

Application ref: 2023/3563/P  
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Date: 30 October 2023

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Studio Baty  
3 Doctors Close  
London  
SE26 6DL  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Granted**

Address:

**Flat E**  
**2 Primrose Gardens**  
**London**  
**NW3 4TJ**

Proposal:

Alterations to the ground floor street elevation, including removal of the 2 x sets of casement openings with glazed stall risers; and replacement with a pivot entrance door with integrated fanlight and lower solid panel, and a timber window joinery unit with transom lights and stall-risers

Drawing Nos: 2206\_P01, dated 29.08.23; 2206\_P02\_B, dated 11.10.23; Design and Access Statement prepared by Studio Baty

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and

Country Planning Act 1990 (as amended).

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans- 2206\_P01, dated 29.08.23; 2206\_P02\_B, dated 11.10.23; Design and Access Statement prepared by Studio Baty

Reason: For the avoidance of doubt and in the interest of proper planning.

- 3 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy D1 and D2 of the London Borough of Camden Local Plan 2017.

#### Informative(s):

- 1 The proposal involves removal of the existing replica shopfront and replacement with a new replica shopfront, to be undertaken as part of internal renovations to the existing ground floor and basement maisonette.

The existing right-side window unit would be removed, and replaced with new timber window joinery units with transom lights and stall-risers. The new unit would maintain a traditional division pattern and solid to void ratios. The existing left-side window unit would be removed and replaced with a new front entrance door, with an integrated fanlight and lower solid panel, aligned with the existing adjacent doors to remain. The joinery would be painted in a warm grey finish to sit sympathetically within the existing façade.

The design of the replacement replica shopfront adopts contemporary elements, which is appropriate given the existing non-original replica, shopfront condition. However, the proposed design, in particular the joinery division pattern, would reference the surrounding historic context of existing shopfronts.

Overall, the proposed alterations, notably the new joinery fenestration detail and timber materiality, would improve the existing condition of the building and further enhance the character and appearance of the conservation area.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

Given the nature and scale of the works, the proposal would not cause any adverse impacts on the amenity of adjoining residential occupiers in terms of loss of light, outlook or privacy.

One objection was received, on the grounds of the proposed design being too modern and bland for the style of the building. The proposal has been

redesigned during the course of the assessment of the application, to incorporate a more sympathetically designed shopfront, appropriate to the host building and surrounding street context. The planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with Policies A1, D1, D2 and D3 of the London Borough of Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2021 and the National Planning Policy Framework 2023.

- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 4 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at [www.camden.gov.uk](http://www.camden.gov.uk)) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice about your rights of appeal at:  
<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DP', is positioned above the name and title of the signatory.

Daniel Pope  
Chief Planning Officer