

Application ref: 2019/2421/P
Contact: John Diver
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Date: 10 September 2019

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
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London
WC1H 9JE

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Studio Varey Ltd
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

**77 Southampton Row
London
WC1B 4ET**

Proposal:

Change of use of ground floor and basement unit from betting shop (sui generis) to retail (A1). Replacement shopfront including new doors, glazing, PC aluminium cladding and installation of LED down lighter above fascia.

Drawing Nos: (Prefix: 19016_L): (-1) 101.1; (-2) 101.1; (-2) 301.1; (-3) 101.1; (-3) 301.1 rev A; (-4) 101.1; (-4) 301.1. Supporting: 19016_Design and Access Statement; 19016_Heritage Statement.

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 D1 and D2 of the London Borough of Camden Local Plan 2017.

- 3 The development hereby permitted shall be carried out in accordance with the following approved plans: (Prefix: 19016_L): (-1) 101.1; (-2) 101.1; (-2) 301.1; (-3) 101.1; (-3) 301.1 rev A; (-4) 101.1; (-4) 301.1. Supporting: 19016_Design and Access Statement; 19016_Heritage Statement.

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

- 4 The external lighting shall be statically illuminated and remain white in colour. The intensity of the illumination of the external lighting shall not exceed 2500 candelas per square metre during the day and 400 candelas per square metre during the hours of darkness in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2015.

Reason: To ensure that the advertisement does not harm the character and appearance of the streetscene and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies A1, D1, D4 and T1 of the Camden Local Plan 2017 and Transport for London Guidance for Digital Roadside Advertising 2013

Informative(s):

- 1 Reasons for granting permission. [Delegated]

The unit is situated within a short frontage which contains two other units, both of which are in restaurant use (A3). The site is located within the central London activities zone and High Holborn Growth Area, where new retail development is directed under policy TC1. The retail use would provide for the local community to a greater degree than the existing sui generis use. The change of use would therefore be supported by the development plan.

The existing aluminium shopfront is of low quality and works to replace/refurbish are welcomed as they would help to improve the appearance of the unit and streetscene. It is noted that aluminium /PC metal is now applied to most surrounding shopfronts and so is characteristic. This material is considered acceptable for framing in this context. The design of the new shopfront is clearly contemporary in style. It does not feature glazing divisions, decorative pilasters and would not feature a stall riser. Rather than featuring a fascia, advertisements would instead be applied directly to the face of the shopfront. Whereas traditional features such as these would usually be sought within the conservation area, in this case it is noted that the host building is

from the mid-20th century and has a plain and utilitarian appearance. In this context, the simple shopfront proposed is considered appropriate for its setting and the wider building. This would also visually accord (both in terms of tone, materials and proportions) with the new shopfront recently installed at the adjacent unit. External lighting in the form of LED downlighters are proposed. It is noted that a number of units along Southampton Row either feature similar downlights or have recently been granted. The type of lighting and illumination is considered acceptable for this context. A condition is recommended to ensure that the lighting remains static, white in colour and an acceptable brightness to ensure that it does not become overly prominent or a distraction to drivers. Overall the works are considered to enhance the local streetscene and to preserve the character and appearance of the Bloomsbury conservation area. The works would similarly preserve the setting of the nearby listed building.

Due to the scale of development, its siting and the institutional use of surrounding buildings, the works would not result in any loss of residential amenity. Given the minor scale of the works, the implementation would not raise highways concerns that would warrant further details to be secured.

Following a process of public consultation, one comment was received and was duly considered when forming this decision. The site's planning history was considered when forming this assessment.

Special regard has been attached to the desirability of preserving the setting of nearby listed buildings under s.66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013. 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 proposal is in general accordance with Policies D1, D2, D3, A1, TC1 and TC2 of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and National Planning Policy Framework 2019.

- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team London Borough of Camden 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444) . Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 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).

- 4 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website at <https://beta.camden.gov.uk/documents/20142/1269042/Camden+Minimum+Requirements+%281%29.pdf/bb2cd0a2-88b1-aa6d-61f9-525ca0f71319> or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

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 must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

- 5 You are reminded of the need to provide adequate space for internal and external storage for waste and recyclables. For further information contact Council's Environment Services (Waste) on 020 7974 6914/5 or see the website <http://www.camden.gov.uk/ccm/content/environment/waste-and-recycling/twocolumn/new-recycling-rubbish-and-reuse-guide.en>.

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 2019.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Daniel Pope
Chief Planning Officer