

Delegated Report		Analysis sheet		Expiry Date:		14/07/2010	
		N/A / attached		Consultation Expiry Date:		24/06/2010	
Officer				Application Number(s)			
Elizabeth Beaumont				2010/2284/P			
Application Address				Drawing Numbers			
52 Neal Street London, WC2 9PA				Please refer to decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Retention of aluminium framed shopfront at ground floor level following the removal of the existing timber framed shopfront.							
Recommendation(s):		Refuse planning permission and warn of enforcement action					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	17	No. of responses	02	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		<p><u>Flat 2, 68A Neal Street</u> – objects for the following reasons;</p> <ul style="list-style-type: none"> The painted wood construction of the existing shopfront was of similar materials and style to the adjacent shopfront at no. 50 (nos. 50-52 is one double-fronted building). Nos. 48 and 50 are designated as shopfronts of merit, it is unclear if no. 52 was intended to be included in the designated of no. 50. The original shopfront did not look tired as alleged in the Design and Access Statement. The proposed shopfront with the use of aluminium especially the silver doors stiles and grilles are out of keeping with the Conservation Area and shopfronts along the street. The majority of shopfronts are painted of timber construction. Where more modern materials are used they are often suit the style of the building and/or are of a good design. Where grilles appear they are much smaller and not a prominent feature. The current design uses aluminium and its silver doors stiles and grilles make the existing shopfront stand out, and are out of keeping with the streetscene and conservation area. This shopfront is unattractive, unremarkable, lacking in design merit and has not been created with its location in mind. The shopfront is a standard shopfront design for the chain and has no regard to the wider conservation area or the building of which it forms part. Any shopfront of historical interest or quality should be retained and repaired. The loss of those shopfront listed under shopfronts of merit and any other historical/original shopfront will be strongly resisted. <p><u>68 Neal Street</u> – objects for the following reasons;</p> <ul style="list-style-type: none"> The shopfront does not fit into the surrounding conservation area. It was installed without planning permission and the shopfront does not make a contribution to the conservation area and should be refused. 					

CAAC/Local groups comments:

Covent Garden CAAC – The proposed retention of what the committee assumes to be unauthorised, insensitive and inappropriate alterations in this part of the conservation area is unacceptable and should be rejected.

Covent Garden CA – No comments

Site Description

The site is located on the northeast side of Neal Street close to the junction with Shorts Gardens with Mathews Yard to the rear. The site comprises a 19th Century four storey mid-terraced property with mansard roof extension. The ground floor is in retail use with residential accommodation above. The site is part of a wider terrace of retail units within the Seven Dials Conservation Area.

Relevant History

27/04/2010 – **planning application (2009/1130/P)** was withdrawn for retention of shop front at existing shop.

11/08/2008 – **Enforcement Investigation opened (EN08/0694)** into alleged breach of the installation of unauthorised shopfront. Current investigation; no formal action taken pending the outcome of this application.

Relevant policies

Replacement Unitary Development Plan 2006

SD6 (Amenity for occupiers and neighbours),
B1 (General design principles),
B3 (Alterations and extensions),
B4 (Shopfronts, Advertisements and Signs),
B7 (Conservation areas)

Camden Planning Guidance 2006

Seven Dials (Covent Garden) Conservation Area Statement

LDF Core Strategy and Development Policies

CS1 (Distribution of growth),
CS5 (Managing the impact of growth and development),
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).

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.

Assessment

Proposal - Permission is sought for the retention of an aluminium framed shopfront with a central glazed doors, glazed panels and louvred panels either side towards to the bottom of the shopfront. Two plastic fans have also been installed in the glazing. This follows the removal of a timber shopfront, with a timber framed door positioned in the centre and timber stallrisers. The original shopfront was of a similar design to that of no. 50 with detailed stallrisers.

Design - The shopfronts within this section of Neal Street are designated within the Seven Dials (Covent Garden) Conservation Area Statement for their narrow width giving character and rhythm to the street. The existing shopfront was of a timber construction with a central door with glazing either side with timber stallrisers. Although not specified as a shopfront of merit the design of the shopfront and its materials were traditional and of a similar design to other shopfronts within the street. The neighbouring shopfront at no. 50, noted as of merit is a very similar design to the existing shopfront in terms of design and materials. It is considered that the existing shopfront formed part of the character of the building as well as the wider streetscene.

The pattern of the design and materials of shopfronts within the historic parade of shops along Neal Street is varied. The majority of shopfronts are of timber construction with traditional shopfront features. There are also a number of more modern designed fully glazed shopfronts. The contemporary additions are considered to be appropriate due to the use of high quality materials and/or designs which complement both the character of the host building and the wider streetscene.

The CA statement specifies that in all cases existing/original architectural features should be retained. Where original shopfronts have been removed in the past replacement with suitable copies will be encouraged. The use of original, traditional materials should be retained wherever possible and repaired if necessary. New shopfronts should preserve or enhance the visual character and appearance of the shopping streets, through respect for the proportions, rhythm and form of the original shopfronts. Camden Planning Guidance 2006 states that shopfronts should be designed as part of the whole building and should sensitively relate to the scale, proportions and architectural style of the building and surrounding facades. The design of replacement shopfronts should be informed by the existing character of the building and the townscape respecting the design, materials, colour and architectural feature of the host building and adjoining shopfronts.

As specified within the CA statement, any replacement shopfront should preserve or enhance the character of the host building and the street. The replacement shopfront is constructed from thick silver aluminium framework which is considered to detract from the character of the building and the character and appearance of the wider shopfront. The 19th century host building is of brick construction with timber framed sash windows. The materials and the detailed design of

the replacement shopfront is neither informed nor relate to the building to which it is part. The existing timber door was replaced with large aluminium framed central opening doors. The doors are considered to be oversized in comparison to the shopfront and as a result dominate the shopfront. The two unsightly aluminium louvre panels installed in the place of the existing detailed stallrisers and the two plastic fans are considered to be inappropriate additions that visually clutter the front elevation.

It is considered that the replacement shopfront has not been designed to relate the host building, the streetscene or the wider conservation area. The aluminium framed shopfront detracts from the character of the host building and the wider streetscene. Furthermore a thick fascia projecting from the façade of the building was installed replacing a flush simple timber, this however would fall under deemed consent.

The loss of the existing timber framed shopfront is considered regrettable and the replacement shopfront neither preserves nor enhances the character of the host building, the streetscene or the character and appearance of the wider conservation area. The replacement shopfront comprising silver aluminium framework and aluminium louvres, by reasons of the unsympathetic use of materials and its detailed design, would be detrimental to the character and appearance of the building and the Seven Dials Conservation area.

Recommendations:

- a) Refuse planning permission and
- b) Authorise enforcement action

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, in the event of non compliance with the Notice, the Head of Legal Services be authorised to commence legal proceedings under Section 179 of the Act or other appropriate power and/or the Director of the Culture and Environment Department be authorised to take direct action under Section 178 of the Act to secure compliance with the Notice.

The Notice shall allege the following breach of planning control:

Removal of existing timber framed shopfront and replacement by aluminum framed shopfront on the front elevation at ground floor level.

The Notice shall require within a period of 6 months of the Notice taking effect:

Completely remove the unauthorised shopfront and reinstate a shopfront of the same design and materials as original (timber), as shown on drawing number 10 (submitted with application 2010/2284/P)

The Notice shall specify the reason why the Council considers it expedient to issue the notice:

The replacement shopfront by reasons of the unsympathetic use of materials and its detailed design, would be detrimental to the character and appearance of the building and the Seven Dials Conservation area contrary to Policies B1 (General design principles), B3 (Alterations and extensions), B4 (Shopfronts, Advertisements and Signs), and B7 (Conservation areas) of the London Borough of Camden Replacement Unitary Development Plan 2006.

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