

Delegated Report		Analysis sheet		Expiry Date:		05/03/2015	
		N/A / attached		Consultation Expiry Date:		12/02/2015	
Officer				Application Number(s)			
Carlos Martin				2014/7805/P			
Application Address				Drawing Numbers			
22 Heath Street London NW3 6TE				Refer to draft decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Alteration to existing shopfront							
Recommendation(s):		Refuse					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	40	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		Press notice published from 22/01/2015 to 12/02/2015 Site notice displayed from 16/01/2015 to 6/02/2015 No response.					
CAAC/Local groups* comments: <small>*Please Specify</small>		Hampstead CAAC: No response.					

Site Description

The application site relates to the ground floor commercial unit of a three-storey mid-terrace property located on the east side of Heath Street. The site forms part of the Hampstead Conservation Area and has been identified in the CA statement as a positive contributor to its character and appearance.

Relevant History

2015/0047/A: AC granted for display of non-illuminated fascia sign and non-illuminated projecting sign to shopfront.

26618: PP granted for alterations including the construction of a new roof to the single storey extension at the rear of the ground floor shop. 22/09/1978

Relevant policies

NPPF 2012

The London Plan 2011

LDF Core Strategy and Development Policies 2010

Core Strategy

CS5 (Managing the impact of growth and development);

CS14 (Promoting high quality places and conserving our heritage);

Development Policies

DP24 (Securing high quality design);

DP25 (Conserving Camden's heritage);

DP29 (Improving access);

DP30 (Shopfronts);

Camden Planning Guidance

CPG1 (Design) 2013, chapters 3 (heritage) & 7 (shopfronts)

Hampstead Conservation Area Statement 2001

Assessment

Proposal

1. Planning permission is sought to alter the existing shopfront to reposition the shop entrance on the front building line. Currently the existing shop is accessed through a recessed lobby area where the entrance to the upper units is located. The proposed alterations involve reducing the size of the lobby and removing the shop entrance from this area. The works would involve reducing the width of the window and removing the existing mullions to make room for the new door. The new shopfront would be made of timber and would feature timber stall risers to match the existing. The new door would be made of glass with timber frames.

Main planning considerations

2. The main issue to be considered is the impact of the proposal on the character and appearance of the building and the conservation area generally as well as access for all and safety.

Design and conservation

3. Policy DP30 (shopfronts) of the LDF establishes that the Council will expect a high standard of design in new and altered shopfronts and will consider the existing character, architectural and historic merit and design of the building and its shopfront and the general characteristics of shopfronts in the area. It advises that "*where an original shopfront of architectural or historic value survives, in whole or in substantial part, there will be a presumption in favour of its retention*".
4. Similarly, Camden Planning Guidance 1 (CPG1) advises that "*well designed shopfronts increase the attractiveness of a building and the local area and can have an impact on commercial success by increasing the attraction of shops and shopping centres to customers. This is particularly important in*

town centres and the character and appearance of where conservation area and listed buildings". The guidance states that historic, locally distinctive or characteristic shopfronts which contribute to the townscape should be retained, especially within conservation areas. On a more detailed note, this advice is more specifically relevant:

- a. *"The design of the door should be in keeping with the other elements of the shopfront. The solid bottom panel should align with the stallriser. The top of the door should align with the transom"*.
- b. *"Where there is an existing shopfront recess - often found in older traditional shopfronts e.g. listed buildings and conservation areas - they should be retained"*.

5. For shops in conservation areas, reference should also be made to the relevant Conservation Area Statement. The Hampstead CA statement identifies no. 22 Heath Street as a building that makes a positive contribution to the character and appearance of the CA. With regards to shopfronts, the CA statement (pages 63-64) advises that *"any shopfront of historic interest or architectural quality should be retained and repaired and the loss of those shopfronts identified under Shopfronts of Merit and any other historic/original shopfront will be strongly resisted"*. Therefore, although the existing shopfront has not been identified as a Shopfront of Merit, there is a presumption to protect other shopfronts that may be considered of value.
6. Although the proposed new shopfront would incorporate elements of the traditional shopfront such as matching stallrisers, overall it is not considered that the proposal would enhance and protect the character and appearance of this part of the conservation area. In line with the advice of CPG1 (point b above), the existing recessed shopfront is considered worth of preserving. Only two other similar shopfronts have been preserved within this stretch of the parade: nos. 32 and 34 Heath Street, and the loss of no. 22 would be regrettable.
7. The detailed design of the new shopfront is also not considered appropriate for this site. The new entrance door would not be in keeping with the style of the shopfront, as advised by CPG (point a above). The door would have a rather utilitarian appearance, with frames considerably chunkier than the frames of the shopfront and its solid sections would not align with the height of the stall riser, which would harm the design quality of the shopfront thus harming the visual amenity of this part of the CA, contrary to policies CS15, DP24 and DP25.

Other issues

8. The applicants have argued that the current entrance and lobby arrangement is not easily accessible for either wheelchair users or children in buggies and that the lobby has been subject to anti-social behaviour in the past. It is not considered that the reasons would overcome conservation and design concerns. The entrance lobby, although smaller, would be retained, and therefore, safety considerations would remain as existing. In addition, the entrance door could be widened in its current location.

Conclusions

9. The proposal fails to protect or enhance the character and appearance of the conservation area by altering a shopfront and harming its design quality, in direct conflict with current policy and guidance.
10. Recommendation: refuse.