

Delegated Report		Analysis sheet		Expiry Date:		07/11/2012	
		N/A / attached		Consultation Expiry Date:		1. 25/10/2012 2. 12/9/2012	
Officer				Application Number(s)			
John Nicholls				1. 2012/4718/P 2. 2012/4720/A			
Application Address				Drawing Numbers			
88 - 90 Hatton Garden London EC1N 8PN				See decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
1. Installation of new shopfront and awnings to retail unit 2. Display of 2x internally illuminated fascia signs, 1x non-illuminated projecting sign, 2x awning signs and 2x plaque style pilaster signs.							
Recommendation(s):		1. Grant Planning Permission 2. Grant Express Advertisement Consent					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	66	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		A site notice was displayed on 27/9/2012 and a press notice on 4/10/2012. No comments have been received.					
CAAC/Local groups comments:		The Hatton Garden CA does not have a CAAC.					
Site Description							
The site is a double fronted shop unit located on the northern side of Greville Street close to its junction with Hatton Garden to the east. The shop unit has a single recessed door with glass fronted fascia just above the door and ventilation grilles and awning recess above. The property is not listed and is not considered to be a shopfront of merit within the Conservation Area.							
Relevant History							
<ul style="list-style-type: none"> • 35995 - The installation of a new shopfront and canopy on the Greville Street frontage – Granted - 23/08/1983 • 8680193 - Display of neon lettering in three sections at fascia level – Granted - 20/08/1986 • 9000226 - The retention of a new shopfront – Granted - 02/07/1991 • 9301141 - Installation of new awning at ground floor level – Refused - 03/12/1993 • 9380105 - Display of advertisement on a non-illuminated awning at ground floor level – Refused - 03/12/1993 • 9500951 - Installation of a new canopy on the Greville Street frontage – Granted - 21/07/1995 							
Relevant policies							

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth and development

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

Camden's Planning Guidance 2011

Hatton Garden Conservation Area Statement

NPPF - 2012

Assessment

Proposal

The proposal involves the alteration of a shopfront by reconfiguring the shop windows, door opening, awning and fascia above, along side the removal of fascia and projecting adverts and replacing them with alternative fascia and projecting signs.

Shopfront

Design

The existing shopfront is really two shop units divided by a pilaster with two traditionally designed shopfronts either side. The left half is a shop window and the right is part shop window and part entrance door recessed slightly off the pavement with a patterned tile floor.

The proposal seeks to relocate the door to the left hand side and shop window to the right, making the door flush with the shop window in frameless glass. The stall riser will be retained and the brass framed window will be replaced with a chrome coloured aluminium frame. The grilles at and above fascia level have been removed from above the right hand window and replaced with a solid fascia. On the left hand side a grille is retained above the door and a short section of fascia above the window.

The proposed shopfront retains the stall riser and fascia and relocates the door and awning, which are all considered acceptable and in line with Camden's Design Guidance. The window framing is made of a material which is an acceptable replacement for the brass frame that previously existed and the proposed shutter is located internally and therefore the proposal is broadly in accordance with policies DP24 and DP25.

Amenity

There are no amenity concerns raised by the proposed replacement shopfront.

Adverts

The proposed signage includes two fascia signs which have internally illuminated letters only, one non illuminated projecting sign and two non-illuminated plaque style logos attached to the pilasters between the shop windows and the pilaster to the right approximately 1.5m off the pavement. There are also logos on the replacement awnings.

The fascia lettering projects 25mm off the building and the illumination will back light silver lettering. The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity

The proposed signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.

It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers.

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation: Grant Planning Permission and Express Advertisement Consent

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