

Delegated Report		Analysis sheet		Expiry Date:		20/04/2011	
		N/A / attached		Consultation Expiry Date:		24/03/2011	
Officer				Application Number(s)			
Carlos Martin				(i) 2011/0903/P (ii) 2011/0921/A			
Application Address				Drawing Numbers			
18 Gate Street London WC2A 3HP				Refer to draft decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
(i) Erection of shop front to replace existing to betting shop (Class A2). (ii) Display of externally illuminated fascia and projecting signs to betting shop (Class A2).							
Recommendation(s):		Grant (i) & (ii)					
Application Type:		(i) Full Planning Permission (ii) Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	03	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		Site notice displayed between 25/02/2011 and 18/03/2011. Press notice published on 03/03/2011. No response.					
CAAC/Local groups comments:		Bloomsbury CAAA – No comments. Covent Garden Community Association – No objection.					

Site Description

The application site relates to a ground floor commercial unit in Kingsbourne House. The entrance is located on Gate Street, within the Bloomsbury Conservation Area and the designated Central London Area.

The unit is currently vacant and was last used as a coffee shop (Class A3) according to Camden's Retail Survey 2010. Planning permission is not required for the change of use from an A3 unit to an A2 unit.

Relevant History

No relevant planning history.
No enforcement history.

Relevant policies

LDF Core Strategy and Development Policies

CS14 Promoting high quality places and conserving our heritage
DP2 4 Securing high quality design
DP25 Conserving Camden's Heritage
DP29 Improving access
DP30 Shopfronts

Camden Planning Guidance 2006

Bloomsbury Conservation Area Statement

Assessment

Planning permission and advertisement consent are sought for:

- (i) Erection of shop front to replace existing to betting shop (Class A2).
- (ii) Display of externally illuminated fascia and projecting signs to betting shop (Class A2).

The proposed new shopfront consists of blue aluminium frames and laminated glass. The entrance door would be kept in the same central location and would be topped by a fanlight. The design of the shopfront forms part of the standardised corporate identity of William Hill and adapts well to the front elevation of the building and the streetscene and therefore no design objections are raised.

The existing 70mm step to access the unit would be kept as existing. However, it is proposed to install a disable assisted entry bell and the access would not be made any worse, therefore the proposal is in compliance with Camden's Planning Guidance and can be considered acceptable with regards to "access for all".

The proposed new fascia and projecting signs would feature the name of the new business and both would be externally illuminated. The signs would be of an appropriate design, position and size and would not have a detrimental impact on the character and appearance of the building or the visual amenity of the conservation area. The signs would not result in any obstruction or damage to important architectural features of the building and it is not considered that the installation of the signs will result in any adverse impact on the safety of drivers, cyclists or pedestrians.

The proposal broadly complies with LDF policies CS14, DP24, DP25 and DP30 and Camden's Planning Guidance 2006 and consequently approval is recommended.

Recommendation: Grant.

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