

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		<b>07/09/2010</b>	
		N/A / attached		<b>Consultation Expiry Date:</b>		16/08/2010	
<b>Officer</b>				<b>Application Number(s)</b>			
Rob Willis				2010/3687/P			
<b>Application Address</b>				<b>Drawing Numbers</b>			
12 Harben Parade Finchley Road London NW3 6JP				See Decision Notice			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Replacement of an existing shop front (Class A1).							
<b>Recommendation(s):</b>		<b>Grant Planning Permission</b>					
<b>Application Type:</b>		<b>Full Planning Permission</b>					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>	No. notified	<b>54</b>	No. of responses No. electronic	<b>00</b> <b>00</b>	No. of objections	<b>00</b>	
<b>Summary of consultation responses:</b>	None received						
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>	None received						
<b>Site Description</b>							
<p>Harben Parade is located on the south-west side of Finchley Road and runs between its junctions with Fairfax Road to the north and Swiss Terrace to the south. It forms part of Finchley Road/ Swiss Cottage town centre.</p> <p>No. 12 Harben Parade is located mid-terrace towards centre of the parade. The ground floor of the property is currently in use as an A1 unit, and has already undergone the alterations proposed in this application. The building is not listed and is not located within a conservation area.</p>							
<b>Relevant History</b>							
PW9605089R2: planning permission granted on 09-05-1997 for a change of use of ground floor to a mixed use of part A1 shop for the sale of bread and patisserie and part A3 use as a coffee shop							
<b>Relevant policies</b>							
<b>Replacement Unitary Development Plan 2006</b>							
SD6 – Amenity for occupiers and neighbours							
B1 – General design principles							
B3 – Alterations and extensions							
B4 – Shopfronts, advertisements and signs							
<b>LDF Core Strategy and Development Policies</b>							
<i>As the draft LDF Core Strategy and Development Policies documents have now been published, they are material planning considerations. However, as a matter of law, limited weight should be attached to them at this stage.</i>							
CS7 – Promoting Camden’s centres and shops							
CS14 – Promoting high quality places and conserving our heritage							
DP24 – Securing high quality design							
DP26 – Managing the impact of development on occupiers and neighbours							
DP30 – Shopfronts							

## Assessment

This planning application seeks the installation of a new shopfront to an existing shop premises including:

- Reduced stallriser;
- Slight relocation of entrance door, with the introduction of a small glazed panel to the right hand side of the door;
- Pilasters and cornice to be made good.

The key considerations for the proposed shop front alterations relate to design and impact on amenity.

### Design

The proposed new shopfront comprises a simple glazed arrangement, with an increased amount of glazing and reduced stallriser height than existed previously.

The proposals seek a new stallriser of 300mm, which is the minimum guide height set out in the Camden Planning Guidance SPD. Whilst Camden normally encourages larger stallrisers, the proposals meet the indicative standards set out in the SPD and are therefore considered acceptable.

The proposed relocation of the existing door and introduction of a small glazed panel to the right hand side of the door are minimal changes that would not cause harm to the character or appearance of the building or to visual amenity in the surrounding area.

Given the varied quality of shopfronts elsewhere along the Harben Parade frontage, it is considered that the design of the proposed new shopfront is acceptable.

### Amenity

The proposals do not raise any concerns in relation to amenity.

### Proposed advertisements

The plans submitted with the application show the following proposed advertisements, which are not assessed here as they require separate Advertisement Consent.

- A new awning, to be 2.2M above pavement;
- Replacement of fascia sign and projecting sign, both to be located on existing positions and to be externally illuminated;
- Internally illuminated round sign inside the shop;

Any issues raised by these works, including potential visual impact and light pollution, should be assessed under a separate Advertisement Consent application.

An informative will be provided alongside the Decision Notice for this application, informing the applicant that a separate Advertisement Consent will also be required.

### Conclusion

The proposed changes would have a minimal impact on the character or appearance of the building and on the wider area. The application does not raise any concerns in relation to design or amenity.

Recommend approval.

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