

Delegated Report		Analysis sheet		Expiry Date:		13/06/2007	
		N/A		Consultation Expiry Date:		25/05/2007	
Officer				Application Number(s)			
Sheri Waddell				2007/1961/P			
Application Address				Drawing Numbers			
196 West End Lane London NW6 1SG				Refer to draft decision notice.			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Installation of new shopfront.							
Recommendation(s):		Grant conditional permission					
Application Type:		Full Planning Permission					
Conditions:							
Informatives:		Refer to Draft Decision Notice					
Consultations							
Adjoining Occupiers:	No. notified	00	No. of responses No. electronic	00 00	No. of objections	00	
Summary of consultation responses:	SN displayed - expires 25/5						
CAAC comments:	West End Green & Parsifal Rd CAAC - No objection in principle, but comment re clearance for projecting sign. <i>Response: The drawings show illuminated advertisements, but make it clear that they are not part of this application but will be the subject of a separate application for advertisement consent. This will be referred to by informative.</i>						
Site Description							
A 4-storey mid-terrace property within the West End Green and Parsifal Road CA. The ground floor is in use as a launderette, and the upper floors are in residential use. There is a separate access beside the shopfront to the upper floors, which is unaffected by this proposal.							
Relevant History							
None.							
Relevant policies							
Set out below are the UDP policies that the proposals have primarily been assessed against. However, it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.							
London Borough of Camden UDP 2006 S1/S2 – sustainable development SD1c – access for all B1 – general design principles; B4 – shopfronts, advertisements and signs; B7 – conservation areas Camden Planning Guidance 2006 West End Green and Parsifal Road CAS							
Assessment							
The existing shopfront is not original. It has a central entrance with two panes of glass either side, and a very small stallriser; it is framed by two pilasters with corbelled tops, and a fascia. This “frame” will remain, and the new shopfront will be installed within it. It will be formed of powder-coated aluminium, and a new entrance door will be located off-centre. The new shopfront is considered acceptable in design terms – it will not adversely affect the appearance of the building or the conservation area [policies B1, B4 and B7] and it is consistent with CPG principles. The point of entrance will be moved “uphill”, and a new DDA compliant door will be installed. This will improve access [policy SD1c]. The specifics of this will be controlled under the Building Regulations. The drawings show illuminated advertisements, but make it clear that they are not part of this application but will be the subject of a separate application for advertisement consent. This will be referred to by informative.							
Recommendation: Grant permission.							

