

ROYAL BOROUGH OF KENSINGTON & CHELSEA

REPORT BY THE EXECUTIVE DIRECTOR, PLANNING & CONSERVATION

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PLANNING & CONSERVATION COMMITTEE  
PLANNING SERVICES COMMITTEE  
MEMBERS PANEL

APP NO. PP/00/02903  
AGENDA NO.

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ADDRESS/SUBJECT OF REPORT:

289/293 Fulham London, SW109PZ  
Road,

APPLICATION DATED 14/12/2000

APPLICATION REVISED

APPLICATION COMPLETE 18/12/2000

APPLICANT/AGENT ADDRESS:

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

CONS. AREA N/A

CAPS No

ARTICLE '4' No

WARD North Stanley

LISTED BUILDING

NO

HBMC DIRECTION

CONSULTED

OBJ.

SUPPORT

PET.

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RECOMMENDED PROPOSAL:

RBK& C DRAWING NO(S):

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RECOMMENDED DECISION:

CONDITIONS/REASONS FOR THE IMPOSITION OF CONDITIONS:

ROYAL BOROUGH OF KENSINGTON & CHELSEA

REPORT BY EXECUTIVE DIRECTOR, PLANNING & CONSERVATION

APP NO. PP/00/02903/COTH

MEMBERS' PANEL

ADDRESS

289/293 Fulham Road,  
London, SW10 9PZ

APPLICATION DATED 14/12/2000

APPLICATION COMPLETE 18/12/2000

APPLICATION REVISED N/A

APPLICANT/AGENT ADDRESS:

CONSERVATION AREA N/A

CAPS No

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

ARTICLE '4' No

WARD North Stanley

LISTED BUILDING NO

HBMC DIRECTION N/A

CONSULTED 19

OBJECTIONS 1

SUPPORT 0

PETITION 0

Applicant Trustees of Sloane Stanley Chelsea Estate

PROPOSAL:

Elevational alterations involving creation of a double height arched entrance to No. 293, and replacement of the existing first floor arched opening at No. 289 with a pair of sash windows with matching surrounds.

RBK&C Drawing No(s): PP/00/02903

Applicant's Drawing No(s): 1153/L(PL)01, /04, /05 and photomontage received 18th December 2000

RECOMMENDED DECISION:

Grant planning permission

DELEGATED  
APPROVAL  
08 FEB 2001

**CONDITIONS/REASONS FOR THE IMPOSITION OF CONDITIONS:**

1. **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)*
2. **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)*
3. **Full particulars of the following shall be submitted to and approved in writing by the Executive Director, Planning and Conservation, before the development hereby permitted commences and the development shall not be carried out otherwise than in accordance with the details so approved:**
  - (a) **the materials to be used on the external faces of the building(s).**  
**(C011)**  
*Reason - The particulars hereby reserved are considered to be material to the acceptability of the development, and the Local Planning Authority wishes to ensure that the details of the development are satisfactory. (R011)*
4. **The windows to No. 289 shall be timber framed, double hung, sliding sashes, matching the glazing pattern and profiles of the original windows to the adjacent shop units and so maintained. (C075)**  
*Reason - To ensure a satisfactory standard of external appearance. (R071)*

**INFORMATIVES**

1. I10
2. I05
3. In respect of No. 293, this permission relates only to the arch surround and not to the shopfront infill. These details should be the subject of a separate planning application.
4. The applicant is informed that the physical works to the buildings hereby approved have been the subject of consideration on their merits without prejudice to the outcome of any current or future proposals for alternative uses for these retail premises.

5.

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 and CD63. (I51)

## **1.0 SITE**

- 1.1 The application relates to the front elevation of two shops within this four storey building standing on the south side of Fulham Road at the junction with Beaufort Street. The block has ground and first floor elements at the rear which front the east/west spur of Elm Park Lane, a residential mews. This rear element containing a loading bay and stairs providing access to the second and third floors is being rebuilt in conjunction with refurbishment of the westernmost five shop units in the parade.
- 1.2 The five shop units on the ground floor along with the basement and first floors were formerly occupied as a single retail unit by a furniture store. The corner unit has a return frontage on Beaufort Street.
- 1.3 The buildings are unlisted and fall outside any conservation area.

## **2.0 PROPOSAL**

- 2.1 The proposal seeks to carry out alterations to the frontage of nos 289, the easternmost shop of the five, and no 293, the central unit of the five.
- 2.2 When originally constructed, prior to the installation of the furniture store fascia, No.289 had a first floor arched facade with a hanging sign above it. The upper part of the arch is still visible above the later shop front. The proposal seeks to infill the remaining arch and install a pair of sash windows with decorative render and brickwork arches matching those of the other shops in the parade. The submitted plans indicate the replacement of the shop front at ground floor level, along with those of nos 291, 295 & 297 will be the subject of separate applications once they are tenanted.
- 2.3 The arch with brick and keystone detailing which originally featured at No. 289 would be replicated in the frontage of No.293 on ground and first floors and the hanging sign bracket relocated from No. 289. The illustrative plans show the opening to be glazed but indicate the detail will be a matter for a subsequent shop front application.

## **3.0 RELEVANT HISTORY**

- 3.1 Planning permission was granted for the first floor rear extension in October 1986.
- 3.2 Applications for refurbishment of the property with construction of residential units fronting Elm Park Lane were submitted in 1998 and 1999 but subsequently withdrawn by the applicants.
- 3.3 Planning permission was granted on 8th August 2000 for demolition of existing ground and first floor elements, rear extension of basements and construction of replacement ground and first floor rear extensions, incorporating replacement loading bay, plant rooms, additional retail floorspace and new access stairs and walkway to upper floor residential accommodation, together with alterations to flank elevation and refurbishment of front elevation. The works are currently under construction.

3.4 An application is currently before the Council for change of use of the first floor of Nos 289-297 and the ground floor of No. 293 to a restaurant (Class A3). The proposal details indicate that No. 293 would form the main entrance to this development.

#### **4.0 PLANNING CONSIDERATIONS**

4.1 The principal consideration in this case is the visual impact of the proposed alterations on the building and the street scene.

4.2 The re-modelling of the first floor of No.289 is considered to have no adverse impact on the appearance of the building providing the new windows and surrounds are correctly detailed.

4.3 The design of the arched frontage to No. 293, whilst bold, replicates an original feature from another part of the building. It is not therefore considered to be out of keeping with the terrace or the street scene and is therefore considered acceptable in relation to UDP Policies CD25 and CD44.

4.4 Whilst the details of the shopfronts are not the subject of this application, the associated structural works are not considered to preclude an acceptable design solution in that they do not compromise the original structural framework of the building. The proposal is therefore considered consistent with UDP Policy CD63.

4.5 The lawful use of the ground and first floors of 289-297 remains as Class A1 retail. Although there is a current application to use the first floor for Class A3 purposes taking the entrance from No 293 the outcome of that application will not be determined until it is reported to the Planning Services committee in the near future. The physical works to the frontage proposed in this application are not dependent on, or prejudicial to, the outcome of that application and must be considered on their visual merits alone. An informative is therefore proposed to clarify this matter.

#### **5.0 PUBLIC CONSULTATION**

5.1 Nineteen letters of notification were sent to addresses in Fulham Road, Elm Park Lane and Beaufort Street. One reply has been received.

5.2 The Chelsea Society object to the insertion of a double height arched opening on the grounds that it unbalances the regularity of the fenestration.

As set out at 4.3 of this report, the arched feature replicates an original feature from another part of the parade and is considered visually acceptable.

#### **6.0 RECOMMENDATION**

6.1 Grant planning permission.

**M.J. FRENCH**  
**EXECUTIVE DIRECTOR, PLANNING AND CONSERVATION**

ROYAL BOROUGH OF KENSINGTON & CHELSEA

REPORT BY EXECUTIVE DIRECTOR, PLANNING & CONSERVATION

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APP NO.PP/00/02903/COTH

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APPLICATION COMPLETE 18/12/2000

APPLICATION REVISED N/A

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Paul Davis &  
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SW1W 8UP

CONSERVATION AREA N/A      CAPS No  
ARTICLE 4' No      WARD North Stanley

LISTED BUILDING NO

HBMC DIRECTION N/A

CONSULTED 19      OBJECTIONS 1

SUPPORT 0      PETITION 0

Applicant Trustees of Sloane Stanley Chelsea Estate,

PROPOSAL:

Elevational alterations involving creation of a double height arched entrance to No. 293, and replacement of the existing first floor arched opening at No. 289 with a pair of sash windows with matching surrounds.

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RECOMMENDED DECISION: Grant planning permission

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3

PP/00/02903: 2

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From form 

#### **6.0 RECOMMENDATION**

6.1 Grant planning permission.

**M.J. FRENCH**  
**EXECUTIVE DIRECTOR, PLANNING AND CONSERVATION**

