

**Agenda Item: 6.4**

06/04744/P

17/11/2006

Broad Green

Application for full planning permission

Agent:  
Chris Francis  
West and Partners  
Isambard House  
60 Weston Street  
London  
SE1 3QJ

Applicant:  
St Martins Property  
Investments Limited  
Shackleton House  
4 Battlebridge Lane London  
SE1 2HX

Location: Centrale Shopping Centre, 21 North End, Croydon, CR9

Description: Erection of extension fronting onto North End to provide additional retail floor space, with glazed screen facade and re cladding of entrance canopy

Drawing No(s): 9764/PL/110d, 111c, 112d, 114c, 113d, 115d, 116c, 117d, 122b, 123b,

**Recommendation: Grant Permission, subject to the prior written conclusion of a Section 106 Agreement within a period of six months from the date of this resolution, or such longer period as may be agreed in writing by the Head of Planning Control**

Subject to the following condition(s) and reason(s):-

1. Prior to the commencement of the development the approval of the Local Planning Authority shall be obtained with respect to the matters below. The development shall be completed only in accordance with the approved details:-
  - (1) external facing materials and materials of the new facade visible from outside of the building
  - (2) means of illumination of the facade and displays

Reason: To ensure an acceptable standard of development having regard to the Urban Design policies of the Croydon Replacement Unitary Development Plan (The Croydon Plan)

2. The development shall be begun within three years of the date of the permission.
 

Reason: To comply with the provisions of the Town and Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004

In granting permission the local planning authority had regard to the following policies:-

- . Croydon Replacement Unitary Development Plan (The Croydon Plan) SP1 – SP3, UD1, UD2 – UD8, UD16, SP4, UC5, UC9, UC11 – UC14, SP9 – SP10, SP13, EP1, SP23, SH1, SH4, SP28 and CMC9.

The development is considered to be satisfactory in relation to the following:-

- . (a) the appearance of the development in the street scene

- (b) the relationship of the development to adjacent property
  - (c) the character of the development in the surrounding area
  - (d) the impact on the amenities of the occupiers of adjacent and nearby properties
  - (e) the light and outlook of occupiers of adjacent and nearby properties
  - (k) the shopping policies of the development plan
  - (p) the character, quality and setting of the Local Area of Special Character
  - (x) the urban design policies of the development plan
- and having regard to all other matters raised.

Informative(s) :-

That this permission is the subject of an obligation under Section 106 of the Town and Country Planning Act 1990 (as amended).

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**Ward: Broad Green** **PLANNING COMMITTEE**  
**Lead Officer: Head of Planning Control** **12<sup>th</sup> April 2007**

**Application Number: 06/04744/P; Centrale Shopping Centre, 21 North End.**

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## **1. SUMMARY**

- 1.1 Full application for the erection of a frontage extension towards North End with a new glazed façade, re-cladding of a stairwell, entrance canopy and projecting bay above.
- 1.2 The application has been referred to Committee at the request the Head of Planning Control.

## **2. RECOMMENDATION**

- 2.1 That on balance planning permission be granted subject to the conditions and reasons set out in the agenda and the prior conclusion of a legal agreement to control the form and amount of advertising that may be displayed on the new frontage of the building.
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## **3. BACKGROUND**

### **3.1 Site Description**

The site lies on the western site of North End and is occupied by the Centrale Shopping Centre. This part of the complex was originally known as the Drummond Centre. It consists of a 4 storey glass and metal panel building with a recessed and colonnaded ground floor. Only the northern part of the frontage is the subject of this application.

### **3.2 Surrounding Area**

Uses/Form -.

- To the north the site adjoins a three storey Edwardian property with accommodation in the roof space. The ground floor of the property is in

retail use and is included on the Council's Local List of Buildings of Architectural or Historic interest.

- To the east on the opposite side of North End are four storey properties with retail uses on the ground floor and the entrance into the Whitgift Shopping Centre.

### 3.3 Designations

- Croydon Metropolitan Centre
- Primary Shopping Area
- Archaeological Priority Zone
- Area of High Density
- Main Retail Frontage
- Adjacent to Local Area of Special Character
- Opposite to buildings on the Local List of Buildings of Architectural and Historic Character.

#### Relevant history

### 3.4 There is a large amount of history relating to the Drummond Centre/Centrale the most relevant of which is:

- 06/3529/P; In December 2006 a planning application for the erection of a front extension onto North end with glazed screen façade and re-cladding of entrance canopy to provide additional retail space was withdrawn.

### 3.5 Proposal

Full permission is sought for:

- An extension to provide an additional 152m<sup>2</sup> of retail floor space.
- The re-cladding of the upper floors with glass with louvres set behind. The louvres would be white on one side and coloured on the other. They would be movable to create a range of configurations. During the day they would be set to a random pattern. At night they would present a flat surface on to which would shine artificial light. The light fittings would be situated behind the vertical mullions of the glazed screen. It would also be possible to use part of the frontage as a screen onto which images could be projected from adjacent premises such as the first floor above the Whitgift Centre entrance.
- The existing canopy and projecting bay above the main entrance to the Centre would be re-clad in GRP with a white gloss finish surround that would enclose a dynamic display. This would take the form of rotating triangular extrusions providing printed images inserted behind the faces of the intrusions. The applicants have not finalised the extent of the dynamic display but do not envisage it would be used for commercial advertising beyond fashion models and the logos of traders within the Centre. They are prepared to enter into a legal agreement to control the displays.
- Re-cladding of the existing stairwell with white glass reinforced plastic.

- 3.6 The scheme has been amended during the course of its consideration which involved alterations to the proposed materials and design of the façade.

#### **4 PLANNING POLICIES**

Croydon Replacement Unitary Development Plan (The Croydon Plan) SP1 – SP3, UD1, UD2 – UD8, UD16, SP4, UC5, UC9, UC11 – UC14, SP9 – SP10, SP13, EP1, SP23, SH1, SH4, SP28 and CMC9.

#### **5. CONSULTATIONS**

- 5.1 31 adjacent occupiers notified. 0 replies.

#### **6. CONSIDERATIONS**

- 6.1 The principal issues are:

1. Whether the additional floor space is acceptable within the context of the Replacement Unitary Development Plan (The Croydon Plan), and
2. The effects of the development on the townscape and visual character of the locality.

##### Principle of Development

- 6.2 The application proposes an increase in retail floor space of 152m<sup>2</sup>. The site is located within a Main Retail Frontage in Croydon's Primary Shopping Area and accordingly there is no objection in policy terms.

##### Townscape issues

- 6.3 The original Drummond Centre was constructed in the 1980's and now comprises part of the Centrale Shopping Centre. The entrance to this part of the Centre and the adjacent shop units are set back and beneath a large two storey projecting bay. Whilst the building has a modern appearance compared to those opposite, it now appears somewhat dated. The pedestrian entrance has always been dark and uninviting, lacking the prominence it ought to have. This weakness has been acknowledged for some time and the owners have had previous discussions with the Council over how to improve it. The current application seeks to modernise the façade, give greater emphasis to the entrance, re-brand the centre and make it more inviting to visitors.
- 6.4 The application seeks to bring forward part of the façade and ground floor of the building in line with the adjacent buildings. Visually there is no objection to bringing forward the front elevation including new glazed ground floor shop fronts. This would improve the immediate area. However, the proposed new 'dynamic' façade above would represent a significant departure from the existing and more traditional facades in North End. Especially so in this location which is opposite Locally Listed Buildings and a Local Area of Special Character.
- 6.5 The development would modernise the frontage and make a visual statement. In itself it has visual merit and it would achieve its objective of emphasising the presence of the entrance to the Shopping Centre. It would not detract from the

part of the original façade that would be retained but it would contrast with the Edwardian buildings immediately to the north. But, these together with the existing projecting enclosed stair immediately to the south of the new façade would effectively provide a frame for the scheme. Within this context it is not considered that the contrast would be directly harmful to the appearance of the adjoining buildings.

- 6.6 In relation to the Locally Listed Buildings and Local Area of Special Character on the opposite side of North End there would be a strong visual contrast. However, one already exists between the buildings themselves on the east side of North End which include different heights, architectural styles and periods. The west side of the North End is as equally diverse but with buildings of more modern origins. Taking this into account it is not considered that the new façade would, on balance, represent any substantial harm to the visual quality of North End. However, there is a caveat to this concerning the presence of advertising material.
- 6.7 The proposed treatment to the projecting canopy and bay is clearly intended to provide for advertising, albeit that the exact nature has not been confirmed. It is considered that a dynamic display could add interest and vitality to the immediate townscape but not if this were simply to operate on the same basis as a triple image advertisement hoarding of the type normally found adjacent to main roads. Furthermore, a display of advertising at such a high level should not be allowed to compromise the immediate environmental quality. Accordingly, should planning permission be granted it is recommended that it be subject to a legal agreement to ensure that details of the means by which the images would be displayed and the nature of the material itself be agreed by the Council.
- 6.8 In addition to the above it is important to ensure by legal agreement that the main part of the frontage above the ground floor is only used for advertisement display purposes in association with a scheme to be agreed by the Council that would be projected from buildings opposite. This would prevent advertising material being displayed directly on the louvres behind the glass façade without the need to secure Advertisement Consent from the Council.
- 6.9 There is no objection to the re-cladding of enclosed staircase adjacent to the existing entrance.

## **7. ENVIRONMENTAL CONSIDERATIONS**

- 7.1 The proposal would represent an modernisation and upgrading of the street scene in North End.

## **8. EQUALITIES CONSIDERATIONS**

- 8.1. The entrance to both of the extended shop units and the main entrance to the Shopping centre would all be provided with level access which would be secured by the Building Regulations

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Case Officer: Nicola Townsend  
Background Documents: 0 letters from adjoining occupiers  
Contact Officer: Mr. P. Mills 020 8760 5419