

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		25/06/2019	
		N/A / attached		<b>Consultation Expiry Date:</b>		02/06/2019	
<b>Officer</b>				<b>Application Number(s)</b>			
Matthew Dempsey				1) 2019/0645/P 2) 2019/1711/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
39 Camden High Street London NW1 7JH				Please refer to Decision notice(s)			
<b>PO 3/4</b>		<b>Area Team Signature</b>		<b>C&amp;UD</b>		<b>Authorised Officer Signature</b>	
<b>Proposal(s)</b>							
1) 2019/0645/P: Alterations to shopfront, including installation of fully glazed recessed frontage (Retrospective).							
2) 2019/1711/A: Display of internally illuminated fascia sign associated with shopfront alterations ref: 2019/0645/P (Retrospective).							
<b>Recommendation(s):</b>		Refused and Warning of Enforcement Action to be Taken					
<b>Application Type:</b>		1) Full Planning Permission 2) Advertisement Consent					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	00	No. of responses	02	No. of objections	00
<b>Summary of consultation responses:</b>		<p>A press notice was published on 09/05/2019, which expired 02/06/2019. A Site notice was displayed on 08/05/2019, which expired on 01/062019.</p> <p>2 x letters of support were received from local residents suggesting the works carried out are an improvement on the previous arrangement.</p> <p><i>Officer Response: The works are contrary to policies in relation to design and access. The new signage is considered too bulky, and the new entrance is not accessible for all.</i></p>					
<b>CAAC/Local groups* comments:</b> *Please Specify		The Camden Town Conservation Area Advisory Committee were consulted on the proposal but did not provide any response.					

## Site Description

The site is a ground floor commercial unit fronting Camden High Street on the corner of Symes Mews. The host building is a three storey building located on the western side of Camden High Street. The building comprises the retail unit at ground floor with residential accommodation on the upper floors. Prior to the development being carried out the ground floor unit had operated as a hairdressing salon, 'Supercuts'. The ground floor is currently in use as a café (A1). The building is not listed but is located within Camden Town Conservation Area.

## Relevant History

**CA/966/AD2250** - The display of an internally illuminated fascia sign measuring 4.99m wide by 0.76m high and an internally illuminated double sided projecting box sign measuring 0.26m wide by 0.91m high by 0.20m deep at a height to the underside of approximately 2.4m on the north pilaster of the shop front. **Permission 03/05/1983.**

**8701289** - Alterations to the existing shop front involving the relocation of the facade to the boundary of the property as shown on drawing nos.1037A/2 and 1036A/3. **Grant Full or Outline Perm. With Condit. 17/02/1988.**

**2003/1528/P** - Installation of punched lath roller shutter to ground floor retail premises (class A1). **Granted 26/09/2003.**

**2003/2339/A** - Retention of fascia sign. **Granted 08/10/2003.**

## Relevant policies

### National Planning Policy Framework 2019

### The London Plan 2016

### Camden Local Plan 2017

A1 – Managing the impact of development

D1 – Design

D2 - Heritage

D3 – Shopfronts

D4 - Advertisements

C6 – Access for All

### Camden Planning Guidance

Access for All CPG (March 2019)

Adverts CPG (March 2018)

Amenity CPG (March 2018)

Design CPG (March 2019)

**Camden Town Conservation Area Appraisal and Management Plan** (October 2007)

## Assessment

### 1.0 Proposal:

1.1 Retrospective planning permission is sought for alterations to the shopfront including:

- Installation of a fully glazed recessed shopfront.
- Creation of additional doorway to side elevation.
- Installation of front boundary treatment (0.5m)

1.2 Retrospective advertisement consent is sought for the installation of a signage including:

- Internally illuminated fascia signs.
- Fascia box wrapping around the front and side elevations.
- Additional strip light illumination to fascia at front elevation.

### 2.0 Assessment:

2.1 The main planning considerations in relation to this application are as follows:

- Design and conservation
- Amenity of neighbouring residential occupiers
- Access
- Public safety

### 3.0 Design and conservation:

3.1 Policy D1 (Design) of the Camden Local Plan 2017 states that 'Good design takes account of its surroundings and preserves what is distinctive and valued about the local area. Careful consideration of the characteristics of a site, features of local distinctiveness and the wider context is needed in order to achieve high quality development which integrates into its surroundings. The Council will seek to secure high quality design in development and will require that development respects local context and character, preserves or enhances the historic environment and heritage assets.'

3.2 Policy D2 (Heritage) of the Camden Local Plan 2017 states that 'The Council places great importance on preserving the historic environment. Conservation areas are designated heritage assets. The Council will require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area and will seek to manage change in a way that retains the distinctive characters of our conservation areas and will expect new development to contribute positively to this.'

3.3 Policy D3 (Shopfronts) of the Camden Local Plan states that the Council will expect a high standard of design in new and altered shopfronts. CPG Design provides guidance on the design of shopfronts and advises that insensitive shopfront design can cause harm to the appearance and character of buildings and shopping areas.

3.4 Policy D4 (Advertisements) states that 'Advertisements and signs should be designed to be complementary to and preserve the character of the host building and local area. The size, location, materials, details and illumination of signs must be carefully considered. Advertisements in conservation areas require particularly detailed consideration given the sensitivity and historic nature of these areas. Any advertisements in a conservation area must

not harm their character and appearance and must not obscure or damage specific architectural features of buildings. The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building.'

- 3.5 The applicant has installed a full glazed recessed shopfront contrary to CPG Design which states that "New recesses in shopfronts will be strongly discouraged due to their potential for attracting anti-social behaviour." The recessed shopfront also results in a loss of definition at ground floor level when read in the context of the wider street.
- 3.6 The installation of full height glazing is in opposition to the Council's design guidance for shopfront. Shop fronts along this stretch of commercial units share the inclusion of traditional shop front features such as stall riser, transom lights and mullions. The installation of the boundary treatment to the front is considered an incongruous addition which could behave as a trip hazard.
- 3.7 The external security shutters have been retained as part of the new development. Accommodating the shutters has had an impact on the overall design of the shopfront and meant that the new fascia box is bulky, dominant and an incongruous element in the wider street-scene. It also has the impact of obscuring the neighbouring fascia to the 'Taste of Siam' Restaurant next door to the site.
- 3.8 The fascia box projects approximately 600mm from the building façade. Additionally the fascia sign itself is also considered very large in this location, measuring approximately 1.3m x 1.1m breaching the fascia box both above and below, adding to the dominant nature of the signage.
- 3.9 It is noted that the fascia sign details drawing provided with the application does not match the sign that has been installed on site with regards to the size of the Heart shaped logo/motif. In addition, the section provided suggest that the fascia will project no more than 80mm from the building, however upon inspection on site it is plainly far larger than as shown on the drawing.
- 3.10 As a result of the poor design that fails to comply with the Council's shopfront design principles, the works are considered to have an adverse impact on the building, the streetscape, and this part of the Camden Town Conservation Area.

#### **4.0 Amenity of neighbouring residential occupiers:**

- 4.1 Due to the nature of the works carried out, it is not considered there would be any significant negative impact on neighbouring residential amenity.

#### **5.0 Access:**

- 5.1 The access officer raised concerns about the introduction of a new entrance which is not fully accessible. They have also raised concerns about the introduction of the boundary treatment/trip hazard installed to the front boundary at a height of approximately 0.5m. Notwithstanding this, given the existing door which is accessible and the fact that the shopfront is not associated with a new development, the proposal is acceptable – though not ideal – in access terms.

#### **6.0 Public Safety:**

- 6.1 Policy D4 (Advertisements) of the Camden Local Plan 2017 states that Highway safety, with focus on vulnerable road users should be considered. Advertisements will not be considered acceptable where they impact upon public safety including result in glare and dazzle or distract road users because of their unusual nature, disrupt the free flow of pedestrians or

endanger pedestrians.

6.2 Given the illumination is limited to  $3\text{cd/m}^2$ , it is not considered that the advertisement would have any negative impact on vehicular or pedestrian traffic.

6.3 In terms of public safety, the proposal is considered acceptable.

## **7.0 Recommendation:**

**7.1** Refuse planning permission and advertisement consent and warn of enforcement action.