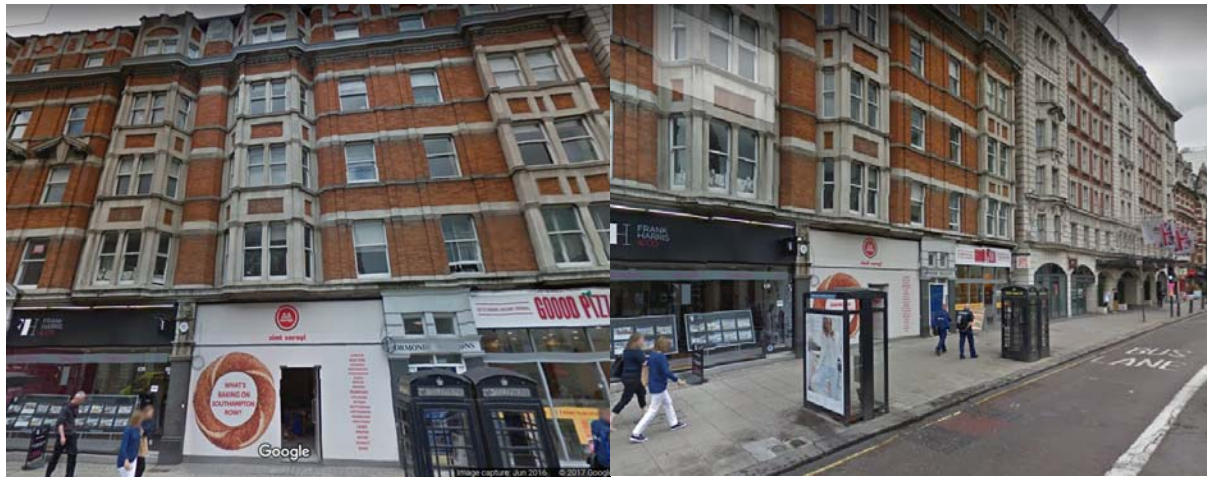


2017/3267/P & 2017/3383/A

102 Southampton Row





1. View of the row of shopfronts with No102 in the middle



2. View of the existing shopfront and signage



3. Historic view of previous fully glazed shopfront (Pret a Manger) at 102 Southampton Row granted planning permission 14/04/2008 (2008/0618/P)

Delegated Report (Members Briefing)		Analysis sheet		Expiry Date:	03/08/2017
		N/A / attached		Consultation Expiry Date:	13/07/2017
Officer			Application Number(s)		
Matthias Gentet			1) 2017/3267/P 2) 2017/3383/A		
Application Address			Drawing Numbers		
102 Southampton Row LONDON WC1B 4BL			See Draft Decision		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
1) Retention of glazed shopfront and installation of double doors to retail unit (Class A1). 2) Display of an internally illuminated fascia sign and an internally illuminated projecting sign.					
Recommendation(s):		1) Grant conditional Planning Permission with Warning of Enforcement Action to be Taken 2) Grant conditional Advertisement Consent			
Application Type:		1) Full Planning Permission 2) 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:	A Site Notice was displayed 16/06/2017 (expired 07/07/2017), and a Press Advert was published 22/06/2017 (expired 13/07/2017). No response have been received following the consultation.					
Bloomsbury CAAC comments:	The Bloomsbury CAAC have submitted the following objection: We object to this application. No concession has been made by this garish brightly coloured proposal to the fact that this is a conservation area and no note taken of conservation area shopfront guidance. It would erode the character of the area. <u>Officer's Response:</u> See paragraphs 4.6 to 4.12 in the below report					

Site Description

The site address is a large 5-storey 19th century red brick building (Ormonde Mansions) on the eastern side of Southampton Row, consisting of 6 commercial units at ground floor level and residential to upper floors.

The application site unit is operating as a bakery (Class A1).

The building sits with Bloomsbury Conservation but is not listed. It is identified as being a positive contributor to the conservation area in the Bloomsbury Conservation Area Appraisal.

Relevant History

Site History:

2016/4534/A – (refused and warning of prosecution action to be taken on 10/01/2017) - Display of an internally illuminated fascia sign with return down the right hand side of the shopfront, and an internally illuminated projecting sign [retrospective].

2008/0618/P – (granted on 14/04/2008) - Retention of a new shopfront to retail unit (Class A1).

2008/0236/A – (granted on 14/04/2008) - Retention of internally illuminated fascia sign, projecting sign and awning.

AD2186 – (granted on 14/02/1983) - The display of an internally illuminated fascia sign.

Site Enforcement History:

EN16/0877 - Unauthorized change of use to A3;

EN16/0888 - Unauthorised display of a large internally illuminated fascia sign and internally illuminated projecting sign, and new shopfront. Use class may need checking - Bakery may be operating beyond its A1 use class.

EN16/0901 - Installation of an extraction vent to the rear of the premises which carries smells to the rear windows of flats at Ormonde Mansions.

Adjacent Sites History:

2016/4315/A – (granted on 29/09/2016) - Display of an externally illuminated fascia sign and a non-illuminated projecting sign - **84 Southampton Row**.

2016/3654/A – (recommended for approval) - Display of 1 x non-illuminated, internally placed fascia panel, 1 x externally illuminated projecting sign, internally applied vinyl lettering, internally applied vinyl manifestations and 1 x internally applied opening hours vinyl - **2 Victoria House, 37-63 Southampton Row.**

2016/4620/L – (recommended for approval) - Display of signage and installation of DDA sensor - **2 Victoria House, 37-63 Southampton Row.**

2015/4637/A – (granted on 01/10/2015) - Installation of 1 x internally illuminated projecting sign - **156A Southampton Row.**

2015/4521/P – (granted on 01/10/2015) - Installation of new glazed shopfront and ATM - **156A Southampton Row**

2014/5491/A – (granted on 10/10/2014) - Display of 1 x internally illuminated projecting sign - **Unit 2 Victoria House, 37-63 Southampton Row.**

2014/5720/L – (granted on 10/10/2014) - Internal and external alterations in association with the display of 1 x internally illuminated projecting sign, 1 internally illuminated sign behind fascia glazing and 2 x window vinyl graphics applied to shop front - **Unit 2, Victoria House, 37-63 Southampton Row.**

2012/4474/P – (granted on 26/10/2012) - Installation of new shopfront - **104 Southampton Row.**

Adjacent Site Enforcement History:

EN16/0467 - Unauthorised display of an internally illuminated projecting sign and awning – **VegEat, 48-56 Kingsway.**

EN16/0287 - Unauthorised shopfront and display of externally illuminated fascia sign and 2 x internally illuminated projecting sign prior to determination of advert consent application reference: 2016/1526/A - 86 Southampton Row.

EN16/0286 - Unauthorised display of 2 x internally illuminated projecting signs on either side of shopfront - **84 Southampton Row.**

Relevant policies

National Planning Policy Framework, 2012

The London Plan 2016

London Borough of Camden Local Plan 2017

A1 (Managing the impact of development)

D1 (Design)

D2 (Heritage)

D3 (Shopfronts)

D4 (Advertisements)

Camden Planning Guidance (2015)

CGP1 (Design) – Chapter 7 & 68

Bloomsbury Conservation Area Appraisal (April 2011)

Assessment

1. Proposal

1.1. The proposal seeks to retain the glazed shopfront and proposes the installation of double doors.

1.2. Consent is also sought for the display of an internally illuminated fascia sign along with a projecting sign to be affixed to the right end of the fascia, replacing the current unauthorised fascia and projecting signs.

2. Background

2.1 An Advertisement Consent application reference: 2016/4534/A was submitted for a new internally illuminated fascia and projecting signs. It was revealed that the works had already been done and the proposal was therefore retrospective. However, the proposal was found to be unacceptable, and the application was duly refused with Warning of Prosecution Action to be Taken on 10/01/2017 [See Relevant History above].

2.2 In the process of assessing the above proposal (reference: 2016/4534/A), it was noted that the shopfront had also

been replaced without the statutory planning permission and was therefore in situ unlawfully.

- 2.3 An Enforcement Case - reference: EN16/0888 - was opened on 26th August 2016 as a result for the unauthorised signage and shopfront *[See Relevant History above]*.
- 2.4 As a consequence, the current set of applications have been submitted to address the issues with the unacceptable internally illuminated fascia and projecting signs, and the retention of the shopfront.
- 2.5 It must be noted that throughout the assessment of the commercial frontage, it was found that sliding doors forming part of the shopfront details were not in keeping with the surrounding area. It was considered that the more traditional double hinge-doors would bring the shopfront in line with the Council's policy D3 (Shopfronts) and CPG1 (Design).
- 2.6 The proposal was therefore amended and sliding doors were replaced with double doors opening inwards.

3 Assessment

- 3.1 The principle considerations in the determination of this application are:

- Design
- Amenity
- Impact on Public Safety

4 Design

Shopfront

- 4.1 The 'as built' shopfront consist of double sliding doors measuring approximately 1.47m in width by 2.7m in height (per door) located at the centre of the fully glazed frontage with a full height glaze panel measuring approximately 1.47m in width by 2.7m in height on each side of the entrance.
- 4.2 The new design of the shopfront is to have double hinge-doors moved slightly to the right. They are to measure 2.1m in height by 1.8m in width (0.9m width per door panel), with a glaze fanlight above measuring approximately 0.6m in height by 1.8m in width. There is to have a fully glaze panel to the right of the double doors measuring 2.7m in height by 1.25m in width, and two fully glaze panels to the left hand side of the double doors measuring 2.7m in height by 1.5m in width and 2.7m in height by 1.33m in width.
- 4.3 Camden Planning Guidance CPG1 (Design) states that '*the Council will consider the general characteristic of shopfronts in the area*'. The proposed shopfront is to be fully glazed. This type of commercial frontages are not normally recommended in Conservation Areas. However, the proposed design of the new shopfront has similar features with the pre-existing shopfront for Pret-a-Manger which was granted planning permission in 2008 *[See Relevant History above]*, whereby the frontage was fully glazed and had not stall riser. The pre-existing shopfront had a single glazed entrance door.
- 4.4 Fully glazed frontage can also be found next door, at No104 (Frank Harris & Co) that was granted planning permission in 2012 *[See Relevant History above]*.
- 4.5 The double doors that are replacing the double sliding doors currently in situ would provide a more traditional entrance, in keeping with the shopfronts within Southampton Row. The proposed changes to the shopfront would preserve the character and appearance of the Bloomsbury Conservation Area.

Fascia and Projecting Signs

- 4.6 The proposed fascia sign is to measure approximately 5.86m in width by 1.26m in height and 0.08m in depth; the projecting sign is to measure approximately 0.84m in diameter and 0.02m in depth (thickness). It is to be affixed to the right end of the fascia by means of a thin metal bracket projecting up to 0.90m. Both signs are to be internally illuminated, with only the letters being internally illuminated. They would replace the unauthorised internally illuminated fascia and projecting signs that have been refused under application reference: 2016/4534/A. *[See Relevant History above]*
- 4.7 The fascia sign will be contained within the fascia area above the shopfront only and has a less cluttered overall design in comparison with what has been displayed without advertisement consent.
- 4.8 The proposed fascia is in accordance with CPG1 (Design) which states that '*The fascia should be of a suitable size and proportion in relation to the building and should not normally extend above the cornice or below the capital as it would upset the overall balance and proportions of a shopfront or parade (see Figure 9 and Figure 10). Fascia signs should not obscure or damage existing architectural features. Deep box fascias which project beyond the shopfront*

frame should be avoided. Lettering on fascia signs should be proportionate to the scale of the shopfront.'

4.9 The proposed projecting sign is similarly less cumbersome compared to the unauthorised projecting sign. The reduction in the depth of the sign is considered an improvement to the unauthorised signage.

4.10 The new signage scheme is less bulky and will blend better with the overall architectural design of the host building, and would be more in keeping with the existing commercial signs present in Southampton Row.

Method of Illumination

4.11 CPG1 (Design) states that the internal illumination of individual letters, rather than the whole fascia and/or projecting sign, will be more appropriate. The method of illumination of the proposed signs accords with this guidance, and it is noted such signs are widely displayed along Southampton Row. The Relevant History reflects this by providing a sample of recently approved applications whereby signs are internally illuminated. The method of illumination, in this instance, is therefore considered to be acceptable.

4.12 Overall, the proposed signage and shopfront are considered to be acceptable and would preserve the character and appearance of the Bloomsbury Conservation Area in accordance with policy D2 of the Camden Local Plan 2017.

5 Amenity

5.1 The proposed shopfront and signage would not have any impact on neighbouring amenity in terms of loss of daylight, privacy or nuisance from light spillage.

6 Public Safety

6.1 Policy A1 and D4 of the Camden Local Plan 2017 states that Highway safety, with a focus on vulnerable road users should be considered. Advertisements will not be considered acceptable where they impact upon public safety including result in glare and dazzle or distract road users; distract road users because of their unusual nature; disrupt the free flow of pedestrians; or endanger pedestrians forcing them to step on to the road.

6.2 The type of signage and the level of illumination are commonly found on commercial frontages.

6.3 As such, the proposal would not raise any concerns in terms of pedestrian and highway safety, and is therefore considered acceptable.

7 Conclusion

7.1 The proposed internally illuminated fascia and projecting signs, and proposed shopfront, in terms of size, design, location and materials to be used, are considered to be acceptable and will not be detrimental to the character and appearance of the host and adjacent buildings, the streetscene and the conservation area.

8 Recommendation

8.1 Grant conditional Planning Permission.

8.2 Grant conditional Advertisement Consent.

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 13th November 2017, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

Ms Danielle Zaire
Monmouth Planning Ltd
38A Monmouth Street
LONDON
WC2H 9EP

Application Ref: **2017/3267/P**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

8 November 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted and Warning of Enforcement Action

Address:
102 Southampton Row
LONDON
WC1B 4BL

Proposal:

Retention of glazed shopfront and installation of double doors to retail unit (Class A1)

Drawing Nos: Cover Letter (05/06/2017); Site Location Plan (14/06/2017); A.100.04 (31/10/2017); A.101.00; A.101.04; A.101.05; A.102.00; A.104.00.

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three months from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

Executive Director Supporting Communities



- 2 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy D1 and D2 of the London Borough of Camden Local Plan 2017.

- 3 The development hereby permitted shall be carried out in accordance with the following approved plans: Cover Letter (05/06/2017); Site Location Plan (14/06/2017); A.100.04 (31/10/2017); A.101.00; A.101.04; A.101.05; A.102.00; A.104.00.

Reason: For the avoidance of doubt and in the interest of proper planning.

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 2 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.
- 3 Should the planning permission not be implemented within 3 months, the Council will take formal enforcement action.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Regeneration and Planning

DRAFT

DECISION

Monmouth Planning Ltd
38A Monmouth Street
LONDON
WC2H 9EP

Application Ref: **2017/3383/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

1 November 2017

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**102 Southampton Row
LONDON
WC1B 4BL**

DECISION

Proposal:

Display of an internally illuminated fascia sign and an internally illuminated projecting sign.
Drawing Nos: Cover Letter (05/06/2017); Site Location Plan (14/06/2017); A.100.04
(31/10/2017); A.101.00; A.101.04; A.101.05; A.102.00; A.104.00.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to

Executive Director Supporting Communities



- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Regeneration and Planning

DRAFT

DECISION