

Delegated Report		Analysis sheet		Expiry Date:	26/08/2024
		N/A / attached		Consultation Expiry Date:	27/07/2024
Officer			Application Number(s)		
Gary Wong			2024/2587/P		
Application Address			Drawing Numbers		
122 Finchley Road London NW3 5JD			Refer to draft decision notice.		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
Alterations to shopfront.					
Recommendation(s):		Refuse full planning permission.			
Application Type:		Full Planning Permission			
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice			
Informatives:					
Consultations					
Adjoining Occupiers:		No. of responses	00	No. of objections	00
Summary of consultation responses:		No comment was received.			
Fitzjohns/ Netherhall CAAC		Consulted and no comment was received.			

Site Description

The application site comprises of a 3-storey building with a commercial unit at ground floor and residential units above. The application unit is a former HSBC bank (Class E) and is currently vacant. The building is not listed nor within any conservation area but sits just outside the boundary of the Fitzjohns/ Netherhall Conservation Area. The site is situated in Finchley Road Town Centre.

Relevant History

Application site (No.122 Finchley Road)

2017/2192/A - Display of 1x halo illuminated fascia sign and 1x internally illuminated projecting sign. – Granted 19/06/2017

2015/4585/P - Installation of 1 x reduced height replacement ATM including alteration to existing window. – Granted 21/09/2015

2009/3329/P - Relocation of existing ATM on Finchley Road elevation of existing bank(Class A2). – Granted 25/09/2009

2009/3326/A - Display of internally illuminated fascia sign to replace existing on Finchley Road frontage to existing bank (Class A2). – Granted 25/09/2009

AWX0002021 - The display of internally illuminated fascia signs on front and side elevations. As shown on drawing Nos 5361/103A and 104A. – Granted 23/02/2000

PW9902306 - Alterations to ground floor front elevation, including the provision of a cash dispenser and the installation of an air conditioning unit to the rear, as shown on drawing numbers; 5361/100, /101A, /102 and /103 as revised by letter dated 5th July 1999. – Granted 19/07/1999

PW9802285 - The replacement of an existing ATM in front elevation with a new ATM in the same position, as shown on drawing numbers: 98/211/01 and 98/211/02. – Granted 05/06/1998

Adjoining site (No.122A Finchley Road)

2024/2588/P – Alterations to shopfront – Pending decision

2021/0195/P - Retrospective conversion of first floor from retail storage unit to three self-contained flats and associated works – Refused 09/11/2022 and warning of enforcement action to be taken

2016/4959/P - Erection of a single storey extension to the rear at ground floor for ancillary retail floorspace (Class A1) (retrospective). – Granted 03/04/2018

2014/3012/P - Erection of two storey ground floor rear extension to provide additional space for restaurant (Use Class A3). – Granted 29/10/2014

2013/5420/P - Erection of a 2 storey rear extension, including an alteration to the existing extraction flue to restaurant (Class A3). – Refused 19/12/2013

2010/5329/P - Change of use from restaurant (use class A3) to dual use takeaway (use class A5) and restaurant, with associated alterations to single storey rear extension and installation of plant equipment in rear garden structure. – Refused 08/04/2011

8700372 - Installation of a new shopfront as shown on drawings No.2 and 4A revised on 19th and 20th March and 30th April 1987. – Granted 07/05/1987

8400458 - Installation of a new shop front as shown on one un-numbered drawing. – Granted 11/04/1984

8401536 - Erection of a ground floor rear extension for use as a cold room in conjunction with the restaurant use as shown on drawings No.02 and 02 Rev.A. – Granted 03/04/1985

8480150 - Display of an internally illuminated fascia sign measuring 6300mm x 1200mm as shown on one un-numbered drawing. Period of consent shall be from 1st November 1984 until 31st October 1989. – Granted 24/10/1984

Relevant policies

National Planning Policy Framework (2023)

The London Plan (2021)

Camden Local Plan (2017)

- **A1 Managing the impact of development**
- **D1 Design**
- **D3 Shopfronts**

Camden Planning Guidance

- **CPG Amenity (2021)**
- **CPG Design (2021)**

Assessment

1. The proposal

1.1. The proposal seeks planning permission for alterations to the shopfront.

2. Assessment

2.1. The planning considerations material to the determination of this application are as follows:

- Design
- Amenity

3. Design

3.1. Policy D1 states that the Council will seek to secure high quality design in all cases. This policy states that in order to demonstrate high quality, developments should meet several criteria including: respecting local context and character; being sustainable and durable; and comprise details and materials that are of high quality and complement the local character. It continues to state that the Council will resist development of poor design that fails to take the opportunities available for improving the character and quality of an area. Policy D3 mentions the Council will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features. 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.

3.2. 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.

3.3. The existing shopfront of the former HSBC bank features a generally white rendered shopfront with a commercial entrance to the right and a residential entrance to the left. Three recessed

metal framed windows are proportionally intersected by two white rendered pilasters in the middle above a stall riser.

- 3.4. Whilst the current proposal would retain the two entrances to the left and right, the three metal framed windows and two pilasters in the middle would be removed completely and existing façade would be opened up to create a new full-height frameless glazed shopfront. The existing stall riser would be removed and replaced by a concrete upstand.
- 3.5. Although the application building is not listed, there is heritage value in the architectural form of the former bank, such as the recessed white metal framed fenestration proportionally intersected by two pilasters above a stall riser. The shopfront is also sympathetic to the age and character of the building and the upper floors are well preserved.
- 3.6. The proposal would completely remove the ground floor features and replace them with a poorly designed contemporary shopfront with full-height frameless glazing and a low concrete upstand. The proposed works would represent a substantive remodelling of the character and appearance of the existing shopfront and would not reinstate or preserve the existing form and materials of the shopfront. The proposed full-height frameless glazing would also appear unsympathetic and out of character to the existing fenestration of the upper floor flats which features three sets of proportionally positioned white metal framed windows. As such, it is considered the character of the existing frontage would be eroded.
- 3.7. There is an application submitted for similar design of shopfront alterations at No.122A Finchley Road (application reference 2024/2588/P) pending for decision, it is also likely to be refused on similar design grounds.
- 3.8. Overall, the proposal shopfront alterations, by reason of its detailed design, materials, form and loss of existing architectural features, is considered to be out of character with the host building and the surrounding area and therefore, causes harm to the appearance of the host building and the wider area, contrary to Policies D1 and D3 of the London Borough of Camden Local Plan 2017 and Design CPG 2021.

4. Amenity

- 4.1. Policy A1 seeks to ensure that development protects the quality of life of occupiers and neighbours by only granting permission to development that would not harm the amenity of neighbouring residents. The factors the Council will consider are visual privacy, outlook, sunlight and daylight and overshadowing.
- 4.2. Given the nature and scale of the proposed works, it is not considered there would be any adverse impacts on the amenity of adjoining residential occupiers in terms of loss of light, outlook or privacy.
- 4.3. The proposal is therefore considered to be in accordance with Policy A1 of the London Borough of Camden Local Plan 2017.

5. Recommendation

- 5.1. Refuse full planning permission on design grounds.
- 5.2. The proposal shopfront alterations, by reason of its detailed design, materials, form and loss of existing architectural features, is considered to be out of character with the host building and the surrounding area and harmful to the appearance of the host building and the wider area, contrary to Policies D1 and D3 of the London Borough of Camden Local Plan 2017, the London Plan 2021 and National Planning Policy Framework 2023.