

Mrs Khorshid Meihami  
OROSI DESIGN  
FLAT 74  
TOWNSHEND COURT  
TOWNSHEND ROAD  
LONDON  
NW8 6LD UK

Application Ref: **2017/3974/P**  
Please ask for: **Tony Young**  
Telephone: 020 7974 **2687**

5 December 2017

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990 (as amended)

### Full Planning Permission Granted

Address:  
**63-65 Parkway**  
**LONDON**  
**NW1 7PP**

Proposal: Installation of replacement shopfront.

Drawing Nos: Site location and block plans; (H0-63-)171 rev 01, 172 rev 02, 173 rev 02, 174 rev 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 policies D1 and D2 of the Camden Local Plan 2017.

- 3 The development hereby permitted shall be carried out in accordance with the following approved plans: Site location and block plans; (H0-63-)171 rev 01, 172 rev 02, 173 rev 02, 174 rev 02.

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

- 4 The existing 2 projecting signs and upward facing LED tube shall be removed as shown on the approved drawings, no later than 6 months from the date of this planning permission.

Reason: To safeguard the appearance of the premises and the character of the immediate area against potential visual clutter in accordance with the requirements of policies D1, D2 and D3 of the Camden Local Plan 2017.

#### 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 are in keeping with the commercial identity of the street in accordance with Council policies and guidelines. As such, it is considered that the proposal would enhance the character and appearance of the building and the Camden Town Conservation Area, and is considered acceptable.

Concern was initially raised with regards to the proposed external uplighters in so far as these might emit light and glare upwards towards the residential flats above. Concerns were also raised with the proposed design of the doors, acrylic and plastic materials to be used in the fascia sign lettering, and the projection of the lettering itself. In response, the applicant revised the proposals to include suitably housed LED trough lighting facing downwards, raised stallrisers to the base of the doors, and painted lettering only on timber fascia boards. Amended drawings were submitted to this effect and are considered to be acceptable.

Further, it is noted that as part of the proposals, the applicant has agreed to remove 2 unused projecting signs, an upward facing LED tube, and a pair of awnings from the front of the building. These changes are considered to improve the existing cluttered appearance of the shopfront are welcomed by the Council.

Due to the location and nature of the proposals, there are no amenity concerns to any occupiers on the upper floors nor to any adjoining residential occupiers in terms of loss of outlook or privacy.

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 Camden Town Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Area) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D3 of the Camden Local Plan 2017, the London Plan 2016, and the National Planning Policy Framework 2012

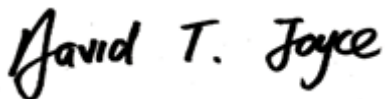
- 2 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website 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 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that 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, Judd St, Kings Cross, London NW1 2QS (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  
Director of Regeneration and Planning