

**Conservation Area Advisory Committee**

Advisory Committee	Camden Town
Application ref	2021/3098/P
Address	69 Camden High Street London NW1 7JL
Planning Officer	Miriam Baptist
Comments by	28 Sep 2021
Proposal	New aluminium framed laminated glass shop front with central door and new metal faced adjacent resident's door and frame.
Objection	Yes
Observations	<p>The CAAC believes that every replacement of a poor quality aluminium framed shopfront is an opportunity to improve and enhance the Conservation Area. Reducing overly large glazing panels and overly deep fascias will create a more consistent and traditionally proportioned character to retail units on the High Street. As stated in Camden's Planning Guidance for shopfront design, 'insensitive shopfront design can harm the appearance and character of buildings and shopping areas'.</p> <p>Number 38 Camden High Street is recent case in point: following negotiations the applicant reduced the depth of the fascia to match that of the adjacent original corbels (from 1m to .6m), and introduced additional timber glazing bars to subdivide the shopfront more appropriately. This action of aligning the fascia depth with the corbels also raised the glazing line at the top of the windows and created a better proportioned shop front design.</p> <p>In the case of the current application at no. 69 the retention of the existing overly deep fascia is not acceptable, and the proposed design should be amended to replicate the scale of fascia demonstrated at number 38.</p> <p>The proposed glazing reaching down to pavement level echoes the immediate neighbours but, like them, it presents</p>

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an unmediated and crude expanse of glass with no subdivision. The introduction of stall risers would ameliorate this issue. The Design and Access Statement (p3) shows adjacent shopfronts that it claims to be in keeping with, however the photograph illustrates a shop with stall risers that it should be copying.

Adjusting the proportions of the whole ensemble would result in a more appropriate design. As the building is not historic it is acceptable that the design is not traditional in style, however it still needs to be well considered and of high quality with good proportions so that it enhances the Conservation Area.

**Documents attached**

No details entered

**About this form**

Issued by	Contact Camden 5 Pancras Square London N1C 4AG
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Form reference	21714703
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