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| Delegated Report | | Analysis sheet | | Expiry Date: | 23/12/2024 |
| | | N/A / attached | | Consultation Expiry Date: | 25/11/2024 |
| Officer | | | Application Number(s) | | |
| Gary Wong | | | 2024/4716/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 | | |
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| 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 | 01 | No. of objections | 01 |
| Summary of consultation responses: | | <p>A neighbour objection was received and summarised as follows:</p> <ul style="list-style-type: none"> - The proposal should preserve a historic shopfront. - Removing the window sills would detract the appearance of the historic shopfront. - It is unnecessary to remove the feathered plasterwork at the top of the existing columns. - The proposed alterations are unsympathetic to the host building's existing structure as a fine red brick building. - Extending the glazing downwards would facilitate the opportunity for vandalism. - The metal holding for the extra glazing might deteriorate and create flood risks from increased rainfall. | | | |

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 was a former HSBC bank (Class E) and has remained vacant. The building is not listed nor within any conservation area but just outside the boundary of the Fitzjohns/ Netherhall Conservation Area.

Relevant History

Application site (No.122 Finchley Road)

2024/2587/P – Alterations to shopfront – Refused 22/08/2024 for the following reason:

“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.”

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 – Refused 22/08/2024 for the following reason:

“The proposal shopfront alterations, by reason of its detailed design, materials and form, 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.”

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 (2024)

The London Plan (2021)

Camden Local Plan (2017)

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

Camden Planning Guidance

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

Assessment

1. The proposal

- 1.1. The proposal seeks planning permission for alterations to shopfront.
- 1.2. This application is a re-submission following the previous refusal under reference 2024/2587/P.
- 1.3. Compared to the last refused proposal, this resubmission will now retain the two existing white pilasters in the middle but extended down to pavement level. The vertical mullions are omitted from the new low-level glazing.
- 1.4. The existing metal window will be retained but with their cills lowered and a new low-level panel with matching profile will be introduced.

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. This resubmission would now retain the three metal framed windows and two pilasters in the middle with some alterations by extending them downwards close to pavement level. The existing stall riser would still be removed completely between the pilasters and result in the loss of the original architectural features of the former HSBC bank.
- 3.5. Although the application building is not listed, some heritage values and architectural form of the former HSBC bank still exist such as the recessed white metal framed fenestration proportionally intersected by two pilasters above an unaltered stall riser. Whilst the current proposal is considered an improvement from last refusal by retaining the metal framed windows and the two middle pilasters, the complete removal of the stall riser is still considered

unacceptable on design terms. This stall riser is part of the surviving architectural features of the former HSBC bank. Removing the stall riser and replacing it with contemporary material (glazing) will result in the loss of surviving features of an original shopfront of architectural values, therefore contrary to Policy D3 of the London Borough of Camden Local Plan 2017 and CPG Design.

3.6. Overall, the proposed shopfront alterations, by reason of the detailed design, extent of glazing and loss of existing architectural features, are 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.

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 proposed shopfront alterations, by reason of the detailed design, extent of glazing and loss of existing architectural features, are 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, the London Plan 2021 and National Planning Policy Framework 2024.