

Application ref: 2023/3955/P
Contact: Sophie Bowden
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Date: 11 April 2024

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

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Shakthi Consulting UK Ltd
6
Ashcroft Drive
Denham Green
UB9 5JF

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

**41 South End Road
London
NW3 2PY**

Proposal:

Alterations to shopfront

Drawing Nos: SCUK22_0007_3 Proposed site plan/location plan, SCUK22_0007_3 Existing and proposed ground floor plan, SCUK22_0007_3 Existing shopfront elevation, SCUK22_0007_3 Proposed front elevation, SCUK22_0007_3 Section A-A

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- SCUK22_0007_3 Proposed site plan/location plan, SCUK22_0007_3 Existing and proposed ground floor plan, SCUK22_0007_3 Existing shopfront elevation, SCUK22_0007_3 Proposed front elevation,

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 Reasons for granting permission-

The proposal would see the existing shopfront, which comprises full height glazing and fascia, being replaced with a new shopfront. The new design comprises a timber frame with new glazing, sliding main entrance door, timber fascia and projecting sign. The timber will be finished in dark green.

There is a variety of shopfront styles in the local vicinity and the proposed design would not appear discordant. The proposal is therefore considered to preserve 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.

The signage has been approved under reference 2023/0408/A however, the approval shows internally illuminated lighting which would not correspond with the shopfront approval. There are some minor differences between the two applications which should be rectified through an amended advertisement application. An informative has been attached to the decision to remind the applicant of this.

Owing to the nature of the proposal, it is not considered to cause any adverse impacts on the amenity of adjoining residential occupiers.

No objections have been received prior to making this decision. 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 Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework.

- 2 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire

Certification may require a further application for listed building consent.

- 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) 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.

- 5 This permission is granted without prejudice to the necessity of obtaining consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 for the fascia and projecting sign.

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



Daniel Pope
Chief Planning Officer