

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		<b>03/06/2013</b>	
		N/A		<b>Consultation Expiry Date:</b>		<b>09/05/2013</b>	
<b>Officer</b>				<b>Application Number(s)</b>			
Nicola Tulley				2013/1384/P			
<b>Application Address</b>				<b>Drawing Numbers</b>			
5 Windmill Street London W1T 2JA				See draft decision notice			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Alterations to front fenestration and replacement of the existing entrance with new entrance at ground floor of office building (Class B1)							
<b>Recommendation(s):</b>		Grant conditional permission					
<b>Application Type:</b>		Full Planning Permission					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	<b>20</b>	No. of responses	<b>01</b>	No. of objections	<b>00</b>
				No. electronic	<b>00</b>		
<b>Summary of consultation responses:</b>		<p>A site notice was displayed from 12/04/2013 to 03/05/2013. A publicity notice was placed in the Ham &amp; High on 18/04/2013.</p> <p>One letter of objection was received with regards to the application for advertisement consent, reference 2013/2009/A.</p>					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>		<p><u>Charlotte Street CAAC</u> commented:</p> <p>In this unique context (1950's building) the proposals would seem to appear appropriate. The proposed shop window is a modern treatment and would not serve as a precedent for older buildings in the conservation area.</p>					

## Site Description

The application site relates to a five storey terraced building with basement and extended roof level on Windmill Street, near the junction with Charlotte Street. The surrounding area is characterised by a mix of residential, shopping and commercial uses. The building is currently occupied by offices (B1).

The application site is located within the Central London Area (CLA) and within Charlotte Street Conservation Area. The building is not noted as a positive contributor within the CA however the view along Charlotte Street to the decorative frontage of the Fitzroy Tavern which signals the junction with Windmill Street is a local landmark and notable view.

## Relevant History

### Application site

Full planning application, reference 2013/1385/P, REGISTERED: Replacement of shop front and change of use at basement and ground floors from office (Use Class B1) to retail (Use Class A1).

Advertisement consent, reference 2013/2009/A, REGISTERED: Display of one internally illuminated fascia sign to front of office building.

Full planning application, reference PSX0004846, was granted on 03/10/2000, for the erection of a roof extension at fourth floor level for office purposes. (Class B1)

Full planning application, reference 9501344, was GRANTED on 19/10/1995 for the erection of roof extension at fourth floor level for office purposes.

Full planning application, reference 8601735, was REFUSED on 19/11/1987 for the installation of new shopfront and change of use of part of ground floor front from office/showroom to retail.

*Reasons:* The proposed shopfront would have an adverse affect on the appearance of the building, and would be detrimental to the visual amenity and character of the Charlotte Street Conservation Area within which it lies. *Directive:* The proposed change of use of part of the ground floor to a separate retail use would be considered acceptable, if such an application were submitted by itself.

Full planning application, reference 8680260, was REFUSED on 12/02/1987 for The display of: (a)A fascia sign measuring 3.2m long x 1.0m high at a height of 2.2m above ground level signwritten to read "Chocolate Delights" in light green lettering on light grey background incorporating a solid light pink ribbon projecting 0.15m forward of the building line externally illuminated by halogen floodlights. (b)A fascia sign measuring 0.9m long x 1.0m high at a height of 2.2m above ground level signwritten to read "Piatkus Books" brown lettering in cream background externally illuminated by halogen floodlights. (c)An additional non-illuminated painted projecting hanging sign on left side of shopfront measuring 0.4m high x 0.7m long at a height of 2.6m above ground to read "Chocolate Delights".

Full planning application, reference 9643, was GRANTED on the 14/10/1970 for the installation of new shop front to ground floor.

Full planning application, reference 59811/51/1190, was GRANTED on the 09/05/1956 for the use of No. 5, Windmill Street, St. Pancras, as offices, photographic studio and office printing and duplicating service

Full planning application, reference 24934, was GRANTED on 25/03/1956 for the installation of shop front to ground floor showrooms at No. 5, Windmill Street, St. Pancras.

Full planning application, reference 59811/6724, was GRANTED on 04/08/1954 for the erection of a five storey building, including basement, on the site of No. 5, Windmill Street, St. Pancras, for use as showrooms.

Full planning application, reference 17520, was GRANTED on 09/05/1951 for the erection of a building on the site of No. 5, Windmill Street, St. Pancras, comprising basement, ground floor shop, and first, second and third floors ever, for use as offices, as shown on the plans submitted and of the materials as stated in your letter dated 8th March, 1951.

## **Relevant policies**

### **National Planning Policy Framework 2012**

#### **London Plan 2011**

#### **LDF Core Strategy and Development Policies**

CS5 – Managing the impact of growth and development

CS7 – Promoting Camden's centres and shops

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's heritage

DP26 – Managing the impact of development on occupiers and neighbours

DP30 - Shopfronts

#### **Supplementary Planning Policies**

Camden Planning Guidance 2011

CPG1 Design

CPG5 Town Centre, Retail and Employment

CPG6 Amenity

CPG7 Planning Obligations

Charlotte Street Conservation Area Appraisal and Management Strategy 2008

## Assessment

### Proposal and background

The application site relates to a five storey building with additional roof level and basement on Windmill Street and sited within Charlotte Street Conservation Area. The whole building is currently vacant and was last occupied by a single mini cab office but now lies vacant. The area is characterised by a mix of uses of commercial and residential and is adjacent to buildings that make a positive contribution to the character and appearance of the conservation area.

This application proposes to alter the fenestration of the shop unit including the positioning of the ground floor entrances. Associated applications that are currently being assessed propose the change of use of the ground and basement floors from office (use class B1) to retail (use class A1) with alterations to the shopfront and advertisement consent (2013/1384/P & 2013/2009/A).

### Design and appearance

Policy DP30 seeks a high standard of design in new and altered shopfronts and expects developers to consider: the design of shopfront or feature; the existing character and historic merit of the building and its shopfront; the relationship between the shopfront and upper floors of the building and surrounding buildings; and the general characteristics of shopfronts in the area.

The application site is within Charlotte Street Conservation Area and is in close proximity of buildings that make a positive contribution to the character and appearance of the CA. The proposed shopfront should therefore reflect the positive attributes of shopfronts in the locality. On site inspection shopfronts on this side of the street featured strong fascias and stallrisers of a more traditional nature whereas opposite the site shopfronts were more contemporary, featuring a higher proportion of glazing.

The subject building is of 1950's design with shopfront that does not particularly serve to contribute to the character or appearance of the building or this part of the conservation area. As existing the unit has one double door entrance which is level to the street. The proposal would alter the existing door arrangement through the installation of two single door openings sited either side of the shop window (one entrance for the ground floor and one for the upper floors). Revised drawings have been submitted which provides a stronger more defined fascia as per neighbouring shopfronts at numbers 4 and 3 with an increased stallriser of 208mm.

In consideration of the age of the building and contemporary shopfronts in the immediate locality the proposed more contemporary detailed shopfront is considered acceptable and would serve to enhance the building and this part of the conservation area in accordance with policies CS14, DP25 and DP30 of Camden's LDF.

### Conclusion

The proposed alteration to the shopfront is considered acceptable in relation to policies CS5, DP24, DP25 and DP30.

### Recommendation

Grant conditional permission.