

Application ref: 2018/4731/P
Contact: David Fowler
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Date: 12 February 2019

Development Management
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Project Entity Ltd
42 Gainsborough
Milborne Port
DT9 5BD

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
259 Camden High Street
London
NW1 7BU

Proposal: Refurbishment of facade of the building, involving covering the stonework with a black structure and metallic net and cloud of sunglasses, painting window surrounds red and internal shop fit out at ground and basement levels.

Drawing Nos: Existing: G000.02, D300.00, D301.00, D302.00, D303.00,

Proposed: C404.00, C406.00, C407.00 Rev A, 'FAÇADE', 2 x images of Wayfarer cloud.

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: Existing: G000.02, D300.00, D301.00, D302.00, D303.00; Proposed: C404.00, C406.00, C407.00 Rev A, 'FAÇADE', 2 x images of Wayfarer cloud.

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

- 3 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 D1 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting planning permission:

The proposed red and black treatment of the façade, with clouds of sunglasses would give the building a much bolder and brighter appearance. There are a number of other buildings on Camden High Street with advertising paraphernalia attached to the façade, including shoes, figures, a scorpion and a dragon. Buildings feature such paraphernalia in both directions of the High Street. Whilst not normally acceptable in the rest of the borough, the proposed black and red treatment with clouds of sunglasses would be appropriate to the unique character of this part of Camden High Street.

The access doors would be the same as the existing arrangement.

No objections have been received to this application.

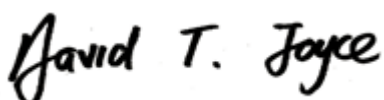
As such, the proposed development is in general accordance with Camden Local Plan policies D1 and C6.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

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