

**Section '4' - Applications recommended for REFUSAL or DISAPPROVAL OF DETAILS**

**Application No :** 17/01723/FULL1

**Ward:**  
Copers Cope

**Address :** 162 High Street Beckenham BR3 1EW

**OS Grid Ref:** E: 537276 N: 169472

**Applicant :** Mr Saverjeet Gurwara

**Objections :** YES

**Description of Development:**

Installation of new shop front with metal shutter and retractable awning.

Key designations:

Conservation Area: Beckenham Town Centre  
Areas of Archeological Significance  
Biggin Hill Safeguarding Area  
London City Airport Safeguarding  
Primary Shopping Frontage  
Smoke Control SCA 12

**Proposal**

The application seeks consent for the installation of a new shop front, with retractable awning and grill shutter.

The works to the shopfront have already been carried out, however at the time of the site visit the awning was not in place.

The plans have been revised since submission with amendments to the design of the shopfront in order to accurately reflect what has been built out. This includes one central door showing a step into the unit, lower stall riser and amendments to the shutter, which now incorporates an open grill design.

There is an associated application for advertisements under ref: 17/01568, which is also considered on this agenda. This application has been called in by a ward Councillor.

**Location**

The application relates to a three-storey, plus roof accommodation an end of terrace property, which forms part of a wider commercial parade. The site includes commercial units at ground floor and what appears to be residential accommodation above. The site forms part of the Beckenham Town Centre Conservation Area.

**Consultation**

Nearby owners/occupiers were notified of the application and representations were received which can be summarised as follows:

- No particular objection to modern full-height glass frontages but the stallriser is so short that it is practically redundant. There should be stall riser of a traditional height or none at all.
- The roller shutter is off pressed steel which is unwelcoming and susceptible to graffiti. Wish to see lattice or 'brick-bond' type shutters, through which the shop front window is visible.
- Don't want to see the High Street turned into a series of 'chocolate box' shop frontages, there must be satisfactory relationship between the ground and upper floors. In this case there is very little.
- Appreciate that the bright orange and white colour scheme is part of the company's brand, but it is garish and in no way compliments the character of the high street.
- Comments were also made with regard to the signage, however this relates to a separate application for advertisement consent currently being considered by the Council.

The Advisory Panel for Conservation Areas, (APCA) were consulted on the application and their comments can be summarised as follows: No objections, but the door step does not comply with accessible access.

### **Planning Considerations**

The application falls to be determined in accordance with the following policies of the Unitary Development Plan

London Plan

7.2 Inclusive Access

7.4 Local Character

7.6 Architecture

7.8 Heritage Assets and archaeology

Unitary Development Plan

BE1 Design of New Development

BE11 Conservation Areas

BE19 Shopfronts

BE20 Security Shutters

### **Draft Local Plan**

The Council is preparing a Local Plan and commenced a period of consultation on its proposed submission draft of the Local Plan on November 14th 2016 which closed on December 31st 2016 (under The Town and Country Planning (Local Planning) (England) Regulations 2012 as amended). It is anticipated that the submission of the Local Plan to the Secretary of State will be in mid-2017.

Relevant policies:

Policy 37 General Design of Development

Policy 41 Conservation Areas

Policy 101 Shopfronts and Shutters

All other material considerations shall also be taken into account.

### **Planning History**

87/00333/ADVILL -Advertisement Consent granted on the 12.03.1987 for the installation of an internally illuminated fascia and projecting Box Sign.

17/01568/ADV - An application for advertisement consent is currently being considered by the Council for the installation of an illuminated fascia and projecting sign.

### **Conclusions**

The main issue in this case is to judge the level of harm that the proposed shopfront would cause to the appearance of the host building and streetscene and whether or not it would preserve or enhance the character or appearance of the conservation area within which the property lies. Consideration should also be given to accessibility and any highways issues.

No objections have been raised by the highways officer with regarding to vehicular or pedestrian safety.

Policy BE19 states that when considering applications for shopfronts the Council will require the proposed to be well related to its context (ii) be of a high quality design (iii) period features should be retained where appropriate; (iv) deep or uninterrupted fascia's are avoided; (v) stall risers are provided; (vi) display windows at first floor level are avoided; and (vii) appropriate provision is made for access by those with mobility impairment.

Paragraph 6.51 of the above policy states that the design of shop fronts has a critical role to play in the creation of attractive and vibrant town centres. They are frequently replaced and altered as tenants change. As the character and appearance of a shopping parade or street is determined by its individual components, it is important that any proposals are viewed in respect of the wider environment as well as the individual unit. It goes on to state that good design can make a positive contribution to urban character. It is vital that designs and materials of shopfronts are sympathetic to the scale and existing features of the host building and its surroundings. In particular the standardisation of shop design is often at odds with the traditional scale of the buildings. The original character and individual qualities of buildings in shopping centres should be preserved. In conservation areas and historic buildings it is particularly important that materials relate to the period, style and character of the buildings.

BE11 states that in order to preserve or enhance the character or appearance of Conservation Areas, a proposal for new development, alteration or extension to a building will be expected to respect or complement the layout, scale, form and materials of existing buildings.

The site is located within the Beckenham Town Centre Conservation Area. The works to the shop front have already been carried out. The existing shop front included a side door with one display window, which was broken up by a single transom creating two glazed panels. A fanlight was situated above the door. The overall design and proportions of the existing shopfront were more in keeping with the traditional character of the host building. It is noted that High Street Beckenham encompasses a variety of shop fronts, with traditional and modern designs. These vary in terms of their materiality, glazing pattern and stall riser depth. Examples of these modern shop fronts with large areas of uninterrupted glazing, and low stallriser, include No 108-110 High Street Beckenham. However, many of these examples were installed prior to the Conservation Area designation in 2015.

A core principle of the NPPF is to "conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations". Indeed the NPPF seeks to promote positive planning, which can shape and direct development. In this case the newly designated Conservation Area will now provide greater control going forward thereby enhancing the character and appearance of the area over time.

In this case, the large areas of uninterrupted glazing without the structural base of a stallriser or the visual break created by a mullion and transoms; together with the brush colouring of the shop frame, shutter box and awning has resulted in an unsympathetic and prominent form of development which fails to comply with Policy BE19. In turn, it fails to respect or complement the character, appearance, proportions and rhythm of the existing building and streetscene in general and would not preserve or enhance the character and appearance of the CA, being contrary to Chapters 7 & 12 of the NPPF; Policies 7.4, 7.6 and 7.8 of the London Plan (2016) and Policies BE1, BE11 and BE19 of the Unitary Development Plan (2006).

Furthermore, the new shop front includes a central step which has removed the level access required for DDA compliance. It does not therefore include appropriate access for those with mobility impairment contrary to Policy 7.2 of the London Plan, BE19 of the UDP (2006).

The proposal would also include a roller shutter. This would only cover the glazed area and the open grill design is considered to be appropriate and more sympathetic to the traditional character of the building.

Background papers referred to during production of this report comprise all correspondence on the file ref: 17/01723/FULL1 and any other applications on the site set out in the Planning History section above, excluding exempt information

**as amended by documents received on 18.07.2017**  
**RECOMMENDATION: APPLICATION BE REFUSED**

**The reasons for refusal are:**

- 1 The design of the replacement shopfront does not provide accessible access and fails to respect or complement the character, appearance, proportions and rhythm of the existing building and would not therefore preserve or enhance the character and appearance of the Conservation Area, being contrary to Chapters 7 & 12 of the NPPF; Policies 7.2, 7.4, 7.6 and 7.8 of the London Plan (2016) and Policies BE1, BE11 and BE19 of the Unitary Development Plan (2006).**