

| | | | | | | | |
|---|----------------------------|---|-------------------------------------|--------------------------------|-----------|-------------------|-----------|
| Delegated Report | | Analysis sheet | | Expiry Date: | | 07/08/2023 | |
| | | N/A | | Consultation | | | |
| | | | | Expiry Date: | | | |
| Officer | | | | Application Number(s) | | | |
| Tania Clifford | | | | 2023/2431/P | | | |
| Application Address | | | | Drawing Numbers | | | |
| 237 Royal College Street London NW1 9LT | | | | Refer to draft decision notice | | | |
| PO 3/4 | Area Team Signature | C&UD | Authorised Officer Signature | | | | |
| | | | | | | | |
| Proposal(s) | | | | | | | |
| Shop front alterations including removal of 1x shop window to provide space for the installation of a second timber entrance door, the replacement of existing single glazed windows with double glazed units and repair of damaged brick wall. | | | | | | | |
| Recommendation(s): | | Refuse Planning Permission | | | | | |
| Application Type: | | Full Planning Permission | | | | | |
| Conditions or Reasons for Refusal: | | Refer to Draft Decision Notice | | | | | |
| Informatives: | | | | | | | |
| Consultations | | | | | | | |
| Adjoining Occupiers: | | No. notified | 00 | No. of responses | 00 | No. of objections | 00 |
| | | | | No. electronic | 00 | | |
| Summary of consultation responses: | | A site notice was displayed from 19/07/2023 until 12/08/2023 and and advertisement was placed in the local newspaper on 27/07/2023 (expiring on 20/08/2023) No objections were received. | | | | | |
| CAAC/Local groups* comments: <small>*Please Specify</small> | | No responses received | | | | | |

Site Description

The application site is retail unit, situated above flats at second and third floor levels. The existing shop front is a shop front of merit dating from the 19th century, forming an important part of a building that is considered to make a positive contribution to the Jeffrey's Street Conservation Area. It has an inset doorway providing enhanced display space, attractively modelled timber mouldings and an ornamental cast iron ventilator.



Relevant History

AC.2205/P1 - A double-sided projecting sign, lettered "WEARITE CLOTHING STORES" in red perspex "MANUFACTURERS OF COMBAT & DONKEY JACKETS ANORAKS, SKI JACKETS SLEEPING BAGS & TENTS" in blue and green perspex and with a "Terylene" trade-mark in black and yellow perspex, all on an opal white perspex panel and internally illuminated. Height 1'10", length 2'4", projection 2'8" and overall height 11'10". (In accordance with plan enclosed). – **Permission - 20/09/1963**

PEX0000859 - Retention of retail unit on ground floor and conversion of upper floors to two flats and one 3 bedroom maisonette including the erection of a mansard roof extension and three storey extension to the rear. - **Refuse Planning Permission - 30/01/2001**

PEX0200229 - The addition of a mansard roof extension, a rear extension at 3rd floor level and a rear extension at basement and ground floor level, alterations to the shop front to provide new separate upper floor access; in connection with creation of one self-contained residential maisonette on the upper floors. As shown on drawing numbers: 550/B/02 Edit 18/11/02 and 550/A/02 EDIT 20/10/02 - **Grant Full Planning Permission (conds) - 03/12/2002**

2003/1265/P - Revision to planning permission ref PEX0200229/R2 which included rear and roof

extensions to convert the upper floors of building into three, one-bedroom flats, 1 on each floor.

Refused - 05/12/2003

2005/0038/P - Conversion of upper floors to 1x1-bed flat and 1x2-bed maisonette (to include extensions at roof and rear 3rd floor level as granted by planning permission PEX0200229). **Granted - 07/09/2005**

2020/2059/P - Erection of two storey rear extension at lower ground and ground floors; extension at rear second floor; erection of roof extension. **Granted - 17/12/2021**

2022/0823/P - Erection of lower ground and ground floor rear extension (to existing commercial unit); second floor rear extension and mansard roof extension (to existing residential unit); replace windows to front and rear elevations. – **Granted 17/02/2023**

Relevant policies

Relevant policies

National Planning Policy Framework 2021

London Plan 2021

Camden Local Plan 2017

A1 Managing the impact of development

D1 Design

D2 Heritage

D3 Shopfronts

Camden Supplementary Planning Guidance

CPG Design 2021 Chapters 1 (Introduction), 2 (Design Excellence), 3 (Heritage), 6 (Shopfronts)

CPG Amenity

Jeffrey's Street Conservation Area Appraisal 2022

Assessment

1. Proposal

The proposal involves shop front alterations including removal of 1x shop window to provide space for the installation of a second timber entrance door, the replacement of existing single glazed windows with double glazed units and repair of damaged brick wall.

2. Assessment

2.1 The key material considerations for this application are:

- Design
- Amenity

3. Design

3.1 The Council's design policies are aimed at achieving the highest standard of design in all development. The following considerations are contained within policy D1 and are relevant to the application: development should consider the character, setting, context and the form and scale of the neighbouring building, and the quality of materials to be used. Within Conservation Area or adjacent to one, it is considered development should reinforce those elements which contribute to and create the character, in line with policy D2.

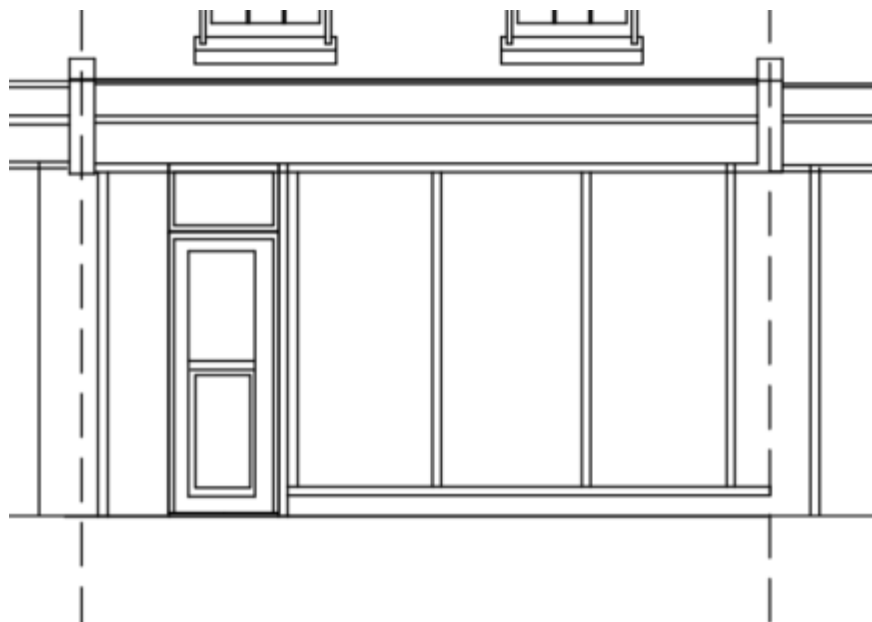
3.2 The Jeffrey's Street Conservation Area refers to shopfronts stating, 'Proposals for new shopfronts will be expected to preserve or enhance the visual character and appearance of the street, through respect for the proportions, rhythm and form of the original frontages. Any shopfront of historic interest or architectural quality should be retained and if necessary repaired. Shopfronts that are considered to be out of character with the building or the area generally should be replaced with new shopfronts that are appropriate to the building and enhance the appearance of the Conservation Area.

3.3 Policy D3 of the Camden Local Plan 2017 also states that "The Council will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features." It goes on saying that "If a shopfront is replaced or altered, the design should respect the characteristics of the building and, where appropriate, shopfront windows and framework features, such as pilasters, fascias and console brackets, should be retained or restored".

3.4 Design CPG states that "It is important that new shopfronts and alterations to existing shopfronts are sensitively designed and do not detract from the character of the host building or the surrounding area. Insensitive alterations to existing shop fronts and poorly designed shopfronts in new buildings can erode the character of existing frontages and the local area".

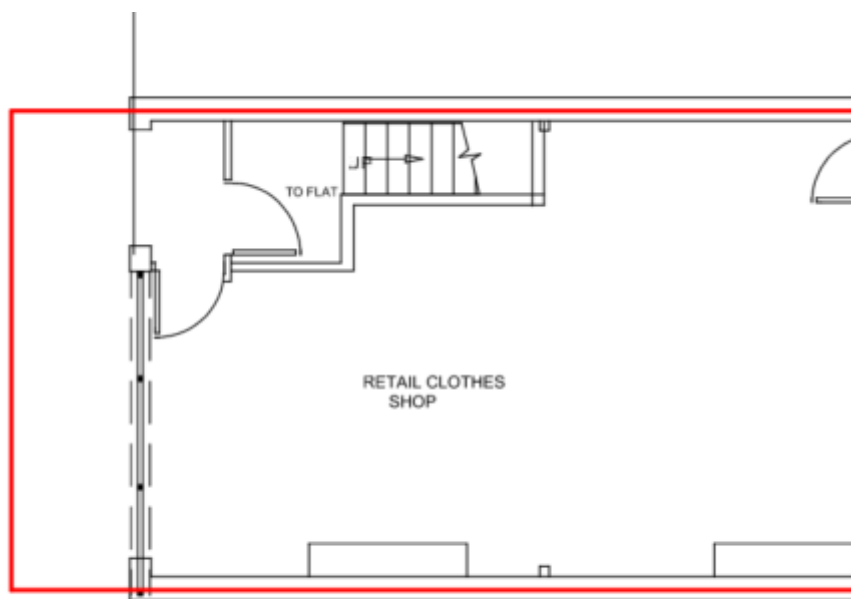
3.5 The existing plans are not entirely consistent in terms of the ground floor entrance layout. Nevertheless, the proposed alterations to the existing entrance will remove the recessed entrance and remove part of the stall riser to introduce a new door. These are important historic features of the shopfront.

The “existing” elevation somewhat misrepresents the shop front:



It will be seen that the stallriser is too low, the door is too narrow, the glazing bars are wrong, and the cast iron ventilator and timber enrichments are missing.

The “existing” plan also shows a different arrangement than that which is present:



GROUND FLOOR PLAN

3.6 Policy 6.1 states that “Shopfronts make a significant contribution to the character and richness of experience of Camden’s centres and streets.” The CA statement identifies this as a shopfront of merit at page 14.

3.7 Policy 6.2 also states that “It is important that new shopfronts and alterations to existing shopfronts are sensitively designed and do not detract from the character of the host building or the surrounding area. Insensitive alterations to existing shopfronts and poorly designed shopfronts in new buildings can erode the character of existing frontages and the local area.”

3.8 The works represent a substantive remodelling of the character and appearance of the shopfront,

and would not reinstate any known historic precedent or preserve the existing form and materials of the shopfront. In fact, the character of the frontage as a shopfront of merit will be eroded. In particular, the recessed entrance will be removed, part of the stallriser will be removed, with the iron grille likely to be disturbed, with the new door damaging the proportions and composition of the shopfront and the carefully placed grille.

4. Amenity

4.1 Camden Local Plan policy A1 seeks to protect the amenity of Camden's residents by ensuring the impact of development is fully considered and would not harm the amenity of neighbouring residents. This includes privacy, outlook, noise, daylight and sunlight.

4.2 Due to the proposal, it is not considered that the development would adversely impact upon the amenity of adjoining residential occupiers.

5. Recommendations:

5.1 Refuse planning permission

The proposed shopfront, by reason of its layout, proportions, detailed design and loss of original features, disrupts the historical elevational composition of a building which contributes positively to the Jeffrey's Street Conservation Area, causing harm to the character and appearance of the Conservation Area, contrary to policies D1, D2 and D3 of the London Borough of Camden Local Plan 2017.