

<b>Delegated Report</b>		<b>Analysis sheet</b>	<b>Expiry Date:</b>	17/05/2010
		N/A / attached	<b>Consultation Expiry Date:</b>	17/05/2010
<b>Officer</b>			<b>Application Number</b>	
Aysegul Olcar-Chamberlin			2010/1007/P	
<b>Application Address</b>			<b>Drawing Numbers</b>	
131 Finchley Road London NW3 6JA			See 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>				
Installation of new shopfront to existing bank (Class A2).				
<b>Recommendation:</b>		Grant Planning Permission		
<b>Application Type:</b>		Full Planning Permission		

<b>Conditions or Reasons for Refusal:</b>	Refer to Draft Decision Notice
<b>Informatives:</b>	

### Consultations

<b>Adjoining Occupiers:</b>	No. notified	<b>00</b>	No. of responses	<b>00</b>	No. of objections	<b>00</b>
			No. electronic	<b>00</b>		
<b>Summary of consultation responses:</b>	<p>A site notice was displayed from 27/04/2010 to 17/05/2010.</p> <p>No response has been received.</p>					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>	No response has been received.					

### Site Description

The application relates to a bank premises located at street level on the western side of Finchley Road. The bank occupies 2 consecutive commercial frontages.

The site is located in the Swiss Cottage/ Finchley Road Town Centre and is not in a conservation area.

### Relevant History

**April 2010** – Consent granted for the display of one internally illuminated fascia sign and one internally illuminated projecting sign to the street elevation of the existing bank, ref. 2010/0997/A.

**December 1992** – Consent granted for the display of an internally illuminated fascia sign. and two cash dispenser signs, ref. 9280217.

**December 1992** – Permission granted for the retention of a new shopfront and two automatic cash dispensing machines, ref. 9201218.

### Relevant policies

#### Replacement Unitary Development Plan 2006

- B1 - General design principles
- B3 - Alterations and Extensions
- B4 – Shopfronts, advertisements and signs

#### 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
- DP24 - Securing high quality design

## Assessment

### Proposal

The proposed scheme for a new shopfront has been amended since it was originally submitted. The originally proposed scheme required the removal of existing fascia panels to provide a fully glazed shopfrontage without horizontal divisions. Following the officer's concerns over the design and appearance the fascia panels have been reintroduced to the proposed shopfront.

The proposed shopfront would be largely glazed and would have new fascia panels with similar height, width and positioning to the existing fascia panels. The advertisement signs on the fascia panel and projecting sign would be of similar dimensions and design to the recently approved advertisement signs (ref: 2010/0997/A).

### Design and Appearance

The Council's guidance for shopfronts advises shopfront alterations should respect the detailed design, materials, colour and architectural features of the adjoining shopfront and building itself.

The parent building is a modern urban block in red brick with large openings on the ground, first and second floor levels on the front elevation. The ground floor of the building has a row of shopfrontages with a continued line of fascia panels and glazing below. The proposed shopfrontage would respect this line of fascias at the rest of the shopfronts on the parent building and would be in keeping with the character and appearance of the adjoining shopfront and the surrounding area.

It is considered that the proposed shopfront would respect the existing shopfronts in the surrounding area in terms of its relationship with the scale, proportions and architectural style of the existing building.

### Access

The main entrance would be levelled and would have 2.4 metres wide sliding doors. The main entrance would be suitable for wheelchair access and in compliance with DDA requirements.

**Recommendation:** Grant conditional permission.

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