

Ashley  
Springwheel Associates  
Highway Farm  
Horsley Road  
Cobham  
Surrey  
KT11 3JZ

Application Ref: **2015/1015/P**  
Please ask for: **Tony Young**  
Telephone: 020 7974 **2687**

8 April 2015

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Granted**

Address:  
**175 Haverstock Hill**  
**London**  
**NW3 4QS**

Proposal:  
Installation of new shopfront.  
Drawing Nos: Site location plan; BO.34/101.

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 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 and DP25 of the London Borough of Camden Local Development Framework Development Policies.

- 3 The development hereby permitted shall be carried out in accordance with the following approved plans: Site location plan; BO.34/101.

Reason:

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

Informative(s):

- 1 Reason for granting permission:

The proposed shopfront is of a modern design with fully glazed windows set into reveals and a brushed stainless steel frame. The proposed glazed front is simple, with a symmetrical layout, and proportions which respect the overall framing of the shopfront, and as such, would integrate well with the neighbouring shopfronts in terms of design, scale and materials to be used and in accordance with the Camden Planning Guidance.

Though it is recognised that there is a pattern of historic-style shopfronts in the wider area, there is no particular uniformity as many have been altered over the years, and the proposals do retain many features of heritage significance, such as, pilasters, corbels, and cornice mouldings.

The proposals are also considered to display improvements on the existing shopfront by virtue of a proposed reduction in the size of signage and the increase in the height and width of visible shopfront space that would result. Given the improvements to the shopfront, the absence of a stallriser is considered acceptable.

The site's planning history has been taken into account when coming to this decision. No objections have been received following statutory consultation. The Belsize Conservation Area Advisory Committee responded and had no objection to the proposals.

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 policies DP24, DP25, DP26 and DP30 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan 2011; and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework.

- 2 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 are advised to consult the Council's Compliance and Enforcement team [Regulatory Services], Camden Town Hall, Argyle Street, WC1H 8EQ (Tel. No. 020 7974 4444 or on the website <http://www.camden.gov.uk/ccm/content/contacts/council-contacts/environment/contact-the-environmental-health-team.en> or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.
  
- 3 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts which 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, Argyle Street WC1H 8EQ, (tel: 020-7974 6941).

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



Ed Watson  
Director of Culture & Environment