

Mr David Lowe
Fusion By Design
Rodley House
Coal Hill Lane
Leeds
LS13 1DJ

Application Ref: **2016/6902/P**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

8 February 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
99 High Holborn
London
WC1V 6LF

Proposal:
Replacement of existing shopfront.
Drawing Nos: Site location plan; (P3457-)01 rev C, 02.

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 2010.

- 3 The development hereby permitted shall be carried out in accordance with the following approved plans: Site location plan; (P3457-)01 rev C, 02.

Reason:

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

Informative(s):

- 1 Reasons for granting planning permission:

The proposed shopfront alterations are considered to be appropriate for this location in terms of the design, scale, colour and materials to be used, and as such, the proposals are in keeping with the commercial identity of the street in accordance with Council policies and guidelines, and would not significantly alter the character or appearance of the building or detract from the wider Bloomsbury conservation area, and would be acceptable.

Concerns were initially raised with the applicant in relation to the proposed inclusion of black timber verticals applied to the glazing and a recessed doorway screened by a perforated roller shutter given the potential for anti-social behaviour created by a shopfront recess and the adverse impact on the character and appearance of the building of timber verticals and a shutter, especially in this prominent corner position of a busy commercial area and thoroughfare. Following Council advice, the applicant has submitted amended drawings which omit the recessed doorway, roller shutter and timber verticals from the proposals. These amendments are considered to be acceptable.

There are no amenity concerns as a result of these proposals.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received following statutory consultation.

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 Planning (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 2010; and policies DP12, DP22, DP24, DP25, DP26 and DP30 of the London Borough of Camden Local Development Framework Development Policies 2010, the London Plan 2016, and the National Planning Policy Framework 2012.

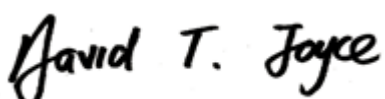
- 2 Please be aware that proposed alterations shown on the approved drawing (ref. P3457-01 rev C) that relate to signage alterations (e.g. replacement fascia sign, projecting sign, and branded awning) are not a consideration under an application for full planning permission, and as such, have not been determined as part of this application. Accordingly, the drawing has been annotated to show that any signage alterations will be the subject of a future advertisement consent application.
- 3 This permission is granted without prejudice to the necessity of obtaining consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Application forms may be obtained from the Council's website, www.camden.gov.uk/planning or the Camden Contact Centre on Tel: 020 7974 4444 or email planning@camden.gov.uk).
- 4 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.
- 5 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



David Joyce
Executive Director Supporting Communities

