

Delegated Report		Analysis sheet		Expiry Date:		06/08/2014	
		N/A / attached		Consultation Expiry Date:		17/07/2014	
Officer				Application Number(s)			
Katrine Dean				1) 2014/3909/P 2) 2014/4064/A			
Application Address				Drawing Numbers			
14 Warren Street London W1T 5LJ				Please refer to draft decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposals							
<p>1) Alterations to shopfront including the installation of a retractable awning.</p> <p>2) Display of two externally illuminated fascia signs and one projecting sign.</p>							
Recommendation(s):		<p>1) Grant Planning Permission subject to Conditions</p> <p>2) Grant Advertisement Consent subject to Conditions</p>					
Application Type:		<p>1) Full Planning Permission</p> <p>2) Advertisement Consent</p>					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	14	No. of responses	00	No. of objections	00
				No. Electronic	00		
Summary of consultation responses:		N/A					

Site Description

The application site is located on the corner of Warren Street and Whitfield Street and relates to the ground floor retail unit, which is located within the four storey terraced building. The building itself is finished in buff facing brick and slate to the mansard roof. Although not listed, it identified in the Fitzroy Square Conservation Area Appraisal and Management Strategy as a positive contributor to the Conservation Area.

The retail unit to which the works relate is finished in stone cladding painted cream to the fluting, pilasters, fascia and corncicing and dark grey tiles to the base-course. The windows are timber framed, with the mullions and transoms painted to match the colour of the unit.

Relevant History

Associated application:

2014/2711/TC - 6 Tables, 12 Chairs and 2 Barriers - Monday to Friday: 07:00 to 19:00 - Saturday to Sunday: 08:30 to 17:30. Granted 26/06/2014.

Recent planning history:

2014/2096/P - Alterations to shopfront. Withdrawn 10/06/2014.

2014/2217A - Display of two internally illuminated fascia signs and two externally illuminated hanging signs. Withdrawn 10/06/2014.

2013/4014/P - Change of use at ground floor and basement levels from shop (Class A1) to dental practice (Class D1). Withdrawn on 14/08/2013.

2012/3056/P - Change of use of basement and ground floor from retail A1 to retail/restaurant use (Sui Generis). Refused on 23/08/2012.

2011/3456/P - Change of use of basement and ground floor from a shop (Class A1) to either Class A3 (restaurants & cafes) or Class A4 (drinking establishments). Refused on 14/09/2011.

2010/3525/P - Change of use from a shop (Class A1) to either Class A3 (restaurants & cafes) or Class A4 (drinking establishments). Refused on 16/03/2011.

2006/0866/P - Change of use from a betting office (Class A2)/retail shop (Class A1) to dual use as either educational use (Class D1) or a betting office (Class A2)/retail shop (Class A1). Granted 24/07/2006.

Historic applications:

8800065 - Installation of a new shopfront. Granted on 05/05/1988.

8880016 - The display of lettering to read "MARLIN LIGHTING GALLERY" written on window glass centreline 2.3m above ground level illuminated by downward facing light source at 3.3m above ground level. Granted on 05/05/1988.

PSX0004490 - Installation of new shopfront, including glazed canopy and new curved glass panel on the corner. Granted on 20/06/2000.

Relevant policies

Camden Local Development Framework 2010 – 2015 (LDF)

Core Strategy

CS5 (Managing the impact of growth and development)

CS7 (Promoting Camden's Centres and Shops)

CS14 (Promoting high quality places and conserving our heritage)

Development Policies

DP24 (Securing high quality design)

DP25 (Conserving Camden's heritage)

DP26 (Managing the impact of development on occupiers and neighbours)

Camden Planning Guidance (CPG): 2013

- 1 – Design
- 6 – Amenity

Fitzroy Square Conservation Area Appraisal and Management Strategy (Adopted 16th of March 2010)

Fitzrovia Area Action Plan 2014

Town and Country Planning (Control of Advertisements) (England) Regulations 2007 Camden Planning Guidance 2011 (as amended)

Assessment

1. Proposal

- 1.1 This proposal seeks planning consent for alterations to the shopfront. These would include: the installation of a replacement entrance door and a dark grey canvas retractable awning; the replacement of the existing timber stallriser with Georgian reinforced glass; the replacement of the existing timber panel above the door with a glazed window; the timber framing, transoms and mullions would be painted in gun metal grey; and the existing fascia would be tiled in maroon tiles. The remaining elements of the shopfront, including; the cornice, fluting and cladding would be repainted to match the colour of the existing shopfront. The existing grey tiles to the basecourse would be made good as required.
- 1.2 In terms of the proposed advertisement consent application, the following signage is proposed to be displayed at the unit: two fascia signs (one on each elevation) with individually formed lettering pegged onto tiled fascia surface, externally illuminated by trough downlighting; two double sided 750mm by 750mm projecting sign displayed at the entrance on Warren Street. This would be externally illuminated by spotlights at each side. Window vinyls and an internal sign would also be displayed at the unit.

2. Design

- 2.1 The proposed development would not alter any of the existing elements of the shopfront or obscure any architectural features. The glazing panels and proportions would remain the same, as would the proportions of the fascia, cornice and stallriser. Applying maroon tiles to the fascia would alter the appearance of the building; however this would be in a sympathetic manner, adding to the character of the conservation area. It is therefore considered that the proposal is acceptable in terms of the Fitzroy Square Conservation Area Appraisal and Management Strategy and the relevant policies on design as set out above.

3. Amenity

- 3.1 The proposal would have a limited effect on residential amenity in terms of visual impact and public safety. The alterations to the shopfront are minor and the proposed signage constitutes the applicant's standard branding colour, which can be seen in a number of prominent locations throughout the Borough.

4. Conclusion

- 4.1 Having given consideration to the above assessment it is concluded that the alterations to the shopfront and the proposed signage would be sympathetic to the host building and the conservation area. The proposals are therefore in general compliance with Policies CS5, CS7, CS14, DP24, DP25 and DP26. It is recommended that these applications are approved subject to conditions.