

Delegated Report (Members Briefing)		Analysis sheet	Expiry Date:	14/10/2015
		N/A	Consultation Expiry Date:	17/09/2015
Officer			Application Number(s)	
Leela Muthoora			1. 2015/3897/P 2. 2015/3898/A	
Application Address			Drawing Numbers	
117 Shaftesbury Avenue London WC2H 8AD			Refer to decision notices	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
1. Alterations to shopfront including replacement entrance door, shortened bay returns and installation of louvre panel above. (Retrospective) 2. Display of 2 x externally illuminated fascia signs; 1 x externally illuminated projecting sign and 2 x replacement awnings. (Retrospective)				
Recommendation(s):		1. Grant Planning Permission 2. Grant Advertisement Consent		
Application Type:		1. Full planning permission 2. Advertisement consent		

Conditions or Reasons for Refusal:	Refer to Decision Notices					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	11	No. of responses	01	No. of objections	01
			No. Electronic	01		
Summary of consultation responses:	<p>Site Notice displayed 26/08/2015 – 16/09/2015</p> <p>Press Notice published: 27/08/2015</p> <p>Comment received from offices on upper floors of 117 Shaftesbury Avenue: “The plans are incorrectly labelled as the entrance to their office being labelled as subject to replacement“.</p> <p>Officers response: The agent amended plan no: TD15-PM46-PL03.1 Rev C to correct the annotation TD15-PM46-PL03.1 Rev D</p>					
Covent Garden Community Association comments	<p>Objection raised on the following grounds:</p> <p>“Although CPG1 Design 7.12, states that existing shopfront recesses should be retained, the CGCA disagrees with the application of the policy at this location. The area has an ongoing problem with the drug scene as well as issues regarding rough sleeping and anti-social behaviour. Recessed shopfronts invite these behaviours and contribute to an unsafe environment, particularly late at night/early in the morning. Given this, the CGCA prefers for the shopfront alterations to include a doorway flush with the shopfront.</p> <p>Also, sign D, the new large Pret star, is internally illuminated, which contradicts Camden’s planning guidance, which specifies that internal illumination is inappropriate in a conservation area.”</p> <p><i>Design: The shop front recess invites anti social behaviour</i> Officer Comment: The shop front recess is existing and the proposal retains this and brings the door slightly forward which is in line with CPG1 Design paragraph 7.12 – see section 5.1.1 in assessment.</p> <p><i>Design: Sign: Internal illumination of internally suspended sign is inappropriate in a conservation area (Pret Star)</i> Officer Comment: The internally illuminated star benefits from deemed consent under Class 12 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended), and therefore does not require approval from the local planning authority.</p>					

Site Description

The site relates to the ground floor of a five storey terrace building located to the north east corner of Cambridge Circus on the north side of Shaftesbury Avenue opposite the junction with Earlham Street. Cambridge Circus is a junction with a high volume of vehicle and pedestrian traffic. The area is characterised by primarily commercial and entertainment uses with some residential above. The nearest residential units are located approximately 25m away from the site at Cambridge Court, 4 Earlham Street.

The ground floor and basement unit that is subject to this application is located in the Seven Dials (Covent Garden) Conservation Area and while not listed, the building is identified in the Conservation Area Statement as making a positive contribution to the character and appearance of the Conservation Area.

The unit is within the Central London Area and is part of Tottenham Court Road / Charing Cross Road Central London Frontage.

Relevant History

24 Cambridge Circus, 84-86 Charing Cross Road, 117-119 & 125 Shaftesbury Avenue

9501717R2 - Change of use of ground floor and basement to restaurant use (Class A3) together with the erection of an enclosed service access. **Refused:** 06/06/1996. **Allowed on Appeal:** 25/11/1996.

117-119 Shaftesbury Avenue

PS9804962 - Alterations to the ground floor frontage comprising the relocation of the existing shopfront at 119 Shaftesbury Avenue into No. 177 and the formation of a new shopfront and entrance to the upper parts of No. 119. **Granted:** 19/11/1998

117-119 Shaftesbury Avenue

ASX0004279 - Display of externally illuminated fascia, externally illuminated projecting sign, 2 awnings and an illuminated menu box. **Granted:** 20/06/2000

117 Shaftesbury Avenue

P13/36X/A/36667 – Installation of new shopfront. **Granted:** 20/09/1983

Adjoining site: 24 Cambridge Circus

2014/6408/P - Alterations to shopfront including new entrance to Charing Cross Road and replacement windows, doors, stall risers and awnings to Cambridge Circus, Charing Cross Road and Shaftesbury Avenue elevations. **Granted:** 27/01/2015

2014/6411/A - Display of 3 externally illuminated fascia signs and 7 replacement awnings to Cambridge Circus, Charing Cross Road and Shaftesbury Avenue elevations in association with alterations to shopfront. **Granted:** 27/01/2015

Relevant policies

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

National Planning Policy Framework 2012

National Planning Practice Guidance 2014

London Plan March 2015 (consolidated with alterations since 2011)

Camden LDF Core Strategy 2010

CS5 Managing the impact of growth and development

CS7 Promoting Camden's centres and shops

CS14 Promoting high quality places and conserving our heritage

CS17 Making Camden a safer place

Camden LDF Development Policies 2010

DP12 Supporting strong centres

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 2011 (updated 2013 & 2015)

CPG1 Design (2015) - Chapters 7 & 8

CPG5 Town Centres, Retail and Employment (2013) - Chapter 4

CPG6 Amenity (2011) - Chapters 5 & 9

Seven Dials (Covent Garden) Conservation Area Statement (1998) Pages 21 / 28

Assessment

Proposed development

1. The application for planning permission includes the following elements:
 - a. Replacement of the existing entrance door with the addition of louvre grill panel above
 - b. Replacement retractable awnings to a depth of 1.5m.
2. The application for advertisement consent includes the following elements:
 - a. Fascia sign externally illuminated 5110w x 740h x 100d (in mm)
 - b. Fascia sign externally illuminated 3330w x 590h x 80d (in mm)
 - c. Projecting sign externally illuminated 600w x 600h x 60d (overall projection 700) (in mm)
 - d. Two canvas awnings of 5110w and 3330w

3. Revisions

Following Planning Officer advice the proposals have been revised to

- a. Reinstatement a timber entrance door from a fully glazed door.
- b. Remove the internal illumination to the fascia signs for externally illumination only
- c. Reduction in size of projecting hanging sign.

4. Site Visit

A site visit made on 14 August 2015 confirmed that the alterations have been carried out making the applications retrospective.

5. *Alterations and Signage*

The alterations and signage are considered to be acceptable in principle subject to a detailed assessment on the following grounds:

- Design/Visual amenity
- Residential Amenity
- Public Safety

5.1. Design/Visual amenity

5.1.1. Shopfront

The applicant has submitted detailed plans, sections and elevations which demonstrate that the elements of the shopfront such as timber window glazing bars and tiled stall risers have been retained and made good where required.

The main alteration is to the entrance door. The existing fully glazed door was installed without planning consent. The original proposal was for a replacement fully glazed door brought forward slightly to meet access requirements. Following Planning Officer comments the materials of the entrance door has been revised to include a timber framed door which is more appropriate to the character of a traditional shop front in keeping with the host building and surrounding area. The retention of the glazed recessed entrance and its glazing bars details are important to preserving the positive contribution the shop front makes to the Conservation Area and is not considered to be harmful as to significantly impact the Central London Area.

The increased size of the entrance door exceeds door width guidance for existing shop fronts at 1100mm. The limited distance of the replacement door to the pavement does not allow for installation of a ramp but the proposal includes a portable ramp to be used by staff for wheelchair users, which is considered to be acceptable in terms of accessibility.

5.1.2. Signage

The two proposed fascia signs are over a double shop front on existing fascia boards and are considered acceptable in terms of size and location as they do not obscure any architectural features.

The projecting sign is below the fascia but this is positioned to avoid architectural features on the facade on which it is sited. The signs are to be externally lit by trough lights which is appropriate for a building in a Conservation Area.

5.1.3. Awnings

The proposed retractable awnings are positioned in the same location as the existing awnings. The replacement awnings are more appropriate in size to the shop front and building and are within a blind box that is integrated to the overall design because they are flush with the fascia level and positioned between the pilasters which would not obscure the features of the shop front. They are considered appropriate in terms of size, position, design and materials to the character and scale of the building and locality. They would not harm the visual amenity of the area as they would not be unduly dominant in the street scene and they take into account the character of the building and the conservation area.

5.2. Residential amenity

5.2.1. Signage

The proposed signs are considered to have an acceptable impact on the amenity of adjoining and nearby properties as the lighting is not considered to be at a level or intensity to affect the amenity of any adjoining or nearby habitable windows.

The proposed internally illuminated lettering/logo (star) sign is to be located behind the glazing is considered to fall within deemed consent by virtue of Class 12 of Schedule 3 of the Advertisement Regulations 2007 (as amended).

5.3. Public Safety

5.3.1. Signage

The size, location and method of illumination of the signage is not considered harmful to either pedestrian or vehicle traffic. The awnings are at a height of 3300mm to the pavement with an open projection of 1500mm and meet the minimum distance of 1m to the edge of kerb. The proposal therefore raises no public safety concerns.

For the reasons listed above the proposed development is considered to be consistent with London Borough of Camden's Local Development Framework policies CS7, CS14, DP24, DP25 and DP30 as well as Camden Planning Guidance on Design and would preserve and enhance the Seven Dials Conservation Area.

6. Recommendation

- 6.1. Grant Conditional Permission.
- 6.2. Grant Advertisement Consent.

DISCLAIMER

**Decision route to be decided by nominated members on Monday 19th October 2015.
For further information, please go to www.camden.gov.uk and search for
'Members Briefing'.**