

Address:	43-47 Shelton Street/15 Endell Street London WC2H 9HJ		3 & 4
Application Number:	2019/3728/P 2019/3741/A	Officer: Thomas Sild	
Ward:	Holborn & Covent Garden		
Date Received:	22/07/2019		
Proposals:			
i) Installation of new shopfront; installation of mechanical plant and associated louvres to ground floor unit (Use A1)			
ii) Display of 2 x externally illuminated projecting signs and 2 x externally illuminated fascia signs to ground floor unit (Use A1)			
Background Papers, Supporting Documents and Drawing Numbers:			
Existing: 17.058 / 001; 17.058 / 002; 17.058 / 003; 17.058 / 004			
Proposed: 17.058 10; 17.058 / 033 Rev G; RF87962 SK001F			
Documents:			
Design and Access Statement			
Planning Statement			
Plant Noise Impact Assessment Report – Noise Solutions Ltd (08/03/2019)			
Sound Insulation Test Report - Noise Solutions Ltd (20/12/2018)			
Transport note (for information only)			
Planning note			
Automatic doors technical details			
RECOMMENDATION SUMMARY:			
i) Grant conditional planning permission			
ii) Grant conditional advertisement consent			
Applicant: C/O agent		Agent: Rolfe Judd Planning	
		Old Church Court Claylands Road Oval London	

ANALYSIS INFORMATION

1 Land Use Details:			
	Use Class	Use Description	Floorspace

Existing	A1	Retail	407sqm
As Proposed	A1	Retail	410sqm

OFFICERS' REPORT

Reason for Referral to Committee: The Director of Regeneration and Planning has referred the application for consideration after briefing Members.

1 EXECUTIVE SUMMARY

- 1.1. Planning permission is sought for changes to the existing A1 retail use shopfront including relocation of the main entrance from the corner of Shelton Street and Endell Street, to 9.5m north on Endell Street. The alterations to the shopfront remove the existing recessed entrance on the corner.
- 1.2. This application follows a previous grant of planning permission in 2018 for changes to the shopfront including relocated and additional entrances; and a grant of advertisement consent in 2019 for the signage as proposed now. The intention at the time of the previous application was to subdivide the existing retail premises (including no 17 which does not form part of the current application) into 4 separate units; whereas now the intention is to retain the premises as a single large unit with one relocated entrance.
- 1.3. The material planning considerations are the design of the shopfront and its impact on the appearance of the host building, streetscene and surrounding Seven Dials Conservation Area; accessibility of the new entrance and the impact of its relocation and that of relocated plant on the amenity of surrounding occupants. It should be noted that the property has lawful use as an A1 retail shop and therefore the acceptability of the 'use' is not under consideration.
- 1.4. The proposed step free, relocated entrance would replace the existing stepped access entrance and enable improved access for all. The removal of the recessed entrance is beneficial in terms of designing out opportunities for crime and anti-social behaviour.
- 1.5. Overall, the proposed development is considered to provide an appropriate change to the shopfront without harm to the appearance of the building and character of the surroundings. The proposals are not considered to result in an unacceptable impact on the amenity of neighbours for the reasons outlined in this report.

2 SITE

- 2.1 The application site consists of a 4-storey purpose built mixed use building constructed in the 1980s, situated on the corner of Shelton Street and Endell Street. The building contains long standing A1 retail uses at ground floor with residential above. The site forms part of the primary retail frontages of Shelton Street and Endell Street within the Covent Garden town centre.

- 2.2 Surrounding the application site, there are a mix of uses with A1 retail and other town centre uses at ground floor with residential above.
- 2.3 Covent Garden is an internationally significant shopping and entertainment destination and a major attractor of tourists. The area has a large number of shops, restaurants, cafes, as well as pubs, bars, and theatres. It is identified by the London Plan as a strategic cluster of night time activity of international importance, and together with Soho makes a particular contribution to London's world city offer.
- 2.4 The site falls within the Seven Dials Conservation Area, however the building is not identified as a positive contributor.
- 2.5 The site location plan (Figure 1) below:

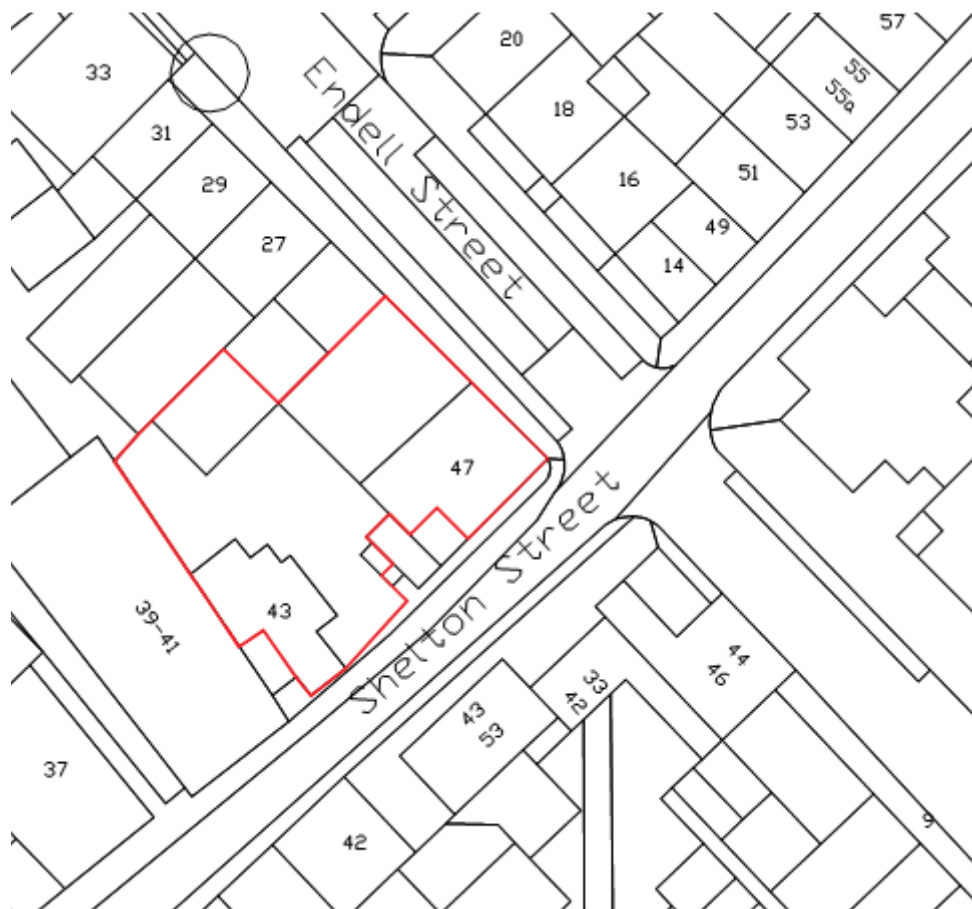


Figure 1 – Site location plan

3 THE PROPOSAL

3.1 Planning permission is sought for:

- Shopfront alterations including realigning the shopfront on the existing corner to remove the recessed entrance (creating 3sqm of additional internal floorspace) and relocating the main entrance on Endell Street.
- Relocation of existing plant from the rooftop to a new internal plant room at

ground floor level on Shelton Street, with associated louvres being added to the façade.

3.2 Advertisement consent is sought for:

- Display of 2 x externally illuminated projecting signs and;
- 2 x externally illuminated fascia signs to ground floor unit.

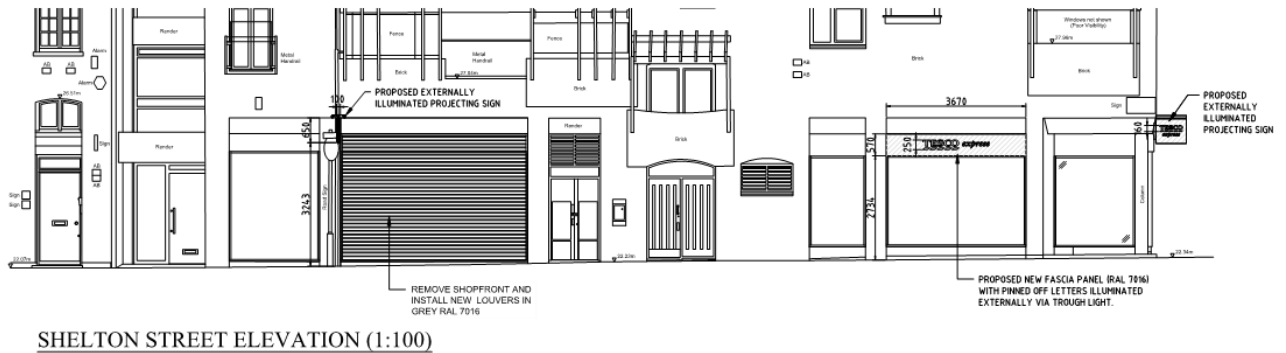


Figure 2 Proposed Shelton Street elevation

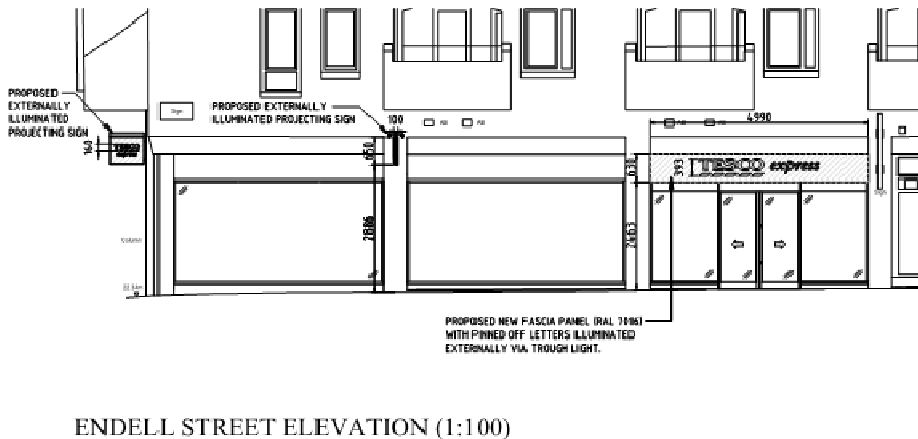


Figure 2 Proposed Endell Street Elevation

Revisions

3.3 During the course of the application, minor revisions to the advertisement proposals were requested in order to overcome concerns raised by officers.

3.4 The revisions made to the proposals can be summarised as follows:

- The size of fascia boards and associated lettering was reduced.

3.5 The revisions made did not materially affect the nature of the scheme and as such were accepted as amendments under the ongoing application.

4 RELEVANT HISTORY

4.1 The relevant planning history for the application site can be summarised as follows:

6 February 2018 - 2017/6735/P granted planning permission for the infilling of the existing rear courtyard and installation of a fixed roof-light.

This permission is extant and has not been implemented to date.

2 March 2018 - 2017/6734/P granted planning permission for the installation of replacement shopfronts (Use Class A1). The proposal also included a replacement shopfront to no. 17 Endell Street and the subdivision of the ground floor from two units into four.

This permission gave approval for a new retail entrance on Endell Street, but for a smaller unit in the location than is proposed with this submission. However, the permission as a whole gave consent to three retail entrances on Endell Street and one on Shelton Street.

This permission is extant but has not been implemented to date.

24 December 2018 - 2019/4535/A – Granted advertisement consent for installation of 2 externally illuminated projecting signs and 2 externally illuminated fascia signs.

This permission is extant but has not been implemented to date.

5 CONSULTATIONS

5.1 **Bloomsbury Conservation Area Advisory Committee (CAAC)** – Object

- Installation of louvres on the ground floor would harm the character and appearance of the conservation area.
- Shop will be using either very large delivery lorries or more frequent smaller lorries which will clog up the areas narrow streets, causing extra pollution as well as dirt to be stirred up and cling to the walls of surrounding buildings.
- Must not be permitted to hang any illuminated signs.
- Signage is too large and brash for a Conservation Area.

5.2 **Covent Garden Housing Cooperative** - Object

- Impact on traffic flows from servicing.
- Impact of waste disposal.
- Tesco servicing will clutter pavements and create noise.
- No plans for shop fit out supplied; louvres would obscure shopfront.

5.3 **Covent Garden Community Association** – Object

- Use of the premises as a convenience store would result in noise and disruption.
- Mechanical plant would result in unacceptable noise for neighbours.
- Impact of noise transmission through building through servicing movements.
- Design of shopfront and inclusion of louvres would harm the appearance of the area.
- Impact on residents from illuminated signage.
- Advert lettering is too big.
- Tesco is not an independent or high quality retailer.
- Flats above should have double glazing installed.
- Hours of use should be limited by condition.
- Hours of servicing should be restricted.
- Condition needed that prevents obstruction of windows or use of window vinyls.

5.4 Adjoining Occupiers

5.5 Site notices were displayed adjacent to the site on 26/07/2019 (consultation end date 19/08/2019).

5.6 The development was also advertised in the local press on 01/08/2019 (consultation end date 25/08/2019).

<i>Total number of responses received</i>	15
<i>Number in support</i>	0
<i>Number of objections</i>	15

- Objections were received from adjacent properties including:
 - Flat 1, 47 Shelton Street;
 - Flat 3, 47 Shelton Street;
 - Flat 6, 47 Shelton Street;
 - Flat 4, 47 Shelton Street;
 - Flat 7, 47 Shelton Street;
 - Flat 9, 47 Shelton Street;
 - Flat 71, 30-40 Grafton Way;
 - 14 Endell Street;
 - Earl's Sandwich Bar, 14 Endell Street;
 - Mirana's Food & Wine, 28-30 Endell Street;
 - Endell Street- exact address unknown;
 - Address not provided;
 - 27/29 Endell Street;
 - 47 Shelton Street (group); and
 - Other residents who have not stated their address.

Comments are summarised as below:

1. Site notices were not displayed correctly.

2. Brightness of Tesco signage would detract from the conservation area and the proposed signage is not appropriate.
3. Inappropriate to move the entrance doors to underneath resident's balconies.
4. Potential noise from the mechanical plant would be heard by neighbours.
5. Objection to Tesco being the occupier of the ground floor retail unit.
6. Occupation by Tesco would affect local trade which includes a diverse range of small independent retailers.
7. No previous consultation for the conversion for Tesco.
8. Concerns of proposed operating hours of Tesco.
9. Potential noise and other pollution disturbance from vehicle deliveries to the store.
10. Potential disturbance from servicing and waste/recycling operations from the store.
11. Traffic, noise and loading impacts from deliveries.
12. Increase of anti-social behaviour in the area and concerns of safety and security in the local area.
13. Impacts on local parking in particular existing disabled parking bays.
14. Louvres will attract homeless.

Officers Response:

1. See 5.5
2. See section on Neighbour amenity
3. See section on Neighbour amenity
4. See section on Neighbour amenity
5. See 6.2
6. See 6.2
7. See 6.2
8. See 6.2
9. See 6.5 – 6.8
10. See 6.10
11. See 6.5 – 6.8
12. See 6.2 and 10.10
13. See 6.5 – 6.8
14. See 12.4

5.7 Further comments were raised in regards to the Members Briefing report:

- Responses should be counted as 21.
- CGCA comments in relation to opening hours not covered.
- Flats at 47 Shelton St do not have double glazing.
- Warm air from louvres will compensate for overhead cover.

Officer response:

- *Public responses have been counted as one response per person or address.*
- *The report advised on the material planning considerations related to the application; given that the application relates solely to shopfront, louvres and*

signage and no change of use is proposed a restriction on hours of opening could not reasonably be imposed.

- *It is duly noted that the windows in the residential units above are single glazed.*
- *This point is addressed within section 12.4*

6 ISSUES NOT MATERIAL TO THESE APPLICATIONS

- 6.1 A number of objections refer to the specific retailer occupying this unit, as well as related issues with respect to deliveries, traffic management, anti-social behaviour, impact on other local traders and hours of use of the unit.
- 6.2 The planning system does not control which persons and/or businesses can occupy and operate from a retail unit as long as the operation falls within the planning use class A1 (retail). There is no element of change of use in these applications. It should therefore be noted that objections of this nature cannot be considered relevant to the proposed development. The considerations and assessment within this report are in relation to the design and amenity impacts of the change in shopfront and mechanical plant as well as the amenity and public safety impacts of the proposed advertisements.
- 6.3 There are no planning records indicating a previous change of use of the unit, and it is assumed therefore that the unit has been in retail (A1) use since construction of the building circa 1980s with no record of planning controls put in place (such as operating times). As this application is not seeking a change of use, planning controls by way of conditions and/or S106 legal agreements cannot be applied in this instance to control the use.
- 6.4 It should be noted that Tesco is lawfully able to occupy the unit at present, as could any other retailer within use Class A1.

Transport and servicing

- 6.5 Transport and servicing concerns have been raised by neighbouring residents in relation to the prospective future tenant, Tesco, and its servicing requirements.
- 6.6 The site sits within a Camden parking control zone, regulated between the hours of 0830-1830 Monday-Saturday. The adjacent streets within City of Westminster are also regulated and restricted to residents. There is a loading bay adjacent to the site on Endell Street at a distance of 7m from the proposed entrance which can be utilised by the unit's occupant for a period of 40 minutes per visit.
- 6.7 As previously highlighted, no change of use is proposed through this application and as such transport and servicing impacts are not a material consideration. However, in order to address residents' concerns, the Council has sought further information from the applicant in respect to delivery and servicing. The applicant has not provided detailed information but has confirmed that the store would be serviced in compliance with the Traffic Regulation Order which controls the two on-street loading

bays on Endell Street. As the application proposes no change of use from the existing lawful A1 use, planning controls cannot be imposed on delivery and servicing as part of this application.

- 6.8 Residents have raised concerns about congestion arising during servicing times when the loading bays are already in use and/or through the manoeuvring of oversized articulated delivery vehicles through the fine-grained street pattern. These issues would be met with enforcement action by the Council's Parking Operations Team should this become necessary.
- 6.9 The proposed signage is not considered to impact on vehicular and pedestrian safety.
- 6.10 In regards to refuse and recycling, the applicant has stated that there would be no material change to the waste and recycling operations of the unit compared with the previous occupant. The new occupant would store all bins and trolley cages internally and these would be put out only at times of collection. All refuse and recycling would be collected by the same Tesco delivery vehicles that bring goods to the store.

7 STATUTORY PROVISIONS

- 7.1 The statutory provisions principally relevant to the determination of this application are:
- Section 38(6) of the Planning and Compulsory Purchase Act 2004.
 - Sections 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 ("the Listed Buildings Act").

8 POLICIES

8.1 National and Regional Policy

NPPF 2019

The London Plan March 2016

Emerging London Plan 'Intend to Publish' version - December 2019

8.2 Camden Local Plan 2017

Policy A1 (Managing the impact of development)

Policy A4 (Noise and vibration)

Policy D1 (Design)

Policy D2 (Heritage)

Policy D3 (Shopfronts)

Policy D4 (Advertisements)

8.3 Supplementary Planning Policies

Seven Dials (Covent Garden) Conservation Area Statement (1998)

Camden Planning Guidance

Adverts (March 2018)

Design (March 2019)

Amenity (March 2018)

9 ASSESSMENT

9.1 The principal considerations material to the determination of these applications are as follows:

- Design and heritage
- Access
- Impact upon neighbouring amenity
- Advertisements

10 Design and heritage

Statutory Framework

- 10.1 Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (“the Listed Buildings Act”) are relevant.
- 10.2 Section 72(1) requires that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of a Conservation Area when considering applications relating to land or buildings within that Area.
- 10.3 Section 16(2) and 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that local authorities shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.
- 10.4 The effect of these sections of the Act is that there is a statutory presumption in favour of the preservation of the character and appearance of Conservation Areas. Considerable importance and weight should be attached to their preservation. A proposal which would cause harm should only be permitted where there are strong countervailing planning considerations which are sufficiently powerful to outweigh the presumption. The NPPF provides guidance on the weight that should be accorded to harm to heritage assets and in what circumstances such harm might be justified. This section of the report assesses the harm to heritage assets from the proposal. The balance of the harm and the benefits from the proposed scheme is discussed in the conclusion.
- 10.5 The Council’s design policies are aimed at achieving the highest standard of design in all development. The following considerations contained within policy D1 are relevant to the application: development should consider the character, setting, context and form and scale of the neighbouring buildings, and the quality of materials

to be used. Within areas of distinctive character or adjacent to one, development should reinforce those elements which contribute to and create the character, in line with policy D2.

- 10.6 Further to the above, the Council requires a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features. Policy D4 of the Local Plan states that the Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.
- 10.7 In regards to shopfronts, the Seven Dials Conservation Area Statement states *“Proposals for new shopfronts will be expected to preserve or enhance the visual character and appearance of the shopping streets, through respect for the proportions, rhythm and form of the original frontages”*. Furthermore, in regards to the display of advertisements, the Conservation Area Statement states *“shop signage should be appropriate for the Conservation Area, respecting the proportions of the shop frontages, and maintaining the division between units and reflect the plot widths of buildings. Internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally illuminated. Signage will usually consist of one fascia sign and one projecting sign. Shop signs should not normally be above ground floor level”*.
- 10.8 This particular section of Shelton Street where it meets with Endell Street is characterised predominantly by late 20th Century developments including the host building and buildings to two of the other four corners. Late 20th Century buildings front the narrow Shelton Street and the wider Endell Street with non-traditional shopfronts present on both buildings along Shelton Street. The character of these shopfronts include full height glazing and metal framing. It is noted that further along Shelton Street and Endell Street, the shopfronts become more traditional in response to the older buildings they form part of. As such, it is considered that the section of the streetscene where these more modern buildings are located provides its own smaller but unique sub-character.

Shopfront, new entrance and louvres

- 10.9 The proposed shopfront alterations to both elevations are considered acceptable in their design and materials in relation to the host building and the specific context of the site within the surrounding Seven Dials Conservation Area. The new shopfront would be flush within the elevations and overall the shopfront would not project beyond the existing building lines. As such its relationship to the building is being maintained and respected. The existing shopfront is almost entirely glazed, and the extent of glazing would not be increased. A small stall riser would be retained as per the existing situation.
- 10.10 The proposed relocation and design of the entrance doors along Endell Street are considered appropriate in their appearance and siting. Although the corner section of the shopfront was most likely designed as the focal entrance to the unit, there are significant constraints in regards to access including steps and a structural column located in front of the existing entrance doors. See section of access for further

comment. The recessed entrance also creates opportunities for crime and anti-social behaviour.

- 10.11 Louvres are not uncharacteristic of the surrounding area and 47 Shelton Street currently includes louvred elements close to the main residential entrance. A further louvred frontage is noted opposite adjacent to nos. 44-46 Shelton Street. The principle of louvres in this location is therefore considered acceptable and it would not significantly impact overall on the active frontage to the building or Shelton Street. The detailed design of the louvres are also considered appropriate as part of a unified design of the new shopfront, appropriate to the building's late 20th Century architectural style.



Figure 4 Existing louvres on the host building



Figure 5 Existing louvres opposite at 44-46 Shelton Street

10.12 The relocated mechanical plant would remove clutter from the roof top and is considered acceptable in its quantity and design. This would be concealed from public and private views by the proposed louvres.

11 Access

11.1 Local Plan Policy C6 requires the Council to promote fair access and remove the barriers that prevent everyone from accessing facilities and opportunities. Camden expects all buildings and places to meet the highest practicable standards of accessible and inclusive design so they can be used safely, easily and with dignity by all.

11.2 The existing corner entrance provides barriers to fair access due to steps and a structural column which interferes with manoeuvring space. The proposed entrance on Endell Street would be step free with level access for wheelchair users and other mobility impaired visitors. This is considered to be a significant benefit of the proposals.

12 Neighbour amenity

12.1 Within the Camden Local Plan policies, policy A1 seeks to ensure that development does not cause adverse amenity impacts upon neighbours in terms of sunlight, daylight, privacy and overlooking, noise and vibration and odour. Furthermore, A4 seeks to protect development from noise sensitivity or neighbouring occupiers from potential noise generation from development.

Relocated plant

- 12.2 The application seeks the relocation of existing plant from the rooftop to an assigned area at ground floor level along the Shelton Street frontage. This plant area incorporates a sound attenuated ceiling and would be screened from the street by louvres.
- 12.3 A Plant Noise Impact Assessment Report and a Sound Insulation Report have been submitted and reviewed by the Council's Environmental Health Officer. Outside of the planning regime residents are protected from excessive operational nuisance under Environmental Health legislation and if the application is granted and issues over operational noise are received, action can be taken by the authority to mitigate any issues. However officers are confident that the proposed plant locations are fully capable of being attenuated to the required noise levels in light of the measures proposed. The relocation of the plant as proposed is therefore considered acceptable subject to compliance with two planning conditions that are recommended as complimentary to the Council's powers under the Environmental Health Acts in relation to noise and vibration output.
- 12.4 An objection has been made on the basis that the relocated plant and the associated louvres would attract rough sleepers through the release of warm air to the street. Officers do not consider that the proposed shopfront design encourages rough sleeping. Plans for the plant enclosure indicate the discharge section of louvres to be 1.7m above ground with the louvre slats angled upwards. It should be further noted that the pavement on this section of Shelton Street is narrow and there is no overhang to provide shelter.

Shopfront changes and new entrance

- 12.5 The proposed alterations to the shopfront do not alter the overall scale and extent of the building and would not impact upon the amenity of adjoining residential occupiers in regards to daylight, sunlight, privacy, outlook and sense of enclosure.
- 12.6 The previous 2018 consent for shopfront changes granted permission for 3 hinged door entrances on Endell Street including the unit at no. 17 which does not form part of this application. The 2018 permission included a new retail entrance in the same location as now proposed.
- 12.7 Notwithstanding the previous consent, comments have been received in relation to the noise and disturbance resulting from the relocation of the entrance from the corner, to a location 9.5m north on Endell Street.
- 12.8 The context of this site is that of a mixed use building with established, long standing commercial use along the ground floor frontages since its construction.
- 12.9 It should be noted that the existing entrance doors sit below a first floor residential use with balcony. The existing entrance to the adjoining A1 retail use unit at no. 17, also sits directly below a first floor balcony and within 3m of an additional balcony. Whilst there will be activity focussed on the new entrance, Endell Street is an active shopping street with a high volume of pedestrians present throughout the day and night so a certain amount of background noise is characteristic in this location.

- 12.10 The proposed doors would be automatic and therefore would not generate banging or loud mechanical noise during normal operation. In addition, the internal ceiling will be newly insulated with sound attenuation as detailed in the submitted Sound Insulation Test. Therefore the relocated entrance is unlikely to give rise to any noticeable increase in noise levels for the residential accommodation above compared with the situation currently experienced.
- 12.11 The occupant has indicated that the likely opening hours for the store would be 0600-2300hrs. There is currently no restriction on opening hours for the existing unit, and any A1 use retailer can lawfully use the unit without a restriction on hours of use. Given that a change of use is not being considered, operational hours of the use are not a material planning consideration. The sale of alcohol is regulated by licencing and is considered separately from any planning application.
- 12.12 Overall, officers consider that given the current established situation with existing A1 use entrances in close proximity to residential above, the proposed position of the entrance would be appropriate and not result in a significant change to neighbour amenity. It is also observed that across the surrounding area, given its high density mixed-use nature there is an abundance of retail entrances located directly underneath residential uses.

13 Advertisements

- 13.1 The application proposes two fascia signs with lettering and two projecting signs, one to each street elevation. During the course of the application the size of the fascias was reduced to take into account of a concrete lintel above the ground floor and the associated size of lettering was reduced. This quantity of signage is considered acceptable given that the unit spans across two frontages.
- 13.2 The proposed dark grey fascia signage would complement the other dark coloured elements of the building including the window frames and stained timber features. The fascias would be externally illuminated, as is characteristic of adjacent shop signage. The previous shopfront included projecting signs, and the proposed replacement hanging/projecting signs are considered appropriate in terms of their scale, detailed design and external illumination and respond well to the overall appearance of the building.
- 13.3 Externally illuminated signage is characteristic of the surroundings, and overall the proposed signage is considered to preserve the character and appearance of the building and the wider Seven Dials Conservation Area.
- 13.4 The existing signage on the building is illuminated and the amenity of adjoining residential occupiers would not be affected by the proposed changes.
- 13.5 Conditions would be attached to the consent to ensure the adverts are maintained in a safe condition and do not endanger persons using the highway or traffic safety.

14 Conclusion

- 14.1 The proposed changes to the shopfront and signage are considered appropriate in their design and acceptable in impact on the character and appearance of the building and the surrounding conservation area.
- 14.2 The proposed entrance would enable access for all to the retail unit, and on balance given the existing context would not be considered to result in unacceptable harm to the amenity of neighbouring occupants.
- 14.3 As such the proposal is in accordance with policies A1, A4, D1 and D2 of the Camden local plan 2017, the proposal is also in accordance with the NPPF 2019 and the London Plan 2016.

15 Recommendation

- i. Grant conditional planning permission
- ii. Grant conditional advertisement consent

16 LEGAL COMMENTS

- 16.1 Members are referred to the note from the Legal Division at the start of the Agenda.

Conditions:

Planning permission

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 and documents: 17.058 / 001; 17.058 / 002; 17.058 / 003; 17.058 / 004; 17.058 10; 17.058 / 033 Rev G; RF87962 SK001F; Plant Noise Impact Assessment Report Project Reference: 87962 Rev 01 8 March 2019 (Noise Solutions Ltd); Sound Insulation Test Report Project Reference: 87962 20 December 2018 (Noise Solutions Ltd)

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

4. (a) Where noise emitted from the proposed plant and machinery will not contain tones or will not be intermittent, the 'A' weighted sound pressure level from the plant and machinery (including non-emergency auxiliary plant and generators) hereby permitted, when operating at its noisiest, shall not at any time exceed a value of 10 dB below the minimum external background noise, at a point 1 metre outside any window of any residential and other noise sensitive property, unless and until a fixed maximum noise level is approved by the Council.

(b) Where noise emitted from the proposed plant and machinery will contain tones or will be intermittent, the 'A' weighted sound pressure level from the plant and machinery (including non-emergency auxiliary plant and generators) hereby permitted, when operating at its noisiest, shall not at any time exceed a value of 15 dB below the minimum external background noise, at a point 1 metre outside any window of any residential and other noise sensitive property, unless and until a fixed maximum noise level is approved by the Council. In all cases the background level should be expressed in terms of the lowest LA90, 15 mins during the proposed hours of operation. The plant-specific noise level should be expressed as LAeqTm, and shall be representative of the plant operating at its maximum.

Reason: To safeguard the amenities of the adjoining premises and the area generally in accordance with the requirements of policies A1 and A4 of the London Borough of Camden Local Plan 2017.

5. No vibration shall be transmitted to adjoining or other premises and structures through the building structure and fabric of this development as to cause a vibration dose value of greater than 0.4m/s (1.75) 16 hour day-time nor 0.26 m/s (1.75) 8 hour night-time as defined by BS 6472 (2008) in any part of a residential and other noise sensitive property.

Reason: To safeguard the amenities of the adjoining premises and the area generally in accordance with the requirements of policies A1 and A4 of the London Borough of Camden Local Plan 2017.

Advertisement consent

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

2. No advertisement shall be sited or displayed so as to
- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

3. Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

4. Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007

5. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

6. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007

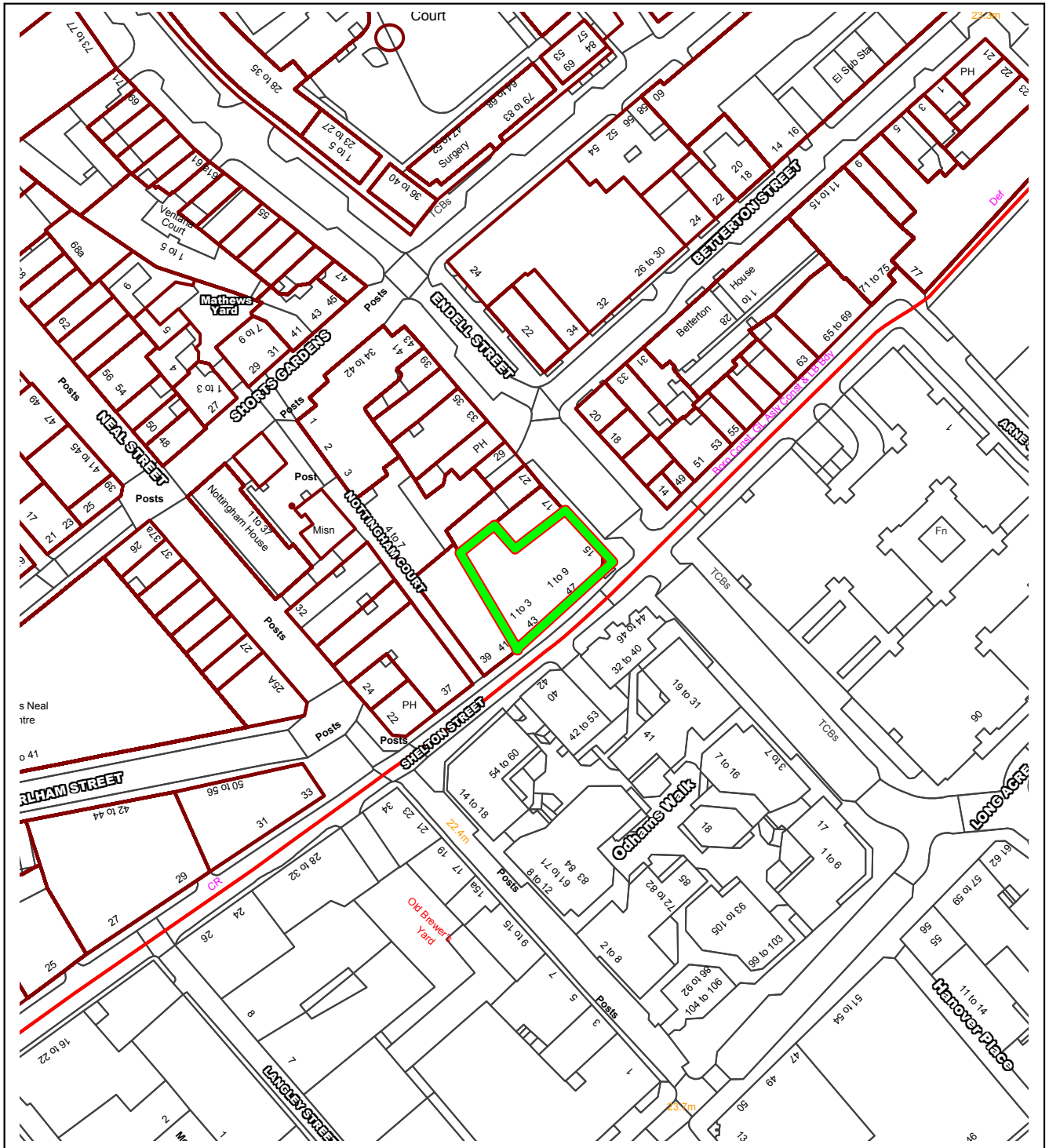
Informatives:

Planning permission

1. 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).

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. 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)



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Planning Committee

20 February 2020

43-47 Shelton Street &
15 Endell Street

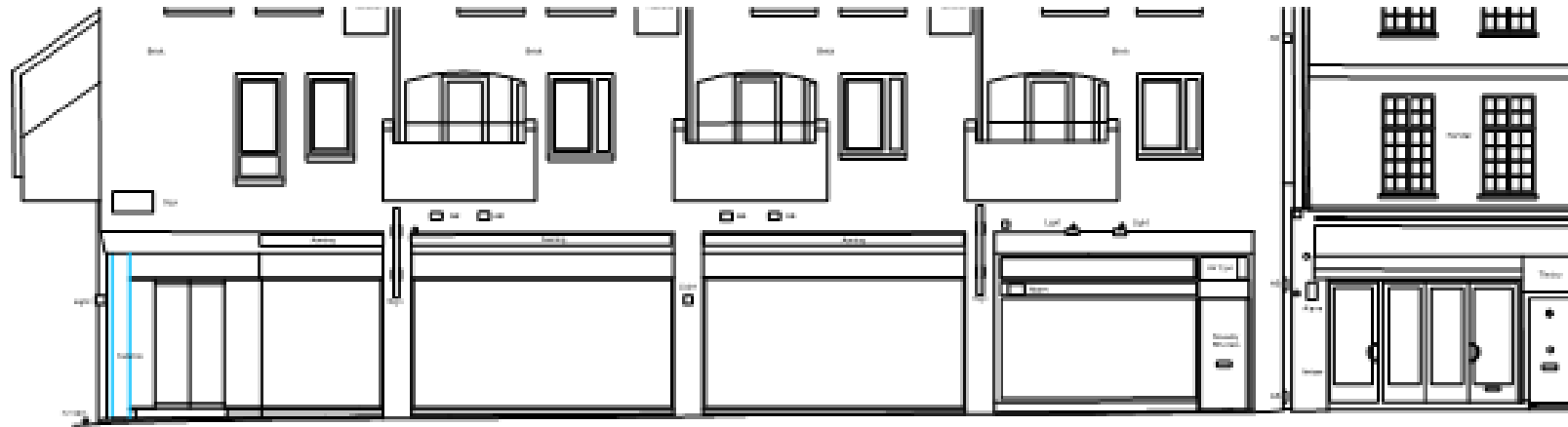
2019/5592/P & 2019/3741/A



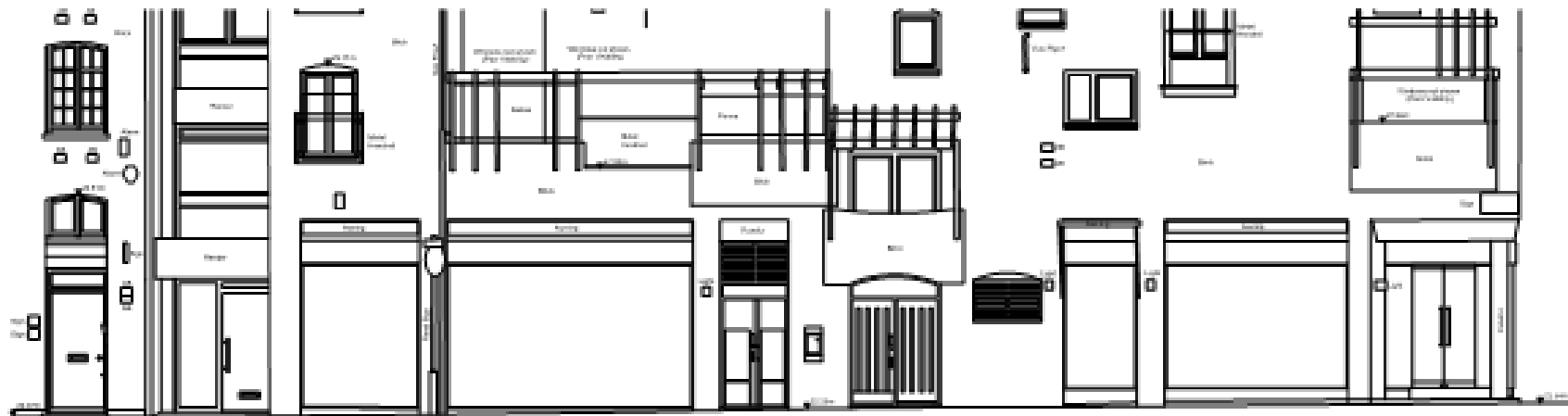




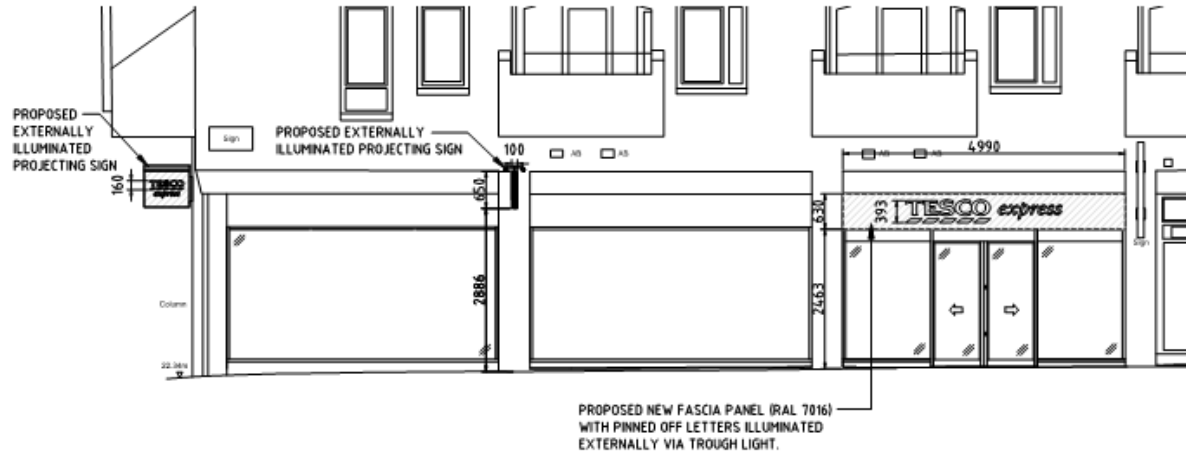




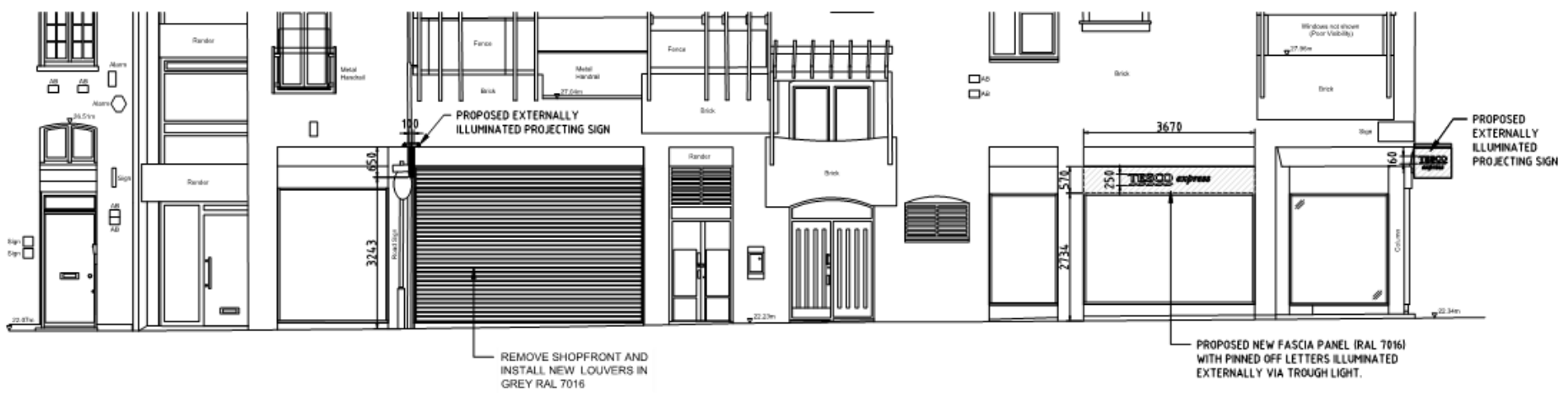
ENDELL STREET ELEVATION



SHELTON STREET ELEVATION



ENDELL STREET ELEVATION (1:100)



SHELTON STREET ELEVATION (1:100)



