

Delegated Report		Analysis sheet		Expiry Date:		19/08/2014	
		N/A		Consultation Expiry Date:		24/07/2014	
Officer				Application Number(s)			
Tessa Craig				2014/3872/P 2014/3981/L			
Application Address				Drawing Numbers			
55 Marchmont Street London WC1N 1AP				See decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Installation of a retractable awning							
Recommendation(s):		Grant planning permission Grant listed building consent					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	10	No. of responses	02	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		The proposal was advertised in Ham & High on 03/07/2014 and a site notice was erected on 27/06/2014. One comment was received stating no objection provided the awning was sympathetic to the character of Marchmont Street.					
CAAC/Local groups* comments: <small>*Please Specify</small>		Bloomsbury CAAC- commented they would object if the proposal was in conjunction with tables and chairs being placed on the pavement. <u>Officer Comment</u> <i>The application does not include permission for tables and chairs.</i>					

Site Description

The property is located on the west side of Marchmont Street and is a four storey terraced Grade II listed building built in the 1800s. The property is in the Bloomsbury conservation area. This permission relates to the ground floor commercial unit.

Relevant History

None.

Relevant policies

LDF Core Strategy and Development Policies

CS14 (Promoting High Quality Places and Conserving Our Heritage)

DP24 (Securing High Quality Design)

DP25 (Conserving Camden's heritage)

DP26 (Managing the Impact of Development on Occupiers and Neighbours)

DP30 Shopfronts

Camden Planning Guidance

CPG1 Design

London Plan 2011

NPPF 2012

Assessment

Proposal

Planning permission and listed building consent is sought for installation of a retractable awning to be located below the fascia sign; in red to match the Costa Coffee corporate colours and reading 'We make it better'. The proposal has been revised since the original submission to move the canopy from above the fascia to below.

Assessment

The main considerations in relation to the proposal are the design and impact on the Conservation Area and listed building, and the impact on amenity. These points are considered below.

The Council's design policies are aimed at achieving the highest standard of design in all developments. The following considerations contained within policy DP24 are relevant to the application: development should consider the character, setting, context and the form and scale of neighbouring buildings, and the quality of materials to be used.

CPG1 design guidance states shopfront alterations should respect the detailed design, materials, colour and architectural features of the shopfront and building itself. Awnings should be retractable, traditional canvas, have the blind box integrated into the overall design, be attached between fascia and shopfront and flush with fascia level.

The conservation area appraisal and management strategy advises all historic shopfronts contribute to the special character and their retention is important. The Council expects quality and design of shopfronts to respond to the historic setting and building frontage as a whole.

The awning will be flush with the fascia, retractable and a colour matching the existing fascia. The awning does not obscure architectural features of the listed building and is considered a sympathetic addition consistent with the streetscene and acceptable in terms of design and impact on the conservation area. There are no concerns in terms of amenity. The outdoor seating area is existing.

Recommendation

The proposal is considered acceptable in design and amenity terms and therefore it is recommended planning permission and listed building consent be granted.