

Delegated Report		Analysis sheet		Expiry Date:		27/08/2009	
		N/A / attached		Consultation Expiry Date:		28/08/2009	
Officer				Application Number(s)			
Jamie Forsman				2009/3245/P			
Application Address				Drawing Numbers			
166 High Holborn London WC1V 6TT				Refer to draft decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Installation of a new shopfront and replacement of existing window on western side elevation with new louvred double doors to ground floor level (Class A3).							
Recommendation(s):		Grant planning permission subject to conditions					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		A site notice was erected on the 07/08/2009 and the consultation period expired on the 28/08/2009. No responses were received from neighbouring occupiers.					
CAAC/Local groups* comments: *Please Specify		Bloomsbury CAAC – No objection					

Site Description

The application site is located at the western most end of the northern side of High Holborn. It is bounded by Museum Street, West Central Street and High Holborn. The building was constructed in 1964/65 and comprises a 17-storey tower and podium (including the ground floor) and three basement levels.

The ground floor of the building is currently vacant. The applicant for the application is Domino's Pizza Group. They operate as a hot food takeaway (A5 use). The authorised use of the ground floor of the building is for a restaurant (A3 use)

The building is not listed and does not fall within a Conservation Area. The Bloomsbury Conservation Area lies immediately to the west of the site with the Shaftesbury Theatre on the corner of the street that is a Grade II listed building.

Relevant History

20/04/2005 – Planning permission was **granted** for change of use from offices (Class B1) to a 184 – bed hotel (Class C1) and to a ground floor restaurant (Class A3) and associated elevational alterations (PSX0204780)

11/06/2009 – Planning permission was **granted** for details of ventilation/extraction scheme, roof top plant, sound attenuation details, waste removal/storage, and undecroft infill top Class A3 unit at High Holborn pursuant to conditions 2, 3, 4, 5 and 9 respectively of planning permission granted subject to a section 106 legal agreement dated 4th April 2005 (ref. PSX0204780/R1) (for the change of use from offices (class B1) to a 184 bed hotel (class C1) and to a ground floor restaurant (Class A3) and associated elevation alterations). (2009/0854/P)

18/06/2009 - Planning application was **withdrawn** for the installation of a new shop front and replacement of existing window with new louvered double glazed doors on western elevation to takeaway (Class A5) (2009/1945/P).

29/06/2009 – Advertisement application was **withdrawn** for the display of illuminated fascia sign, internally illuminated projecting sign, and internally illuminated window sign to takeaway (Class A5) (2009/1947/A)

27/08/2009 - Advertisement consent was **granted** for the display of internally illuminated fascia sign and internally illuminated projecting sign to shop front (Class A3) (2009/3251/A)

Relevant policies

Camden Replacement Unitary Development Plan 2006

SD6 – Amenity for occupiers and neighbours

B1 – General design principles

B3 – Alterations and extensions

B4 – Shop fronts, advertisements and signs

Camden Planning Guidance 2006

Assessment

Introduction

The proposal seeks permission for changes to the unit's external elevation in an attempt to integrate elements of 'Dominos Pizza' recognised corporate image. The proposal would incorporate a silver coloured glazed aluminium shop front and includes the addition of a new entrance door. The changes to the front elevation would be viewed in conjunction with internally illuminated fascia and shopfront signage which has been approved under advertisement consent ref: 2009/3251/A. An existing window on the western side elevation is to be replaced by new louvered double doors. This elevation faces into an open courtyard that is not visible from the street.

The current application seeks permission for a new shop front only. The proposed change of use of the unit from A3 (Restaurant) to A5 (takeaway) would require a separate change of use planning application. The applicant will be made aware of this by way of an informative subject to the granting of planning permission.

Design

The installation of a fully glazed shopfront within an aluminium frame and the installation of a solid timber stallriser are considered appropriate within the front façade of this modern building that lies outside of the Bloomsbury Conservation Area. Traditional shop frontages are absent in this particular location and the main building is a 1960's modern office block that has been converted into a Travelodge Hotel. It fronts onto a very busy main road that runs west to east from Oxford Circus towards Clerkenwell. The surrounding buildings are similarly large utilitarian blocks that are occupied by commercial users. It is considered that the proposed shop frontage would not harm the character of the existing building or the character and appearance of the wider street scene.

The western side elevation of the shop unit faces onto an open courtyard area that is not visible from the street. It is proposed to replace an existing window opening with new louvred double doors. This alteration would not harm the character or appearance of building or the wider streetscene and would be considered acceptable.

Amenity

The current proposal relates to minor alterations to the shop frontage and side elevation and would not result in any increase to the unit's bulk and massing. No adverse impacts upon the amenities of neighbouring occupiers in terms of outlook, privacy and access to sunlight/daylight would be anticipated.

Noise impacts from ventilation and general plant equipment does not form part of the current proposal however it was considered under a previous application (ref: 2009/0854/P) and was not found to cause any noise nuisance to surrounding residential occupiers.

Access

The applicant has tried to incorporate disabled access provision to comply with part M of the Building Regulations wherever practically possible. It was suggested that the applicant provide level access to the store however subject to further discussions with the agent and building control inspectors it has been revealed that this would require extensive engineering works to cut through the existing concrete perimeter beam. To overcome this problem the applicant has included an external call facility to enable customers to obtain assistance from staff if needed. This has been detailed on the proposed drawings. The proposal is considered to satisfy policy B1 in terms of its level of access provision.

Recommendation

Grant planning permission

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