

231-233 Camden High Street



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Site Photographs



Photo 1: Front elevation 231-233 Camden High Street



Photo 2: Front elevation 231-233 Camden High Street

Delegated Report		Analysis sheet		Expiry Date:		21/08/2017			
(Members Briefing)		N/A		Consultation Expiry Date:		15/08/2017			
Officer				Application Number(s)					
Darlene Dike				2017/3639/P and 2017/3636/A					
Application Address				Drawing Numbers					
231-233 Camden High Street London NW1 7BU				Please refer to relevant decision notices.					
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature			
Proposal(s)									
<p>2 Applications:</p> <p>A. 2017/3639/P - Replacement of shopfront and associated installation of 3 x bifolding doors and tiling (retrospective)</p> <p>B. 2017/3636/A - Display of 1 x fascia sign with internally illuminated lettering, 1 x externally illuminated hanging sign and a retractable canvas awning (retrospective)</p>									
Recommendation(s):		<p>A. Grant conditional planning permission</p> <p>B. Grant Advertisement Consent</p>							
Application Type:		<p>A. Full Planning Permission</p> <p>B. Advertisement Consent</p>							
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice							
Informatives:									
Consultations									
Adjoining Occupiers:		No. of responses		00		No. of objections		00	
		No. Electronic		00					

<p>Summary of consultation responses:</p>	<p>A site notice was displayed from 25/07/2017 to 15/08/2017 for the planning application 2017/3639/P.</p> <p>No responses were received from adjoining occupiers.</p>
<p>CAAC/Local groups comments:</p>	<p>The South Kentish Town Conservation Area Advisory Committee made the following objection:</p> <p><i>The current state today of this site is already converted into folding doors, commercial fascia and 'Hello' emblazoned on the frontage. Should there be a penalty?</i></p> <p><i>Camden's planning guidance is clear: 'Folding shopfronts are not generally acceptable, particularly those on historic fronts, particularly listed buildings and those in conservation areas.' Reasons are given in the guidance.</i></p> <p><i>231-233 Camden Road is a highly sensitive site, Georgian brick buildings on a shopping front that is closely adjacent to formal conservation areas. There has been considerable visual attack on the terrace over the last 20 years, and much damage (for example, the brickwork of 231-3 should not be painted).</i></p> <p><i>Here is an opportunity for trades in Camden to demonstrate their community values and comply with local planning guidance, creating a more traditional and higher value commercial environment. Please can this application be rejected, and the owners required to restore the property according with Camden's guidance, not retrospective approval of ill-considered logo-design.</i></p> <p>Officer's Response</p> <ol style="list-style-type: none"> 1. Both applications for full planning permission and advertisement consent are retrospective: the works having already been carried out. However the applications must be assessed on their own merits and in relation to the current policy context. 2. Policy on bi-folding doors and site sensitivity : refer to paragraphs 3.3 to 3.5. 3. Painting of the façade of 231-233 Camden High Street at upper floor levels: this does not require planning permission nor advertisement consent and so it is not considered under the assessment of either application. 4. Logo-design : refer to paragraph 3.7.
<p>Site Description</p>	
<p>The application site comprises a 3 storey plus basement building located on the western side of Camden High Street, close to the junction with Inverness Street. The property is currently occupied at basement, ground and first floor levels by Pret a Manger, and as such consent is sought retrospectively for works.</p> <p>The site is not listed and does not fall within a Conservation Area, although it lies adjacent to the boundary of the Camden Town conservation area.</p>	

Relevant History

APPLICATION SITE

31153/R1 - Change of use of part ground floor to a betting office, the provision of a retail shop unit on part ground floor and the installation of new shop fronts. **Granted 16/02/1981.**

31448/R - The installation of two new shopfronts. **Granted 10/03/1981.**

AD1555/R - The display of an internally illuminated fascia box sign, measuring 0.61m x 4.1m, at an overall height of 3.2m above pavement level and the display of an internally illuminated double-sided projecting box sign, measuring 0.91m x 0.35m, at an overall height of 2.64m above pavement level. **Granted 10/03/1981.**

PE9800094 - The installation of a new shopfront. **Granted 08/05/1998**

PE9900349 - Amalgamation of two separate units together with excavation at basement level to form one large retail unit at ground and basement floor levels and the rearrangement of the fire escape at the rear. **Granted 27/07/1999.**

2003/0345/A - Display of illuminated advert at fascia level. **Granted 01/08/2003.**

2003/0355/P - Alterations to shop front at ground and first floor level and provision of new roller shutters. **Granted 01/08/2003.**

2003/3664/A - Display of an internally illuminated projecting box sign at fascia level. **Granted 26/02/2004.**

NEIGHBOURING SITES

184 Camden High Street

TP2764/11502 - The formation of a new entrance at No. 184 Camden High Street, St. Pancras to the All Ireland Social and Dance Club, 11A Kentish Town Road. **Granted 29/09/1961.**

273-275 Camden High Street

9400090 - The installation of a new shop front. **Granted 25/03/1994.**

Relevant policies

National Planning Policy Framework 2012

London Plan 2016

Camden Local Plan 2017

A1 Managing the Impact of Development

D1 Design

D3 Shopfronts

D4 Advertisements

Camden Planning Guidance

CPG1 Design 2015

CPG6 Amenity 2011

Assessment

1. Proposal

- 1.1 Planning permission is sought retrospectively for the following completed external works to the shopfront:
- replacement of the shopfront
 - installation of 3 bi-folding doors to the shopfront
 - installation of red glazed tiling to the pilasters of the shopfront
- 1.2 Advertisement consent is also sought retrospectively for the following completed external works:
- display of a fascia sign with internally illuminated lettering
 - display of an externally illuminated projecting sign
 - installation of a logoed retractable canvas awning

2. Assessment

- 2.1 The principal considerations material to the determination of these applications are summarised as follows:
- Design (visual impact)
 - Amenity (Impact on the amenity of adjoining neighbours)
 - Public Safety

3. Design

SHOPFRONT

- 3.1 The principal consideration material in determining this application is the impact that the replacement shopfront, including bi-folding doors and tiling, has on the appearance of the host building and adjacent buildings and the character and appearance of the streetscape.
- 3.2 The removal of the existing shopfront and its replacement, including works to extend the height of the pilasters and tile them fully, comply with general principles on shopfront changes as outlined in Camden Planning Guidance 1 (CPG1) on Design which stipulates that 'shopfront alterations should respect the detailed design, materials, colour and architectural features of the shopfront and building itself' and that new shopfronts 'should be designed as part of the whole building and should sensitively relate to the scale, proportions and architectural style of the building and surrounding facades'. Through a considered clean, modern design, the shopfront alterations carried out sit cohesively with the host building and neighbouring shopfronts.
- 3.3 As the South Kentish Town CAAC objection identifies though, bi-folding doors, which also feature within the shopfront, are generally not supported by policy. Camden Local Plan policy D3 makes clear that 'they can create a void at ground level that can harm the appearance of a building' (paragraph 7.77) and this is furthered by guidance in CPG1 Design which explains that 'they erode the appearance of the shopfront, creating a visual void', particularly harmful to historic buildings such as listed buildings and those within a conservation area.
- 3.4 It is relevant to note that the site at 231-233 Camden High Street does *not* fall within a conservation area, nor is it listed. Rather it falls amongst a group of buildings along Camden High Street that are not uniform but instead enjoy often eccentric detailing to their front elevations. The replaced shopfront was predominantly glazed with minimal stallriser and a wide entrance door. The proposals would retain the same proportion of solid to void with the main alteration being the replacement of single glazed panes with bi- and tri-folding timber framed doors. Open shopfronts at ground floor level are prevalent along this part of Camden High Street and form a feature of the streetscape.
- 3.5 Many of the shopfronts in the immediate terrace do not take the form present at 231 - 233 Camden High Street, as rather than bi-folding doors they feature roller-shutters which are simply drawn down at the close of business, but remain fully open during the day creating a completely exposed shopfront. In this context,

the installation of bi-folding doors which are fully openable fits with a pattern of open shopfronts in the street. Policy D3 of the Camden Local Plan 2017 states that *'when determining proposals for shopfront development the Council will consider: the general characteristics of shopfronts in the area'* which in the case of Camden High Street includes a pattern of open shopfronts. Given this, the presence of bi-folding doors, notwithstanding the void created when they are open, is deemed acceptable at 231-233 Camden High Street. It is also worth noting that there are already two examples of bi-folding doors along Camden High Street, at numbers 184 and 273-275, granted historic consents under references TP2764/11502 and 9400090 respectively.

ADVERTISEMENTS

- 3.6 The applicant has displayed a powder coated fascia sign with internally illuminated lettering measuring 8700mm by 900mm, an externally illuminated hanging sign measuring 600mm by 600mm and an awning which extends to 1400mm, all of which bear Pret à Manger branding.
- 3.7 Camden Local Plan 2017 policy D4 makes clear that 'advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail' and this is substantiated by CPG1 guidance (paragraph 8.6). The works carried out adhere to this as the fascia sign displayed is proportionate in scale with the remaining shopfront, respecting the architectural features of the host building and the character and appearance of the surrounding area. Similarly the projecting sign relates well to the character, scale and architectural features of the building. On these grounds it is felt that the advertisements displayed are acceptable.
- 3.8 As regards the proposed awning, CPG1 design guidance states that 'shopfront canopies and blinds are only likely to be acceptable where they are:
- retractable;
 - traditional canvas;
 - blind box integrated with the overall design;
 - attached between the fascia and shopfront; and
 - flush with the fascia level. (paragraph 7.19).

The awning installed meets all these requirements, and with discreet, modest lettering would not be a dominant addition to the streetscene.

4. Amenity

- 4.1 Given the small scale of the proposals and the relatively minor nature of the changes to the shopfront, it is not considered that the works carried out cause harm to neighbouring amenity, in terms of impact on daylight or sunlight nor outlook, and so proposals comply with Camden Planning Guidance 6 on amenity.
- 4.2 Camden Planning Guidance 1 – Design and policy D3 of the Camden Local Plan 2017 both acknowledge that additional noise can emanate from bi-folding doors which 'can increase disturbance to neighbouring properties, particularly in the case of food and drink premises' (Camden Planning Guidance 1 – Design, paragraph 7.12). Whilst there is potential for this to be the case at 231-233 Camden High Street, the context of the site on an extremely busy high street with high volumes of footfall and vehicular traffic means that any contribution the premises would make to overall levels of noise in the vicinity is likely to be minimal. The first floor of the property is also occupied by Pret à Manger for commercial purposes and so only the second floor of the premises is residential. It is therefore considered that the impact of any additional noise emanating from bi-folding doors at ground floor level on neighbours two floors above would be minimal.
- 4.3 As regards advertisements, externally illuminating the projecting sign and containing internally illuminated lettering to the fascia sign may also cause some light spill, but as this is in a locale where external illumination of this kind is prevalent, it is felt that any negative impact on adjoining occupiers would again be minimal.

5. Public Safety

5.1 The proposed advertisements are not considered to pose any public safety issues.

6. Recommendation

6.1 Grant retrospective planning permission and advertisement consent.

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 11th September, 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 Rhys Govier
Savills
12 Windsor Place
Cardiff
CF10 3BY

Application Ref: **2017/3639/P**
Please ask for: **Darlene Dike**
Telephone: 020 7974 1029

6 September 2017

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
231-233 Camden High Street
London
NW1 7BU

DECISION

Proposal:

Retrospective replacement of shopfront and associated installation of 3 x bifolding doors and tiling.

Drawing Nos: Site Location Plan; TD16/PM69/PL01.3; TD16/PM69/PL01.5;
TD16/PM69/PL01.1; TD16/PM69/PL01.2

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

Condition(s) and Reason(s):

- 1 All new external work must 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 D1 [and D2 if in CA] of the London Borough of Camden Local Plan 2017.

Executive Director Supporting Communities



- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: Site Location Plan; TD16/PM69/PL01.3; TD16/PM69/PL01.5; TD16/PM69/PL01.1; TD16/PM69/PL01.2.

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 that 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, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 2 The Mayor of London introduced a Community Infrastructure Levy (CIL) to help pay for Crossrail on 1st April 2012. Any permission granted after this time which adds more than 100sqm of new floorspace or a new dwelling will need to pay this CIL. It will be collected by Camden on behalf of the Mayor of London. Camden will be sending out liability notices setting out how much CIL will need to be paid if an affected planning application is implemented and who will be liable.

The proposed charge in Camden will be £50 per sqm on all uses except affordable housing, education, healthcare, and development by charities for their charitable purposes. You will be expected to advise us when planning permissions are implemented. Please use the forms at the link below to advise who will be paying the CIL and when the development is to commence. You can also access forms to allow you to provide us with more information which can be taken into account in your CIL calculation and to apply for relief from CIL.

<http://www.planningportal.gov.uk/planning/applications/howtoapply/whattosubmit/cil>

We will then issue a CIL demand notice setting out what monies needs to paid when and how to pay. Failure to notify Camden of the commencement of development will result in a surcharge of £2500 or 20% being added to the CIL payment. Other surcharges may also apply for failure to assume liability and late payment. Payments will also be subject to indexation in line with the construction costs index.

Please send CIL related documents or correspondence to CIL@Camden.gov.uk

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

Director of Regeneration and Planning

DRAFT

DECISION

Savills
12 Windsor Place
Cardiff
CF10 3BY

Application Ref: **2017/3636/A**
Please ask for: **Darlene Dike**
Telephone: 020 7974 **1029**

6 September 2017

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
231-233 Camden High Street
London
NW1 7BU

DECISION

Proposal:

Retrospective display of 1 x fascia sign with internally illuminated lettering, 1 x externally illuminated hanging sign and a retractable canvas awning.

Drawing Nos: Site Location Plan; TD16/PM69/PL01.1; TD16/PM69/PL01.2;
TD16/PM69/PL01.3; TD16/PM69/PL01.4

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.

- 2 No advertisement shall be sited or displayed so as to

Executive Director Supporting Communities



- (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.

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 in regard to your rights of appeal at:

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

Yours faithfully

Director of Regeneration and Planning