

2021/3098/P 69 Camden High Street

Good morning Miriam

We have attached drawing No. G/06 which takes account of some of the opinions voiced by various parties.

We have adopted the suggested stall riser detail, of similar proportion to those existing at No.71.

Our proposed window size and shape are similar to No.71 and an appropriate size for a shop display window.

Our proposed frame material of extruded aluminium with RAL metallic silver finish would be low maintenance and in keeping with many other premises nearby. The suggestion of a timber frame would incur future maintenance obligations, while contributing nothing more to the appearance.

Regarding the 'Facia'.

No.69 and it's neighbour to the north (no.71) are two halves of a single design, separated from their neighbours to the north and south by party walls visible at roof level (as shown on G/06). Above ground floor level the size, shape, and location of windows are mirrored. Both 69 and 71 support residential accommodating above ground floor commercial premises. In both cases a 'facia' panel (for shop signage), is full width and commences above a fanlight over the ground floor door. They are the same. These buildings have a reinforced concrete beam behind the facia to support the upper floors and the masonry façade. If the facia of No69 were to be reduced in size it would no longer relate to it's other half.

We have mentioned several times the facia is not part of our application, it is existing. We were not aware that the current shop front was constructed without permission, but in looking at the Planning history of the site we see that the facia has always been shown the same size as now existing (including 2016-0661-P GRANTED). We have a photograph from 2015 which shows a metal framed shopfront with the facia larger than now existing, extending down to the top of the residential door (within the width of the shop).

You have mentioned examples from further south in Camden High Street and on the opposite side of the road, it should be noted these are single storey shops standing in front of taller buildings which stand further back from Camden High Street. The front of these retail premises do not support upper floors, each one supports only their own flat roof, no beam necessary. The facia can be slim. Buildings on the west side of Camden High Street are not of the same structural design as those on the west side.

We trust the design as now shown on G/06 will be supported by your department.

Regards

Alan Ashcroft

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