PLANNING SERVICES APPLICATION

CONSULTATION SHEET

APPLICANT:

Paul Davis & Partners, 178 Ebury Street, London, SW1W 8UP

APPLICATION NO: PP/00/02881

APPLICATION DATED: 12/12/2000

DATE ACKNOWLEDGED: 18 December 2000

APPLICATION COMPLETE: 15/12/2000

DATE TO BE DECIDED BY: 09/02/2001

SITE:

299 Fulham Road, London, SW109QH

PROPOSAL: New shopfront to Fulham Road. New shopfront with alterations to ground floor facade to Beaufort Street which includes cleaning and relocation of existing residential entrance feature forming new entrance, new dedicated fire escape from basement and door. Internal alterations to ground, basement and first floor. Addition of 2 No. rooflights to residential access.

ADDRESSES TO BE CONSULTED

2. 4. 99 Drayton Gardens 122 + 1477 Beauport Street 6. 7. 10. 11. 12. 13. 14.

CONSULT STATUTORILY

HBMC Listed Buildings

HBMC Setting of Buildings Grade I or II

HBMC Demolition in Conservation Area

Demolition Bodies

15.

DoT Trunk Road - Increased traffic

DoT Westway etc.,

Neighbouring Local Authority

Strategic view authorities

Kensington Palace

Civil Aviation Authority (over 300')

Theatres Trust

The Environment Agency

Thames Water

Crossrail

LRT/Chelsea-Hackney Line

ADVERTISE

Effect on CA

Setting of Listed Building

Works to Listed Building

Departure from UDP

Demolition in CA

"Major Development"

Environmental Assessment

No Site Notice Required

Notice Required other reason

Police

L.P.A.C

British Waterways

Environmental Health

GLA

Govt Office for London

SHEET I OF 1.

DEVELOPMENT CONTROL TECHNICAL INFORMATION

THE ROYAL BOROUGH OF

ADDRESS	299 FULL	IAM ROA	-Δ		
299	FULHAN	n Ro	UD.		
				5610	800 CC C
					KENSINGTON
		ρ			AND CHELSEA
POLLING DIST		002881			
HB Buildings o	F. F of Architectural Interest	002001	LSC	Local Shopping Centre	
•	Netropolitan Importance		Al	Sites of Archeological I	
	s with Development Opp	cortunities	SV	Designated View of St.	•
•	an Open Land	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	SNCI	Sites of Nature Conser	
SBA Small Busin	•		REG 7		of Estate Agent Boards
	hopping Centre (Core o	r Non-core)	ART IV		-
				···	, , , ,
Conservation HB	CPO TPO AMI MD		Insuitable for	PSC LSC AI SV	SNCI REG 7 ART IV
Area			iplomatic Use	CN	
	 				→ ✓ →
			<u> </u>		
Within th	ne line of Safeguarding	of the Proposed (Chelsea/Hack	ney underground line	
		·			
AA III III I	ne line of Safeguarding	or the Proposed L	asiwesi/ Cita	stali diderground line	
		1			
	Density			Notes:	
	Site Area	<u></u>			
Habi	table Rooms Proposed				
	Proposed Density				
		iR.			
	Plot Ratio	T			
		 			
	Site Area	ļ			
	Zoned Ratio				
	Floor Area Prposed				
	Proposed Plot Ratio				
	Complies				
Daylighting	Infringes				
		<u> </u>			
					
Car Parking	Spaces Required				
	Spaces Proposed				

Royal Borough of Kensington and Chelsea GGP Point in Polygon Search Results Corporate Land and Property Gazetteer Buildings and their Flats

122 Beaufort Street SW3 6BU 2nd Floor Flat 122 Beaufort Street SW3 6BU Basement Flat 122 Beaufort Street SW3 6BU Ground Floor Flat 122 Beaufort Street SW3 6BU 145 Beaufort Street SW3 6BU 145 Beaufort Street SW3 6BS 147 Beaufort Street SW3 6BS SW3			122	Beaufort Street	SW3.6BU
Basement Flat	1st Floor Flat 🗸		122	Beaufort Street	SW3 6BU
Seaufort Street SW3 6BU	2nd Floor Flat		122	Beaufort Street	SW3 6BU
145 Beaufort Street SW3 6BS	Basement Flat 🗸		122	Beaufort Street	SW3 6BU
147	Ground Floor Flat		122	Beaufort Street	SW3 6BU
Flat 1: Basement			145	Beaufort Street V	SW3 6BS
Fiat 2: Ground Floor			<u>147</u>	Reaufort Street	SW3 6BS
Flat 3: 1st Floor	Flat 1: Basement	/	147	Beaufort Street	SW3 6BS
Flat 4: 2nd/3rd	Flat 2: Ground Floo	or /	147	Beaufort Street	SW3 6BS
Filat 1	Flat 3: 1st Floor		147	Beaufort Street	SW3 6BS
Flat 2	Flat 4: 2nd/3rd	/	147	Beaufort Street	SW3 6BS
Flat 3	Flat 1 🗸	140a		Fulham Road	SW109PY
Flat 3	Flat 2	140a		Fulham Road	SW109PY
Flat 5	•	140a		Fulham Road	SW109PY
Flat 6	Flat 4 /	140a		Fulham Road	SW109PY
142/150 THE CINEMA. Fulham Road SW109QR SW109PZ	Flat 5./	140a		Fulham Road	SW109PY
289/297	Flat 6	140a		Fulham Road	SW109PY
THE RESTAURANT 140	·	142/150 THE CINEN	1A. V	Fulham Road	SW109QR
297 Fulham Road SW109EW		280/207 VACANT		Fulham Road	SW109PZ
1st Floor Flat		THE RESTAURA	N 140	Fulham Road 🗸	SW109PY
1st Floor Flat 299 Fulham Road SW109QH 2nd/4th Floor Flat 299 Fulham Road SW109QH 5H0P 301 Fulham Road SW109QH Flat A: 1st/2nd Floor 301 Fulham Road SW109QH Flat B: 3rd/4th Floor 301 Fulham Road SW109QH Flat 1: 1st/4th Floor 303 Fulham Road SW109QH Flat 1: 1st/4th Floor 303 Fulham Road SW109QH			297	Fulham Road	SW109EW
299 Fulham Road SW109QH SW109QH Flat A: 1st/2nd Floor / 301 Fulham Road SW109QH Flat B: 3rd/4th Floor / 301 Fulham Road SW109QH SW109QH SW109QH SW109QH Flat 1: 1st/4th Floor 303 Fulham Road SW109QH Flat 1: 1st/4th Floor 303 Fulham Road SW109QH			289	Fulham Road	SW109QH
SM0P	1st Floor Flat		299	Fulham Road	SW109QH
Flat A: 1st/2nd Floor / 301 Fulham Road SW109QH Flat B: 3rd/4th Floor / 301 Fulham Road SW109QH SM0ピレ 303 Fulham Road SW109QH Flat 1: 1st/4th Floor 303 Fulham Road SW109QH	2nd/4th Floor Flat		299	Fulham Road	SW109QH
Flat B: 3rd/4th Floor ✓ 301 Fulham Road SW109QH SN0€ ✓ 303 Fulham Road SW109QH Flat 1: 1st/4th Floor 303 Fulham Road SW109QH		SHOP /	301	Fulham Road	SW109QH
SMOP ✓ 303 Fulham Road SW109QH Flat 1: 1st/4th Floor 303 Fulham Road SW109QH	Flat A: 1st/2nd Flo	or 🗸	301	Fulham Road	SW109QH
Flat 1: 1st/4th Floor 303 Fulham Road SW109QH	Flat B: 3rd/4th Floo		301	Fulham Road	SW109QH
1100 111 100 111 100		SHOP V	303	Fulham Road	SW109QH
Flat 2: 3rd/4th Floor ✓ 303 Fulham Road SW109QH	Flat 1: 1st/4th Flo	oor	303	Fulham Road	SW109QH
	Flat 2: 3rd/4th Flo	oor 🗸	303	Fulham Road	SW109QH

Total Number of Buildings and Flats Found 30 25.

MEMORANDUM

TO: FOR FILE USE ONLY

From: EXECUTIVE DIRECTOR PLANNING & CONSERVATION

My Ref: PP/00/02881/MK

CODE A1

Room No:

Date: 19 December 2000

DEVELOPMENT AT:

299 Fulham Road, London, SW109QH

DEVELOPMENT:

New shopfront to Fulham Road. New shopfront with alterations to ground floor facade to Beaufort Street which includes cleaning and relocation of existing residential entrance feature forming new entrance, new dedicated fire escape from basement and door. Internal alterations to ground, basement and first floor. Addition of 2 No. rooflights to residential access.

The above development is to be advertised under:-

1. Section 73 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (development affecting the character or appearance of a Conservation Area or adjoining Conservation Area)

M.J. French

Executive Director, Planning & Conservation

PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET LONDON W8 7NX THE ROYAL BOROUGH OF

Executive Director

M J FRENCH FRICS Dip TP MRTPI Cent TS

FILE COPY

2079/ 2080

020-7361- 2079/ 2080

020-7937-5464

Switchboard:

Extension:

Direct Line:

KENSINGTON AND CHELSEA

Facsimile: 020-7361-3463 Date: 19 December 2000

My reference:

Your reference:

Please ask for:

My Ref: DPS/DCSW/PP/00/02881/MK

Planning Information Office

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING ACT 1990

Proposed development at: 299 Fulham Road, London, SW109QH

Brief details of the proposed development are set out below. Members of the public may inspect copies of the application, the plans and any other documents submitted with it. The Council's Planning Services Committee, in considering the proposal, welcomes comments either for or against the scheme. Anyone who wishes to make representations about the application should write to the Council at the above address within 21 days of the date of this letter. Unfortunately, the Council does not have the resources to advise objectors of the Committee date, and you should telephone for further information.

Proposal for which permission is sought

New shopfront to Fulham Road. New shopfront with alterations to ground floor facade to Beaufort Street which includes cleaning and relocation of existing residential entrance feature forming new entrance, new dedicated fire escape from basement and door. Internal alterations to ground, basement and first floor. Addition of 2 No. rooflights to residential access.

The Sloane Stanley Estate, C/o Pemberton Greenish, 45 Pont Street, **Applicant** London, SW1X 0BX

KENSINGTON TOWN HALL CHRISTMAS OPENING TIMES ARE AS

FOLLOWS:- Friday 22nd Dec 9.00 - 1.00 closed in afternoon. Mon 25th, Tue 26th Closed. Wed 27th + Thur 28th 9.30 - 1.00 then 2.00 - 4.30. Fri 29th 9.30 - 1.00 closed in afternoon. Mon 1st Jan Closed.

Yours faithfully,

M. J. FRENCH

Executive Director, Planning and Conservation

WHAT MATTERS CAN BE TAKEN INTO ACCOUNT

When dealing with a planning application the Council has to consider the policies of the Borough Plan, known as the Unitary Development Plan, and any other material considerations. The most common of these include (not necessarily in order of importance):

- The scale and appearance of the proposal and impact upon the surrounding area or adjoining neighbours;
- Effect upon the character or appearance of a Conservation Area;
- Effect upon the special historic interest of a Listed Building, or its setting;
- Effect upon traffic, access, and parking;
- Amenity issues such as loss of Sunlight or daylight, Overlooking and loss of privacy,
 Noise and disturbance resulting from a use, Hours of operation.

WHAT MATTERS CANNOT BE TAKEN INTO ACCOUNT

Often people may wish to object on grounds that, unfortunately, <u>cannot</u> be taken into account because they are not controlled by Planning Legislation. These include (again not in any order of importance):

- Loss of property value;
- Private issues between neighbours such as land covenants, party walls, land and boundary disputes, damage to property;
- Problems associated with construction such as noise, dust, or vehicles (If you experience
 these problems Environmental Services have some control and you should contact them direct);
- Smells (Also covered by Environmental Services);
- Competition between firms;
- Structural and fire precaution concerns; (These are Building Control matters).

WHAT HAPPENS TO YOUR LETTER

Planning applications where objections have been received are presented to the Planning Services Committee which is made up of elected Ward Councillors. Planning Officers write a report to the Committee with a recommendation as to whether the application should be granted or refused. Letters received are summarised in the report, and copies can be seen by Councillors and members of the public including the applicant. The Councillors make the decisions and are not bound by the Planning Officer's recommendation. All meetings of the Committee are open to the public.

If you would like further information, about the application itself or when it is likely to be decided, please contact the Planning Department on the telephone number overleaf.

WHERE TO SEE THE PLANS

Details of the application can be seen at the Planning Information Office, 3rd floor, Town Hall, Hornton Street W.8. It is open from 9am to 4.45pm Mondays to Thursdays (4pm Fridays). A Planning Officer will always be there to assist you.

In addition, copies of applications in the Chelsea Area (SW1, SW3, SW10) can be seen at The Reference Library, Chelsea Old Town Hall, Kings Road SW3 (020 7361 4158), for the Central Area (W8, W14, SW5, SW7) can be viewed in the Central Library, Town Hall, Hornton Street, W.8. and applications for districts W10, W11 and W2 in the North of the Borough can be seen at The Information Centre, North Kensington Library, 108 Ladbroke Grove, London W11 (under the Westway near Ladbroke Grove Station 020 7727-6583). Please telephone to check the opening times of these offices.

If you are a registered disabled person, it may be possible for an Officer to come to your home with the plans. Please contact the Planning Department and ask to speak to the Case Officer for the application.

REASON FOR DELAY

				-	
•	CASE NO		∽ξ ′		
ssed mpl	ase has been identified as a "Target" app I through to the Head of Development etion.	COHE	J1 1/1444		
	case of this application, there has been a				
12V6 2501	e been unable to pass through the case was in the case was a secessary.	vithin t	he target per	iod for the fo	ollowing
)	Delays due to internal Consultation [highlight one or all]	(i) (ii) (iii) (iv) · (v) (vi)	Design Transportati Policy Environmen Trees Other		
)	Further neighbour notification/external period)	consu	ltation necess	sary (spread	or time
3)	Awaiting Direction from English Herit	age/ot	her EH delay	S	
4)	Revisions requested, but not received i	in time		÷.	
5)	Revisions received but inadequate				
6)	Revisions received but reconsultation	neces	sary		
7)	Of the Committee cycle				
8)	Applicant's instruction			•	
9)	OTHER REASON				
	·			٠	₹,
\ \	7ed	- .		Officer)	•
			• •		



District Plan Observations CONSERVATION AND DESIGN

Address	Appl. No.		L.B.	C.A.	N
299 Fulham Road SW10	00/2881				C s ~
Description		Code			
New Shopfront a rear Skylights		S			

This proposal rationalises the Beaufort Street, ground floor elevation by extending the existing shopsurround design further south along this elevation. The existing pattern of robust pilaoters and heavy cornice is extended by 2 bays and is complimentary therefore in detail to the surrounding architecture of this building.

Pleased to see that the attractive red brick door surround (residential door) will be retained and restored a moved to a new position.

The ground floor facade is well balanced a provides strong visual support for the building above.

The existing shopfort has an over deep fusia 4 the opportunity has been taken here to reduce the depth and improve the vertical proportions of the shopfront. A sufficiently deep stall-riser is maintained.

The demolition of the small first floor rear extension 4 its replacement with a skylight is attached a welcome visual improvement.

Approve SD 28/12/00

THE ROYAL BOROUGH OF

NOTICE OF A PLANNING APPLICATION





THE ROYAL

Notice is hereby given the Royal Borough of Kensington and Chelsea Council have received an application:

AND CHELSEA

(a) for development of land in or adjacent to a Conservation Area.

Details are set out below.

Members of the public may inspect copies of the application, the plans and other documents submitted with it at:

The Planning Information Office, 3rd floor, The Town Hall, Hornton Street, W8 7NX between the hours of 9.15 and 4.45 Mondays to Thursdays and 9.15 to 4.30 Fridays;

For applications in the Chelsea area: The Reference Library, Chelsea Old Town - Hall, Tel. 0171-361-4158.

For postal areas W10, W11 and W2: The 1st floor, North Kensington Library, in 108 Ladbroke Grove, W11, Tel. 0171-727-6583.

Anyone who wishes to make representations about this application should write to the Executive Director of Planning and Conservation at the Town Hall (Dept. 705) within 21 days of the date of this notice.

NATURE OF A STABLE SCHEDULE

Reference: PP/00/02881/MK

Date: 29/12/2000 03/01/01-

299 Fulham Road, London, SW109QH

(aupist

New shopfront to Fulham Road. New shopfront with alterations to ground floor facade to. Beaufort Street which includes cleaning and relocation of existing residential entrance feature forming new entrance, new dedicated fire escape from basement and door. Internal alterations to ground, basement and first floor. Addition of 2 No. rooflights to residential access.

APPLICANT The Sloane Stanley Estate,

Funta posisions for this one Menascr



PAUL DAVIS & PARTNERS

ARCHITECTS

THE OLD SCHOOL HOUSE 178 EBURY STREET LONDON SWIW BUP TEL: 020 7730 1178 FAX: 020 7730 2644

EMAIL: pdp@pdp-arch.co.ul

Your Ref: DPS/DCSW/PP/00/02881

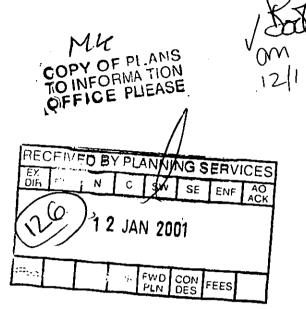
Our Ref: 1162/E.01/k

11th January 2001

Department of Planning and Conservation The Royal Borough of Kensington & Chelsea The Town Hall Hornton Street London W8 7NX

For the attention of: Ms Kingston

Dear Ms Kingston



RE: 299 FULHAM ROAD, LONDON, SW10

Following your discussion with Andrew Davidson on Monday please find enclosed 6 no. copies of our amended proposal drawings that we wish to substitute for those previously submitted.

As indicated in the covering letter to the application, our client wishes to use the proposed improvements to the shopfronts of 299 Fulham Road as a benchmark for future improvement to the remaining parade. To reinforce that wish and further guide the design of the remaining shopfronts the most major amendment to the previous drawings is the addition of the glazed shopfronts to our proposals. The new shopfronts are intended to continue sensitive period detailing into the windows frames, cills, stall risers and shop entrance door:

We have also made several minor improvements to the internal proposals for both the residential and retail layouts to enhance their separate functions.

The retail unit now has a provision for air conditioning which we propose to house within an acoustic enclosure, painted grey and faced with a timber trellis. We are proposing that this enclosure will adopt the position of the existing out-crop extension located to the rear of the lean-to structure on the rear elevation and is to be no greater in size.

Continued ...



District Plan Observations
CONSERVATION AND DESIGN

Address 299 Fulham Road SWIO	Appl. No. 00/2881	L.B.	C.A.	N C S
Description New Shopfronts	Code S	,		

Window frames, cills 4 doors appear to be well detailed in this proposal. The Stall riser has Shrunk in height Since the previous proposal down to 240 mm at its lowest. I would prefer to see the proportions shown in the previous proposal where the lowest point of the Stallriser was 300 m. This will provide more vioual support for the buildings above. At 240 mm it begins to book like a window cill rather than a Stall riser.

Accoustic howing proposal fine.

Seek above revision SD 15/1/01

Revision B
acceptable.
SD 26/2/01



Your Ref: DPS/DCSW/PP/00/02881

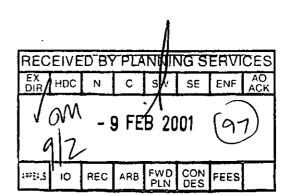
Our Ref: 1162/E.01/k

8th February 2001

Department of Planning and Conservation The Royal Borough of Kensington & Chelsea The Town Hall Hornton Street W8 7NX

For the attention of: Ms Kingston

Dear Ms Kingston



PAUL DAVIS & PARTNERS

178 EBURY STREET LONDON SWIW 8UP TEL: 020 7730 1178 FAX: 020 7730 2644

THE OLD SCHOOL HOUSE

EMAIL: pdp@pdp-arch.co.uk

RE: 299 FULHAM ROAD, LONDON, SW10

Thank you very much for your recent telephone call regarding the planning application for the above project.

We are very pleased to hear that you are generally supportive of our proposals. We are however concerned regarding your request that a stallriser be introduced to a level of 300mm above the pavement.

As intimated in our earlier correspondence the freehold owners of the whole parade, The Sloane Stanley Estate, have intentions to refurbish and restore all of the retail units as and when current leases permit. The main aim of this is to re-establish a strong and unified base to the parade whilst providing smart and regular frameworks in which retail tenants may install shop fronts that are particular to their individual needs and character.

The original retail frontages of Fulham Road, in particular the neighbouring parade of Tulleys, nos. 289-297, gave good examples of the design and quality of detail the Estate wish to reestablish. To illustrate this we have enclosed photographs of the original Tulleys shop front for your reference. These precedents show stallrisers of nominal height; timber cills and slender mullions achieving the largest possible full height glazed openings.

Recently planning permission was granted for proposals at 273 and 305 Fulham Road on the 15th December 1999 and the 4th August 2000 respectively where the new shopfronts incorporate nominal stallrisers.

Continued

PARTNERS: C PAUL DAVIS BA(HONS) DARCH RIBA ACARCH, SUE JOHNSON BA(HONS) DIPARCH MSc (Proj Man). PENNY FREEMAN, SIMON WATKINS BSC BARCH (HONS) RIBA, ANDREW DAVIDSON BSC BARCH (HONS) RIBA. PHILIP VERNON BA DIPARCH RIBA, PDCP LTD

We propose that the shopfronts to 299 should provide an elegant unified appearance reflecting the original designs and details specifically those of the original Tulleys façade. In order to emphasise this we have re-addressed the proportions of the glazed openings. The mullions now aim to reflect the rhythms of the first floor window openings which in turn creates a more interesting composition of glazed lights. The low stallriser and timber cill is required not only to maximise the glazed area but also create the opportunity of a consistent base treatment to the parade. These sit upon a lowered ground floor slab that achieves a level threshold into the retail unit. We have enclosed photographs of good quality modern shopfronts to demonstrate what can be achieved by lowering the stallriser and adopting these principles.

We hope that the revised drawings and precedent images clearly illustrate the reasonable nature of our proposals and overall enhancement that the scheme will provide.

We trust that you will be able to support our proposals in their revised form. I would be grateful if you could contact me should you wish to suggest any further modifications.

Yours sincerely

Geoff Goodman

for Paul Davis & Partners

Enc.

cc. & enc.

Richard Everett

The Sloane Stanley Estate

Damian Greenish

Pemberton Greenish

Giles Clark

Cluttons Gerald Eve

Hugh Bullock

Cameron Taylor Bedford

Mike Hales Graham Shaw

The Trevor Patrick Partnership



Your Ref: DPS/DCSW/PP/00/02881

Our Ref: 1162/E.01/m



PAUL DAVIS & PARTNERS ARCHITECT

178 EBURY STREET LONDON SWIW 8UP TEL: 020 7730 1178 FAX: 020 7730 2644

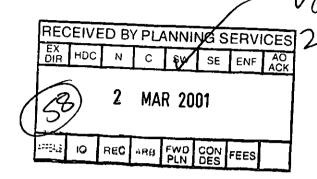
EMAIL: pdp@pdp-arch.co.uk

THE OLD SCHOOL HOUSE

1 March 2001

Department of Planning and Conservation The Royal Borough of Kensington & Chelsea The Town Hall Hornton Street W8 7NX

For the attention of: Mr. Roy Thompson



Dear Mr Thompson

299 FULHAM ROAD, LONDON, SW10

With reference to our recent telephone conversation, we are writing to you to request that the provision for air conditioning and associated acoustic housing is not considered as part of our recent application referenced DPS/DCSW/PP/00/02881.

We have enclosed 4 no. copies of the amended drawings 1162/L/PL/02, 04 and 05 which have an amendment to the note covering the rear enclosure.

We trust that this revision will enable you to support the proposals and we look forward to hearing from you in the near future.

Yours sincerely

Geoff Goodman

for Paul Davis & Partners

Enc.

cc. & enc.

Richard Everett

The Sloane Stanley Estate

Damian Greenish

Pemberton Greenish

Giles Clark

Cluttons

Hugh Bullock

Gerald Eve

Mike Hales

Cameron Taylor Bedford

Graham Shaw

The Trevor Patrick Partnership

THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA MEMORANDUM - SECTION 101 - LOCAL GOVERNMENT ACT, 1972

To:

Chief Administrative Officer (Planning)

From:

The Executive Director, Planning & Conservation

PP/00/02881 / MINK

Our Ref:

Applicant's Ref:

Application Date: 12/12/2000 Complete Date: 15/12/2000 Revised Date

Paul Davis & Partners, 178 Ebury Street, London,

SW1W 8UP

Address:

299 Fulham Road, London, SW109QH

This application is for a class of development to be determined under powers delegated to me by the Council on 21st July, 1976, and/or by the Town Planning Committee 6th November, 1979, and/or by the Town Planning Committee on 18th March 1986, 23rd May 1988 and 8th January 1990 and is not such as I wish to refer to the Planning Application Committee. No relevant planning objections have been received.

Class (i) - 8th Schedule development

Class (vi) - listed building consent for above Classes.

Class (ii) - shop fronts

Class (vii) - approval of facing materials

Class (iii) - conversion from non

s/c dwellings etc

Class (viii) - grant of planning permission for a

change from one kind of non-residential use except from one

Class (iv) - amendments as required

by T.P. Committee

kind of non-residential use except where this would involve the

loss of shop use

Class (iv) - amendments as required

by T.P. Committee

Class (ix) - grant permission licence or no objection by T.P. Committee

under Sections 73, 74, 138, 143, 152, 153, 177 & 180 of the Highways Act

Class (v) - above classes after D.P.

Committee agree

Class (x) - Crossover under S. 108 of the Highways

Act 1980

Consent under T&CP Control of Advertisement Regulations 1984-90; incl. refusal of consent for Reg. 15 applications.

DESCRIPTION OF PROPOSED DEVELOPMENT

Installation of new shopfront to Fulham Road with alterations to ground floor facade to Beaufort Street including relocation of existing residential entrance and new dedicated fire escape from basement and door, together with internal alterations to ground floor level, and elevational alterations including a roof light and glazed stair enclosure at first floor level.

RECOMMENDED DECISION Grant planning permission of PP 100 2881 B and PP 100 2881 B and PP 100 2881 B

RBK&C drawing(s) No. PP/00/02881 Applicant's drawing(s) No-L/PL/00,-S(00)/01B, S(00)/02B; S(00)/03B, S(00)/04A, S(00)/05B, S(00)/06, L/PL/01B, L/PL/02C, L/PL/04C,

L/PL/05C.L/PL/06A.

I hereby determine and grant/refuse this application (subject to HBMC Direction/Historic Building authorisation) under the powers delegated to me by the Council, subject to the condition(s) indicated above

PP/00/02881: 1



imposed for the reason(s) appearing thereunder, or for the reasons stated.

Exec. Director, Planning and Conservation

Head of Development Control

Area Planning Officer

PP/00/028/81: 2

CONDITION(S) AND REASON(S) FOR IMPOSITION

- The development hereby permitted shall be begun before the expiration of five years from the date of this permission. (C001)

 Reason As required by Section 91 of the Town and Country Planning Act 1990, to avoid the accumulation of unexercised Planning Permissions. (R001)
- The development hereby permitted shall be carried out exactly and only in accordance with the drawings and other particulars forming part of the permission and there shall be no variation therefrom without the prior written approval of the Local Planning Authority. (C068)

 Reason The details are considered to be material to the acceptability of the proposals, and for safeguarding the amenity of the area. (R068)
- All work and work of making good shall be finished to match the existing original work in respect of material, colour, texture, and profile and, in the case of brickwork, facebond and pointing unless otherwise approved by the Executive Director, Planning and Conservation in writing. (C071)

 Reason To ensure a satisfactory standard of external appearance. (R071)
- 4. The rooflight hereby permitted above the refurbished bathroom at first floor level shall be of a traditional conservation type and so maintained. (C083)

 Reason To safeguard the appearance of the building/street. (R083)

INFORMATIVE(S)

- . 1. IO5
- 2. I09
- 3. I10
- 4, I21
- You are advised that a number of relevant policies of the Unitary Development Plan were used in the determination of this case, in particular, Policies CD25, CD44, CD44a, CD44b, CD62, CD63, CD66, and CD67 (I51)

DELEGATED REPORT

ddress	Reference
299 Fulham Ron	OL, Conservation Area <u>Yey</u>
	Listed Building Yes/No
pe of Application	
anning Permission/App <u>roval of Materials/Variation of</u>	Condition/Listed Building Consent/Conservation Area Consent
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Report by

Date

Agreed_.

AWY 5/3/01

Delegated report

The application property is a four storey plus basement and roofspace building situated on the south western corner of Fulham Road and Beaufort Street. At ground floor level the premises is currently occupied by Sketchley's (A1 - retail), with ancillary storage at basement level. The three upper floors and attic space is occupied as two self contained flats. The site is not within a conservation area, and nor is it listed. However it does form part of the Fulham Road West Principal Shopping Centre.

The proposal seeks permission for a number of elements:

- new shopfronts to both Fulham Road and Beaufort Street;
- new pavement lights;
- alterations to part of the ground floor to create a revised residential access to upper floors, fire escape access and stairs for the basement, and reconfigured shop area;
- a glazed stair enclosure at flank first floor level above the repositioned stairs to the upper residential parts, and associated fenestration alteration;
- a rooflight at first floor level above a refurbished bathroom.

The relevant policies contained within the Unitary development are considered to be CD25 (High Standard of Design), CD44 (Other Alterations), CD44a (Cumulative Effect of Unsympathetic Small Scale Developments), CD62 & CD63 (Shopfronts), CD66 (Separate Residential Access), and CD67 (Accessibility).

The proposal rationalises the Beaufort Street ground floor elevation by extending the existing shop surround design further south along this elevation. The existing pattern of robust pilasters and heavy cornice is extended by two bays, which compliments the prevailing architectural style. The overall shopfront proposal is considered to be well balanced and provides strong visual support for the building above. The existing shopfront is of little merit, and the proposal enhances the building. The stallrisers have been the subject of some concern to the Conservation and Design Officer, but this matter has been satisfactorily resolved. This part of the proposal is therefore considered to comply with policies CD62 and CD63.

A seperate residential access is retained albeit in a relocated position, and the standard of the residential access is improved, in accordance with policy CD66. Level access is achieved for people with special mobility needs, which accords with policy CD67.

There is no loss of retail floorspace, only a redistribution of the constituent parts at ground level.

The other extensions and alterations are all of a non contentious nature. The proposed pavement lights reintroduce a traditional feature into this part of Fulham Road, and are considered to be acceptable. The rooflight above the refurbished bathroom will not be visible from the public domain and will be largely hidden from other vantage points. The glazed stair enclosure and associated fenestration alteration is discretely located and would replace an unwelcome first floor rear extension. The Conservation and Design Officer considers this to be a visual improvement. These elements are therefore considerd to comply with policies CD44 and CD44a.

Public Consultation

Twenty five letters were sent to properties in Fulham Road, Beaufort Street, and Drayton Gardens. No representations have been received.

M.J. FRENCH EXECUTIVE DIRECTOR, PLANNING AND CONSERVATION



Your Ref: PP/00/02881 Our Ref: 1162/E.01/ja

3rd May 2001

Department of Planning and Conservation The Royal Borough of Kensington & Chelsea The Town Hall Hornton Street W8 7NX

For the attention of: Mr Roy Thompson

Dear Mr Thompson

PAUL DAVIS & PARTNERS

ARCHITECTS

THE OLD SCHOOL HOUSE

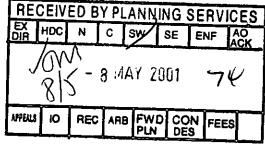
178 EBURY STREET LONDON SWIW 8UP

TEL: 020 7730 1178 FAX: 020 7730 2644

EMAIL: pdp@pdp-arch.co.uk

RC ACK

RECE



RE: 299 FULHAM ROAD, LONDON, SW10

With regard to the above application, we would like to take this opportunity to present our client's proposal for the replacement pavement lights in order that you might offer any comments or recommendations you may have.

The Estate would like to form the pavement lights in a traditional manner, achieving standard compositions with the lenses and proprietary brass plates and edging strips. However, they wish to alter the finished colour of the insitu concrete to attain a uniform Prussian Blue (see colour swatch attached). It is intended that this detail is adopted all along the parade as future improvements progress with time.

We understand that this is not a planning issue, however, if you wish to discuss this matter further we would appreciate your response within the next ten days, whereby on expiry we will assume that the proposal is satisfactory.

Yours sincerely

Geoff Goodman

for Paul Davis & Partners

Enc.

cc.

Richard Everett

The Sloane Stanley Estate

Giles Clark

Cluttons

PLANNING AND CONSERVATION

THE ROYAL **BOROUGH OF**

THE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

Paul Davis & Partners The Old School House 178 Ebury Street

London SW1W 8UP Switchboard:

020 7937 5464

Extension:

2275

Direct Line:

020 7361 2275

Facsimile: e-mail

020 7361 3463

roy.thompson@rbkc.gov.ul

9 May 2001

KENSINGTON AND CHELSEA

My reference: DPS/DCSW/RT/ Your reference: 1162/E.01/ja

00/2881

Please ask for: Roy Thompson

Dear Mr Goodman,

Town and Country Planning Act 1990 299 Fulham Road, SW10 - pavement lights

Thank you for your letter dated 3rd May and accompanying swatch, concerning the insertion of pavement lights at the above address.

I would confirm agreement to the use of Prussian Blue pavement lights.

I assume that they will be installed in the locations as shown on the ground floor plan (drawing no. L/PL/01B) approved as part of planning application PP/00/2881, granted permission on 7th March 2001.

Yours sincerely,

M.J. French

Executive Director, Planning and Conservation.

Mktlet





THE OLD SCHOOL HOUSE

178 EBURY STREET LONDON SWIW 8UP

TEL: 020 7730 1178 FAX: 020 7730 2644

EMAIL: pdp@pdp-arch.co.uk

Your Ref: PP/00/02881 Our Ref: 1162/E.01/ja

31st January 2002

Department of Planning and Conservation The Royal Borough of Kensington & Chelsea The Town Hall Hornton Street W8 7NX

For the attention of: Kylie Lucas

Dear Ms. Lucas

RE: 299 FULHAM ROAD, LONDON, SW10. APPLICATION NO. PP/00/02881

R.B. - 1 FEB 2002 TANNING N C SW SE APP TO RECENT

Ws.

Further to our telephone conversation this afternoon, please find enclosed the letter and attachments we previously sent for Mr Thompson's attention on 4th October 2001. — I can hid no record of it in the letters book.

The project has now progressed four months through its construction phase since the attached letter was first issued and is due to be complete at the end of March. As we never received a reply from Mr Thompson, we did not make any amendments to the proposals detailed in the attached drawings and they are currently progressing as shown.

We hope you appreciate the urgency of this matter and request that you respond within the next ten days with any comments you may have, whereby on expiry we will assume that the proposals are satisfactory.

Yours sincerely

Geoff Goodman

for Paul Davis & Partners

Enc





PAUL DAVIS & PARTNERS

ARCHITECTS

THE TOTAL CONTROL HOUSE THE FROM THE STREET OF TOTAL TOTAL TO A TOTAL THE TOTAL TOTAL THE FUNCTION OF THE CONTROL OF T

4th October 2001

Your Ref: PP/00/02881 Our Ref: 1162/E.01/ja

Department of Planning and Conservation The Royal Borough of Kensington & Chelsea The Town Hall Hornton Street W8 7NX

For the attention of: Mr Roy Thompson

Dear Mr Thompson

RE: 299 FULHAM ROAD, LONDON, SW10. APPLICATION NO. PP/00/02881

With reference to the above application please find enclosed 1 No. copy of our construction issue drawings for the shopfront package.

The purpose of this approach is mainly to update you of the small alterations that have been made to the shopfronts since the beginning of the construction phase and to also give you the opportunity to make comments, should you have any:

- The shopfronts now more accurately reflect the desired final appearance as site dimensions have now established accurate opening sizes therefore the glazed openings are correctly positioned and proportioned.
- The shop entrance door is now glass instead of the proposed panel door with glazed light. The door's ironmongery will be supplied by Dorma with a brushed aluminium finish and is designed to be as unobtrusive as possible.
- The fire escape door serving the basement now has a timber louvred panel to its head, which will provide ventilation to the ancillary spaces behind.

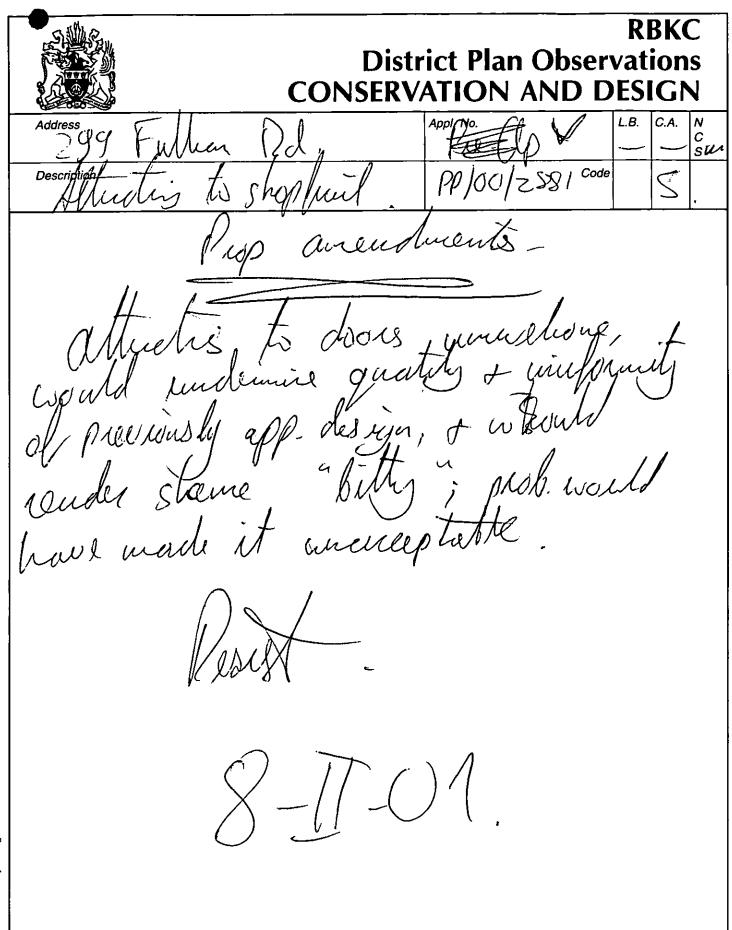
We are confident that these developments are not too far removed from the approved proposals and hope that you will be able to look upon them favourably and confirm approval as non-material alterations to the planning consent dated 7th March 2001.

Yours sincerely,

Geoff Goodman

for Paul Davis & Partners

Enc



Top copy to case file; second retained by Design Officer

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PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET LONDON W8 7NX

THE ROYAL BOROUGH OF

Executive Director M J FRENCH FRICS Dip TP MRTP! Cert TS

Mr Geoff Goodman Paul Davis and Partners The Old School House 178 Ebury Street London SW1W 8UP Switchboard:

Direct Line:

020 7937 5464

Extension: 2086

020 7361 2086

Facsimile: Email: 020 7361 3463 plnrst@RBKC.GOV.UK

Web:

www.rbkc.gov.uk

12 February 2002



KENSINGTON
AND CHELSEA

My reference: DPS/DCSW/PP/00/02881/KL Your reference: 1162/E.01/ja Please ask for: Kylie Lucas

Dear Mr Goodman,

Town and Country Planning Act 1990 299 Fulham Road – PP/00/02881

I refer to your letter to the Council dated 31st January 2002 in relation to proposed alterations to the above planning permission.

It is my opinion that the proposed alterations as shown in the submitted drawings nos. L(F10)01 Rev. C2, L(L10)01 – 03 Rev. C2, L10/04 – 07 Rev. C1 are not minor amendments to the planning approval and as such require planning permission.

The exception is the proposed alterations to the position and propotions of the glazing in the shopfront elevations, as outlined in submitted plans L(L10)01 and L10/04 which are considered minor amendments to the approved plans.

However, the alteration to the front entrance door on the Fulham Road elevation and the basement door on the Beaufort Street elevation are unwelcome. The approved doors were in keeping with the shopfront in terms of design and detailing and the proposed doors would undermine the quality and uniformity of the previously approved design.

I trust this information is of assistance, and you will appreciate that I write without prejudice to any future decision of this Council's Planning Services Committee. For further information please contact Kylie Lucas (details above).

Yours faithfully

M.J. French
Executive Director of Planning and Conservation



With reference to the basement entrance door in Beaufort Street, we note that the door shown in 1162/L10/07-rev C1 is exactly the same as the one in the approved drawing 1162/PL/05-rev C. The differences being the introduction of the fascia panel at high level, the louvered panel above the door and the rendered finish to the door surround. The fascia panel extends the continuity of the shop front in a traditional and uniform manner and indicates that the door is clearly part of the shop.

The louvered panel is necessary in order to provide fresh air ventilation to the shop. It is proposed that the louvers will be of traditional design and timber construction, as those recently approved on the building opposite.

We should be grateful if you could confirm whether the basement door surround changes shown in 1162/L10/07-rev C2 could be approved as non-material amendments to the existing planning consent.

I do hope this helps to explain the reasoning behind the amendments to the shop front design. As the project is on site, and as there has been a long time lapse since our first approach in October 2001, we do hope these outstanding maters can be resolved as soon as possible.

Yours sincerely

PP/00/0095

Richard Jones

for Paul Davis & Partners

Ronez

Enc.

cc. & enc.

Richard Everett

The Sloane Stanley Estate

Damian Greenish Pemberton Greenish

Giles Clark Cluttons
Hugh Bullock Gerald Eve

Geraid Eve

Mike Hales Cameron Taylor Bedford
Graham Shaw The Trevor Patrick Partnership

PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET LONDON W8 7NX

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

Mr Richard Jones Paul Davis and Partners The Old School House

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2086 Extension:

020 7361 2086 Direct Line: Facsimile:

020 7361 3463

Email: Web:

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www.rbkc.gov.uk

KENSINGTON AND CHELSEA

THE ROYAL **BOROUGH OF**

25 March 2002

My reference: DPS/DCSW/PP/00/02881/KL Your reference: 1162/E.01/rj Please ask for: Kylie Lucas

Dear Mr Jones,

Town and Country Planning Act 1990 299 Fulham Road - PP/00/02881

I refer to your letter to the Council dated 11th March 2002 in relation to proposed alterations to the above planning permission.

It is my opinion that the proposed alterations to the front entrance door on Fulham Road elevation as shown in the submitted drawing no. L10/06 Rev. C2 are minor amendments to the planning approval and as such do not require planning permission.

It is considered that the alterations to the basement door on the Beaufort Street elevation (drawing no. L10/07 Rev. C2) are not minor amendments to the approved plans and as such require planning permission. However I would advise that the alterations to the door are unwelcome. The approved door and surrounds were in keeping with the adjacent residential door in terms of design and detailing incuding the brickwork surround, the toplight and brick arch.

I trust this information is of assistance, and you will appreciate that I write without prejudice to any future decision of this Council's Planning Services Committee. For further information please contact Kylie Lucas (details above).

Yours faithfully `

M.J. French Executive Director of Planning and Conservation





Your Ref: DPS/DCSW/PP/00/02881/KL

Our Ref: 1162/E.01/rj

16th April 2002

Department of Planning and Conservation
The Royal Borough of Kensington & Chelsea
The Town Hall
Hornton Street
London W8 7NX

For the attention of Ms Kylie Lucas

Dear Ms Lucas

RE: 299 FULHAM ROAD, LONDON, SW10
SHOP FRONT ELEVATIONS
PP/00/02881

PAUL DAVIS & PARTNERS

THE OLD SCHOOL HOUSE

178 EBURY STREET LONDON SWIW 8UP

TEL: 020 7730 1178 FAX: 020 7730 2644

EMAIL: pdp@pdp-arch.co.uk

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R.B. 1 7 APR 2002 PLYGYNG

N C SW SE APP 10 ROCK

Thank you for your letter dated the 25th March 2002 and for your agreement regarding the front shop entrance door to 299 Fulham Road.

We note your comments about the alterations to the appearance of the basement exit door in Beaufort Street and wish to explain further the reasons for making the changes, these are as follows;

- the desire to visually express this exit door as part of the shop demise and not as related to the residential entrance, by the continuation of the shop sign fascia panel and the by the use of a rendered surround which relates to the shop entrance door surround.
- the requirement and necessity to supply fresh air into the shop. This we hope to achieve by the use of a traditional timber louvre, the placing of which has been restricted by structural and locational considerations.
- it has proved difficult to find bricks which are a good match to the existing brickwork of the frontage building, despite detailed searches by our brick factor. This has made it preferable to reduce the area of new built brick, and to isolate it visually from the existing.

By using render to this door surround, as opposed to brickwork, the differentiation between the adjacent brick surrounded residential entry and the basement exit is clearly stated, leaving the residential door more prominent.

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The brickwork surround relates the residential door to the brickwork of the upper residential storeys of the building. The render surround of the basement exit relates that door to the shop. A fact that is further emphasised by the continuation of the shop sign fascia panel over the door. We enclose a further illustration of the appearance of the elevation on the enclosed drawing 1162/L/PL/05-D.

The previous design for the exit door would have been more appropriate if the door had been a residential entrance. Its design, we feel left its identity hovering somewhere between 'residential' and 'shop', including as it did a brick arch and keystone which linked it to the flats above. However, it is actually an escape door to the shop and we have tried to separate its visual relationship from that of the residential entrance, downplay its appearance, and tie it in, unambiguously with the shop front. We aim consequently, to allow due prominence to the real residential entrance in this residential street.

The inclusion of louvres above the door is approached in a very traditional manner. Similar to the timber louvres recently approved and installed on the opposite side of the street at first floor level.

Please find enclosed drawings:

1162/L/PL/05 – C, the planning approval drawing, and 1162/L/PL05 – D, showing the latest proposed amendments.

We do hope you may reconsider the view of the Planning Department in this matter, and understand our reasons for making these subtle changes in our design.

Yours sincerely

Richard Jones

for Paul Davis & Partners

Culard June

encs.

ÇC.

Richard Everett Damian Greenish

Giles Clark Hugh Bullock

Mike Hales Graham Shaw The Sloane Stanley Estate

Pemberton Greenish Cluttons (Pelham Street)

Gerald Eve

Cameron Taylor Bedford
The Trevor Patrick Partnership

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PAUL DAVIS & PARTNERS
ARCHITECTS

GENERAL NOTES.

All discensions to be checked on site prior to commencement of any works, and/or preparation of any shop drawings.

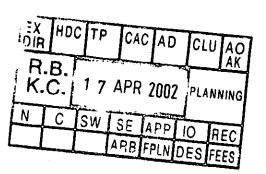
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PLANNING AND CONSERVATION

THE TOWN HALL HORNTON STREET LONDON W8 7NX

THE ROYAL BOROUGH OF

Executive Director M J FRENCH FRICS Dip TP MRTPI Cert TS

Mr Richard Jones Paul Davis and Partners The Old School House 178 Ebury Street London

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KENSINGTON AND CHELSEA

08 May 2002

My reference: DPS/DCSW/PP/00/02881/KL Your reference: 1162/E.01/rj Please ask for: Kylie Lucas

Dear Mr Jones,

SW1W 8UP

Town and Country Planning Act 1990 299 Fulham Road – PP/00/02881

I write with reference to your letter dated 16th April 2002 in relation to proposed alterations to the above planning permission.

It is my opinion that the proposed alterations to the basement door on the Beaufort Street elevation as shown in the submitted drawing no. L/PL/05 Rev. D are minor amendments to the planning approval and as such do not require planning permission.

I trust this information is of assistance.

Yours sincerely

M.J. French
Executive Director of Planning and Conservation

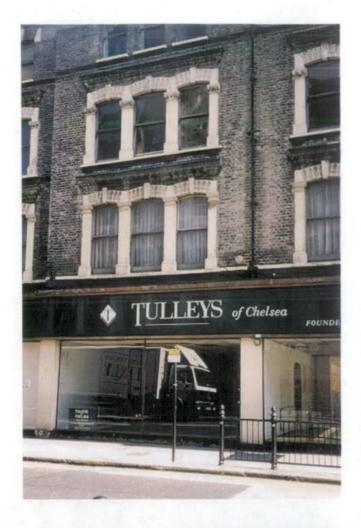




Photo taken 19/04/02.

Work to basement door already

completed.









Photographs of original low cills and thin bronze mullions to 289 - 297 Fulham Road.

0 9 FEB 2001

RECEIVED





Photographs of period shopfronts with large areas of glass, low cills and bronze frames.

R.B.K. & G.

TOWN PLANNING

0 9 FEB 2001







0 9 FEB 2001 PAUL DAVIS & PARTNERS