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| Delegated Report Members Briefing | | Analysis sheet | | Expiry Date: | | 24/08/2010 | |
| | | N/A / attached | | Consultation Expiry Date: | | 02/08/2010 | |
| Officer | | | | Application Number(s) | | | |
| Rob Willis | | | | 2010/2312/P | | | |
| Application Address | | | | Drawing Numbers | | | |
| 20-22 Hanway Street London W1T 1UG | | | | See Decision Notice | | | |
| PO 3/4 | | Area Team Signature | | C&UD | | Authorised Officer Signature | |
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| Proposal(s) | | | | | | | |
| Replacement of existing shopfront at no 22 and alterations to shopfront at no. 20 in connection with retail use (Class A1). | | | | | | | |
| Recommendation(s): | | Grant planning permission | | | | | |
| Application Type: | | Full Planning Permission | | | | | |
| Conditions: | | Refer to Draft Decision Notice | | | | | |
| Informatives: | | | | | | | |
| Consultations | | | | | | | |
| Adjoining Occupiers: | | No. notified | 40 | No. of responses No. Electronic | 01 01 | No. of objections | 01 |
| Summary of consultation responses: | | A single objection was received from an employee at no.24 Hanway Street. Objection as the alterations would change the character of the area: the street has become unique with a colourful array of independent companies, shops and buildings. New windows will make the street bland and like any other London street. The special quality and charm of Hanway Street should be preserved. | | | | | |
| CAAC comments: | | Bloomsbury CAAC – comment that generally an improvement but should use the opportunity to make the stallriser the more correct lower height and with more appropriate panelling. | | | | | |
| Site Description | | | | | | | |
| The application site comprises 2 x 3-storey terrace properties with two attic storeys, which contain retail uses at ground floor level. Hanway Street is an attractive, quiet Central London commercial street that has a distinctive character owing to its small scale commercial premises and varied shop frontages. It has a tight urban grain characterised by narrow lanes (around 4m wide), enclosed by 3- and 4-storey development of varied characters, occupied by a mix of small scale warehouse, office, retail and residential uses. | | | | | | | |
| Nos. 20 and 22 Hanway Street are not listed, but are located in the Bloomsbury Conservation Area. | | | | | | | |
| Relevant History | | | | | | | |
| None | | | | | | | |

Relevant policies

Replacement Unitary Development Plan 2006

- B1 – General design principles
- B3 – Alterations and extensions
- 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.

- 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
- DP30 – Shopfronts

Assessment

The applicant seeks to replace the existing shopfront at no. 22 Hanway Street with a new shopfront that is identical to the existing shopfront at no.20 Hanway Street, as well as the replacement of the existing entrance doors to nos. 20 and 22 with new glazed doors. As the proposals do not propose any new means of access, the main consideration in assessing the acceptability of this application is design/impact on the character and appearance of the conservation area.

Hanway Street has a strong, distinctive character, owing to its traditional street pattern and fine grain urban form, the historic character of many of the buildings along the street, and the small scale commercial premises and varied shop frontages along the street. It is therefore important to ensure that changes to the shop frontages at 20-22 Hanway Street reflect the character of the host building and its setting, and the general characteristics of other shopfronts in the area, as required under Policies B3 (Alterations and extensions), B4 (Shopfronts, advertisements and signs) and B7 (Conservation areas) of the Camden UDP.

It should be noted that the 'existing' stallriser shown in the existing plans for no.20 Hanway Street is incorrect: whilst the plans show that the stallriser contains a square pattern with a white background, the stallriser does in fact comprise black panelled timber. However, it is possible to make an assessment of the application in terms of how the proposals would affect the appearance of the buildings and the character and appearance of the conservation area from a site visit and with reference to photographs.

Whilst the proposed replication of shopfront at no. 20 Hanway Street may not be the best design solution, within the unique characteristics of this street, as it does not respond to the context of the varied character of the street, where individual properties have unique and interesting shopfronts/ground floor elevations, the proposed new shopfront would incorporate elements that are generally consistent with the character of the street. In particular, and as is evidenced from the photographs that have been taken, high stallrisers [on which the Bloomsbury CAAC have commented] are a typical feature of the shopfronts on other buildings in the immediate vicinity. Also, the proportions and detailed design of the proposed fascia match existing. The pilasters, including detailing to the top (which appear to be original) will be retained: this is also welcome. The new glazed doors are in the same position as the existing doors, and will be very similar in appearance. There is therefore no justification for requiring an alternative design.

Conclusion

The proposed new shopfront is therefore considered to be acceptable, as it would not harm the appearance of the building[s] or the character and appearance of this part of the conservation area.

Recommend approval.

DISCLAIMER

Decision route to be decided by nominated members on Monday 23rd August 2010. For further information see

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