

Delegated Report		Analysis sheet		Expiry Date:	10/08/2010
		N/A / attached		Consultation Expiry Date:	06/08/2010
Officer			Application Numbers		
Aysegul Olcar-Chamberlin			1) 2010/3153/P 2) 2010/3154/A		
Application Address			Drawing Numbers		
68 Marchmont Street LONDON WC1N 1AB					
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposals					
1) Installation of a new shop front incorporating an Automated Teller Machine (ATM). 2) Display of non-illuminated sign attached to shopfront glazing above an Automated Teller Machine (ATM), and new non-illuminated fascia sign.					
Recommendations:		1) Refuse planning permission 2) Grant advertisement consent for new non-illuminated fascia sign and refuse consent for non-illuminated sign above ATM machine			
Application Type:		Full Planning Permission			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	03	No. of responses	04	No. of objections	03
			No. electronic	01		
Summary of consultation responses:	<p>A site notice was displayed from 23/06/2010 to 14/07/2010.</p> <p>68A, 68C, 70C Marchmont Street objected the proposal. In summary their grounds are:</p> <ul style="list-style-type: none"> The proposed ATM machine is right out side the front door to the above flats. That could cause noise nuisance and security risk. There are enough number of ATM machines in the area. The users of the proposed ATM machine could block passage way to entrance. The nearest one is 3 minutes walk distance. <p>The occupiers of the adjoining premise (Gay's The World 66 Marchmont Street supported the application.</p>					
CAAC/Local groups* comments: *Please Specify	<p>The Marchmont Street Association made the following comments:</p> <ul style="list-style-type: none"> Stall-riser should be higher to comply with Camden Planning Guidance 2006. Removal of recessed door improves community safety. Removal of security grilles/roller shutters would improve the appearance and noise nuisance to the neighbours. The main business name should be displayed on the fascia sign rather than on the secondary display area beneath. The proposed ATM would have a neutral impact on the street. The CCTV camera will also mitigate any concerns about the proximity of the ATM to the residential entrance on the left of the shop. The existing internally illuminated projecting sign does not comply with Camden Planning Guidance 					
Site Description						
<p>The shop is on the east side of Marchmont Street. It currently offers media services including internet access, international calls and word processing. Floors above are in residential use.</p> <p>The site is within the Central London Area and is part of the Marchmont Street/Leigh Street/Tavistock Place Neighbourhood Shopping Street.</p> <p>Buildings on the opposite side of the Street are within the Bloomsbury Conservation Area and grade II listed.</p>						
Relevant History						
<p><u>Application site:</u></p> <p>2010/1857/P - Installation of a new shop front incorporating an Automated Teller Machine (ATM) was refused on 07/06/2010. Reason for refusal: <i>"The shopfront, by reason of unsympathetic design, including the introduction of an ATM and associated illuminated signage, would be harmful to the character and appearance of the host building and the wider conservation area contrary to policies B1 (design), B4 (shop fronts and adverts) and B7 (conservation areas) of the London Borough of Camden Replacement Unitary Development Plan 2006."</i></p>						

2010/1858/A - Display of an internally illuminated sign attached to shopfront glazing above an Automated Teller Machine (ATM) refused consent on 07/06/2010. Reason for refusal:

"The display of the internally illuminated sign associated with an ATM, by virtue of its design, location and illumination, would be an unsympathetic addition to the shop front that would detract from the character and appearance of the building and the wider conservation area contrary to policies B4B (advertisements and signs) and B7 (conservation areas) of the London Borough of Camden Replacement Unitary Development Plan 2006."

AS9704627 - Display of internally illuminated fascia sign, an internally illuminated projecting box sign (480mm x 720mm) and three non-illuminated internal transfer signs attached to shop window was refused on 15/09/1997. Reason: It is considered that the proposed advertisements would be detrimental to the appearance of the building and the local area by reason of their size, number and form of illumination.

Neighbouring sites:

33 - 37 Marchmont Street - retention of shop front and externally mounted security shutters refused on 13/04/2005 (2004/2375/P).

Reason: The externally mounted security shutters are of inappropriate design for the historic character of the surroundings and would fail to either preserve or enhance the character and appearance of the Conservation Area

75-77 Marchmont Street - Installation of a replacement shop front (Class A3), and new retractable awnings were approved on 22/12/2006 (ref: 2006/4620/P).

76 Marchmont Street - Alterations to shop front, including installation of door to front elevation on Tavistock Place elevation was refused on 16/10/2008 (ref: 2008/3709/P).

Relevant policies

Replacement UDP

SD1C/D – Access for all / Community safety
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)*

Planning Guidance

Revised Planning Guidance for Central London Borough of Camden
Bloomsbury Conservation Area Statement

Assessment

Proposed

This is a resubmission of the refused scheme (refs: 2010/1857/P and 2010/1858/A). The proposed scheme for a new shopfront would be very similar to the refused scheme except the fascia sign would be shorter and non-illuminated, the sign above the ATM would be non-illuminated and the proposed entrance door would have timber frames and very short stall risers would be added below the windows.

- The existing fascia panel would be replaced with shorter fascia sign.
- Existing stall risers would be replaced with shorter stall risers
- The entrance door would be relocated to the centre of the shop front.
- To one side of the entrance an ATM would be installed.
- Non-illuminated sign would be installed within the shopfront, displayed above the ATM.
- Design and access statement states the existing roller shutter would be retained (though this is not indicated on the drawings).

Design and Appearance

Policy B4 states that the Council will only grant planning permission for new shop fronts of a high standard of design. The merits of the existing frontage are considered and a new shop front should respect the general characteristics of original shop fronts in the area.

The existing shop front has a traditionally proportioned stallriser, and a fascia sign which is higher than the existing fascia signs at the adjoining premises. The proposed fascia sign would be shorter and relate better to the proportions of the existing fascia signs on the adjoining shopfronts. However the existing stall risers would be replaced with much shorter stall risers (20cm above ground level) and the glazed sections would be enlarged. The proposed shopfront by reason of large glazed sections with inappropriate divisions and detailing would fail to relate to the historic character of the building and the shopfronts prevalent in the street to the detriment of the street scene.

It is also considered that the introduction of an ATM with associated signage would further detract from the appearance of the shop front. The introduction of an ATM machine in such scale is considered too large to that narrow shopfront and therefore unacceptable in principle. The signage above the ATM machine by reason of its positioning and size would add to the disruptive prominence of the ATM clutter to the shopfront to the detriment of the appearance of the shopfront.

The Bloomsbury C.A. Statement states that shop fronts will be expected to preserve or enhance the character and appearance of Bloomsbury's shopping streets through respect for the proportions, rhythm and form of the original frontages. The site is not within a conservation area but the parade of shops on the opposite of the street is within the Bloomsbury Conservation Area. Policy B7 (Conservation Areas) resists development outside of conservation areas which would harm the neighbouring conservation area's character appearance or setting. It is considered that the new shopfront should be refused by virtue of inappropriate design and the resulting harm to the character and appearance of the host building, street scene and the conservation area contrary to policies B1, B4 and B7.

The premises form part of an historic shopping street that includes a terrace of listed buildings. While the proposed shopfront fails to respect the design approach to shopfronts prevalent in the street it is considered that the setting of the listed buildings on the opposite side of the street would not be sufficiently harmed to merit refusal on the basis of harm to their special architectural or historic interest.

Crime & Access

The Crime Prevention Officer raised no concerns over the security and recommended that there

should be a painted privacy box on the pavement around the ATM. The loss of the existing recessed entrance is welcomed. The key pad would be the appropriate height for wheelchair users. It appears that level access would be retained.

Amenity

It is considered that activity associated with the introduction of an ATM would be unlikely to harm local amenity. There is a sufficiently wide pavement with a forecourt attached to the shop and it is unlikely that there large queues would form inhibiting pedestrian flow or causing a noise nuisance.

The lack of an ATM in this location would not inconvenience people living and working in the area, as there is an ATM in the Brunswick Centre and another outside Tesco opposite Russell Square underground station, additional ATMs are only a short distance beyond these.

Conclusion

Shopfront:

The proposed largely glass shop front with ATM machine would detract from the appearance and character of the building and rhythm and form of other shop fronts along the street and the conservation area opposite, contrary to policies B1, B4, B7 and the Council's supporting guidance.

Advert:

The proposed non-illuminated fascia sign would be smaller than the existing fascia sign and would relate better to the fascia signs on the adjoining and opposite premises in terms of its detailing and size. However the proposed non-illuminated ATM sign would clutter the existing shopfront and the streetscene. It is considered that the non-illuminated ATM sign together with the proposed ATM machine would be an incongruous addition to the shopfront, at a visually obtrusive level which adds to the overall unacceptability of the replacement shop front and ATM.

Recommendation: Refuse planning permission and grant advertisement consent for non-illuminated fascia sign and refuse consent for non-illuminated ATM sign.

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