

Ms Rosie Solomon
88 Barnet Grove
London
E2 9BJ

Application Ref: **2016/4753/P**
Please ask for: **Sarah Freeman**
Telephone: 020 7974 **2437**

20 October 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

**Unit 6
Victoria House
37-63 Southampton Row
London
WC1B 4DA**

Proposal: Alterations to existing shopfront.

Drawing Nos: Site Location Plan; A-001 Rev O4; Design & Access Statement; Specification provided by OAG limited, dated 22 August 2016.

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 if in CA] 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; A-001 Rev O4; Design & Access Statement; Specification provided by OAG limited, dated 22 August 2016.

Reason:

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

Informative(s):

- 1 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, 5 Pancras Square, London N1C 4AG(tel: 020-7974 6941).
- 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], 5 Pancras Square, London N1C 4AG (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 Reasons for granting permission.

The proposals relate to a modern shopfront unit within the Grade II listed Victoria House, located within the Bloomsbury Conservation Area. The proposed alterations to this existing shopfront are required to enable widening of the existing entrance to allow for the delivery of larger artworks to be displayed within the shop unit. This is to be achieved through the installation of larger panes of glazing for the doors and replacement of a section of the internal steel column to match existing, which is to be removable. The initial proposals have been amended to minimise the impact on the uniformity of the shopfronts within Victoria House, retaining the existing location and spacing of the internal steel columns and the existing location

of the door hinges, and the revised proposals are considered to preserve the character and appearance of the Bloomsbury Conservation Area.

The proposal is not considered to cause any adverse impacts on the amenity of nearby residential occupiers.

Public consultation was undertaken by placement of a press notice and site notice. No objections were received. The site's planning history was taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses, and of preserving or enhancing the character or appearance of the Conservation Area, under s. 66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

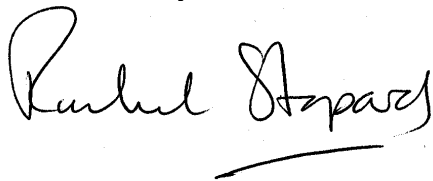
As such, the proposal is in general accordance with policy CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policy DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan 2015, and paragraphs 14, 17, 56-68 and 126-141 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 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Executive Director Supporting Communities