

FULL CASE STATEMENT

Here in bold are the officer's points of contention. The following text is the presented case against those points referenced in the same document, the Camden Local Plan 2017.

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.

3.5 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.

—To address the officers concerns of the officer in points 3.1-3.3 and 3.5-3.6 taken from Policies D1, D2 and D3 (Design, Heritage and Shopfronts):

Having been advised to read *Camden Town Conservation Area Appraisal and Management Strategy*, there was not found any clear conflict with the works. As can be seen by the many fully-glazed shop fronts along the high street, there is a precedent set and it can be seen that they do not detract from the eclectic or aesthetic style of Camden Town. Having read through the Appendices sections 1-4, it can be found that the property is neither a positive, negative, or listed historical premises, thereby lessening the weight of historical value or heritage conservation. Having read the *New Development* section, we believe that the proposed shopfront would add to the "variety and eclecticism" of the high street. It is of both high quality design and high quality execution, as stipulated in paragraph 2 of the above named section.

As outlined in Policy D1 (Design) the proposed installation of a fully glazed front meets nearly every area of the criteria laid out in the subpoints. Points c, d and e speak of being “sustainable in design and construction” using “material that are of high quality and compliment the local character.” Alongside these, the entrance has been widened slightly and made wheelchair accessible, extending no further into the sidewalk than the site perimeter, adhering to points f and g “improving movement through the site” and “accessible for all.” To address the concerns of possible antisocial behaviour, the new design allows for more light from inside the property and also from the signage, which stated in the comments of Policy D1 helps to detract from antisocial behaviour by providing a greater sense of security by being more well lit. The space created by the small recess of the shop front is enclosed by a small wall, and a full height glass wall on the side of the neighbouring alley. The tables and chairs occupying the space make it near impossible for any loitering, and it is fully monitored but the staff working each day, as their view is directed there. It is monitored by security cameras as well, able to record and replay when needed. This area is enclosed by the shutter every evening, rendering it unable to be occupied by rough sleepers and the like. Point 7.11 of policy D1 backs up these aspects of the new shopfront.

Policy D2 (Heritage) dictates “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.” It seems that those “enhancements” are left to one’s interpretation, and as they could be interpreted in numerous different ways, this should not be held as a valid argument.

Policy D3 highlights the need for high quality shopfronts. As a precedent set on the high street of numerous fully glazed and several recessed shop fronts (seen in supporting documents), the works have not gone beyond any example not already set.

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.’

3.7 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.

—To address the officer's concerns outlined in points 3.4 and 3.7-3.9 taken from Policy D4: The external shutters have been retained, but also it can be noted in the elevation drawings that the pre-existing signage had also been retained, as was explained to the officer upon the site visit. The drawings provided show that 80mm has been added to the previous signage, and any lack of planning permissions by previous tenants is not the responsibility or faultable to the current tenants. The neighbouring property, Taste of Siam, has not only front facing signage, but also projected signage that can still be seen beyond the fascia box in question. The lighting of the signage is LED and as such is energy efficient, not as strong as other lighting and less distracting for passing cars. It is switch controlled and as such is able to be shut off at closing and only turned on when necessary to reduce light pollution and electrical waste.