

Delegated Report		Analysis sheet		Expiry Date:		04/01/2016	
		N/A		Consultation Expiry Date:		09/12/2015	
Officer				Application Number(s)			
Tony Young				2015/6253/P & 2015/6323/A			
Application Address				Drawing Numbers			
21-22 Chalk Farm Road London NW1 8AG				See decision			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
<p><u>Full Planning Permission application (2015/6253/P):</u> Alterations to shopfronts, including removal of recessed door and doorway (at no.21) and replacement with new glazed panel & stallriser, and installation of awnings.</p> <p><u>Advertisement consent application (2015/6323/A):</u> Display of internally illuminated (lettering only) fascia signage.</p>							
Recommendation(s):		1) Refuse planning permission 2) Grant advertisement consent					
Application Types:		Full Planning Permission & Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	8	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		No responses received					
CAAC/Local groups* comments: *Please Specify		No responses received					

Site Description

The site comprises a 3-storey plus basement terraced property located on the north side of Chalk Farm Road (opposite the Stables Market) in the Camden Town Centre. The basement and ground floor of the property has planning permission to be used as a Class A3 unit. There is residential accommodation located on the 1st and 2nd floor levels.

The site sits within a terrace which is predominately characterised by ground floor retail and restaurant units and residential flats above.

The property is unlisted and is not located in a conservation area.

Relevant History

2015/5347/P - Alterations to shopfronts, including installation of awnings. Planning permission granted 29/10/2015.

2015/5350/A - Display of internally illuminated (lettering only) fascia and projecting signs. Advertisement consent granted 29/10/2015

2015/0888/P - Installation of kitchen extract duct to rear. Planning permission granted 15/05/2015.

2015/0852/P - Removal of condition 4 (prohibiting primary cooking on site) of planning permission 2013/7712/P, dated 19/05/2014, (for change of use of the basement and ground floor from Class A1 to Class A3). Removal of condition granted 15/05/2015.

2013/7712/P - Change of use of the basement and ground floor from Class A1 to Class A3. Planning permission granted 19/05/2014.

2013/6423/P – A notification was received on 03/10/2013 for the change of use from retail (Class A1) to restaurant use (Class A3) for a temporary period of two years under the GDPO Prior Approval Class D Commercial 2 year change of use.

9400425 – Change of use of 21 Chalk Farm Road from retail (A1) use to a mixed use consisting of retail (A1) use on basement and ground floor levels with a coffee shop (A3) use at first floor level with ancillary kitchen and staffroom at second floor level. Planning permission granted 15/09/1994.

Relevant policies

National Planning Policy Framework 2012

Paragraphs 14, 17, 56 -67, 126 -141

London Plan March 2015, consolidated with alterations since 2011

Policies 7.4, 7.6 and 7.8

LDF Core Strategy and Development Policies 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)

DP24 (Securing high quality design)

DP26 (Managing the impact of development on occupiers and neighbours)

DP30 (Shopfronts)

Camden Planning Guidance

CPG1 (Design) 2015 – chapter 7 (shopfronts)

CPG6 (Amenity) 2013 – chapters 6 (daylight and sunlight), 7 (overlooking, privacy and outlook), and 9 (access for all)

Assessment

Proposal

1. Planning permission is sought to alter the existing shopfronts at nos. 21 and 22, and in particular, to reposition the entrance on the front building line to no. 21 which is currently accessed through a recessed doorway. The proposed alterations involve removing this entrance door and recess from this area and replacing it with a glass panel brought forward to the front building line. Both units would be accessed through the single entrance door at no. 22. All works are in connection with the permitted use of nos. 21 and 22 as a single Class A3 restaurant unit at basement and ground floor levels.
2. The works would involve removing the existing door, mullion and transom (at no. 21) to make room for the insertion of a wider glass panel, two transoms above and a stall riser below. Both new shopfronts would be made of timber and would feature timber stall risers to match the existing. The panel would be made of glass with timber frames. Other alterations include the installation of two awnings, reconstitution of cornice line (to no. 21), replacement of all glazing with toughened glass, and replacement of fascia board.
3. Advertisement consent is also being sought for the display of internally illuminated (lettering only) fascia signage.

Revisions

4. Given extensive discussions that took place between the applicant and the Council concerning similar shopfront alterations on previous applications (2015/6253/P and 2015/6323/A), and in understanding the Councils' position with regard to retaining the appearance of both shopfronts, the applicant expressed a wish not to explore revisions for these current proposals, and as such, no revisions have been sought or received.

Main planning considerations

5. The main issue to be considered is the impact of the proposal on the character and appearance of the building, the wider street scene, and the area generally.

Design

6. The shopfronts at nos. 21 and 22 Chalk Farm Road are on the ground floor of a building located towards the south-east end of a terrace that sits between Hartland Road to the north and Hawley Road to the south. The building faces Camden Market and is highly visible given its' location along Chalk Farm Road which is a busy thoroughfare throughout the year from both vehicular and pedestrian traffic. The site also borders the Regents Canal conservation area and faces The Stables Market which is a grade II listed building.
7. The adjoining properties and ground floor units along this parade of commercial units have a range of different shopfront styles with no uniform approach to the appearance within the street scene. However, this variety serves to give greater emphasis by way of contrast to the traditional and distinctive appearance of both shopfronts at nos. 21 and 22, so giving them greater uniformity of appearance.
8. Development Policy DP30 (shopfronts) of the LDF Core Strategy and Development Policies 2010 establishes that the Council will expect a high standard of design in new and altered shopfronts and will consider the existing character, architectural and historic merit and design of the building and its shopfront and the general characteristics of shopfronts in the area. It advises that "*where an original shopfront of architectural or historic value survives, in whole or in substantial part, there will be a presumption in favour of its retention*".
9. Similarly, Camden Planning Guidance 1 (CPG1) advises that "*well designed shopfronts*

increase the attractiveness of a building and the local area and can have an impact on commercial success by increasing the attraction of shops and shopping centres to customers". This is particularly important in town centres and it is noted that the host property is located within Camden Town Centre.

10. The guidance also states that *"historic, locally distinctive or characteristic shopfronts which contribute to the townscape should be retained"*. Although the existing shopfronts are unlisted and do not sit within a conservation area, the guidance is not exclusive to properties that fall within these categories and there is a presumption to protect all shopfronts that may be considered of value. Both shopfronts at nos. 21 and 22 are considered to be of merit and good examples of traditional style shopfronts, contributing strongly to the terrace in which they sit, as well as, the wider locality. As such the Council would seek to retain them.
11. On a more detailed note, the guidance advises more specifically that:
"Where there is an existing shopfront recess - often found in older traditional shopfronts e.g. listed buildings and conservation areas - they should be retained".
12. While acknowledging that the advice of CPG1 above uses listed buildings and conservation areas as examples, it is emphasised again that the guidance is not exclusive to properties that fall within these categories and places an emphasis on the importance of retaining all traditional style shopfronts. As such, the existing shopfront recess at no. 21 is considered to be worthy of preservation and should be retained in line with this guidance. It is noted here also that the Council are currently giving consideration as to whether the properties and the wider terrace itself should be categorised as non-designated heritage assets within the borough.
13. Both shopfronts still retain a traditional appearance as two separate shopfronts (with no. 21 on the right and no. 22 on left as one faces the property) and are read as such when viewed from the front with the recessed doorway at no. 21 providing an important additional distinguishing characteristic. So while it is recognised that the proposed design is attempting to provide some form of uniformity of appearance between nos. 21 and 22 (given a recent planning permission allowing its' operation as a single Class A3 unit), it is considered that the result would be that not only would the existing impression of both shopfronts as a pair be eroded by the loss of one of the doorways, but also the important and characteristic feature of the recessed doorway at no. 21 itself would also be lost.
14. As such, it is considered that the proposed design would not respect the distinctive character and appearance of the shopfronts both as a pair and as a separate shopfront (no. 21) by virtue of disrupting the existing balance and relationship between the shopfronts, so harm the building, mixed character and appearance of the parade of shopfronts within the terrace, and the wider street scape contrary to policies CS14 and DP24.
15. In all other respects, the proposed alterations to reconstitute the cornice line to no. 21, replace all glazing with toughened glass, installation of awnings, and replacement of fascia board are considered acceptable in terms of both materials and design.

Amenity

16. The proposals would not result in any adverse amenity issues such as the loss of natural light, privacy or access restrictions. The proposed awnings are 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 and therefore would comply with policies DP26 and the advice set out in CPG6.

Other issues

17. With regard to the application for Advertisement Consent, the proposals to display two internally illuminated (lettering only) fascia signs are the same as proposals granted consent

under a previous application (2015/5350/A) dated 29/10/2015, and full consideration has already been given, therefore the proposals are considered to be acceptable.

Conclusions

18. Therefore, it is considered that works requiring planning permission should be refused on design grounds as they are contrary to current planning policy and guidance, and advertisement consent should be granted.

Recommendations:

- 1, Full Planning Permission is refused.
2. Advertisement Consent is granted.