

Mr Reon Van Wijk
IPA Architects
64 Kings Road
Teddington
TW11 0QD

Application Ref: **2016/4542/P**
Please ask for: **Laura Hazelton**
Telephone: 020 7974 **1017**

13 October 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
83-95 Southampton Row
London
WC1B 4HD

Proposal:

Installation of new shopfront to hotel and restaurant fronting Southampton Row including 2 x green walls; replacement hotel signage and installation of new bronze-clad entrance pediment with glass canopy over hotel entrance; replace existing rendered fascia with mosaic tiling; replacement planters and re-paving of hotel forecourt.

Drawing Nos: 12C7.PH.101 Rev.P1, 12C7.AS.500 Rev.P9, 12C7.EX.400 Rev.P1, 12C7.EX.401 Rev.P3, 12C7.LO.401 Rev.P9, and Planning, Design and Access Statement dated May 2015 Revision 01.

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 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: 12C7.PH.101 Rev.P1, 12C7.AS.500 Rev.P9, 12C7.EX.400 Rev.P1, 12C7.EX.401 Rev.P3, 12C7.LO.401 Rev.P9, and Planning, Design and Access Statement dated May 2015 Revision 01.

Reason:

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

- 4 Prior to the commencement of development, full details of the construction, planting and maintenance in respect of the green walls shall be submitted to and approved in writing by the Local Planning Authority and the works shall then accord with the approved details. The green walls shall then be permanently retained and maintained thereafter, unless otherwise agreed in writing with the Local Planning Authority.

Reason: In order to ensure the development undertakes reasonable measures to take account of biodiversity in accordance with policy CS13 of the London Borough of Camden Local Development Framework Core Strategy and policy DP22 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 Reasons for granting permission.

The proposal to remove the existing timber-framed shopfronts and install new full-height aluminium framed shopfronts is considered acceptable. The front building line of the A3 unit would be straightened to remove the current stepped arrangement and provide a uniform building line. This infill would not infringe on the public highway and would neaten the appearance of the ground floor façade.

Although more modern in appearance, the design and materials of the proposed shopfronts are considered appropriate for a building of this architectural form and age. The existing shopfront and signage are of relatively low quality, and the proposed alterations would preserve and enhance the appearance of the building. The new bronze-clad hotel entrance pediment and canopy would provide an attractive focal point and differentiate the hotel entrance.

The existing fascias would be removed and clad in ceramic tiles which would match those on the bay windows of the floors above. This would help to unify the appearance of the ground floor façade and complement the materiality of the existing building. Separate advertisement consent would be sought for a new fascia sign once the A3 unit has a new tenant. The proposed green walls would be an attractive feature which, along with the new planters, would help to soften the appearance of the front forecourt area. The proposals are therefore considered acceptable, and would preserve and enhance the character and appearance of the host building and wider Bloomsbury Conservation Area.

No objections were received prior to the determination of this application. The planning history of the site has been taken into account when coming to this decision. 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 Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

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 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework 2012.

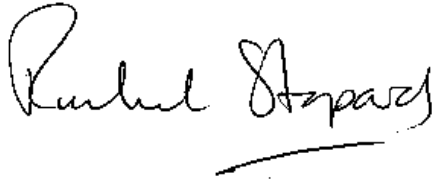
- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts which cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Argyle Street WC1H 8EQ, (tel: 020-7974 6941).
- 3 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.

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 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Executive Director Supporting Communities