

Miss Emma Clifford  
42 Kings Crescent  
London  
N4 2SY

Application Ref: **2014/0599/P**  
Please ask for: **Raymond Yeung**  
Telephone: 020 7974 **4546**

12 February 2015

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Granted**

Address:  
**36 Primrose Hill Road**  
**London**  
**NW3 3AD**

Proposal:  
Installation of a replacement shopfront.  
Drawing Nos: Site location plan, 02A.

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:



Site location plan, 02A.

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 CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 The proposed door is considered appropriate in terms of design, scale and materials to be used. It is in keeping with the commercial identity of the small parade of shops.

The new design would include additional glazing panels, which are higher than the height of the existing windows. The removal of the existing louvres would be welcome. The shopfront would maintain the timber framing similar to existing. Such timber framing is welcome due to its slender appearance.

The proposal is for the shop front alterations only and not for the advertisement which is a separate application.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received following statutory consultation.

As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policy DP24 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4 of the London Plan 2011; and paragraphs 14, 17, 56 -66 of the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Ed Watson', with a stylized, cursive script.

Ed Watson  
Director of Culture & Environment