

Delegated Report (Members Briefing)		Analysis sheet	Expiry Date:	09/10/2015
		N/A	Consultation Expiry Date:	10/09/2015
Officer			Application Number(s)	
Leela Muthoora			1. 2015/3742/P 2. 2015/3873/A	
Application Address			Drawing Numbers	
176 Camden High Street London NW1 8QL			Refer to decision notices	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
<ol style="list-style-type: none"> 1. Installation of additional ATM machine to Camden High Street elevation and alterations to entrance. 2. Display of 2x 'halo' illuminated text signs 1x non-illuminated text sign and 2x internally illuminated projecting signs. 				
Recommendation(s):		<ol style="list-style-type: none"> 1. Grant Planning Permission 2. Grant Advertisement Consent 		
Application Type:		<ol style="list-style-type: none"> 1. Full Planning Permission 2. Advertisement Consent 		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	10	No. of responses	05	No. of objections	02
Summary of consultation responses:	<p>Site Notice 19/08/2015 to 09/09/2015.</p> <p>Press Notice published: 20 August 2015.</p> <p><u>Transport for London - Borough Planning</u>: No objections but asked for following conditions The ATM could potentially impact the TLRN or Underground Station but in the context of the wide pavement area at this intersection means that it will not impact adversely Following conditions requested in order to make the proposal safe and suitable in this location: 1. Illumination for the advertisements must be in line with the 'Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'; 2. The proposed signage must not have any intermittent light source, moving feature, animation or exposed cold cathode tubing; and 3. The footway and carriageway on Camden High Street must not be blocked during the installation and maintenance of the advertising signage. Temporary obstruction during the installation must be kept to a minimum and should not encroach on the clear space needed to provide safe passage for pedestrians, or obstruct the flow of traffic. All vehicles associated with the installation must only park/ stop at permitted locations and within the time periods permitted by existing on-street restrictions.</p>					
Camden Town CAAC comments:	<p>Objection raised on the following grounds:</p> <p>“The only thing we object to is the boxing in of the window immediately above the entrance door and especially the trite sign saying 'Welcome to Camden Town'. Our reasons for our objection is that this small curved 1930s building is a landmark building in Camden Town being on a prominent site at Britannia Junction. So we think that the recessed feature of the small window should be kept as part of the original design.”</p> <p>Officer response: Following officer advice the sign has been revised to a text/logo non illuminated sign. The entrance is a later addition and the loss of the recessed feature is not considered to be harmful as the entrance is not part of the original design and would not justify a reason to refuse the application.</p>					

Site Description

The site is within a two storey building within a triangular corner plot forming an apex to Camden High Street and Kentish town Road at the northern corner of Britannia Junction adjacent to the dual entrances Camden Town Underground Station. Britannia Junction is dominated by heavy traffic and pedestrian numbers.

The building is identified in the Camden Town Conservation Area Appraisal as making a positive contribution to the conservation area and is a good example of post-war architecture dating from c 1950. It has a curved stone facade, incorporating high quality friezes depicting scientific and medical themes. The building is a strong focal building at the junction because of the long views along the High Street and its identity with the underground station.

The nearest residential properties are approximately 51m away opposite the application site at 1 Parkway.

Relevant History

8501415 The installation of a cash dispenser machine for banking purposes. **Granted:** 04/09/1985.

9300714 Installation of automatic cash dispenser. **Granted:** 23/07/1993

9380102 The display of internally illuminated fascia letters and two internally illuminated projecting signs. **Granted:** 20/08/1993

AE9700579 Display of part internally illuminated fascia sign measuring 4220 x 525mm. **Granted:** 03/10/1997

PE9900240 Various external alterations including the provision of a new ground floor entrance and roof top enclosure. **Granted:** 26/07/1999

PE9900759 Details of aluminium cladding and window cill sections condition 1 of PE9900240R1. **Granted:** 30/11/1999

2006/1300/A Display of internally illuminated advertisement lettering and two projecting box signs to front elevation of building, and rooftop flag pole. **Granted:** 22/06/2006

2006/1298/P Alterations to shopfront including new doors and the installation of 2 additional ATM machines to bank (Class A2). **Refused:** 13/06/2006

Reason: The location and design of the two new ATM machines in an area identified as having a high level of crime would be likely to endanger community safety.

2006/4341/P Removal of existing aluminium cladding around entrance to bank on front elevation and installation of glazing (Use Class A2). **Granted:** 06/11/2006.

2006/4342/A Display of halo illuminated lettering and logo signage to bank. **Granted:** 19/12/2006

2014/5807/P Replacement of 2 x existing external Automated Teller Machine (ATM). **Granted:** 17/10/2014.

Relevant policies

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

National Planning Policy Framework 2012

National Planning Practice Guidance 2014

London Plan March 2015 (consolidated with alterations since 2011)

Camden LDF Core Strategy 2010

CS5 Managing the impact of growth and development

CS7 Promoting Camden's centres and shops

CS14 Promoting high quality places and conserving our heritage

CS17 Making Camden a safer place

Camden LDF Development Policies 2010

DP21 Development connecting to the highway network

DP24 Securing high quality design
DP25 Conserving Camden's heritage
DP26 Managing the impact of development on occupiers and neighbours
DP29 Improving access
DP30 Shopfronts

Camden Planning Guidance 2011 (updated 2013 & 2015)

CPG1 Design (2015) - Chapters 7 & 8
CPG5 Town Centres, Retail and Employment (2013) - Chapter 3
CPG6 Amenity (2011) - Chapters 5 & 9

Camden Town Conservation Area Appraisal and Management Strategy (October 2007)

Assessment

1. Proposed development

1.1 The application for planning permission includes the following elements:

- a) Replacement single leaf automatic swing entrance door with push pad operator.
- b) Addition of cream tiles and matching grout to entrance portal
- c) Boxing out of window above entrance portal
- d) Replacement door and shutter to existing on Camden High Street elevation.
- e) Replacement ATM external casing and signs – approved under 2014/5807/P dated 17/10/2014.
- f) Addition of 1x ATM and associated external casing and non illuminated signage.
- g) Make good the stone fascia finish after removal of existing sign fixing plugs

1.2 The application for advertisement consent includes the following elements:

- a) Halo illuminated text /logo signs at fascia level
- b) Non illuminated text/logo sign above entrance (height requires ad c)
- c) Replacement of existing projecting signs

1.3 Revisions

Following Planning Officer advice the proposals have been revised to

- a) Reduce the number of halo illuminated text/logo signs from 3 to 2.
- b) Replace the 'Welcome to Camden Town' sign with company text/logo
- c) Replace the reflective aluminium facing above entrance to and matt aluminium facing
- d) Change from dark grey tiles surrounding entrance to cream tiles to match those existing under the window frames.

2. Principle of Development / Planning Considerations:

The alterations and signage are considered to be acceptable in principle subject to a detailed assessment on the following grounds:

- 2.1. Visual amenity
- 2.2. Access
- 2.3. Residential Amenity
- 2.4. Public Safety

2.1. Visual amenity

2.1.1. Entrance

The applicant has submitted detailed plans, sections and elevations which demonstrate that the replacement entrance will be in the same location as the existing with minor alterations made to the

door from a double leaf to single leaf swing door. The recessed window is to be brought forward in line with the existing entrance which is considered to be in keeping with entrance which is a modern 1990's addition to the 1950's building. The addition of a tiled surround is in keeping with the existing tiles below the windows and is intended to protect the entrance from graffiti and antisocial behaviour. On balance, it is not considered to detract from the character and appearance of the building and the character of the area Camden Town Conservation Area.

2.1.2. Side door and shutter

The side door and shutter are to be replaced like-for-like due to damage caused by anti social behaviour.

2.1.2. Signage

The proposed signage is considered to be of an acceptable design, and have an acceptable impact on the host building and the character of the conservation area for the following reasons:

- a. The proposed text and logo signs are located at the same level as the existing signs on the stone band of the building.
- b. The proposed text/logo signs are to be 'halo' lit which is considered to be appropriate for a building in a conservation area.
- c. The projecting signs are to be located in the same position as the existing projecting signs.
- d. The proposed signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.
- e. The proposal is limited to 1 projecting sign and 1 text/logo sign per frontage.

2.2. Access

The entrance door is to be replaced with a large single leaf door which can be operated by an automatic opener which will provide a suitable accessible entrance. The proposed entrance door exceeds door width guidance for existing shop fronts at 1245mm and provides level access. The new ATM machine would be positioned so it would be accessible for all users.

2.3. Residential amenity

2.3.1. Signage

The proposed signage is considered to have an acceptable impact on the amenity of adjoining and nearby properties as the lighting is not considered to be at a level or intensity to affect the amenity of any adjoining or nearby habitable windows.

2.4. Public Safety

2.4.1. ATM

The Council's Transport planning officer and Transport for London have commented on the proposals impact of the additional ATM on pedestrian movement. The additional ATM would have potential to hinder pedestrian movement on the footway. This is contrary to DP21 that states works should avoid harm to highway safety & address the needs of mobility impaired and vulnerable users. The proposed additional ATM is not dominant in the frontage and inserted into existing stone recesses and window bays alongside the existing ATMs with a minimal amount of display material and fully accessible to disabled people. On balance, it is considered that due to the nature and scale of the proposal in the context of the wide pavement area (7-8m) at the Camden High Street intersection that the additional ATM will not adversely impact the pavement, road or Underground Station. Transport for London has requested the attachment of conditions to ensure highway safety. Several of these are similar to the standard advert conditions therefore it would not be necessary to add additional conditions to the advert application. Several relate to the installation of the ATM and would be attached as informatives to the planning permission.

2.4.2. Signage

The size, location and method of illumination of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

3. Recommendation

1. Grant Conditional Permission.
2. Grant Advertisement Consent.

DISCLAIMER

Decision route to be decided by nominated members on Monday 19th October 2015.

For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.