

Delegated Report		Analysis sheet		Expiry Date:		17/10/2006 04/10/2006	
		N/A		Consultation Expiry Date:		28/09/2006	
Officer				Application Number(s)			
Paul Wood				2006/3684/P and 2006/3708/A			
Application Address				Drawing Numbers			
Prime House 202 - 204 Finchley Road London NW3 6BX				Refer to draft decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		Date:		
Proposal(s)							
Full Planning Permission External alterations to front entrance including the installation of an access ramp with handrails, 6 metal bollards, new handrails to steps, replacement of existing paving, stair treads and glazed entrance door, and alterations to the existing planter.							
Advertisement Consent Display of halo-lit illuminated fascia sign.							
Recommendation(s):		Grant conditional permission Grant conditional advertisement consent					
Application Type:		Full Planning Permission and Advertisement Consent					
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
Summary of consultation responses:		Planning Permission A site notice was displayed from 07/09/2006 to 28/09/2006. No objections have been received.					
CAAC/Local groups comments:		Advertisement Consent No consultations undertaken.					
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Site Description							
The application site is situated on the northeast side of Finchley Road and is occupied by a five storey building presenting to the principle street frontage, with two storey built form to the rear. The site accommodates a mix of uses including commercial and residential.							
The subject tenancy is located at ground floor level with a street frontage to Finchley Road. The site is used as a bank (Class A2) Financial and Professional Services. The entrance to the building is currently raised above pavement level and a series of steps must be navigated to enter the building. There is no ramped access to the front of the building.							
The application site is not located within a conservation area.							

Relevant History

PWX0302161

Planning permission was granted on 14 August 2003 for demolition of the existing single storey business units (Use Class B1) as defined by the Town and Country Planning (Use Classes) Order 1987, and redevelopment of the site by the erection of 11 two-storey business units, together with the erection of a two-storey circulation stairwell to the rear elevation of Meridian House and the relocation of air condensing units adjacent to Meridian House.

2003/2229/P

Planning permission granted on 13 November 2003 for change of use of the front ground floor unit from an office (Use Class B1) to a dual use of office and financial and professional services (Use Classes B1 and A2).

2006/2409/A

Planning permission granted on 18 July 2006 allowed for the display of backlit illuminated fascia sign on front elevation and externally illuminated signage on the rear elevation. This application seeks to alter the front sign subject to this scheme, to provide an additional black backing board to the sign.

Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against, together with officers' view as to whether or not each policy listed has been complied with. 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 Replacement Unitary Development Plan 2006

- S1 & S2 – Strategic Policy on Sustainable Development
- SD1 – Quality of Life
- SD6 – Amenity for Occupiers & Neighbours
- B1 – General Design Principles
- B4 – shopfronts, advertisements and signs

Supplementary Planning Guidance 2002 and 2006

- Section 2.6 – Advertisements
- Section 2.9 – Shopfronts

Assessment

PROPOSAL:

Planning permission is sought for the following:

- Erection of a steel doorframe and double inward opening door and glazing panels.
- Installation of an access ramp with the provision for metal handrails.
- Installation of metal handrails to stairs.
- Replacement of existing paving with concrete slab and paving.
- Installation of 6 bollards on the entrance landing
- Alterations to the existing planter box including provision of anti-skateboard coping

Advertisement consent is sought for the following:

- Display of backlit illuminated fascia sign on the front elevation as presented to Finchley Road. The sign would have a length of 6543mm and a height of 700mm, sitting 3294mm above the pavement level. The sign would be constructed of satin stainless steel box with individually illuminated lettering (lettering being 520mm high, box fixed 20mm from the surface). Each element would be backlit with LED static lighting.
- The plans also show two small (0.30m x 0.45m) non-illuminated signs (one showing business logo and one noting the hours of operation. These two signs benefit from deemed consent under Class 5 and 2(B) respectively, of the Town and Country Planning (Control of Advertisements) Regulations 1992, and are therefore not subject to express advertisement consent.

DISCUSSION:

Alterations to the shopfront and access:

The alterations to the entry door would remove two glazed doors and a side glazed panel and provide a steel framed entry with double glazed doors. The works would define the entry to the commercial tenancy and would not detract from the character of the building or the street scene.

The new ramp, handrails, bollards and altered landing and steps are considered to be in keeping with the appearance of the building and the character and appearance of the street scene. The new ramp and handrails would not obscure any important features of the parent building.

The alterations to the landing including the ramp and stairs would be within the same profile as the existing landing and finished in the same materials (buff concrete paving). The ramped access is generally in line with DDA guidelines, would be 1.5m wide, with a gradient of 1:12 and would provide sufficient space at the top of the ramp for turning. The only element of the ramped access that is short of the DDA guidelines is the handrail. It is suggested that handrails project 300mm beyond the slope of the ramp, however this is unachievable in this instance, as it would result in the handrail projecting over the public pavement, which would otherwise potentially impact on public safety. The alterations to provide ramped access also provide DDA compliant access for ambulant persons with the addition of handrailed steps. The alterations to the landing to provide improved access is therefore welcomed, and considered an appropriate addition to the commercial tenancy. Additionally the bollards highlight the principle entry and aid movement to and from the site.

The works to the planter box would discourage anti-social behaviour and act as a protective device to prevent damage to the moulded concrete garden feature particularly from skateboarders. The works would be well integrated with the design of the building as it presents to the street.

The proposed disabled access arrangements and shopfront alterations are considered to be sympathetic to the appearance of the building and appearance of the surrounding area. Accordingly, it is recommended for approval.

Signage:

- The principle of a halo illuminated fascia sign of this size and form has been established with the previous advertisement consent granted under application 2006/2409/A. The current proposal seeks to contain the fascia sign within a stainless steel box, with illuminated lettering, rather than individual mounted letters.
- The proposed signage on the front façade is modest and simple in design, and is considered to complement the overall proportions of the building. The signage would sit at the ground floor level and would contain subtle back lighting being unobtrusive in the wider street scene. The signage is typical of signage for commercial premises. The signage is considered to be consistent with the requirements of the SPG and accordingly advertisement consent is recommended

RECOMMENDATION: Grant full planning permission and advertisement consent.

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