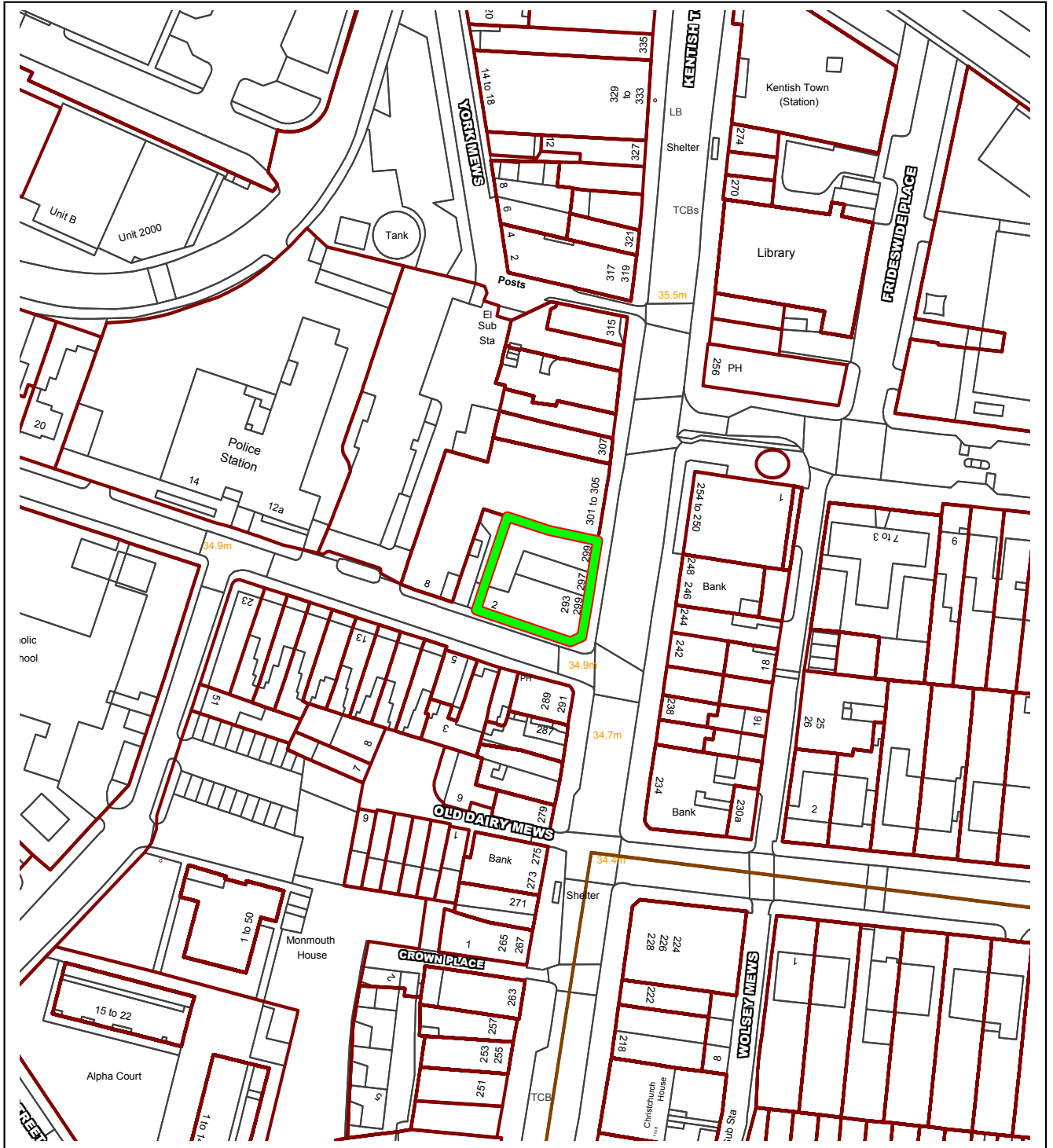


2017/1757/P - 295 Kentish Town Road



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2017/1757/P - 295 Kentish Town Road



1. Existing front elevation



2. Existing front/side elevation

Delegated Report		Analysis sheet		Expiry Date:		A. 23/05/2017 B. 23/05/2017	
(Members' Briefing)		N/A		Consultation Expiry Date:		A. 11/05/2017 B. 28/03/2017	
Officer				Application Numbers			
Anna Roe				A. 2017/1757/P B. 2017/2301/A			
Application Address				Drawing Numbers			
295 Kentish Town Road London NW5 2TJ				Refer to Draft Decision Notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal							
A. Installation of replacement shopfront. B. Display of internally illuminated fascia lettering, logo and internally illuminated projecting signs to the Kentish Town Road elevation.							
Recommendation:		A. Grant Planning Permission B. Grant Advertisement Consent					
Application Type:		A. Full Planning Permission B. Advertisement Consent					

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	N/A	No. of responses	00	No. of objections	00
			No. Electronic	00		
Summary of consultation responses:	<u>Planning</u> Advertisement in local press on 13/04/17 – 04/05/17 Site notice displayed on 07/04/17 – 28/04/17					
CAAC comments:	The Bartholomew Estate and Kentish Town CAAC consider that ‘the Macdonald’s sign proposed is too big and either the lettering needs to be made smaller or substituted with a small golden arch’. <i>Refer to paragraph 5.4 for the case officer’s response.</i>					

Site Description

The application site is located in a Town Centre Location on the western side of Kentish Town Road at the junction with Holmes Road.

The host property is a modern, four storey property, comprising a mix of uses with commercial units at ground floor level.

The store is not located within a Conservation Area.

Relevant History

2008/1318/P - Alterations to shopfront of existing restaurant (Class A3) including replacement of existing stall riser with full height glazing on side elevation. Granted 09/05/2008.

2007/3907/A - Display of 2 externally illuminated fascia signs and an internally illuminated projecting sign. Granted 26/11/2007.

2007/3906/P - Installation of new shopfront. Granted 01/11/2007.

2007/3905/P - Alterations to the shopfront of existing restaurant. Granted 24/10/2007.

25509 - Change of use of the basement and ground floor shop unit to a restaurant. Granted 12/01/1978.

Relevant policies

LDF Core Strategy, 2010

CS5 Managing the impact of growth and development

CS14 Promoting high quality places and conserving our heritage

Camden Development Policies, 2010

DP24 Securing high quality design

DP25 Conserving Camden's heritage

DP26 Managing the impact of development on occupiers and neighbours

DP30 Shopfronts

Camden Supplementary Planning Guidance

CPG1 Design, 2015

CPG6 Amenity, 2011

Draft Local Plan, 2016

A1 Managing the impact of development

D1 Design

D2 Heritage

The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.

Assessment

1. Proposal

- 1.1 Planning permission is sought for shop front alterations including new sliding doors, fascia box and tiled stall riser.
- 1.2 The applicant also seeks advertisement consent for the display of internally illuminated fascia lettering, logo and an internally illuminated projecting sign to the Kentish Town Road elevation.

2. Assessment

2.1 The material considerations for this application are summarised as follows:

- Design and conservation
- Amenity of neighbouring residential occupants
- Signage

3. Design and Conservation

- 3.1 Core Strategy Policy CS5 seeks to protect and enhance the environment and heritage. In addition, Development Policy DP24 seeks to achieve a high standard of design.
- 3.2 Concerning the effect of the shop front alterations on the visual amenity of the area and the street scene. The existing shopfront is not historic, nor does it make a positive contribution to the townscape; as such, its replacement is considered to be acceptable.
- 3.3 The proposed replacement shopfront would relate to the scale, proportions and architectural style of the host building and surrounding facades.
- 3.4 The new sliding entrance door would be readily assessable to all including wheelchair users and those with limited manual dexterity ensuring access for all.

4. Residential Amenity

- 4.1 Camden's Core Strategy seeks to conserve and enhance the features which make Camden an attractive place to live, work and visit (policy CS1) and promoting and protecting high standards of amenity is a key element of this.
- 4.2 Kentish Town Road is already a busy thoroughfare which experiences a high level of general activity. Given the minor nature of the proposed changes it is not considered that the works would cause undue harm to the residential amenities of nearby and neighbouring properties.

5. Signage

- 5.1 The concurrent application is for the display of internally illuminated fascia lettering, logo and an internally illuminated projecting sign to the properties Kentish Town Road elevation.
- 5.2 The Town and Country Planning (Control of Advertisements) Regulations 2007 states that in deciding whether or not to approve an application for advertisement consent, the local planning authority may only consider the issues of amenity and public safety. In doing so, the National Planning Policy Framework (NPPF) and the Camden LDF is relevant.

5.3 The NPPF states that poorly placed advertisement can have a negative impact on the appearance of the built environment. These policies are reflected in supplementary guidance CPG1 (Chapter 8). CPG1 states that advertisements should respect the character of the existing building, its surroundings and the fabric of the building.

5.4 The proposal includes internally illuminated McDonald's lettering on the fascia which the CAAC have raised concern about. However, it is considered to be proportionate to the scale of the shopfront and in keeping with other fascia signs in the locality.

5.5 The proposed projecting sign would be installed level with the fascia, positioned to the side of the shopfront and would be in harmony with the neighbouring buildings.

5.6 The proposed signs replace existing signage and are similar in terms of size, location and illumination. They are considered appropriate to the modern shopfront and would not obscure any architectural features of the building and would be a subservient size to the shopfront. The proposed signage would be in keeping with the character and appearance of the host property and street scene, as there are a variety of fascia and projecting signs along the street.

5.7 The proposal will not impact on any neighbouring amenity or create visual clutter and there are no highways safety issues envisaged from the proposed signage.

6. Recommendation

- Grant Planning Permission
- Grant Advertisement Consent

DISCLAIMER

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 12 June 2017, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'

Mr Benjamin Fox
Planware Ltd
The Granary, First Floor
37 Walnut Tree Lane
Sudbury
Suffolk
CO10 1BD

Application Ref: **2017/1757/P**
Please ask for: **Anna Roe**
Telephone: 020 7974 **1226**

25 May 2017

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
295 Kentish Town Road
London
NW5 2TJ

DECISION

Proposal: Installation of replacement shopfront.

Drawing Nos: 0912-0023-01 A; 0912-0023-05 A; 0912-0023-09 A; 0912-0023-02 A; 0912-0023-06 A; Proposed Projecting Sign dated 11/06/14; Proposed Letters dated 11/06/2014; Proposed Golden Arch dated 11/06/2014.

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

Executive Director Supporting Communities



- 2 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy, policy DP24 of the London Borough of Camden Local Development Framework Development Policies and policy D1 of the Emerging Local Plan.

- 3 The development hereby permitted shall be carried out in accordance with the following approved plans: 0912-0023-01 A; 0912-0023-05 A; 0912-0023-09 A; 0912-0023-02 A; 0912-0023-06 A; Proposed Projecting Sign dated 11/06/14; Proposed Letters dated 11/06/2014; Proposed Golden Arch dated 11/06/2014.

Reason: For the avoidance of doubt and in the interest of proper planning.

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts which cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Argyle Street WC1H 8EQ, (tel: 020-7974 6941).
- 2 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Compliance and Enforcement team [Regulatory Services], Camden Town Hall, Argyle Street, WC1H 8EQ (Tel. No. 020 7974 4444 or on the website <http://www.camden.gov.uk/ccm/content/contacts/council-contacts/environment/contact-the-environmental-health-team.en> or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.
- 3 The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.

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.

Yours faithfully

Director of Regeneration and Planning

DRAFT

DECISION

Planware Ltd
The Granary, First Floor
37 Walnut Tree Lane
Sudbury
Suffolk
CO10 1BD

Application Ref: **2017/2301/A**
Please ask for: **Anna Roe**
Telephone: 020 7974 **1226**

25 May 2017

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
295 Kentish Town Road
London
NW5 2TJ

DECISION

Proposal: Display of internally illuminated fascia lettering, logo and internally illuminated projecting sign to the Kentish Town Road elevation.

Drawing Nos: 0912-0023-01 A; 0912-0023-05 A; 0912-0023-09 A; 0912-0023-02 A; 0912-0023-06 A; Proposed Projecting Sign dated 11/06/14; Proposed Letters dated 11/06/2014; Proposed Golden Arch dated 11/06/2014.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Executive Director Supporting Communities



- 2 No advertisement shall be sited or displayed so as to
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

- 1 The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.

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.

Yours faithfully

Executive Director Supporting Communities

DRAFT

DECISION