

Delegated Report		Analysis sheet	Expiry Date:	31/03/2017
		N/A / attached	Consultation Expiry Date:	N/A
Officer			Application Number(s)	
Oluwaseyi Enirayetan			2017/0707/A	
Application Address			Drawing Numbers	
25 Parkway London NW1 7PG			Please refer to final decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Erection of 2x retractable awnings with adverts on Parkway elevation and erection of 1x retractable awning with advert on Arlington Road elevation				
Recommendation(s):	Refuse Advertisement Consent			
Application Type:	Advertisement Consent			

Conditions or Reasons for Refusal:	Refer to Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	0	No. of responses	01	No. of objections	01
Summary of consultation responses:	<p>A resident from 33 Arlington Road objected on the following grounds:</p> <ul style="list-style-type: none"> • 'I object to the awnings as they detract from the character of this building which has quite tall windows • the awnings would interfere with the lines of these. In addition, as Arlington Road is a residential street • it is inappropriate and unnecessary to have such a display on this elevation as it will just encourage loitering / smoking close to residential properties. <p>Transport Strategy objects as follows:</p> <ul style="list-style-type: none"> • Concerned with the awnings to be placed on Parkway, as this is a busy footway and the width at this section of footway is quite narrow. 					
CAAC/Local groups* comments:	No comments received					

Site Description

The application site is a three storey 1920s building which was previously the Rat and Parrot public house, but is now occupied by Masala Zone restaurant at ground floor level with residential flats above. The building has a distinctive dormer roofline and a large architectural corner feature advertising the 'Truman Hanbury, Buxton & Co Ltd' Brewery and occupies a prominent corner site on Parkway at the junction with Arlington Road.

The application relates to the ground floor restaurant. The building is within the Camden Town Conservation Area and is identified as a positive contributor. The application site is also within the Camden Town major shopping and service centre.

Relevant History

2007/3034/A: Display of 3 x internally illuminated fascia signs and 3 x projecting signs to restaurant (A3).– Granted 27/08/2007

2011/0507/P - Retention of timber decking to Arlington Road elevation of restaurant (Class A3).– Granted 07/04/2011

Relevant policies

National Planning Policy Framework 2012

The London Plan 2016

Camden LDF Core Strategy 2010

CS5 Managing the impact of growth and development

CS14 Promoting high quality places and conserving our heritage

CS17 Making Camden a safer place

Camden Development Policies 2010

DP12 Supporting strong centres and managing the impact of food, drink, entertainment and other town centre uses

DP24 Securing high quality design

DP25 Conserving Camden's heritage

DP26 Managing the impact of development on occupiers and neighbours

DP30 Shopfronts

Camden Planning Guidance

CPG1 Design 2015, Chapter 2, 7, 8, 9.

CPG6 Amenity 2013

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

Camden Town Conservation Area Appraisal and Management Strategy adopted 4 October 2007

Draft Camden Local Plan 2016

Last summer, the Camden Local Plan was formally submitted to the government for public

examination. Following the public hearings, the Council is consulting on Main Modifications to the Local Plan. Following the Inspector's report into the examination, which is expected in early-mid April 2017, policies in the Local Plan should be given substantial weight. Adoption of the Local Plan by the Council is anticipated in June or July. At that point the Local Plan will become a formal part of Camden's development plan, fully superseding the Core Strategy and Development Policies and having full weight in planning decisions.

The following policies are considered to be relevant:

C5 Safety security
C6 Access
D1 Design
D2 Heritage
D3 Shopfronts
D4 Advertisement

Camden Streetscape Design Manual 2005

Transport for London Pedestrian Comfort Level Guidance for London 2010

Assessment

1. Proposal

1.1 The development proposal comprise the installation of three acrylic deep pink retractable awnings incorporating non-illuminated lettering on the valances of the awning to the window openings between brick pilasters on the Parkway and Arlington Road elevations.

1.2 There would be 2x awnings on the Parkway elevation and 1x awning on the Arlington Road elevation. The awnings on Parkway would each measure up to 3.3metres wide. The awning on Arlington Road would measure 3.5metres wide.

1.3 As the awnings are displaying lettering, the proposed awnings require advertisement consent.

2. Revisions

2.1 The proposal has been revised since initial submission to mitigate design and public safety concerns. However, these are still considered unacceptable as will be detailed in the officer's report below.

3. Considerations

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

The main issues in this application are:

- Amenity (The effect of the proposal on the character and appearance of the building and the conservation area)
- Public safety

4. Amenity (Impact on the character and appearance of the building and the conservation

area)

- 4.1 Policy CS14 aims to ensure the highest design standards for development; whilst Camden Planning Guidance for Design (CPG1) advises that good quality advertisements respect the architectural features of the host building and the character and appearance of the surrounding area.
- 4.2 Policy DP30 states that shopfronts form an essential part of the character and attractiveness of many areas in Camden, in particular its centres, and contribute to the creation of vibrant streets and public spaces. Camden seeks to protect existing shopfronts that make a highly significant contribution to the appearance of an area, for example through their architectural or historic merit. Camden Planning Guidance 1 (Design), Chapter 7 (Shopfronts) states that retractable awnings should not obscure or otherwise damage the fascia and other important features of a shopfront or building.
- 4.3 It is noted that the principle of awnings with lettering is well established along Parkway. There is a strong precedent already set. The application site is located within an area characterised by the visual appearance of awnings.
- 4.4 However, within the context of policy, the awning would add visual clutter to the façade. The existing façade is considered to be a well composed design and occupies prominent corner positions facing onto Parkway and Arlington Road. By virtue of its contribution, the building is considered to make a positive contributor to the character and appearance of the Camden Town Conservation Area.
- 4.5 The proposed retractable awnings and external housing is considered to harm the views of the clean line of cornice on the Arlington Road elevation, and also obscuring the upper transom light windows on both elevations blocking part of the frontage making it appear as large single glazed windows thereby harming the appearance and character of the host building and conservation area.
- 4.6 The proposed awning would therefore fail to preserve or enhance the character and appearance of the building and wider Camden Town Conservation Area, contrary to the requirements of Policies DP24 and DP25.

5. Public Safety

- 5.1 Policy DP21 requires development proposals to avoid disruption to the highway network, its function, causing harm to highway safety, hindering pedestrian movement and unnecessary clutter as well as addressing the needs of vulnerable users
- 5.2 CPG1 chapter 7 states that canopies should be designed to ensure public safety incorporating a minimum of 2.3 metres between the bottom of the blind and the pavement and incorporating a minimum of 1 metre between the awning and the kerb edge.
- 5.3 The awnings meet the measurement guidelines and the advertisements on the awnings would be non-illuminated.
- 5.4 The Council's Highway Department have reviewed the proposal and have raised concerns about the proposed awning on the Parkway elevation due to the location on a busy footway and the width at the section of footway is quite narrow. They also raised concerns that if the applicant proposes to submit a Tables and Chairs application for the Parkway section, it may be refused due to inadequate footway width, and the awning would become redundant. However, any such

application would have to be assessed on its merits. On balance, this is not considered to represent a sufficient reason for refusal.

5.5 On the Arlington Road section are existing timber decking projecting 1.4m from the elevation. It is considered that the proposed awning would increase the number of people congregating on the decking under the awning, which may exacerbate the obstruction of pedestrian flow and cause pedestrians to navigate their way through and may be forced to go on the road due to the narrow footway. However, the decking is already in existence and this is not considered to represent a sufficient reason for refusal either.

6. Conclusion

6.1 The proposed advertisement awning by reason of its prominent corner location and design would result in visual clutter detrimental to the character and appearance of the host building and the Camden Town Conservation Area.

7. Conclusion: Refuse advertisement consent