

Delegated Report		Analysis sheet		Expiry Date:		29/12/2011	
		N/A / attached		Consultation Expiry Date:			
Officer				Application Number(s)			
Connie Petrou				2011/5550/P			
Application Address				Drawing Numbers			
245 SHAFTESBURY COURT SHAFTESBURY AVENUE LONDON WC2H 8EH				See decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Installation of new shop-fronts, including works to the front and rear facades and creation of new entrances to an existing shop (Class A1).							
Recommendation(s):		Grant					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	17	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		Site notice displayed 18/11/11 Press notice advertised 18/11/11 None					
CAAC/Local groups* comments: <small>*Please Specify</small>		Covent Garden Community Association No objection – The CGCA applauds the improvement to the shopfront Bloomsbury CAAC – No comment					

Site Description

Occupying a corner plot fronting onto Shaftsbury Avenue and New Oxford Street. 4 storey building with additional accommodation in roof space. Mixed use building with commercial uses on ground floor and residential above. The property is not listed but is located in the Bloomsbury Conservation Area. The shopfronts are the subject of this application.

Relevant History

None

Relevant policies

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; DP29 – Improving Access; DP30 – Shopfronts

Camden Planning Guidance 2011 Bloomsbury Conservation Area Statement

Assessment

Background

47-49 New Oxford Street and 245-247 Shaftsbury Avenue was originally constructed in 1845/6 as two separate units on basement and ground floor levels. Later revisions to the property saw it combined as one unit on these floors.

Proposal

Planning permission is sought for reinstatement of 4 original retail shopfronts from circa 1896, two on the Shaftsbury Avenue elevation and two on the New Oxford Street elevation. The proposal also involves the reinstatement of the original separation to each unit to create two separate units. This will be achieved by infilling the walk through apertures between each unit on both levels and installing a new staircase from basement to ground floor in 247 Shaftsbury Avenue.

Shopfront

Policy DP30 of the LDF outlines relevant criteria in relation to the installation of new shop fronts and seeks to ensure that such development is sympathetic to the architectural detailing of the existing building and surrounding locale.

The existing shopfronts are of modern design and no historic or architectural merit – their removal is welcomed. The new shopfronts are considered to sensitively relate to the scale, proportions and architectural style of the building and surrounding faces. They incorporate a number of key shopfront components including fairly large window displays with glazing bars; the reinstatement of stallrisers, detailed cornicing and traditional hardwood doors. The shopfront is considered appropriate for its durability and location in a conservation area. The creation of a more active frontage by reinstating additional entrances to the shopfronts is encouraged and is considered acceptable in detailed design terms.

The signage does not form part of the application and has been included for illustrated purposes only.

Access

The reinstatement of additional entrances to the shopfront following the subdiviThe proposed doors have a width of approximately 1100mm which meets the minimum Disability and Equality Act 2010/Disability Discrimination Act 2005 requirements, and the minimum 1000mm clear door width for wheelchair access recommended by Camden Planning Guidance 2011.

Residential Amenity

The proposed development would not result in any adverse impacts to amenities of neighbouring occupiers.

Recommendation: Grant planning permission

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