

Mrs Cheryl Duerden
Fusion by Design
Rodley House
Coal Hill Lane
Leeds
Yorkshire
LS13 1DJ

Application Ref: **2015/2031/P**
Please ask for: **Kate Phillips**
Telephone: 020 7974 **2521**

29 May 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
49 Regent's Park Road
London
NW1 8XD

Proposal: External alterations at ground and first floor levels; repaint of external walls, window surrounds, doors and benches

Drawing Nos: Site Location Plan & 3138-01 & Proposed External Finishes photo-visualisation

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 paintwork shall be as detailed on the photo-visualisation received on 13/05/2015 (paint colours 10GG 62/062 and 90GG 21/219), unless otherwise agreed in writing with the Local Planning Authority.

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 Policies 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 & 3138-01 & Proposed External Finishes photo-visualisation.

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

Informative(s):

- 1 Reasons for granting permission

The host building features a highly decorative façade and is located on a prominent corner site in the Primrose Hill Conservation Area. The proposed lighter colour scheme and the contrast between the walls and the window surrounds, doors and benches is considered to be appropriate such that the building would continue to frame the entrance to the commercial part of Regents Park Road and continue to make a positive contribution to the character and appearance of the conservation area.

The development will alter the existing character of the building and will make the ground floor more pronounced in the street scene. However, such works are not considered to be harmful to the character or appearance of the host building, the street scene along Regents Park Road, or the Primrose Hill Conservation Area. This is because there are a wide variety of colour schemes in the street scene, which add vibrancy to the street.

No objections have been raised in relation to the works. The application site's planning history and relevant appeal decisions were taken into account when coming to this decision.

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

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 and DP26 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 2015; and the provisions

of paragraphs 14, 17, 56-66 and 126-141 of the National Planning Policy Framework 2012.

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', written in a cursive style.

Ed Watson
Director of Culture & Environment