

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		24/05/2010	
		N/A		<b>Consultation Expiry Date:</b>		10/05/2010	
<b>Officer</b>				<b>Application Number(s)</b>			
Jennifer Walsh				2010/1768/P			
<b>Application Address</b>				<b>Drawing Numbers</b>			
Shaftesbury House 151 Shaftesbury Avenue London WC2H 8AL				Please refer to draft 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>							
Amendment to Planning Permission 2010/0011/P (granted 17/03/2010) for change of use of part ground floor from office use (Class B1) to retail use (Class A1), and alterations including installation of new shopfront to South elevation and replacement of exit door to North elevation. Amendment comprises installation of obscure glazed panel at ground floor level on Shaftesbury Avenue elevation.							
<b>Recommendation:</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>20</b>	No. of responses	<b>00</b>	No. of objections	<b>00</b>
				No. electronic	<b>00</b>		
<b>Summary of consultation responses:</b>		No response has been received					
<b>CAAC/Local groups comments:</b>		Covent Garden Community Association commented that the fire door could not directly open up on to the pavement. <i>(Officers Response: There is no change to the fire door's location. The only proposed change is that of the material of the fire door).</i>					
<b>Site Description</b>							
An office building constructed in the late nineties comprising 8 stories and basement on the Shaftesbury Avenue frontage and a stepped rear elevation above fifth floor level on New Compton Street. There is a courtyard to the rear, with vehicular access from New Compton Street and an internal light well. The site does not lie within a conservation area but is in between Denmark Street and Seven Dials Conservation area.							
<b>Relevant History</b>							
<b>9501817R4</b> Demolition of existing building and the development of the site by an 8 storey plus basement building for use as offices, 5 residential units and rehearsal room. <b>Granted 04/09/96.</b>							
<b>PSX0004231</b> Change of use of part of the basement from rehearsal room (Sui Generis use) to Class B1 use. <b>Refused 11/04/00.</b>							
<b>2004/2262/P</b> Change of use of ground floor from office use (Class B1) and basement area from rehearsal room (Sui Generis) to create a retail unit (Class A1), including alterations to ground floor elevations. <b>Granted</b>							

**20/10/04.**

**2009/5028/P** Renewal of planning permission granted on 20/10/2004 [ref 2004/2262/P] for "change of use of ground floor from office use (Class B1) and basement area from rehearsal room (Sui Generis) to create a retail unit (Class A1), including alterations to ground floor elevations." **Granted 14/12/2009**

**2010/0011/P:** Change of use of part ground floor from office use (Class B1) to retail use (Class A1), and alterations including installation of new shopfront to South elevation and replacement of exit door to North elevation. **Granted 15/03/2010**

### **Relevant policies**

#### **Replacement Unitary Development Plan 2006**

SD1 (Quality of life)

B1 (General design principles)

B3 (Alterations and extensions)

B4 (Shopfronts, advertisements and signs)

B7 (Conservation areas)

Camden Planning Guidance 2006

#### **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.*

CS14 - Promoting high quality places and conserving our heritage

CS15 - Protecting and improving our parks and open spaces & encouraging biodiversity

CS16 - Improving Camden's health and well-being

CS17 - Making Camden a safer place

DP24 - Securing high quality design

DP25 - Conserving Camden's heritage

DP29 - Improving access

DP30 – Shopfronts

## Assessment

### The Proposal

The application seeks an amendment to the previous permission which gave permission for the change of use for the ground floor unit from Offices to a Retail unit, as well as associated external alterations to the front elevation to create a shop front. This application relates solely to amended external alterations of the shop front. The change of use has already been granted permission and thus is not considered.

Since this permission has been granted, the applicant has indicated that, due to the lack of glazing on the front elevation the site is 'unlettable'. Supporting information of such a view explains that whilst permission has been granted by the Council for the change of use of the unit to A1, the shop would not attract a tenant due to the approved shopfront being minimal in presence.

### Design

Owing to the unit not being a feasible A1 unit (in the view of the applicant), this application seeks to omit a terracotta panel from the front elevation and replace it with an obscurely glazed panel. Such a panel is proposed to be obscured glazed as there is an internal column behind the panel. However, the glazing on the existing building has a green tint as well as a reflective manner. Therefore it is not considered that the obscured glazed panel would have a detrimental impact on the host property as well as the wider area, as it would hold the same reflective manner as other panels across the building.

Although the removal of the terracotta panel was previously resisted by the Council, evidence has been produced by the applicant stating that the A1 unit requires a greater street frontage presence in order to be a useable space. The applicants have submitted information from the property agent, which discusses the feasibility of the unit, stating that the unit needs to achieve a strong visual shopfront and how the design incorporates "the commercial necessity of achieving optimum visibility for the new shop unit from the principal Shaftesbury Avenue elevation". Whilst the strong vertical architectural aspects of the site are still of strong importance, it is considered that the glazed panel would create a workable unit and therefore, the design would be acceptable in this instance.

It is also proposed to change the materials of the existing terracotta panel which wraps around the existing fire escape with rain screen cladding. It is considered that this is an acceptable robust material to be used in such an alcove. Using such a material alongside the obscure glazing will create a uniformed approach.

The drawings also show a proposed fascia sign and hanging sign. They are shown as indicative proposals and the final details and design of the signage will be subject to the future retailer's requirements and an application for advertisement consent will be required. However, if the application were to be approved, the shopfront would have a certain amount of permitted advertisement regulations. An informative will be attached to the permission to reiterate this information.

### Amenity

As the proposed alterations are not to go beyond the existing building lines of the host property nor the neighbouring properties, there is no perceived loss of amenity on the neighbouring properties. The works would not adversely impact on the amenity of the adjacent properties with regard to access to sunlight, daylight, visual bulk or sense of enclosure, and thus is considered to be consistent with Policy SD6 of the UDP.

An informative will be applied to the permission stating the hours of construction on site are subject to control under the Control of Pollution Act 1974.

### Recommendation: Grant Planning Permission

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