

Delegated Report		Analysis sheet		Expiry Date:		26/08/2010	
		N/A / attached		Consultation Expiry Date:		05/08/2010	
Officer				Application Numbers			
Aysegul Olcar-Chamberlin				1) 2010/3279/P 2) 2010/3280/A			
Application Address				Drawing Numbers			
112 - 116 New Oxford Street London WC1A 1HH				See decision notices			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
1) Retention of new shopfront (Class A1). 2) Retention of new internally illuminated fascia signs and display of re-located existing internally illuminated projecting sign to shop (Class A1).							
Recommendations:		1) Refuse planning permission and warn of Enforcement Action 2) Grant advertisement consent for internally illuminated fascia signs and refuse advertisement consent for internally illuminated projecting sign					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	15	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		A site notice was displayed from 09/07/2010 to 30/07/2010. No response from the adjoining occupiers has been received.					
CAAC/Local groups comments:		Bloomsbury CAAC objected to the new shopfront and considered the proposed timber planks to be too tall and prominent.					
Site Description							
The application relates to a ground and first floor coffee-shop (Starbucks) at the corner of a late Edwardian large purpose-built building on the north side of New Oxford Street in the Bloomsbury Conservation Area. The building is considered to make a positive contribution to the appearance and character of the conservation area and is located next to an early 20 th century department store (nos. 118-132). The site lies within the Central London Frontage and Central London Area (Clear Zone Region).							
Relevant History							
PS9905339 – Planning permission was granted on 22/02/2000 for the creation of a new entrance to the office use on the upper floors (next to shopfront on New Oxford Street frontage).							

Relevant policies

Replacement Unitary Development Plan 2006

SD1C – Access for all

SD6 - Amenity for occupiers and neighbours

B1 - General design principles

B4 - Shopfronts, advertisements and signs

B7 - Conservation areas

LDF Core Strategy and Development Policies

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.

DP9 (improve access);

CS5 (impact of development);

DP26 (impact on neighbours);

CS14 (promote high quality places);

DP24 (secure high quality design);

DP30 (shop fronts);

DP25 (conserve Camden's heritage)

Camden Planning Guidance 2006

Revised Planning Guidance for Central London Borough of Camden

Bloomsbury Conservation Area Statement

Assessment

Proposal:

It is proposed to retain the altered shopfront including new fascia signs and to display a projecting sign on a wooden plank (below the fascia) on the front elevation. The originally proposed new entrance doors on the front elevation have been omitted from the proposal. The existing entrance doors on the front elevation are retained.

The new shopfront includes solid textured wood planks with metal frames on the front and side elevations.

The proposed fascia signs have individually internally illuminated lettering (in green) on a brown back ground. Each letter has a height of 305mm and projects 185mm from the fascia. The existing internally illuminated logo sign on the corner splay is retained. The existing projecting sign illustrating the logo of the business is proposed to be moved from fascia level to be installed 2.7m above street level on the wood plank on the front elevation.

The main considerations are to the impact of the proposal on appearance and character of the conservation area, public safety and amenity.

Design and Appearance

Policy B4 states that the Council will only grant planning permission for new shopfronts of a high standard of design and a new shopfront should respect the general characteristics of original shop fronts in the area. The merits of the existing frontage in terms of features, materials and the relationship between the shopfront and the upper floors of the building and the surrounding properties should be considered.

In terms of advertisements and signs policy B4 states they should respect the appearance of the buildings and predominant character of the area in terms of position, design, size, materials and cumulative affects and should not obstruct or damage important architectural features.

The host building forms part of New Oxford Street frontage and is a fine example of its period. Although the shop frontage before the works were carried out was not original, it was carefully designed in terms of its fenestration, detailing and relationship with the surrounding shopfronts. The new shopfront has wooden planks measuring approximately 3.5m by 4.4m covering the glazed sections with stucco detailing in the middle on the front elevation and a narrow wooden section instead of a raw steel metal panel on the proposed side (Bainbridge Street) elevation.

The wooden planks on the front elevation nearly cover one fourth of the shopfront below the fascia sign. By reason of their texture and solid appearance, they dominate the shopfront and fail to respect to the architectural integrity of the host building. Furthermore, the proposed projecting sign would attract undue attention to that

feature and clutter the shopfront. It is also noted that the adjacent shopfronts on the frontages of similar scale buildings generally have one projecting sign at fascia level. It is considered that the front treatment, with its proposed projecting sign, would detract from the appearance of the building and wider conservation area by reason of its design, size and positioning.

Given the positioning, size and the narrow width of the wooden planks on the side elevation, they read as one of the vertical lines of the shopfront and are not readily visible from vantage points on New Oxford Street. Therefore its harm to the overall appearance of the host building and wider conservation area is considered to be negligible.

The proposed internally illuminated lettering on the fascias is pretty much like for like with the existing internally illuminated lettering in terms design, form, size and appearance. The proposed fascia signs are considered to be acceptable as they are carefully positioned and well related to the positing and sizes of the fascia signs on the surrounding shopfronts.

Public Safety and Amenity

The proposed signs, by reason of their positioning, size and illumination details would not be likely to harm the amenities or present conditions prejudicing pedestrian and traffic safety.

Conclusion

Shopfront: The proposed shopfront, due to its wooden plank detailing on the front elevation, has a detrimental impact on the appearance and character of the building and the wider conservation area. The planks are inappropriate material to that age and character of the building and detract from the architectural rhythm and form of the host building and the rest of the adjacent shopfronts on that side of New Oxford Street. The proposed shopfront is contrary to the aims of policies B1, B4, and B7 of the UDP.

Advert: The proposed fascia signs have similar positioning, appearance and illuminating details to the existing signs and comply with the aims of policies B1, B4 and B7 of the UDP. However the proposed projecting sign to be fixed to the wood plank on the front elevation would be below the fascia and would attract undue attention to the unauthorised treatment. Overall the proposed projecting sign would not be in keeping with the character of the existing advertisements in the area, would harm the integrity of the existing shopfront and fail to preserve the appearance and character of the conservation area contrary to policies B1, B4, and B7 of the UDP.

Recommendation: Refuse Planning permission and serve Enforcement Notice for the retention of new shopfront. Grant consent for internally illuminated fascia signs and refuse consent for projecting sign.

That the Head of Legal Services be instructed to issue an **Enforcement Notice** under Section 172 of the Town and Country Planning Act 1990 as amended, and officers be authorised in the event of non-compliance, to commence legal proceedings under Section 179 or other appropriate power and/or take direct action under Section 178 in order to secure the cessation of the breach of planning control.

The Notice shall allege the following breach of planning control: The unauthorised works to the shopfront. The works to front (New Oxford Street Elevation) of the shopfront including the installation of metal framed solid wooded planks.

The Notice shall require that within a period of 6 months of the Notice taking effect the wooden planks on the front elevation shall be removed from the shopfront and the previously existing glazed sections and stucco detailing should be reinstated.

REASONS WHY THE COUNCIL CONSIDER IT EXPEDIENT TO ISSUE THE NOTICE:

The new shopfront by reason of its inappropriate wooden plank detailing on the front elevation, in terms of design, size, material and texture, appears as an incongruous and obtrusive addition to the building which detracts from the architectural rhythm and form of the original building and the adjacent shopfronts, contrary to policies B1 (General design principles), B4 (Shopfronts, advertisements and signs) and B7 (Conservation areas) of the London Borough of Camden Replacement Unitary Development Plan 2006.

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