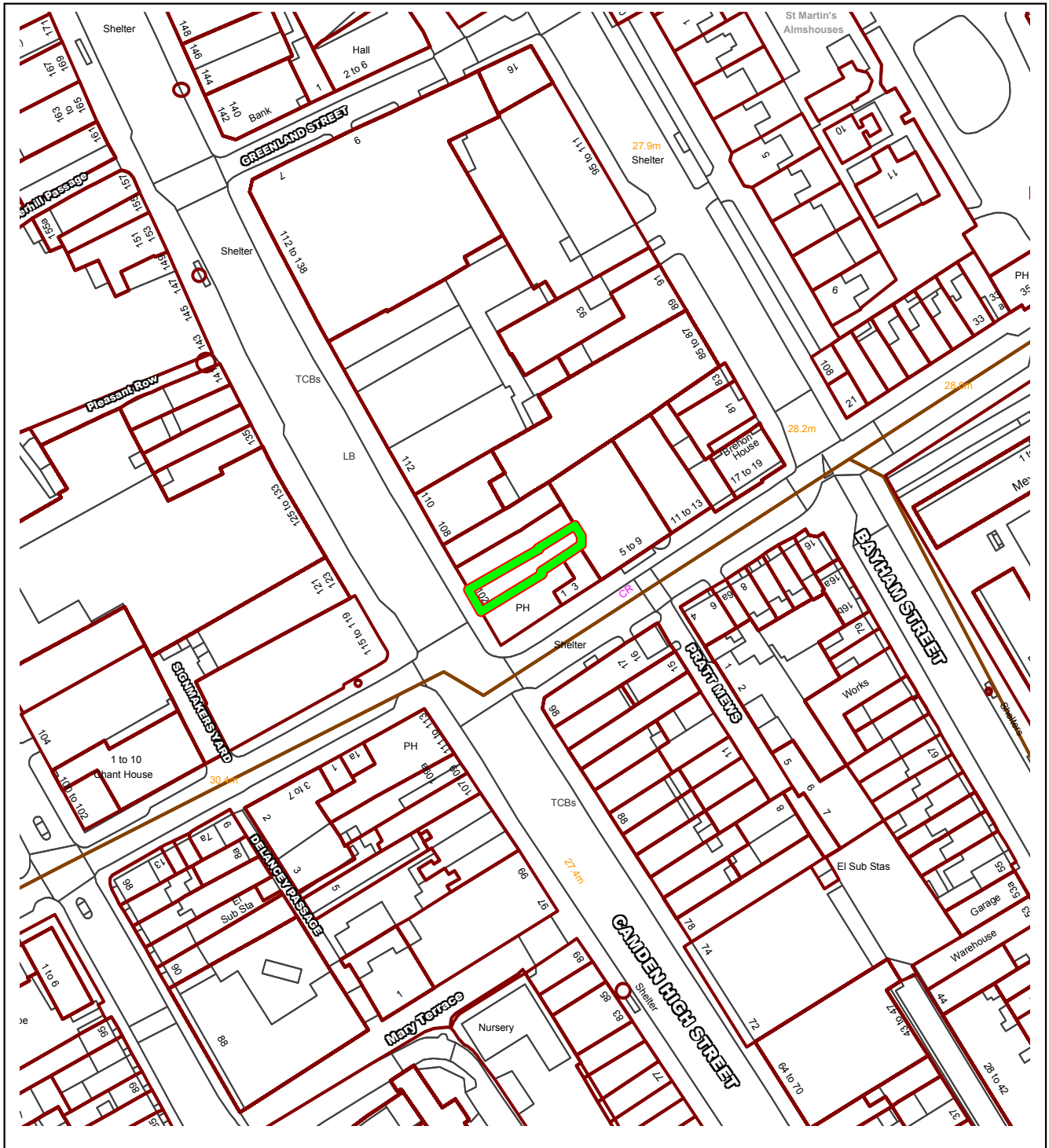


102 Camden High Street, 2018/3908/P & 2018/4274/A



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102 Camden High Street. London. NW1 0LU. Site visit photographs.

Application references: 2018/3908/P & 2018/4274/A



1. (Above) Front elevation of shopfront.



2. (Above) Wider view of Shopfront (a)



3. (Above) Wider view of Shopfront (b)



4. (Above) close up view of shopfront looking North.



5. (Above) Close up view of Shopfront looking South.

Delegated Report		Analysis sheet	Expiry Date:	08/10/2018
		N/A	Consultation Expiry Date:	07/10/2018
Officer			Application Number(s)	
Matthew Dempsey			2018/3908/P & 2018/4274/A	
Application Address			Drawing Numbers	
102 Camden High Street, London. NW1 0LU.			See draft decision notices	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
<ol style="list-style-type: none"> 2018/3908/P: Installation of glazed shopfront. 2018/4274/A: Display of 1 x internally illuminated fascia sign, 1 x internally illuminated hanging sign to shopfront. 				
Recommendation(s):		<ol style="list-style-type: none"> Grant conditional Planning Permission Grant conditional Advertisement Consent 		
Application Type:	Full Planning Permission & Advertisement Consent			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice(s)					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00
Summary of consultation responses:	<p>A site notice was displayed 12/09/2018 and expired on 06/10/2018. A press notice was published 13/09/2018 and expired 07/10/2018.</p> <p>No responses were received from neighbours.</p>					
CAAC comments:	<p>The Camden Town CAAC objected on the following grounds:</p> <ul style="list-style-type: none"> • Objection to the proposed projecting sign. <i>Officer response: the applicant has removed the projecting sign from their application.</i> • Objection to the lack of stall riser. <i>Officer response: the applicant amended their proposal to reinstate and increase the height of the stall riser.</i> • Objection to the glazing without sub-divisional framing. <i>Officer response: the applicant has amended their proposal to include vertical aluminium framing.</i> • Objection to the fascia size. <i>Officer response: the applicant has amended their proposal to reduce the height of the fascia and to line up with that of the adjacent shop to the left and with the pub to the right.</i> <p><i>Officer response: The CAAC have been notified of the amendments made following receipt of their comments.</i></p>					

Site Description

The application site is a three storey building located on the eastern side of Camden High Street. The host building is not listed, but it is located within the Camden Town Conservation Area. The application relates to the ground floor of the premises only. The ground floor is currently vacant but was previously in use as an A3 café/ restaurant. The site is accessed via a single doorway fronting Camden High Street. The existing windows are timber framed. There is a dominant fascia board in place from a previous occupier. Windows are currently white washed and the interior is obscured from view. Neighbouring the site to the left is an A1 retail shop and to the right is an A4 public house.

Relevant History

2015/5661/P - Installation of new shopfront. [Retrospective]. **Planning permission granted 26/11/2015.**

2015/5662/A - Display of 1x internally illuminated and 1x non illuminated fascia signs and 1x internally illuminated projecting sign. [Retrospective]. **Advertisement consent granted 26/11/2015.**

2014/4973/P - The installation of a new shopfront and retractable awning at ground floor level. **Planning permission refused 09/10/2014.**

2014/5423/A - Display of 1 x externally illuminated fascia sign, 1 x internally illuminated fascia sign and 1 x internally illuminated projecting sign. **Advertisement consent refused 09/10/2014.**

Relevant policies

National Planning Policy Framework (2018)

London Plan (2016)

Draft New London Plan (2017)

Camden Local Plan (2017)

A1 Managing the impact of development

D1 Design

D2 Heritage

D3 Shopfronts

D4 Advertisements

Camden Planning Guidance

CPG1 Design (2015, updated 2018)

CPG6 Amenity (2011, updated 2018)

Camden Town Conservation Area Appraisal and Management Strategy (2007)

Assessment

1.0 Proposals:

- 1.1 Planning permission is sought for the installation of new glazed double doors and a glazed shopfront with vertical aluminium framing bars and stall riser. The glazing is to be surrounded by a black tiled finish.
- 1.2 Advertisement consent is sought for the display of an internally illuminated fascia sign and an internally illuminated hanging sign within the shop, visible from the street. There are also some vinyl stickers included in the proposed plans which do not require consent.

2.0 Assessment:

- 2.1 The main planning consideration in the assessment of this application are:
 - Design and visual amenity (the impact that the proposal has on the character of the host property as well as that of the wider Camden Town Conservation Area);
 - Amenity (the impact of the proposal on the amenity of adjoining occupiers);
 - Transport Impact (the impact of the proposed advert on highway safety).

3.0 Design:

- 3.1 Policies D1 and D3 aim to ensure the highest design standards for developments. With regard to shopfronts Policy D3 notes the Council will consider the design of the shopfront including its details and materials. Policy D2 states that within conservation areas, the Council will only grant permission for development that 'preserves or where possible, enhances' its established character and appearance.
- 3.2 Section 72 of the Planning (Listed Building and Conservation Area) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013 ("the Listed Building Act") requires that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of a conservation area when considering applications relating to land or buildings within that area. As such, there is a statutory presumption in favour of the preservation of the character and appearance of conservation areas, and a proposal which would cause harm should only be permitted where there are strong countervailing considerations which are sufficiently powerful to outweigh the presumption.
- 3.3 The initial proposal has been amended to reinstate and increase the stall riser, and also; to include aluminium framing to the glazed shopfront. In addition, the fascia board is to be reduced in size; to reduce the height of the fascia to bring it in line with the neighbouring shop to the left (facing the application site), and; to lower the top of the fascia in line with the neighbouring public house to the right. The effect will be a reduction in fascia height from the existing 1757mm to proposed 1590mm. This will give the shopfront a more traditional scale. The reduction in size of the proposed fascia board and the additional reinstatement of the stall riser will have a significant affect in giving better proportionality to the shopfront and would be enhancing the character and appearance of the conservation area. Furthermore the proposed fascia would not cause harm to the visual amenity of the surrounding area.
- 3.4 The initial proposal also included a projecting sign, however; the applicant has removed this from the application following comments from the Conservation Area Advisory Committee and discussions with the case officer.
- 3.5 Overall the amended proposal is considered to preserve and enhance the character and appearance of the host building and Camden Town conservation Area and is considered to

comply with policies D1, D3, D4 and D2 of the Camden Local Plan 2017.

4.0 Amenity:

- 4.1 Policy A1 seeks to protect the amenity of Camden's residents by ensuring the impact of development is fully considered. Policy A1 seeks to ensure that development protects the quality of life of occupiers and neighbours by stating that the Council will only grant permission for development that would not harm the amenity of neighbouring residents.
- 4.2 The amended proposal is considered to be an improvement on the previous arrangements. Although there is proposed illumination to the signage, it is not considered that this will have a detrimental effect on amenity of surrounding properties.
- 4.3 The new doors will improve access to the premises for all users providing a wider gangway.
- 4.4 It is not considered that the proposed alterations would have a detrimental impact on the amenity of neighbouring occupiers in terms of loss of daylight, sunlight, outlook or privacy.

5.0 Transport impact:

- 5.1 The road on to which the shop faces is part of a one-way system. Traffic travels North past the shop. There are a set of traffic lights in reasonably close proximity to the shop to the South, however it is not considered that the development poses a risk to the safe operation of the traffic lights or the pedestrian crossing.
- 5.1 Given the position of the site on the high street, which is characterised by shopfronts at ground floor level, the nature of the proposed advertisement in an elevated position on the fascia, and the limited illumination of the signage, it is not considered there will be any negative impact from the proposed development on highway safety.
- 5.2 The proposal does not pose any concerns for pedestrians using the footpath immediately in front of the shop.

6.0 Conclusion:

- 6.1 The proposed developments are considered acceptable in terms of design, impact on neighbouring residential amenity and impact on highway safety. The developments are deemed consistent with the objectives and policies identified above.

7.0 Recommendation

- 7.1 Grant conditional planning permission.
- 7.2 Grant conditional advertisement consent

Application ref: 2018/3908/P
Contact: Matthew Dempsey
Tel: 020 7974 3862
Date: 9 October 2018

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk

o1creative
69 old street
london
EC1V 9HX

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

102 Camden High Street London NW1 0LU

Proposal:

Installation of glazed shopfront, associated to advertisement consent ref: 2018/4274/A.

Drawing Nos: Site location Plan, 443-E01 Rev B Shopfront As Existing, 433-P01 GDK Plan As Existing, 433-E02 Rev B GDK Shopfront As Proposed, 443-P02 Rev Bv2 GDK Plan As Proposed, 443-D13 GDK External Signage Schedule (without projecting Sign B).

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).

- 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 D1 [and D2 if in CA] of the London Borough of Camden Local Plan 2017.

- 3 The development hereby permitted shall be carried out in accordance with the following approved plans Site location Plan, 443-E01 Rev B Shopfront As Existing, 433-P01 GDK Plan As Existing, 433-E02 Rev B GDK Shopfront As Proposed, 443-P02 Rev Bv2 GDK Plan As Proposed, 443-D13 GDK External Signage Schedule (without projecting sign B).

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 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 Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website 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 This proposal may be liable for the Mayor of London's Community Infrastructure Levy (CIL) and the Camden CIL. Both CILs are collected by Camden Council after a liable scheme has started, and could be subject to surcharges for failure to assume liability or submit a commencement notice PRIOR to commencement. We issue formal CIL liability notices setting out how much you may have to pay once a liable party has been established. CIL payments will be subject to indexation in line with construction costs index. You can visit our planning website at www.camden.gov.uk/cil for more information, including guidance on your liability, charges, how to pay and who to contact for more advice.
- 4 Please be advised this application relates solely to the replacement shopfront and not to the use of the premises. Should the premises operation in any Class other than A3 (café/restaurant) then an application for planning permission may be required and you are advised to contact the Local Planning Authority to discuss further.

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

o1creative
69 old street
london
EC1V 9HX

Application Ref: **2018/4274/A**
Please ask for: **Matthew Dempsey**
Telephone: 020 7974 **3862**

9 October 2018

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

102 Camden High Street London NW1 0LU

Proposal:

Display of 1 x internally illuminated fascia sign, 1 x internally illuminated hanging sign to shopfront

Drawing Nos: Site location Plan, 443-E01 Rev B Shopfront As Existing, 433-P01 GDK Plan As Existing, 433-E02 Rev B GDK Shopfront As Proposed, 443-P02 Rev Bv2 GDK Plan As Proposed, 443-D13 GDK External Signage Schedule (without projecting sign B).

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

DRAFT

DECISION