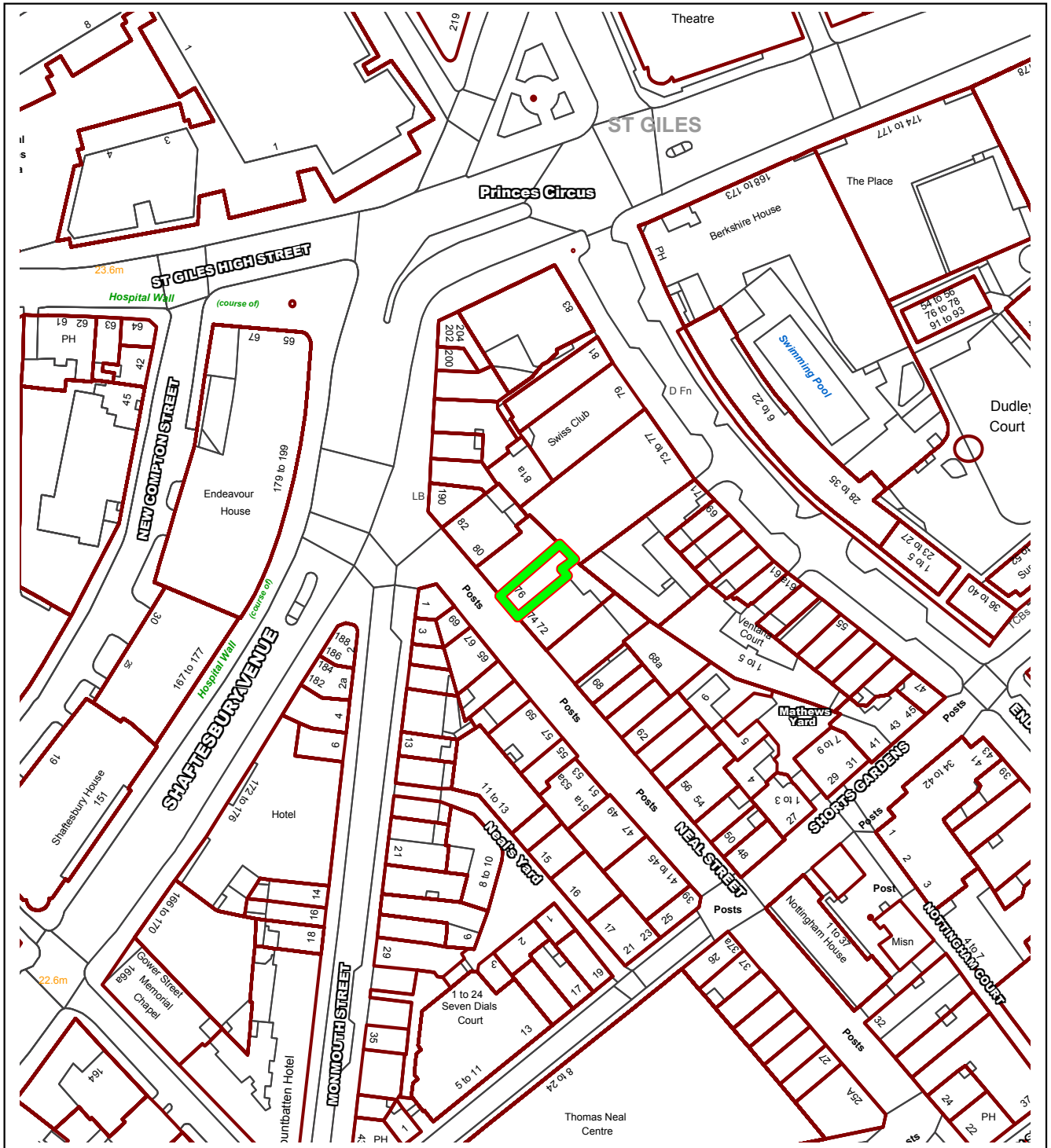


2019/0934/P – 76 Neal Street, WC2H 9PL



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Ref: 2019/0934/P. 76 Neal Street – Site Visit Photographs.



1. a) & b) Front views of site.

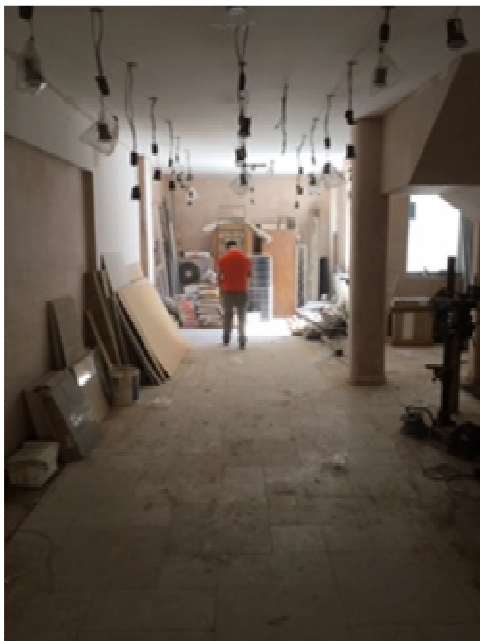


2. Looking South, along Neal Street.

3. Looking North.



4. View from inside shop.



5. View into shop.



6. View from shop, looking out towards Neal Street.



7. View of shopfront.



8. Existing light-well.



9. Site notice on display.

Delegated Report		Analysis sheet		Expiry Date:		07/10/2019	
		N/A / attached		Consultation Expiry Date:		07/07/2019	
Officer				Application Number(s)			
Matthew Dempsey				2019/0934/P			
Application Address				Drawing Numbers			
76 Neal Street London WC2H 9PL				Refer to decision notice			
Proposal(s)							
Installation of aluminium framed doors and glazing to shopfront.							
Recommendation(s):		Grant conditional planning permission					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	03	No. of objections	03
Summary of consultation responses:		<p>A site notice was displayed from 12/06/2019, which expired on 06/07/2019. A press notice was published 13/06/2019, which expired on 07/07/2019.</p> <p>2 x local residents objected to the initial proposal to install bi-fold doors to the shop front. They were concerned about potential for noise nuisance exacerbated by an open shop front. They also pointed out that a fully glazed shopfront is not in keeping with the character of the conservation area and policy guidance provided within the Seven Dials Estate Conservation Area Statement.</p> <p><i>Officer response: The applicant amended their application proposal following comments to specify a more traditional shop front arrangement to match the original shopfront identified in the Seven Dial Renaissance Study document, including transom light and stall risers. This is considered to be in keeping with the style of the host property and wider street scene and conservation area.</i></p>					

**CAAC/Local groups*
comments:**
*Please Specify

The Convent Garden Community Association (CGCA) objected to the initial proposal to install bi-fold doors to the shop front. They were concerned about potential for noise nuisance exacerbated by an open shop front.

Additionally, the CGCA requested some restrictions on the hours of use with regards to opening of doors, mainly in relation to the design and functionality of bi-fold doors, and a request for no audible music to emanate from the ground floor unit.

In response to the revisions the CGCA withdrew the objection to the fully opening shopfront, but requested:

1. A timber framed shopfront;
2. A condition that no noise from music, equipment or amplified sound should emanate from the building

Officer response: The applicant amended their application proposal following comments to specify a more traditional shop front arrangement to match the original shopfront identified in the Seven Dial Renaissance Study document, including transom light and stall risers. This is considered to be in keeping with the style of the host property and wider street scene and conservation area. Furthermore the aluminium framing materials are in keeping with the shopfront which was identified in the Study.

This application is to provide a new shopfront and officers consider that it would not be reasonable to apply a restriction to the hours of operation of the retail unit. Similarly it is not considered reasonable to impose a condition restricting audible music emanating from within the shop unit, as such a control may require other measures such as soundproofing to be installed, which is outside of the scope of this application.

Site Description

The host property is a six storey plus basement building. The ground floor and basement are a single retail unit, and the upper floors are in residential use. The property is not listed, however it is directly adjacent to the listed building No. 78 Neal Street. This site is within the Seven dials Conservation Area and is noted as making a positive contribution to the character and appearance of the Conservation Area in the Seven Dials Estate Conservation Area Statement. The shopfront was specifically noted as a 'Shopfront of Merit' when the conservation area document was published in 1998, although it is noted that the shopfront has changed several times in the interim. This application relates to the retail unit and shopfront only.

The shop appears to have been boarded up and vacant for at least 3 years.

Relevant History

23248 - Alterations to the shopfront to provide separate access to the upper part. Permission granted 20/10/1976.

PS9904540 - The removal of existing metal shopfront and replacement with open glazed shopfront, as shown on 7 drawings numbered 99/05/1028 (site plan; existing shopfront; plan ground; proposed shopfront; existing plan ground; existing section; and section). Refused planning permission 31/08/1999.

2011/0826/P - Replacement of existing shopfront and installation of new doors at ground floor level of existing commercial retail unit (Class A1). Refused and warning of enforcement action to be taken

07/04/2011.

Relevant policies

National Planning Policy Framework (2019)

London Plan (2017)

Camden Local Plan (2017)

A1 Managing the impact of development

D1 Design

D2 Heritage

D3 Shopfronts

Camden Planning Guidance

CPG1 Design (2015, updated 2018)

CPG6 Amenity (2011, updated 2018)

The Seven Dials Estate Conservation Area Statement (1998)

The Seven Dials Renaissance Study (1998)

Assessment

1.0 Proposal:

- 1.1 Planning permission is sought for the installation of a new shopfront to an existing A1 retail unit.
- 1.2 For the avoidance of doubt; no associated advertisement consent has been applied for in relation to this retail unit. Any installation of advertising shall be dealt with under a separate application for advertisement consent. Any remnant of existing advertising from previous occupiers shall be removed and the fascia made good.
- 1.3 The applicant has indicated that they intend to replace the existing glazed brick covered light well to the front of the shop, however this replacement like-for-like does not require consent.

2.0 Assessment:

- 2.1 The main planning consideration in the assessment of this application are:
 - Design and visual amenity (the impact that the proposal has on the character of the host property as well as that of the wider Seven Dials Estate Conservation Area);
 - Amenity (the impact of the proposal on the amenity of adjoining occupiers).

3.0 Design:

- 3.1 Policies D1 and D3 aim to ensure the highest design standards for developments. With regard to shopfronts Policy D3 notes the Council will consider the design of the shopfront including its details and materials. Policy D2 states that within conservation areas, the Council will only grant permission for development that 'preserves or where possible, enhances' its established character and appearance.
- 3.2 Section 72 of the Planning (Listed Building and Conservation Area) Act 1990 as amended by the

Enterprise and Regulatory Reform Act 2013 (“the Listed Building Act”) requires that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of a conservation area when considering applications relating to land or buildings within that area. As such, there is a statutory presumption in favour of the preservation of the character and appearance of conservation areas, and a proposal which would cause harm should only be permitted where there are strong countervailing considerations which are sufficiently powerful to outweigh the presumption.

- 3.3 The Seven Dials Estate Conservation Area Statement, SD18 states that *“There are many historic shopfronts dating from the late 18th and 19th century and a number of well designed modern shopfronts. Proposals for new shopfronts will be expected to preserve or enhance the visual character and appearance of the shopping streets, through respect for the proportions, rhythm and form of the original frontages. Any shopfront of historic interest or architectural quality should be retained and if necessary repaired and the loss of those shopfronts identified under Shopfronts of Merit and any other historic/original shopfront will be strongly resisted”*.
- 3.4 The Seven Dials Renaissance Study document, from 1998, has a useful image of the original shopfront. It is described as a 1930s steel shopfront worthy of retaining. Although this has unfortunately been lost, the proposed shopfront design is considered a reasonable match to the image in the renaissance study document, in terms of fenestration pattern, stallriser and shopfront framing materials.
- 3.5 Officers note that it would be preferable for more appropriate windows to be installed to the upper floors, however the renaissance study from 1998 also confirms that UPVC frames had already been installed to the upper floors at that time and no changes are proposed to the upper floors as part of this application.
- 3.6 Given that the proposed design directly references the original 1930s shopfront it is considered acceptable, although the original framing would have been steel the aluminium replacement is considered an acceptable alternative.

4.0 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 stating that the Council will only grant permission for development that would not harm the amenity of neighbouring residents.
- 4.2 The new doors will improve access to the premises for all users providing a wider gangway. The proposed shopfront will closely match the original arrangement in terms of openings and amount of glazing.
- 4.3 It is not considered that the proposed alterations would have a detrimental impact on the amenity of neighbouring occupiers in terms of loss of daylight, sunlight, outlook or privacy.

5.0 Conclusion:

- 5.1 The proposed development is considered acceptable in terms of design and impact on neighbouring residential amenity. The development is deemed consistent with the objectives and policies identified above.

6.0 Recommendation:

- 6.1 Grant Planning Permission.

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 30th September 2019, 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: 2019/0934/P
Contact: Matthew Dempsey
Tel: 020 7974 3862
Date: 23 September 2019

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

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk

MSB PROPERTY DEVELOPMENT LIMITED
82a Holyhead Road
Wednesbury
WS107PA

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
76 Neal Street
London
WC2H 9PL

Proposal:
Installation of aluminium framed doors and glazing to shopfront.
Site Location Plan, MSB111-01, MSB111-02C, Proposed Front Elevation Scale 1:20.

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 Site Location Plan, MSB111-01, MSB111-02C.

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.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

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