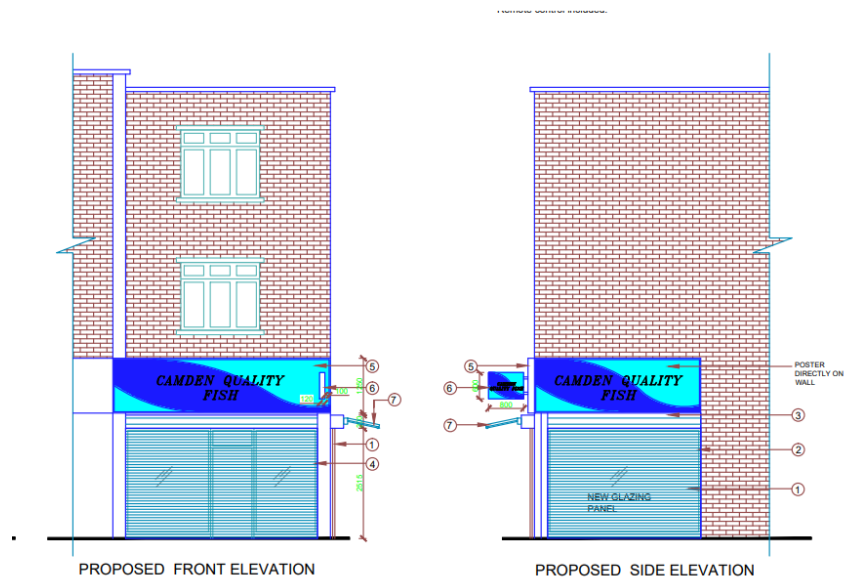


35 Camden High Street (2020/5547/P & 2021/0077/A)



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Proposed shopfront and signage at 35 Camden High Street



October 2020 view of the property (pre-installation of new shopfront)



Photo of shopfront and signs as installed, with awnings and shutters in retracted positions. Symes Mews to right.

Delegated Report (Members Briefing)	Analysis sheet	Expiry Date:	25/01/2021
	N/A	Consultation Expiry Date:	07/02/2021
Officer		Application Number(s)	
Adam Greenhalgh		2020/5547/P 2021/0077/A	
Application Address		Drawing Numbers	
35, Camden High Street London NW1 7JE		Please refer to draft decision notice	
Proposal(s)			
2020/5547/P: Installation of new shopfront to ground floor unit (on front and side elevations) and with replacement external shutters and new awnings. (retrospective).			
2021/0077/A: Installation of internally illuminated fascia sign on front and side elevations and an internally illuminated projecting sign on the front elevation (retrospective).			
Recommendation(s):	Grant conditional planning permission Grant advertisement consent		
Application Type:	Full Planning Permission		
Consultations			
Summary of consultation responses:	Press notice: published on 14/01/2021 Site notice: displayed from 13/01/2021 No letters of objection received from any neighbouring properties.		
Camden Town Conservation Area	Camden Town CAAC : Unfortunately the proposed signs and fascia are not of high quality and will neither preserve nor enhance the Conservation Area. The projecting illuminated sign is too large. A more traditional approach to signage should be encouraged (painted timber, not illuminated plastic). The adjacent jewellery shop, J A Lake, is a very high quality example of this and deserves a better neighbour. <u>Officer Comment:</u> <i>The effects on the character, vitality and appearance of the area are considered in 'Design & Conservation' below.</i> <i>The proposal is for the installation of shopfronts, a shutter and signage. The use of the unit is not for consideration in this application and it should be the subject of a separate application or separate action if necessary.</i>		
Site Description			

The application relates to a shop unit on the west side of Camden High Street 450m south of Camden Town underground station and 150m north of Mornington Crescent underground station. It is situated within the Camden Town Conservation Area.

The shopfront, shutter and signage the subject of this application are in situ. Previously, there was an acrylic fascia on the front and side elevations and an aluminium shop frame around full height glazed windows and entrance door.

The building is not Listed or noted as being a positive contributor in the Camden Town Conservation Area Appraisal and Management Strategy. It is not a designated 'Historic Shopfront'.

There are no Listed buildings in the immediate vicinity of the site. The neighbouring shopfront at no. 33 Camden High Street (J.A. Lake & Co.) is a historic shopfront.

Relevant History

2016/6821/P - Installation of an ATM to the front elevation of the building – granted

Relevant policies

National Planning Policy Framework 2021
The London Plan March 2021

Camden Local Plan 2017

A1 Impact of development

D1 Design

D2 Heritage

D3 Shopfronts

D4 Advertisements

Camden Planning Guidance

Design (2021)

Adverts (2018)

Camden Town Conservation Area Appraisal and Management Strategy 2007

Proposal

- 1.0 Planning permission (2020/5547/P) is sought for the retention of a shopfront and retractable awnings which have been installed on the front and side (Symes Mews) elevations, and the retention of replacement shutters.
- 1.1 Advertisement consent (2021/0077/A) is sought for the retention of the internally illuminated fascia signs which have been installed on the front and side elevations and the internally illuminated projecting sign which has been installed on the front elevation.

Assessment

- 1.2 The material considerations for this application are as follows:
 - Design and conservation;
 - Amenity of neighbouring occupiers

Design and conservation

- 1.3 Local Plan policy D1 requires development to be of the highest architectural and urban design quality, which improves the function, appearance and character of the area. Local Plan policy D2 states that the Council will preserve, and where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas and listed buildings. Local Plan policy D3 states that the Council will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features. Local Plan policy D4 states that 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 and be of the highest standard of design, material and detail.
- 1.4 Prior to the installation of the shopfront, shutters, signs and awnings the subject of this application, the shop had a poor quality shopfront, with full height glazing onto Camden High Street, an opaque/solid side elevation onto Symes Mews and large poor quality fascia signs on the front and side.
- 1.5 The shopfront and awnings which have been installed have been inspected on site. They are of a suitably high quality that they improve the appearance of the site and contribute positively to the vitality, character and appearance of the Conservation Area. A glazed shopfront has been introduced on the side elevation to Symes Mews which adds to the vitality of the entrance to the Mews and allows passive surveillance of the side street.
- 1.6 The signage and awnings match the front elevation. The signage and awnings are of an appropriate size, position and design. Overall the alterations have enhanced the character and appearance of the Conservation Area.
- 1.7 Replacement external shutters have been installed. While the Council's policy and guidance would prefer internal roller shutters, or open faced grilles, the shutters in this case would be no worse than the existing (pre-installation) situation. They are consistent with the majority of the neighbouring shop units and therefore it is considered that they would not result in harm to the appearance of the Conservation Area.
- 1.8 The CAAC identify the adjoining shopfront as a model for new development. Officers acknowledge this aspiration, however the neighbouring shopfront is notably historic in design and form and is unusual in the local context. It is considered that the development proposals are of a suitably high quality to be

acceptable, as required by policies D1, D2, D3 and D4.

- 1.9 Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

Amenity of neighbouring occupiers

- 1.10 Local plan policy A1 seeks to protect the amenity of residents by ensuring the impact of development is fully considered. The quality of life of occupiers and neighbours are protected by only granting permission for development that would not harm the amenity of neighbouring residents. This includes factors such as light, outlook, privacy, noise and disturbance.
- 1.11 Other than the items above, no extensions or external alterations are proposed to the building and there would therefore be no impact on light or outlook at any neighbouring properties. The proposal would not result in any significant loss of privacy or security for any neighbouring occupiers and it should not give rise to any undue noise or disturbance. Therefore there should be no harm to the amenity of any surrounding occupiers.
- 1.12 The adverts would have no significant impact on public safety and would accord with policy D4.

Recommendation

Grant conditional planning permission; Grant advertisement consent

DISCLAIMER

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel in the week commencing Monday 27th December 2021, 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'

Application ref: 2020/5547/P
Contact: Adam Greenhalgh
Tel: 020 7974 6341
Email: Adam.Greenhalgh@camden.gov.uk
Date: 2 December 2021

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

V16designz Ltd.
11 Fullerton Avenue
LONDON
RM8 1FG
United Kingdom

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
35 Camden High Street
London
NW1 7JE

Proposal: Installation of new shopfront to ground floor unit on front and side elevations and with replacement external shutters and new awnings (retrospective).

Drawing Nos: Site location plan; VD-020- Dwg 001 Side new shutter, glazing and front signs;
VD-020- Dwg 002 Side new shutter, glazing and front signs.

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

Condition(s) and Reason(s):

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans :

Site location plan; VD-020- Dwg 001 Side new shutter, glazing and front signs; VD-020- Dwg 002 Side new shutter, glazing and front signs.

Reason: For the avoidance of doubt and in the interest of proper planning.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice about your rights of appeal at:

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

Yours faithfully

Chief Planning Officer

DRAFT

DECISION

Application ref: 2021/0077/A
Contact: Adam Greenhalgh
Tel: 020 7974 6341
Email: Adam.Greenhalgh@camden.gov.uk
Date: 2 December 2021

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V16designz Ltd.
11 Fullerton Avenue
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United Kingdom

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
35 Camden High Street
London
NW1 7JE

DECISION

Proposal:

Installation of internally illuminated fascia sign on front and side elevations and an internally illuminated projecting sign on the front elevation.

Drawing Nos: Site location plan; VD-020- Dwg 001 Side new shutter, glazing and front signs;
VD-020- Dwg 002 Side new shutter, glazing and front signs.

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

- (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.

Informative(s):

1

DECISION

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice in regard to your rights of appeal at:

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Yours faithfully

Chief Planning Officer

DRAFT

DECISION