

Delegated Report (Members' Briefing)		Analysis sheet N/A / attached		Expiry Date: 02/06/2011			
				Consultation Expiry Date: (i) 12/05/2011 (ii) 07/04/2011			
Officer			Application Number(s)				
Rob Tulloch			(i) 2011/1338/P (ii) 2011/1360/A				
Application Address			Drawing Numbers				
Isis House 74 New Oxford Street London WC1A 1EU			See decision notice				
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
(i) Alterations to shopfront (Class A1). (ii) Display of 2x halo illuminated fascia signs and 1x internally illuminated projecting sign to shop							
Recommendation(s):		(i) Grant Planning Permission (ii) Grant Advertisement Consent					
Application Type:		(i) Full Planning Permission (ii) Advertisement Consent					
Conditions:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	3	No. of responses No. electronic	00 00	No. of objections	00
Summary of consultation responses:		Site notice 15/04/2011 Press advert 21/04/2011 No responses received					
CAAC/Local group comments:		Bloomsbury CAAC object that the proposed shopfront is greatly inferior to the existing. <i>Officer comment: See report</i>					
Site Description							
The site is a four storey building on the northern side of New Oxford Street at its junction with Dyott Street. The ground floor is in retail use (Class A1) with offices (Class B1) occupying the floors above. It lies within the Bloomsbury Conservation Area and the Fitzrovia Area of the Central London Area. The application relates to the ground floor retail unit.							

Relevant History

PSX0004867 The installation of a new entrance door and the erection of a canopy. Granted 02/01/2001

AS9905091 The display of one internally illuminated fascia sign in front of the entrance door on the corner. Granted 14/12/1999

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

DP30 Shopfronts

Camden Planning Guidance 2011

Assessment

The proposal is for the installation of a new shopfront and associated signage. The main issues are the visual impact of the shopfront and the amenity and public safety aspects of the signage.

Shopfront

The existing shopfront has four windows on Dyott Street and one window on New Oxford Street. The windows on Dyott Street have brown powder coated aluminium frames, subdivided by two mullions with a minimal stallriser. The window on New Oxford Street has no subdivision. The entrance to the shop is on the splayed corner.

The proposal would see no change to the windows on Dyott Street other than the colour of the frames changing from brown to blue to the two windows closest to the corner. The splayed corner would be filled in by a new right-angled window. The large single paned window on New Oxford Street would have double sliding doors inserted. The existing door is less than 750mm wide, which is the minimum width required by the Disability and Equality Act 2010/Disability Discrimination Act 2005. The proposed doors would have a level entrance and a door width of 1800mm which exceeds the D&EA/DDA requirements, and the minimum 775mm width for wheelchair access recommended by Camden Planning Guidance.

The existing shopfront is a modern design of no historic or architectural merit. The minimal changes proposed, the infilling of the corner and the insertion of doors, are not considered to be greatly inferior to the existing design and would not harm the appearance of the building or the conservation area in line with policies CS7, CS14, DP24, DP25 and DP30 of the LDF.

Signage

The current signage consists of an internally illuminated fascia above the splayed corner measuring 2675mm x 800mm, and two internally illuminated fascia boxes located behind the shopfront windows.

It is proposed to display two blue aluminium fascias that would wrap around the frontage measuring 5919mm x 600mm on the Dyott Street elevation and 7200mm x 600mm on the New Oxford Street

elevation. The text would be white halo-illuminated lettering. It is also proposed to display an internally illuminated projecting sign on the New Oxford Street elevation. It would measure 750mm (w) x 600mm (h) and be 150mm thick. Only the letters would be illuminated.

The proposed signage is proportionate to the scale of the shopfront, no existing architectural features would be obscured and the materials and method of illumination are acceptable for a conservation area and would not harm the attractiveness of the local area. The proposal would not harm the amenity of the area or any adjoining residents.

The size, location and method of illumination are not considered to impact of the safety of pedestrians or vehicular traffic.

As such the signage is considered to comply with policies CS14 and DP30 of the LDF.

Recommendation: Grant Planning Permission

DISCLAIMER

Decision route to be decided by nominated members.

For further information see

<http://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/planning-applications/development-control-members-briefing/>