

Delegated Report		Analysis sheet		Expiry Date:		31/03/2010	
		N/A		Consultation Expiry Date:		10/03/2010	
Officer				Application Number(s)			
Jennifer Walsh				2010/0385/P			
Application Address				Drawing Numbers			
62 - 64 Southampton Row London WC1B 4AR				Please refer to draft decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Alterations to front elevation of ground floor unit (Class A2).							
Recommendation(s):		Grant Planning Permission					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	39	No. of responses	01	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		Flat 7, Bristol House supports the application on the following grounds: - The larger window will lighten the premises and seem unexceptionable. However filling in the ATM will be more exposed and more difficult at day time? <i>Officers Response: The window would be brought forward to be read in line with Barclays Bank frontage.</i>					
CAAC/Local groups comments:		N/A					

Site Description

The six storey property is located on the north east side of the busy commercial thoroughfare of Southampton Row within the Central London Area. The ground floor to which this application relates, is in use as a bank. The properties opposite the site are within the Bloomsbury Conservation Area, but the application site is just outside of the boundary.

Relevant History

2007/5307/A: Display of internally illuminated fascia sign and internally illuminated projecting sign.

Relevant policies

Camden Unitary Development Plan 2006

SD6 - Amenity for occupiers and neighbours

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.

The following policies in the draft LDF Core Strategy and Development Policies documents have been taken into consideration:

CS1 - Distribution of growth

CS5 - Managing the impact of growth and development

DP26 - Managing the impact of development on occupiers and neighbours

CS14 - Promoting high quality places and conserving our heritage

DP24 - Securing high quality design

CS14 - Promoting high quality places and conserving our heritage

DP30 - Shopfronts

Assessment

Proposal

This application seeks to improve the access to the existing ground floor unit, which is currently occupied as a bank (Class A2). The existing shop front has a timber enclosure around the existing ATM machine. There is also a rendered bulkhead across the width of the existing shopfront. The proposal seeks to move the existing ATM machine to the east side of the shopfront, remove the bulkhead and the timber enclosure and install a full height glass shopfront to the underside of the fascia sign. They also propose to bring the glazed aspect of the shopfront forward, to line up with the neighbouring property. The ATM machine would be repositioned and would sit flush with the shopfront.

Design

The main issue to consider as part of the proposal is the impact of the shopfront on the character of the building, the interest of the high street and the wider neighbouring conservation area.

The existing shopfront has a rendered bulk head and is sat back from the building line by 0.7metres, creating an overhang and lobby area next to the existing ATM. The proposal seeks to bring the shopfront forward up to the building line to 'square it off'. Not only would this proposal improve the internal access layout of the shop, it would also reduce the fear of crime and public disorder as the existing lobby in front of the bank would be removed.

Part C of UDP Policy SD1 states that Council will require the development of buildings and spaces that the public may use, including alterations where practicable and reasonable, to be designed to improve access and use for all. The proposal includes creating a new access to the west of the shopfront with level access and an automatic swing door. Therefore, as no changes are being made to the existing level access, as well as the internal layout being improved, it is considered that the application is acceptable in this location.

The proposal also includes the creation of a fully glazed shopfront through the removal of the bulkhead. This would enable the visual security of the shopfront to be improved, and the proposal is considered acceptable as they would be similar in design terms to the neighbouring shopfronts. It is considered that the full height glazing would create a cleaner design and although modern in design, is considered to relate to the scale, proportions and architectural style of the building as a whole.

The proposed alterations to the shopfront, ensure that the character of the premises and the high street is not lost. The proposal would integrate well with the host building and would not have a negative impact on the character or appearance on the wider neighbouring conservation area.

Amenity

The alterations to the shopfront and installation of new signage have no impact upon the surrounding neighbours and occupiers in terms of loss of privacy, sunlight and outlook. The proposal are therefore consistent acceptable and in accordance with UDP policy SD6.

Recommendation: Grant Planning Permission

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