

Delegated Report		Analysis sheet		Expiry Date:		06/11/2007 16/11/2007	
		N/A / attached		Consultation Expiry Date:		18/10/2007	
Officer				Application Number(s)			
Carlos Martin				2007/3972/P 2007/4504/A			
Application Address				Drawing Numbers			
151 Shaftesbury Avenue London WC2H 8AL				Refer to Draft Decision Notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
<ol style="list-style-type: none"> Change of use of part ground and basement floors from office (Class B1) to A2 and alterations to existing entrance doors. Display of two internally illuminated fascia signs. 							
Recommendation(s):		Grant Planning Permission Grant Advertisement Consent					
Application Type:		Full Planning Permission Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	01	No. of objections	00
Summary of consultation responses:		1 support letter from the owner of the site.					
CAAC/Local groups* comments: <small>*Please Specify</small>		None					

Site Description

Site located on the west side of Shaftesbury Avenue, bounded by the side of St. Giles Passage and to the rear by New Compton Street. It is within the Central London Area. A brick built office building occupies the site with 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 lies between two conservation areas, Bloomsbury to the rear and Seven Dials on the opposite side of Shaftesbury Avenue.

Relevant History

1996 (ref: 9501817R4) pp granted for the demolition of an existing building and redevelopment of the site by an 8 story plus basement building for use as offices, 5 residential units and rehearsal room.
2000 (ref:PSX0004231) pp refused for change of use of part of the basement from rehearsal room (sui generis use) to Class B1 use.

2004: PP granted 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.

2005: pp granted for the change of use of part of the basement level from rehearsal room (sui generis) to business (Class B1).

Relevant policies

UDP (2006): S13; S14; SD3; SD6; B1; B3; B4; R1; R2; & E2.

Camden Planning Guidance

Assessment

Planning permission is sought for the change of use of part of the ground and basement floors from office (Class B1), currently vacant, to bank/mortgage adviser services (Class A2) and alterations to existing entrance doors.

Change of Use: Planning permission was granted in 2004 for the change of use of these premises from B1 to A1, as it was established that *"a retail use would improve employment potential"* in a site that had been partially vacant since it was constructed and *"there was an over supply of office (B1) floors space"*. There has been little change in the office market since the previous permission and the A1 use does not appear to have been implemented. The application premises are currently vacant and the introduction of a financial services unit is welcomed, as the introduction of some activity on the ground floor would benefit the area. Policy E2 states that an exception to the general approach favouring the retention of premises considered suitable for employment use may be acceptable in appropriate areas. Policy E2 seeks primarily residential use. However, residential use is not appropriate given the design of the building and the premises location at ground floor level in a busy road. It is considered that A2 use at basement and ground floor levels would be appropriate in this location. The premises are not located within a Central London Frontage but the proposal is unlikely to harm the function, vitality and viability of the area and is easily accessed by public transport, as required by policy R2.

Design: The proposed alterations to the exterior of the building are minor in nature given the overall size of the building, and is considered acceptable with little likelihood of having a detrimental impact on the building or character of the area.

Mix of Use: Policy SD3 encourages mixed-use development, especially in the Central London area. The proposed A2 use, with existing office (B1) and residential (C3) use on upper floors, would result in a mix of uses.

Advertisement consent

Advertisement consent is sought for the display of two internally illuminated fascia signs and one non-illuminated projecting sign.

The building is of modern design and the glazed frontage where the revolving door is centrally located is over 20m long. The addition of the proposed fascia signs is minor in comparison to the building and would not harm its modern design. The illumination of the fascia signs is unlikely to be detrimental to the character of the building or to the street scene, with no perceivable impacts on the residential units within the building or the wider community. Overall the fascia signs are acceptable and in line with Council policy. The proposed projecting sign and internal adverts would benefit from deemed consent.

Recommendation: Grant planning permission and advertisement consent subject to conditions.

