

Handwritten: Hair

PLANNING SERVICES APPLICATION

CONSULTATION SHEET

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APPLICANT:

Nicholas Oliver,
Mark Alford Associates,
38-40 Glasshill Street,
London
SE1 0QR

APPLICATION NO: PP/99/02524 | 59

APPLICATION DATED: 09/12/1999 DATE ACKNOWLEDGED: 14 December 1999

APPLICATION COMPLETE: 14/12/1999 DATE TO BE DECIDED BY: 08/02/2000

SITE: 51/53 Brompton Road, London, SW3 IDE
PROPOSAL: Installation of a new shopfront and fascia to existing retail store, inclusive of new signage.

ADDRESSES TO BE CONSULTED

- 3 1. 49 Brompton Road, SW3 Shop; Hair Salon; Offices
- 4 2. 51 Shop; Offices; Flats 2+4.
- 2 3. 53 Shop; Offices
- 3 4. 85 Shop; Offices; Showrooms
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

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16/12

CONSULT STATUTORILY

- HBMC Listed Buildings
- HBMC Setting of Buildings Grade I or II
- HBMC Demolition in Conservation Area
- Demolition Bodies
- DoT Trunk Road / Increased traffic
- DoT Westway etc,
- Neighbouring Local Authority
- Strategic view authorities
- Kensington Palace
- Civil Aviation Authority (over 300')
- Theatres Trust
- National Rivers Authority
- 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

AD
16/12

DEVELOPMENT CONTROL

TECHNICAL INFORMATION

THE ROYAL BOROUGH OF



KENSINGTON AND CHELSEA

ADDRESS 51-53 Brompton Road 8

POLLING DISTRICT R PP992524

- | | | | |
|-----|--|--------|--|
| HB | Buildings of Architectural Interest | LSC | Local Shopping Centre |
| AMI | Areas of Metropolitan Importance | AI | Sites of Archeological Importance |
| MDO | Major Sites with Development Opportunities | SV | Designated View of St Paul's from Richmond |
| MOL | Metropolitan Open Land | SNCI | Sites of Nature Conservation Importance |
| SBA | Small Business Area | REG 7 | Restricted size and use of Estate Agent Boards |
| PSC | Principal Shopping Centre (Core or Non-core) | ART IV | Restrictions of Permitted Development Rights |

Conservation Area	HB	CPO	TPO	AMI	MDO	MOL	SBA	Unsuitable for Diplomatic use	PSC		LSC	AI	SV	SNCI	REG 7	ART IV
									C	N						
14A									<input checked="" type="checkbox"/>							

	Within the line of Safeguarding of the proposed Chelsea/Hackney underground line
	Within the line of Safeguarding of the proposed Eastwest/Crossrail underground line

	Density	
	Site Area	
	Habitable rooms proposed	
	Proposed Density	

	Plot Ratio	
	Site Area	
	Zoned Ratio	
	Floor Area proposed	
	Proposed Plot Ratio	

Daylighting	Complies	
	Infringes	

Car Parking	Spaces required	
	Spaces proposed	

Notes:

MEMORANDUM

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TO: FOR FILE USE ONLY

**From: EXECUTIVE DIRECTOR
PLANNING & CONSERVATION**

**My Ref: PP/99/02524/SG.
Room No:**

CODE A1

Date: 16 December 1999

DEVELOPMENT AT:

51/53 Brompton Road, London, SW3 1DE

DEVELOPMENT:

Installation of a new shopfront and fascia to existing retail store, inclusive of new signage.

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 CONSERVATIONTHE TOWN HALL HORNTON STREET LONDON W8 7NX

**THE ROYAL
BOROUGH OF****Executive Director M J FRENCH FRICS TP MRTPI Cert TS****10****KENSINGTON
AND CHELSEA**

File Copy

2585

0171-361- 2585

Switchboard: 0171-937-5464

Extension:

Direct Line:

Facsimile: 0171-361-3463

Date: 16 December 1999

My reference:

Your reference:

Please ask for:

My Ref: DPS/DCSE/PP/99/02524/SG

Planning Information Office

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING ACT 1990**Proposed development at: 51/53 Brompton Road, London, SW3 1DE**

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

Installation of a new shopfront and fascia to existing retail store, inclusive of new signage.

Applicant

**Nicholas Oliver, Mark Alford Associates, 38-40 Glasshill Street, London
SE1 0QR**

**The Planning Information Office Christmas opening hours are as follows:-Mon 20th -
Thurs 23rd Dec. 9.00-16.45. Fri 24th Dec 9.00-13.00. Wed 29th & Thur 30th Dec
9.00-13.00 then 14.00-16.30. The office will be closed on 27th, 28th & 31st Dec. & 3rd
Jan. Normal office hours resume on Tues. 4th Jan at 9.00.**

Yours faithfully,

M. J. FRENCH

Executive Director, Planning and Conservation

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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, **cannot** 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 W8**. 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 (0171-361 4158)**, for the **Central Area (W8, W14, SW5, SW7)** can be viewed in the **Central Library, Town Hall, Hornton Street, W8**. 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 **0171-727-6583**). 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.

PLEASE QUOTE THE APPLICATION REFERENCE NUMBER ON YOUR REPLY

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RBKC

District Plan Observations
CONSERVATION AND DESIGN



Address 51/53 Brompton Road SW3	Appl. No. 99/2524	L.B. -	C.A. 14A	N C S ✓
Description New shopfront.		Code S		

Proportions & materials all good. My only objection here is to the position of the high level light fittings which may damage & obscure the decorative frieze (at 2nd floor level)

The principle of illumination is fine. What about discreet uplighters shining up from the top of the fascia instead.

Approve subject to the above

SD 20/12/99

Top copy to case file; second retained by Design Officer

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THE ROYAL
BOROUGH OF

NOTICE OF A PLANNING APPLICATION

TOWN AND COUNTRY PLANNING ACT 1990
PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT 1990



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

- (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:

NOTICE OF A PLANNING APPLICATION
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, 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.

SCHEDULE

Reference: PP/99/02524/SG

Date: 24/12/1999

51/53 Brompton Road, London, SW3 1DE

Installation of a new shopfront and fascia to existing retail store, inclusive of new signage.

APPLICANT Nicholas Oliver,

C.T.R.
24/12/99
Camp +

14/1/2000

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Spoke to Christian

Asked if could remove light fittings
from 2nd floor level -
possibly spotlights on top of
fascia.

- will amend drawings.

**Royal Borough of Kensington and Chelsea
Directorate of Planning Services - Access Observations**

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ACCESS: TP/99/2524	Address: 51/53 Brompton Road	Date Received 20/01/2000	Date of Obs. 21/01/2000
UDP Paras/Policies		Obj. ✓	No obj.
	Development: Installation of a new shopfront and fascia to existing retail store, inclusive of new signage.	HMO?	No. of Dwelling Units
		Existing	Proposed
		D.C. Officer SG	Policy Officer AKS

Access Comments:

It would appear from Drawing Number A600 that a step approximately 120mm high exists on the main entrance door. The entrance to the shop should be flat and level. If this is not possible then an internal or external ramp should be installed (which complies to the designs as shown in Supplementary Planning Guidance - 'Access Design Guidance Notes') to facilitate access for all users.

Although the above is the ideal situation and should be mooted prior to any alternatives there is a possibility that it may impossible or unreasonable to install a permanent ramp. If this is the case then an alternative would be a condition requiring the occupant to keep a portable assisted ramp on the premises to be used when the need arises. This should be accompanied by an appropriate sign (RNIB guidelines) indicating the presence of portable ramp and a bell to call for assistance.

In general the guidelines below should be followed for the sign.

- The background to the sign and the lettering should use contrasting colours.
- A mix of upper and lower Case lettering is easier to read and distinguish individual letters than upper case only.
- A Sans Serif font should be used.
- Complicated messages or elaborate designs are difficult to read . The information should be precise and simply phrased.
- Signs should be located on a flat surface and not curved around a pillar or corner.
- The signs should endeavour to use matt finishes to avoid reflective glare.

Please can it be confirmed that the clearance on the proposed main entrance door will be a minimum of 800mm.

Other Considerations - Non Enforceable

My only other concern is with the glazed frontage of the shop. Plate glass used in this manner can be dangerous and has caused accidents, particularly to those with visual impairments. The glass should be coloured, a crossbar inserted, a thick edge put on the glass or the glass marked in some way so the glass frontage becomes more discernible. The developer should also be made aware that Part N of the Building Regulations may apply in this circumstance.

Objection subject to the above.

The above comments reflect UDP policies STRAT11, CD36 and CD67

Informatives I43, I45 and I46 can be used on the above.

**Royal Borough of Kensington and Chelsea
Directorate of Planning Services - Access Observations**

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Monitoring

If the comments above are agreed I have no wish to be kept abreast of this application.

I wish to be kept abreast of any recommendations made on this application prior to submission of the report.

I wish to be actively involved in discussions on this application.

DELEGATED REPORT

Address 51/53 Brunswick Road

Reference 99/2524

Conservation Area Yes

Listed Building Yes/No

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Type of Application

Planning Permission/Approval of Materials/Variation of Condition/Listed Building Consent/Conservation Area Consent

Type of Development

Residential Extension

Roof

Rear

Storeys _____

Side

Front

Garden

Residential Alterations

Residential Conversion

From _____

To _____

Other _____

Shopfront

Non-Residential Extension

Listed Building Demolition

whole part

Listed Building Alterations

Unlisted Building - Demolition

whole part

continued

D4/51(a)

Objections (withdrawn etc.) (incl. internal - Design, Policy, Transportation etc.)

Who _____

Overcome by Amendment/Withdrawn/Not Relevant/Other _____

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Existing

Issues/Policy/Precedent/Conditions/Third Schedule

See Award

Standards

satisfactory

- Light
- Privacy
- Room Sizes
- Parking
- Trees

HBMC Direction/Obs.

- Obs. Rec'd
- Direction Rec'd
- Consultation Expired

GRANT/APPROVE

subject to conditions

Informatives

Report by

SGT

Date

Agreed

BC/ldws
1-3-2011

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1.0 SITE

- 1.1 The property lies on the eastern side of Brompton Road. The application relates to the entrance to the ground floor ~~restaurant~~ *Shop*.
- 1.2 The property is not listed. It is located within a Hans Town conservation area.

2.0 PROPOSAL

- 2.1 Planning permission is sought for a new shopfront to the property.
- 2.2 Advertisement consent is sought for an externally illuminated logo mounted on a hardwood fascia.

3.0 PLANNING CONSIDERATIONS

- 3.1 The proposed shopfront is considered to be of an appropriate modern design which is considered to respect the building's original structural framework and to preserve the character and appearance of the surrounding Conservation Area. The shopfront will have limestone columns and base with timber glazing bars and fascia which is considered to be an appropriate and high quality materials. Therefore, the proposed shopfront is considered to comply with Council policy as set out in Chapter 4 of the UDP, in particular with Policies CD25, CD48, CD52, CD53 and CD63.
- 3.2 The proposed entrance door is a single entrance door which has a clearance of more than 800mm which is considered to be an appropriate door width. There is no change proposed to access thresholds. The proposal is therefore considered to comply with policy CD67.
- 3.3 It is also proposed to position light fittings on the decorative frieze at first floor level to illuminate the building. It is considered that these light fittings may damage and obscure the frieze and that the lights would be better located in a more discreet position. It is recommended that a condition is attached to the permission requiring that the position of the light fittings be submitted and approved.
- 3.3 The proposed advertisement comprises 200mm high brushed stainless steel freestanding letters against a timber fascia. This lettering will be externally illuminated from beneath the fascia. It is considered that this advertisement will not cause harm to the visual amenity of the building or the Conservation Area. The proposal is therefore considered to comply with Policy CD68.

4.0 PUBLIC CONSULTATIONS

- 3.1 Twelve neighbouring occupiers in Brompton Road were notified. No letters of representation have been received.

M.J. FRENCH

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EXECUTIVE DIRECTOR, PLANNING AND CONSERVATION

List of Background Papers:

The contents of file PP/99/02524 save for exempt or confidential information in accordance with the Local Government (Access to Information) Act 1985.

Report Prepared By: SG
Report Approved By: B/ lans
Date Report Approved: 1.3.2000

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

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2.3.00
/MNV
/50
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To: Chief Administrative Officer (Planning)
From: The Executive Director, Planning & Conservation

Date: 29 February 2000
Our Ref: PP/99/02524

Application Date: 09/12/1999 Complete Date: 14/12/1999 Revised Date:
Agent: Nicholas Oliver, Mark Alford Associates, 38-40 Glasshill Street, London
SE1 0QR
Address: 51/53 Brompton Road, London, SW3 1DE
Chelsea

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 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 under Sections 73, 74, 138, 143, 152, 153, 177 & 180 of the Highways Act |
| Class (v) - above classes after Committee agree | Class (x) - Crossover under S. 108 of the Highways Act 1980 |

DELEGATED APPROVAL
- 7 MAR 2000

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

DESCRIPTION OF PROPOSED DEVELOPMENT

Installation of a new shopfront and light fittings to existing retail store.

RECOMMENDED DECISION Grant planning permission *conditionally*
RBK&C drawing(s) No. PP/99/02524 Applicant's drawing(s) No.A600

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

Exec. Director, Planning and Conservation

Head of Development Control

Area Planning Officer

1.3.2000

B.1.3

CONDITIONS AND REASONS FOR THEIR IMPOSITION

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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. **Notwithstanding the information shown on drawing A600, ~~details of the position of the shopfront lighting shall be submitted and approved in writing by the Executive Director, Planning and Conservation, before the relevant part of the work is begun.~~** *is not hereby approved and revised details*

Reason- To preserve and enhance the character and appearance of the Conservation Area.

INFORMATIVES

2. You are advised that the position of the light fittings as shown on drawing A600 is considered to be unacceptable as the fittings may damage and obscure the decorative frieze. Discreet uplighters shining up from the fascia are more likely to be considered favourably. Details of these should be submitted and approved in writing by the Executive Director, Planning and Conservation in accordance with Condition 2, *above.*

1. I10
3. I09
4. I21
5. I39



Photograph of Current Episode Store on the site

GRAND OPENING
of the
New York
City
Office of
the
City of New York
Department of
City Planning
23
City of New York