

Delegated Report		Analysis sheet		Expiry Date:		17/03/2009	
		N/A / attached		Consultation Expiry Date:		16/02/2008	
Officer				Application Number(s)			
Elaine Quigley				(i) 2009/0198/P (ii) 2009/0195/A			
Application Address				Drawing Numbers			
43 - 45 Farringdon Road London EC1M 3JB				See draft decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
(i) Installation of new shopfront and associated minor alterations to front elevation. (ii) Display of an externally illuminated fascia and projecting sign to shopfront.							
Recommendation(s):		(i) Grant planning permission subject to conditions (ii) Grant advertisement consent subject to conditions					
Application Type:		Planning permission Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	30	No. of responses	01	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		1 letter has been received from adjoining resident at Flat R, 39 Farringdon Road who has no objection to the shopfront. However is concerned about deliveries being made during unsociable hours and the disturbance this may cause (either early morning or late at night).					
CAAC/Local groups* comments: *Please Specify		None received					

Site Description

The application site is located on the west of Farringdon Road and comprises a four storey terrace property that is occupied by a restaurant/wine bar on the basement and ground floor with office accommodation above. The property is not a listed building but is within the Hatton Garden Conservation Area. The building is not identified in the Hatton Garden Conservation Area Statement as making a positive contribution to the conservation area and the shopfront is not identified as one of architectural merit. The building is surrounded by a mix of commercial and residential properties.

From the Council's records there would appear to be unauthorised flats on the upper floors of No. 43 Farringdon Road (Flats A to D) and No. 39 has 18 flats (A – S).

Relevant History

PSX0204689

Planning permission was granted on 06/02/2003 for change of use from retail (class A1) to class A3 use in basement and ground floor from class B8 to class B1 (offices) on upper floors, including external alterations to front and rear elevation. A condition (3) was attached restricting the hours of operation to protect the amenity of the adjoining residents.

2004/3578/P

Planning permission was granted on 01/11/2004 for the installation of new shopfront to restaurant/bar (Class A3). The shopfront was installed and is to be replaced as part of the current planning application.

2006/4994/P

Planning permission was granted on 08/01/2007 for the variation of condition 3 of planning permission dated 14th February 2003 (ref. PSX0204689/R1) to extend the opening hours of the existing restaurant on basement and ground floors (A3 use class) from 08.00 - 23.30 hours Monday to Sunday, to 08.00 - 24.00 hours Monday to Wednesday, 08.00 to 01.00 Thursday to Saturday, and 08.00 to 23.30 on Sunday.

Relevant policies

Replacement UDP 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

Advertisements and signs; Conservation areas; Design; Extensions, alterations and conservatories; Overlooking and privacy; Shopfronts.

Hatton Garden CAS

Assessment

Planning proposal

Planning permission is sought for the installation of new shop front and associated minor alterations to front elevation. The original scheme included the following components of the new shop front:

- Installation of full height window glazing within powder coated grey aluminium frames with double automatic sliding doors
- Relocation of the existing centrally located door accesses to the basement of the unit and the first floor residential flats above to the right-hand side of the unit adjoining no. 47 Farringdon Road. Replacement of existing door entrance and installation of 2 no. single light stone coloured fixed timber panels and doors at each end of the shop front

It was considered that the original design of the shopfront did not relate to the architectural style of the building as a whole. Following discussions with the Council the design of the shopfront has been amended to include the following:

- Installation of a new stallriser measuring 0.3m
- Replacement of solid full height timber panels surrounding the new timber panel entrance doors with glass panels and introduction of more traditional features including fixed toplights, mullions and transoms.

Advertisement application

Advertisement consent is sought for the display of an externally illuminated fascia and projecting sign to shop front. The main components of the adverts include:

- Removal of the existing wooden fascia and re-rendering and repainting of traditional fascia in white with individual lettering applied to the fascia with company name "Tesco Express"
- Installation of new projecting sign at fascia level measuring 800mm x 500mm and externally illuminated by overhead lighting
- Installation of new trough light above the proposed fascia sign measuring 3.4m in length

The main issues to be considered are:

- Design
- Impact on the conservation area
- Impact on the amenity of the adjoining residents
- Access

Design

Following discussions with the applicant the proposed shopfront has been amended to integrate more traditional features within the contemporary design of the shopfront including a stallriser, toplights, transoms and mullions providing vertical and horizontal emphasis that is a feature of the upper floors of the building. This would be considered more acceptable in terms of its relationship to the architectural style of the building as a whole.

It is proposed to install a grey aluminium frame to the shopfront. This would be considered an acceptable material and colour for the shopfront and would provide a visual balance with the upper floors of the existing building.

Character and appearance of the conservation area

This part of Farringdon Road has a variety of styles of traditional and contemporary shopfronts. The proposal would incorporate both of these elements into the design of the new shopfront and would not be considered to detract from the character and appearance of the conservation area.

Impact on the amenity of the adjoining residents

The new shopfront would not be considered to have an adverse impact on the amenity of the adjoining residents. In fact it would include the installation of a new solid entrance door to the flats above. One letter of concern has been received from an adjoining resident relating to the potential delivery times to the new Tesco store. As the new use of the building from a bar/restaurant to a shop does not require planning permission under the Use Class Order, no restrictions relating to delivery times could be attached as part of this application. This issue would be controlled by Environmental Health legislation.

Access

The proposed new sliding doors would provide level access into the shop and would be fully accessible to all

Advertisement application

Character and appearance on the building and within the conservation area

The proposed replacement signage would include a repainted fascia with proportionate lettering attached detailing the company's name. This would be externally illuminated by one trough light. This is simple and understated in terms of its design and use of materials and would comply with the Council's CPG guidance for signage in the conservation area.

The proposed projecting sign would be acceptable in terms of its location in relation to the fascia, size and external illumination.

Amenity of the adjoining residents

The proposal would relate to the ground floor of the building. The external illumination of the fascia sign and projecting sign is directional and would point away from the residential flats on the upper floors of the building. It would therefore be well contained within the property and would not have an adverse impact on the amenity of the adjoining residents in terms of light spill.

Conclusion

Grant planning permission and advertisement consent subject to conditions

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