

Danielle St Pierre
Iceni Projects
Flitcroft House
114-116 Charing Cross Road
London
WC2H 0JR

Application Ref: **2016/4883/P**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

7 December 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
185 Camden High Street
London
NW1 7JY

Proposal:
Installation of a new shopfront to retail unit (Class A1).
Drawing Nos: [DA2361-] 702 RevA, 704-RevE; Detailed Section - Fascia Sign; Notice
Letter (06/09/2016); Site Location Plan.

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: [DA2361-] 702 RevA, 704-RevE; Detailed Section - Fascia Sign; Notice Letter (06/09/2016); Site Location Plan.

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

Informative(s):

1 Reasons for granting permission.

The proposed glazed shopfront will replace a compressed frontage harmed by an oversized fascia spreading above the fascia area - close to the first floor windows - and onto the upper part of the commercial frontage below resulting in an unbalanced and out of proportion shopfront.

The proposal will re-instate the fascia to its original position, improving its proportions and in line with the adjacent shopfront at 187 Camden High Street.

Although the fascia is will still extend into the lower section of the first floor part of the elevation, on balance, the significant reduction is such that it will minimize any negative impact the this may have on the overall elevation.

A traditional material, such as timber, is usually preferred to full glazing. However, as a stallriser is included, the re-introduction of the full size of the shopfront, by the significant reduction in the size of the proposal is an improvement on the existing shopfront.

As such, the proposal is considered to be acceptable, and will preserve and enhance the appearance and character of the host building, the conservation area and the streetscene.

The site's planning history was taken into account when coming to this decision. No objection was received as a result of the statutory consultations.

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 policies 7.4, 7.6 and 7.8 of the London Plan 2015 consolidated with alterations since 2011; and paragraphs 14, 17, 56 -68, 126 -141 of the National Planning Policy Framework.

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).

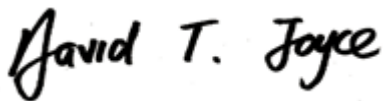
- 3 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays 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



David Joyce
Executive Director Supporting Communities