

2017/1342/P & 2018/1490/A- 11- 12

Charlotte Mews



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1. Front Elevation



2. Charlotte Mews buildings



3. Front Elevation



4. No. 3 Charlotte Mews Front Elevation



5. No 7-10 Charlotte Mews Front Elevation



6. No. 6 Charlotte Mews Front Elevation

Delegated Report		Analysis sheet		Expiry Date:		15/02/2018	
(Members Briefing)		N/A		Consultation Expiry Date:		19/01/2018	
Officer				Application Numbers			
Samir Benmbarek				2018/1342/P 2018/1490/A			
Application Address				Drawing Numbers			
11-12 Charlotte Street London W1t 4EQ				See draft decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
(i) Installation of metal bars to front elevation of building at ground floor level (ii) Display of 3x non-illuminated panel sign to ground floor unit							
Recommendation:		(i) Grant Conditional Planning Permission (ii) Grant Advertisement Consent					
Application Type:		(i) Full Planning Permission (ii) Advertisement Consent					
Conditions:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	--	No. of responses	00	No. of objections	00
Summary of consultation responses:		3x site notices were displayed in close proximity to the application site from 29/03/2018 (expiring on 19/04/2017). A press notice was also displayed in the local press on 29/03/2018 (expiring on 19/04/2017). To date, no comments have been received from the public.					
Comments from local groups:		The Bloomsbury CAAC have objected to the scheme with their comments summarised as below: 1. The proposed façade design is out of character for its setting and more suited to a design of a building along a main thoroughfare. Officer's Response: 1. Please refer to paragraph 2.5 and 2.6.					

Site Description

The application site comprises of a ground floor unit within a three-storey mews building located on the eastern side of Charlotte Mews. The building is located within the Charlotte Street Conservation Area and is described as a building that makes a positive contribution to the conservation area. It is not a listed building. The building is located within the area covered by the Fitzrovia Area Action Plan.

The ground floor level unit is currently a vacant office space but has recently been granted planning permission for a change of use to sui generis to accommodate a 'food innovation office'. This would be mainly in operation as an office but with kitchen facilities for the occupier (Pizza Express) to try test upcoming menus to invited people from the public before implementing it across the restaurant chain.

This application is for external changes in association with the permitted change of use, which is anticipated to be implemented alongside this permission.

Relevant History

(Ref:2018/0823/P) – Planning permission granted on 10 April 2018 for the change of use of ground floor unit from office (Use B1) to food innovation office (Sui Generis) and installation of mechanical plant to roof of building

Relevant policies

National Planning Policy Framework, 2012

The London Plan 2016

Camden Local Plan 2017

C5 (Safety and security)

A1 (Managing the impact of development)

D1 (Design)

D2 (Heritage)

D3 (Shopfronts)

D4 (Advertisements)

Camden Supplementary Planning Guidance

CGP1 (Design) (Updated March 2018)

CPG Advertisements (March 2018)

Charlotte Street Conservation Area Appraisal and Management Plan 2008

Fitzrovia Area Action Plan 2014

Assessment

1. Proposal

1.1 Planning permission is sought for the following, which are proposed in line with the existing permission for a change of use to Class A1/sui generis (see Relevant History):

- Installation of metal bars finished in a 'gunmetal' colour

1.2 Advertisement Consent is sought for the following:

- 1x roundel sign featuring the Pizza Express logo at the entrance door;
- 2x square signage measuring 0.5m x 0.5m.

1.3 Revisions to the scheme were sought during the course of the application which are as follows:

- Reduction in the extent of the proposed metal bars to expose more brickwork;
- Reduction and relocation of the "Pizza Express" roundel to the entrance door;
- Omission of the proposed 1x hanging sign.

1.4 The main issues for consideration are:

- Design; The impact of the proposal upon the character or appearance of the host building and the surrounding area
- Residential amenity; the impact the proposal may have upon the amenity of the occupiers of the neighbouring properties.

2. Design

2.1 The Council's design policies are aimed at achieving the highest standard of design in all developments. The following considerations contained in policy D1 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 used. Policy D2 will preserve, and where appropriate, enhance Camden's diverse assets and their settings including conservation areas.

2.2 CPG1 (Design) recommends alterations to take into account the character and design of the host building and its surroundings. Windows, doors and materials should complement the existing building. Furthermore, elevation or shopfront alterations should respect the detailed design, materials, colour and architectural features of the building itself.

2.3 The Charlotte Street Conservation Appraisal and Management Strategy notes that there is pressure for development commercial, retail and office related spaces and associated external alterations. Development proposals must preserve or enhance the appearance of the Charlotte Street Conservation Area.

2.4 Within the Fitzrovia Area Action Plan, design principles are that new development should respond positively to the prevailing form of nearby buildings and frontages and overall all development within the Fitzrovia area.

2.5 Charlotte Mews is characterised by buildings which are between two and four storeys in height with commercial uses. On the eastern side, the majority of the buildings are three storeys in height with No. 10 Charlotte Mews being four storeys in height. The application building is constructed of stock brick with a white painted finish at ground floor level and metal black

painted finish bars positioned by the front windows at ground floor level and the entrance door to No. 12 Charlotte Mews.

- 2.6 The proposed metal bars with the 'gunmetal' colour finish would be mounted over the front elevation at ground floor level, exposing the white finish brickwork underneath. The ground floor treatment of the majority of buildings in the mews incorporates metal bars or other materials of an industrial character, with metal bars or grilles present on the host building, Nos. 7-10 Charlotte Mews and No. 13 Charlotte Mews as well as on No. 3, 4, and 5 on the opposite side. It is therefore considered that the proposal, as revised, reflects the light industrial character and appearance of the mews and is appropriate in terms of design and materials in relation to the host building and the Charlotte Street Conservation Area.
- 2.7 Further details of the metalwork (including confirmation of colour) will be secured by condition upon approval to ensure that the detailed design of the proposal does not detract from the character and appearance of the host building and the conservation area.
- 2.8 Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013. Overall the proposals would preserve the character and appearance of the CA.

3. Advertisement Consent

- 3.1 Policy D4 seeks for advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.
- 3.2 CPG Advertisements recommends that all signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area. Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment.
- 3.3 The materials and design of the proposed square signage are considered acceptable in this context. The square signage would be constructed of stainless steel, black painted steel and vinyl. Both signs measure 0.5m x 0.5m and would be positioned approximately 1.5m above street level and would project 0.03m from the front elevation. This signage would not be illuminated.
- 3.4 The diameter of the proposed roundel upon the front door is 0.5 and would be constructed from black corian with engraved graphics and this face with a white infill. This signage would not be illuminated.
- 3.5 The proposed signage is considered to be acceptable in terms of its scale, design, method of illumination (none) and location. It is also considered to not adversely impact on neighbouring residential amenity or be harmful to either pedestrian or vehicular safety. The proposal would preserve and enhance the character and appearance of the conservation area.

4. Residential Amenity

- 4.1 Policy A1 seeks to protect the amenity of Camden's residents by ensuring the impact of development is fully considered. Policy A1 seeks to ensure that development protects the quality of life of occupiers and neighbours by only granting permission to development that would not harm the amenity of neighbouring residents. This includes privacy, overlooking, outlook and implications on daylight and sunlight. CPG6 seeks for developments to be 'designed to protect the privacy of both new and existing dwellings to a reasonable degree' and that the Council 'aim to minimise the impact of the loss of daylight caused by a development on

the amenity of existing occupiers’.

- 4.2 The proposed development is not considered to affect the amenity of adjoining residential occupiers due to its minimal scale and that the works are located at ground floor level while there are no residential dwelling immediate surrounding the site.
- 4.3 Policy C5 aims to make Camden a safe place by ensuring that development demonstrate that they have incorporated design principles which contribute to community safety and security, particularly in wards with relatively high levels of crime such as the Bloomsbury ward where the application building is located.
- 4.4 While the use of external bars would be generally considered as an aggressive and unsympathetic means of supporting community safety, Charlotte Mews has no residential uses present to provide passive overlooking of the site outside of office hours. The proposal has been designed as an architectural feature (as explained in the design section previously) and is considered on balance to contribute to the commercial character of the mews while addressing issues of safety and security in an acceptable manner

5. Recommendation

- (i) Grant conditional planning permission.
- (ii) Grant conditional advertisement consent.

DISCLAIMER

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 09th July 2018, 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’.



Application ref: 2018/1342/P
Contact: Samir Benmbarek
Tel: 020 7974 2534
Date: 5 July 2018

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

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planning@camden.gov.uk

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Technical Signs
Hille Business Centre
132 St Albans Road
Watford
WD24 4AE

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

Innovation Centre
12 Charlotte Mews
London
W1T 4EQ

DECISION

Proposal:

Installation of metal bars to front elevation of building at ground floor level
Drawing Nos: ICNL201217.

595854-1; 595854-2_D; 595854-3; Proposed Visual Rev_V.

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 years 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).

- 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:

ICNL201217; 595854-1; 595854-2_B; 595854-3; Proposed Visual Rev_R.

Reason:

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

- 4 Before the relevant part of the work is begun, detailed drawings and/or a sample of the metal bars, including confirmation of their colour, shall be submitted to and approved in writing by the local planning authority.

The relevant part of the works shall be carried out in accordance with the details thus approved.

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.

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.

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

David Joyce
Director of Regeneration and Planning

DRAFT

DECISION

Technical Signs
Hille Business Centre
132 St Albans Road
Watford
WD24 4AE

Application Ref: **2018/1490/A**
Please ask for: **Samir Benmbarek**
Telephone: 020 7974 **2534**

2 July 2018

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Innovation Centre
12 Charlotte Mews
London
W1T 4EQ

DECISION

Proposal:
Display of 3x non-illuminated panel sign to ground floor unit
Drawing Nos:
ICNL201217.

595854-1; 595854-2_D; 595854-3; Proposed Visual Rev_V.

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.

Executive Director Supporting Communities



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
- (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.

Informative(s):

1

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