

Delegated Report		Analysis sheet		Expiry Date:		23/09/2013	
		N/A / attached		Consultation Expiry Date:		05/09/2013	
Officer				Application Number(s)			
Sally Shepherd				1. 2013/3630/P 2. 2013/4683/A			
Application Address				Drawing Numbers			
294 Gray's Inn Road London WC1X 8DX				Refer to draft decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
1. Installation of new shopfront to shop (Class A1) 2. Display of 2 x externally illuminated fascia signs to front and side elevation at ground floor level							
Recommendation(s):		1. Grant Planning Permission 2. Grant Advertisement Consent					
Application Type:		1. Full Planning Permission 2. Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	07	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		N/A					
CAAC/Local groups* comments: *Please Specify		The Bloomsbury Conservation Area Committee originally objected to the application as the drawings were unclear. Once the information had been clarified, the CAAC withdraw their objection.					

Site Description

The application site relates to the ground floor of a three storey property located on the east side of Gray's Inn Road on the corner with Frederick Street. The ground floor is currently occupied by an office unit with residential units above. The site is located within the Bloomsbury Conservation Area and is not listed.

Relevant History

2011/5560/P - Change of use from retail shop (Class A1) to solicitors (Class A2) at ground and basement floor levels and reinstatement of window to side elevation at ground floor level (*Granted: 16/01/2012*)

Relevant policies

National Planning Policy Framework

LDF Core Strategy and Development Policies

Core Strategy

CS5 (Managing the impact of growth and development)

CS14 (Promoting high quality places and conserving our heritage)

Development Policies

DP24 (Securing high quality design)

DP25 (Conserving Camden's heritage)

DP26 (Managing the impact of development on occupiers and neighbours)

DP30 (Shopfronts)

Camden Planning Guidance 2011

CPG1 (Design)

CPG6 (Amenity)

Bloomsbury Conservation Area Statement

Assessment

Proposal:

Permission is sought for the installation of a new shop front at ground floor level to replace the existing shop front on both the Gray's Inn Road and Frederick Street elevations. Permission is also sought for the installation of two externally illuminated fascia signs on both elevations. The signs will be illuminated with spotlighting.

Design:

Shopfront:

Policy DP30 seeks to ensure that new shopfronts are of high quality and are sensitive to the area in which they are located. Furthermore Camden's Design Guidance (paragraph 7.11) states that new shopfronts should be designed as part of the whole building and should sensitively relate to the scale, proportions and architectural style of the building and surrounding facades. The proposed shopfront is considered to be acceptable and it is viewed as an improvement to the existing non-original shopfront. The brick wall which sits below the existing shopfront windows will be replaced with timber stallrisers and the rhythm of the shopfront will be retained. The proposals are therefore considered to preserve and enhance the conservation area and comply with policy DP25.

Signage:

The proposed fascia does obscure any architectural features of the building and is considered acceptable in terms of proportions and design. Camden's Design Guidance (paragraph 8.12) states that the type and appearance of illumination should be sympathetic to the design of the building. The fascia signs will be illuminated with spot lights which are positioned discreetly. The illumination is considered acceptable in this location and it is not considered that the signs would harm the appearance of the host property or that they would be unduly obtrusive in the street scene.

Amenity:

It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers. The proposal therefore raises no amenity issues.

Recommendations:

- 1. Grant Planning Permission**
- 2. Grant Advertisement Consent**