and by virtue of the combination of their prominent location, sizes and illumination would be detrimental to the visual amenity and character of the street-scene, resulting in visual clutter and undue visual intrusion to the host property, the street-scene and wider conservation area contrary to Core Strategy Policy CS14 (promoting high quality places and conserving our heritage), Development Policy DP24 (securing high quality design) and DP25 (conserving Camden’s Heritage) of Camden’s Local Development Framework.

- 4.3 A copy of both Decision Notices and the Officer’s combined report for both refused applications is included at Appendix 3.

**APPENDIX 3 – APP REF 2014/4973/P AND 2014/5423/A DECISION
NOTICES AND OFFICER'S REPORT**

- 4.4 These previous application were for an unusual shopfront and signage scheme which took quirky inspiration from elements associated with Mexican design, given the site's use as a Mexican Restaurant. Large scale illuminated signage was proposed and the altered shopfront included non-traditional elements including white ceramic tiles and mesh-covered glazing.
- 4.5 In the Officer's Report at Appendix 3, the officer considers the design of the shopfront and signage. At paragraph 2.1, she states that the decorative mesh and ceramic tiles would be detrimental to the host building due to the loss of the traditional shopfront and concerns of the long-term maintenance and weathering of the ceramic tiles and mesh. At paragraph 2.2, the officer states *"the mass of ceramic tiles would stand out aggressively"*. She considers, at paragraph 2.3, the proposed shopfront is poorly designed.
- 4.6 Concern is raised at paragraph 2.4 of the report regarding the loss of timber panels in the shopfront. The officer states that the neighbouring properties contribute to a cohesive street scene and *"all retained their original design"*. With regards to the proposed shopfront, the officer states:

... "the excessive use of ceramic tiles, the mess [sic "mesh"] 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".

- 4.7 At 4.7, the Officer considers the visual amenity of the proposed signs. She states:

"The sign [sic] 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 [sic] dis-proportionate design and therefore, considered unacceptable in terms of proportions and design".

Previously Approved Applications

- 4.8 In February 1990, planning permission (Ref 8903509-PP) was granted for the installation of a new shopfront to the restaurant on the ground floor. This was the shopfront which was previously installed at the site and which can be seen at Photograph 1 at Appendix 1.
- 4.9 Prior to this, applications for illuminated signage were granted in 1989 and 1981 via applications 8980440-AC and AC1999 respectively.

Pre-Application Advice

- 4.10 The applicant's architect has undertaken the pre-application discussions with the Council following the refusal of planning permission and Advertisement Consent for the currently installed designs. Attached at Appendix 4 is an email from John Nicholls at Camden Council to Ben Mailen at Mailen Design which provides design guidance on what would likely be acceptable.

APPENDIX 4 – EMAIL FROM JOHN NICHOLLS, 8 JULY 2015

- 4.11 The email from John Nicholls gives the following guidance:
- A timber stallriser should be reinstated similar to that previously on site.
 - A slim glazed section on the left hand side of the door shown on the plans should be removed.
 - A horizontal line above the shop door opening should be removed.
 - Details required of whether the shopfront will be rendered and painted dark grey or if the tiles will be painted over dark grey.
 - Internally illuminated signage spelling 'Chilango' would be acceptable.
 - Overall, more simple design and materials preferred.

5. POLICY CONTEXT

5.1 The Development Plan relevant to this application comprises the Camden Local Development Framework Core Strategy (adopted November 2010) and the Camden Development Policies Document (adopted November 2010).

Core Strategy (2010)

5.2 **Policy CS14** (Promoting high quality places and conserving our heritage) states:

"The Council will ensure that Camden's places and buildings are attractive, safe and easy to use by:

- a) requiring development of the highest standard of design that respects local context and character;*
- b) preserving and enhancing Camden's rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens;*
- c) promoting high quality landscaping and works to streets and public spaces;*
- d) seeking the highest standards of access in all buildings and places and requiring schemes to be designed to be inclusive and accessible;*
- e) protecting important views of St Paul's Cathedral and the Palace of Westminster from sites."*

Development Policies Document (2010)

5.3 **Policy DP24** (Securing high quality design) states:

"The Council will require all developments, including alterations and extensions to existing buildings, to be of the highest standard of design and will expect developments to consider:

- a) Character, setting, context and the form and scale of neighbouring buildings;*
- b) The character and proportions of the existing building, where alterations and extensions are proposed;*
- c) The quality of materials to be used;*

- d) *The provision of visually interesting frontages at street level;*
- e) *The appropriate location for building services equipment;*
- f) *Existing natural features, such as topography and trees;*
- g) *The provision of appropriate hard and soft landscaping including boundary treatments;*
- h) *The provision of appropriate amenity space; and*
- i) *Accessibility."*

5.4 **Policy DP25** (Conserving Camden's heritage) states:

"In order to maintain the character of Camden's conservation areas, the Council will:

- a) *take account of conservation area statements, appraisals and management plans when assessing applications within conservation areas;*
- b) *only permit development within conservation areas that preserves and enhances the character and appearance of the area;*
- c) *prevent the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area where this harms the character or appearance of the conservation area, unless exceptional circumstances are shown that outweigh the case for retention;*
- d) *not permit development outside of a conservation area that causes harm to the character and appearance of that conservation area; and*
- e) *preserve trees and garden spaces which contribute to the character of a conservation area and which provide a setting for Camden's architectural heritage."*

5.5 **Policy DP30** (Shopfronts) states:

"The Council will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features. When considering proposals for shopfront development we will consider:

- a) *The design of the shopfront or feature;*
- b) *The existing character, architectural and historic merit and design of the building and its shopfront;*
- c) *The relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt lightwell;*
- d) *The general characteristics of shopfront in the area; and e) Community safety and the contribution made by shopfronts to natural surveillance."*

5.6 We will resist the removal of shop windows without a suitable replacement and will ensure that in appropriate cases where shop, service, food, drink and entertainment uses are lost, a shop window and visual display is maintained.

Supplementary Planning Documents

5.7 Camden Planning Guidance CPG1 Design was adopted September 2014. This provides additional advice on shopfront and signage design, reiterating the points made in the relevant adopted policies.

Camden Town Conservation Area Appraisal and Management Strategy

5.8 The CTCAAMS contains guidance on shopfronts, canopies and shutters within the Conservation Area as well as for adverts and signage.

5.9 The guidance on shopfronts states that historic shopfronts are noted elsewhere in the CTCAAMS (this does not include the site) and that *"Many more recently constructed shopfronts contribute to the eclectic and often and often distinctive character of the area"*.

6. DESIGN

6.1 The applicants have now had an opportunity to consider the reasons for refusal for the refused shopfront and signage applications as well as the pre-application advice from John Nicholls. The comments in the associated Officer's Report have also been scrutinised. Accordingly, the proposals have been amended to reflect these comments and to result in a scheme which makes substantial amendments to the previously refused design. The design elements of both schemes are considered below.

Shopfront

6.2 One of the main points raised by the officer considering the refused application (Appendix 3) and by John Nicholls in his email from July 2015 (Appendix 4) was that some form of timber panelled stallriser would be required to be reinstated and that the mesh on the glazed panels would be unacceptable. Accordingly, the proposals show how the shopfront has been redesigned to incorporate timber stallrisers and the previously proposed mesh has been removed. As such, this overcomes the main reasons for refusal of the previous application.

6.3 In his email of 8th July 2015, John Nicholls makes reference to a slim glazed panel to the left hand side of the door and that this would be unacceptable and "overly fussy". However, having discussed this with the architect it was discovered that this remained on the drawing in error, based on an inaccurate measurement of the site frontage prior to the current shopfront being installed. In reality, this does not exist in the current installed shopfront, as can be seen in Photographs 2, 3 and 5 and Appendix 1. Accordingly, this slim glazed panel is not proposed in the scheme that is now under consideration which will utilise similar dimensions to the installed scheme. As such, this overcomes this concern.

6.4 Another point made by John Nicholls was that there is a slim, horizontal line shown on the previous plans which created to the "fussy" look of the frontage. Again, it would appear that this is purely an error on the drawing and has been removed, thereby overcoming any concerns on this point.

6.5 In his email of 8 July, John Nicholls requests detailed of the shopfront surround and colouring. He states that render or timber would be preferable to painting over the tiles with dark grey paint, but, does not rule out painting the tiles. In the Officer's Report (Appendix 3) the officer raised concerns regarding the appropriateness of the ceramic tiles in terms of maintenance and in particular that they may darken

over time due to the grouting. At para 2.2 she states "*the mass of ceramic tiles would stand out aggressively detracting from the eclectic and distinctive character of the area*". However, these points are not raised further by John Nicholls who does not rule out retention of the tiles.

- 6.6 It is considered that any white coloured material used for a shopfront may darken or become dirty over time, particularly on a busy road such as Camden High Street. However, it is not considered that the Case Officer's comments on this issue in the report at Appendix 3 are relevant to the determination of the application. Furthermore, she is concerned that the tiles would not "*weather well*". Again, the ongoing maintenance of the tiles is not considered relevant in this instance, given that the same could be said for any material used for a shopfront including timber or glazing. Nevertheless, the applicant can confirm that the tiles used are extremely durable and are designed specifically for exterior use. Therefore, there is no need to be concerned regarding the maintenance of the tiles.
- 6.7 Accordingly, the applicant proposes to paint over the tiles using a dark grey background colour paint, including the grouting. This will reduce the impact on the area and overcome concerns regarding their perceived "aggression". Furthermore, as the grouting will be painted the same colour, this will reduce the contrast of the grouting and tiles. As such, these alterations are considered to be acceptable.
- 6.8 It is noted that the officer who considered the refused applications considered that the previously installed shopfront was "*traditional*". However, as the planning history reveals the previous shopfront was modern, having been approved in 1990, and thus less than 25 years old. Furthermore, although it incorporated timber stallrisers, it would appear to have been more of a pastiche of a traditional shopfront rather than a truly sensitive historical replica. For instance, the previous shopfront had openable windows above the stallrisers. Openable shopfront windows are something which has largely been resisted by Camden Council recently, for instance at Chilango's other restaurant at 12 Leather Lane. Accordingly the proposals now under consideration do not include openable sections of shopfront and therefore this is considered far more acceptable than the design previously installed in terms of this shopfront element.
- 6.9 It is also noted that at paragraph 2.4 of the Officer's Report at Appendix 3, it states that "the neighbouring properties all retained their original design that contributes to a cohesive streetscene appearance". This is clearly not the case. Whilst the adjacent Camden Head public house may retain a traditional style shopfront, this

is not typical of surrounding units. Immediately adjacent, Headmasters at no 104 to the north, has a modern shopfront with minimal stallriser. This is seen at Photographs 1, 5 and 6 with Photograph 5 also showing that this has an aluminium roller shutter. It would appear from the photograph contained in John Nicholls' email of 8th July 2015 (Appendix 4) that prior to this shopfront being installed, a more traditionally styled timber shopfront was in place at 104 Camden High Street. Therefore, this has recently been altered to a more modern, fully glazed and minimal stallriser shopfront.

- 6.10 There are numerous examples of nearby shopfronts which are modern in character in the site's vicinity. These are shown in Photographs 5, 6, 7, 8, 9, 10, 11, 12, 13 and 14 at Appendix 1. Therefore, this contradicts the Officer's analysis of the surrounding area in her previous report. Accordingly, weight should be given to the modern materials used and designs of surrounding shopfronts when assessing these proposals rather than based on a sweeping statement about surrounding shopfronts which is not considered to be accurate.
- 6.11 Nevertheless the applicant proposed to install timber panelled stallrisers to the new shopfront to replace the glazing and mesh currently in place.
- 6.12 Accordingly, it is considered that the reasons for refusal of the previous proposals have been overcome.

Advertisement Consent

- 6.13 Following from the refusal Advertisement Consent, the proposals have been amended significantly. The magnitude of signage has been significantly reduced. The refused scheme included numerous fascia signs of differing design. This has been significantly amended to include one vinyl fascia sign which will be un-illuminated and a sole internally illuminated fascia sign. In his email of 8th July 2015 (Appendix 4) John Nicholls confirms:

"The signage looks much better and if just internally illuminated lettering spelling Chilango then this would be acceptable".

- 6.14 As such, John Nicholls has confirmed that the proposed fascia signage is acceptable.
- 6.15 John Nicholls also comments that he is unable to comment on the projecting sign due to lack of details. Further to the previously refused scheme, the illuminated arrow has been removed, just leaving a small projecting sign, with individual

lettering illuminated spelling out "*Mexican*". This is similar to that agreed with Camden Council at 12 Leather Lane and is therefore considered to be acceptable.

7. ACCESS

- 7.1 The proposed alterations to the shopfront and signage will not result in any alterations to the access to the property; therefore there will be no change to access arrangements at the premises.
- 7.2 The signage will be located so that it can be easily cleaned and maintained. However, it will be positioned at a height so it will not cause any obstruction to the highway, or to pedestrians passing below.
- 7.3 The signage will be safe in terms of its impact on the highway.
- 7.4 Accordingly, the proposed shopfront and signage alterations are acceptable in terms of access.

8. CONCLUSION

- 8.1 The proposed new shopfront and signage at the Chilango, 102 Camden High Street has been carefully considered and designed to reflect the site's history and location.
- 8.2 This Design and Access Statement has considered the impact that the signage and shopfront will have on the surrounding area and the character and appearance of the Conservation Area. It is considered that the proposals would be entirely appropriate in this respect. The proposals reflect the pre-application advice provided to the applicant.
- 8.3 Accordingly, given the arguments set out above, planning permission and Advertisement Consent should be granted for this proposal.

APPENDIX 1

PHOTOGRAPHS OF THE SITE



PHOTO 1: Previous shopfront.



PHOTO 2:
Existing shopfront.



PHOTO 3: Existing shopfront.



PHOTO 4:
Existing shopfront.



PHOTO 5: Existing shopfront.



PHOTO 6: Shopfronts to the north along Camden High Street.



PHOTO 7: Shopfronts to the north along Camden High Street.



PHOTO 8:
Nearby shopfronts.



PHOTO 9: Nearby shopfronts.



PHOTO 10: Opposite shopfront.



PHOTO 11: Nearby shopfronts.



PHOTO 12: Nearby shopfronts.



PHOTO 13: Nearby shopfronts.



PHOTO 14: Nearby shopfronts.



PHOTO 15: Nearby shopfronts.

APPENDIX 2

SITE LOCATION PLAN



SITE LOCATION PLAN
 SCALE 1:500



- Existing external trough light illumination
- Existing fascia
- Existing awning

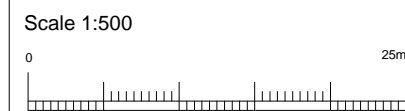
SITE SHOPFRONT



- Existing large neon sign
- Camden Head Public House
- Planting to parapet
- Existing awning

View from Camden High Street looking towards Pratt Street
CAMDEN HIGH STREET

**MEASUREMENTS
 INDICATIVE ONLY
 SUBJECT TO DETAILED
 SITE SURVEY**



REV	DATE	NOTES	INT
1	14.07.14	First Issue	MG

Project title Camden High Street	Scale @ A3 1:500
Drawing title Site Location Plan	Drawn MG Checked BMA
Drawing no. 12037_PL_001	

APPENDIX 3

APP REF 2014/4973/P AND 2014/5423/A DECISION NOTICES AND OFFICER'S REPORT

Mailen Design
Leroy House
436 Essex Road
Islington
London
N1 3QP

Application Ref: **2014/4973/P**
Please ask for: **Obote Hope**
Telephone: 020 7974 **2555**

9 October 2014

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Refused

Address:
102 Camden High Street
London
NW1 0LU

Proposal:
The installation of a new shopfront and retractable awning at ground floor level.
Drawing Nos: 1410_PL001, 1410_PL002, 1410_PL003, 1410_PL004.

The Council has considered your application and decided to **refuse** planning permission for the following reason(s):

Reason(s) for Refusal

- 1 The proposed shopfront, by reason of its detailed design and use of materials, would fail to respect the architectural style of the host building and the wider streetscene and would also be detrimental to the character and appearance of the Camden Town Conservation Area contrary to policy CS14 (Promoting High Quality Places and Conserving Our Heritage) of the London Borough of Camden Local Development Framework Core Strategy and policies DP24 (Securing High Quality Design), DP 25 (Conserving Camden's Heritage) and DP30 (Shopfronts) of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):



1

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Ed Watson', written in a cursive style.

Ed Watson
Director of Culture & Environment

Mailen Design
Unit G13
Screenworks
22 Highbury Grove
London
N5 2EF

Application Ref: **2014/5423/A**
Please ask for: **Obote Hope**
Telephone: 020 7974 **2555**

9 October 2014

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused

Address:
102 Camden High Street
London
NW1 0LU

Proposal:
Display of 1 x externally illuminated fascia sign, 1 x internally illuminated fascia sign and 1 x internally illuminated projecting sign.
Drawing Nos: 1410_PL001, 1410_PL002, 1410_PL003, 1410_PL004.

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

Reason(s) for Refusal

- 1 The proposed illuminated signs are all located above ground floor and by virtue of the combination of their prominent location, sizes and illumination would be detrimental to the visual amenity and character of the street-scene, resulting in visual clutter and undue visual intrusion on the host property, the street-scene and wider conservation area contrary to Core Strategy Policy CS14 (Promoting high quality places and conserving our heritage), Development Policy DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of Camden's Local Development Framework.



- 2 The proposed illuminated signs at this level would, by virtue of the illumination and prominent locations in close proximity to residential flats will cause undue harm and disturbance to the residential amenity, contrary to Development Policy DP26 (Managing the impact of development on occupiers and neighbours) of Camden's Local Development Framework.

Informative(s):

1

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Ed Watson
Director of Culture & Environment

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.

APPENDIX 4

EMAIL FROM JOHN NICHOLLS, 8 JULY 2015

Jessica Cook

From: Nicholls, John <John.Nicholls@camden.gov.uk>
Sent: 08 July 2015 11:07
To: Ben Mailen; Dan Houghton
Cc: Hope, Obote; mjm@joelsonwilson.com
Subject: RE: EN14/1015 - 102 Camden High Street

Ben,

Many thanks for your email and attached plan. While the proposal slightly improves upon the as built scheme, it does not re-instate the stall riser as requested in my original email in January – see attached above.

Stall riser – this needs to be replaced with a similar height to the one that previously existed and built in timber. See photo below.



Shopfront – The slim glazed section shown to the left hand side of the door just doesn't work at all in design terms and makes the frontage overly fussy. There is also a slim horizontal line drawn on the plan just above the shop door opening, which again makes the whole frontage fussy. This needs to be simplified so these are removed.

Rest of the shopfront surround – what will this be built in? Is it rendered and painted dark grey or are you painting over the tiles? Render or timber would be preferable.

The signage looks much better and if just internally illuminated lettering spelling Chilango then that would be acceptable. No details on projecting sign to comment on.

This still needs some work. If you look at the current application for another Chilango at 12 Leather Lane, (they don't have the stall riser to fit back in because that shop unit had lost that a

long time ago), but the simple use of the doors and framing of the unit works much better in this instance with the use of materials and finishes (albeit we have asked them to remove the external tiles and the louvres). Ref: 2015/1212/P



Happy to discuss further.

John

John Nicholls
Planning Enforcement Officer

Telephone: 020 7974 2843

From: Ben Mailen [mailto:bmailen@mailendesign.com]
Sent: 29 June 2015 11:53
To: Nicholls, John; Dan Houghton
Cc: Hope, Obote; mjm@joelsonwilson.com
Subject: Re: EN14/1015 - 102 Camden High Street

John,

Apologies in the delay on this. I have attached here a revised shopfront and signage drawing for the above site. Would something along these lines be more acceptable to the Council?

Thanks

Ben Mailen

BA (Hons) AA Dip ARB RIBA
Director

MailenDesign

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<http://www.mailendesign.com>

From: "Nicholls, John" <John.Nicholls@camden.gov.uk>
Date: Tuesday, 2 June 2015 09:10
To: Ben Mailen <bmailen@mailendesign.com>, Dan Houghton <dan@mucho-mas.co.uk>
Cc: "Obote.Hope@camden.gov.uk" <Obote.Hope@camden.gov.uk>, "mjm@joelsonwilson.com" <mjm@joelsonwilson.com>
Subject: RE: EN14/1015 - 102 Camden High Street

Ben,

This sounds much more acceptable, but hard to envisage. If you have any drawings you want to run by me before submitting them then I will happily comment on them.

Kind regards

John

John Nicholls
Planning Enforcement Officer

Telephone: 020 7974 2843

From: Ben Mailen [<mailto:bmailen@mailendesign.com>]
Sent: 01 June 2015 18:29
To: Nicholls, John; Dan Houghton
Cc: Hope, Obote; mjm@joelsonwilson.com
Subject: Re: EN14/1015 - 102 Camden High Street
Importance: High

John,

Apologies for the delay in replying to this email, I have only just recently returned from leave. I have spoken with my client and they have confirmed that they will be submitting a revised proposal following your comments including the following measures:

- Removing the awning altogether
- Adjusting the tiled frontage to dark grey paint
- Remove all existing fascia signs
- Green vinyl cut letter signage to fascia with no lighting
- New 'Chilango' sign, installed within the boundary of the fascia

Will this suitably respond to the Planning Department's concerns and be acceptable in principle?

Many Thanks

Ben Mailen

BA (Hons) AA Dip ARB RIBA
Director

MailenDesign

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From: "Nicholls, John" <John.Nicholls@camden.gov.uk>
Date: Tuesday, 19 May 2015 15:09
To: Ben Mailen <bmailen@mailendesign.com>
Cc: "matthew@mailendesign.com" <matthew@mailendesign.com>, "Obote.Hope@camden.gov.uk" <Obote.Hope@camden.gov.uk>, "mjm@joelsonwilson.com" <mjm@joelsonwilson.com>
Subject: Re: EN14/1015 - 102 Camden High Street

Dear Mr Mailen,

I am just following up from my email dated 28th January 2015 regarding the above property and the signs and shopfront which were refused planning permission and express advertisement consent in September 2014.

I note that this matter has not been resolved and the unauthorised shopfront and advertising is still in place.

Therefore, I would now request that applications be submitted within 14 days of the date of this email or the Council will take more formal action with regard to the unauthorised works to this shopfront.

Please find my original email attached for your information.

Kind regards

John

John Nicholls MA MSc
Planning Enforcement Officer
Regeneration and Planning
Culture and Environment
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