

Application ref: 2019/4062/P  
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Date: 20 October 2020

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

Phone: 020 7974 4444

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LKreative Ltd  
42 Brookside Crescent  
Cuffley  
POTTERS BAR  
EN6 4QN  
GB

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Granted**

Address:  
**293 Euston Road**  
**London**  
**NW1 3AD**  
**&**  
**75 Warren Street**  
**London**  
**W1T 5PF**

Proposal:

Alterations to Warren Street shopfront including; installation of 2 x bronze coloured aluminium framed window and glazed door, news stand style display, and; and awning. Alterations to Euston Road shopfront including; new awning, associated to ref: 2019/4503/A.

Drawing Nos: Site Location Plan, Block Plan, LADCOR/AB/010819/501 D.

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 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 Site Location Plan, Block Plan, LADCOR/AB/010819/501 D.

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

- 4 The Retractable awnings hereby approved to both Warren Street and Euston Road specified on the approved plan LADCOR/AB/010819/501 D, shall be in use between the hours of 08:00 and 18:00hrs Monday - Saturday only and shall be fully retracted at all other times.

Reason: In order to deter antisocial behaviour in accordance with the requirements of Policies A1 and C5 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting permission:

The site is located with shopfronts on both Warren Street and Euston Road, which both have distinctly different characters, and so there are different existing design approaches in place for each façade. The alterations in each case are quite minor and are considered to be acceptable. The major noticeable difference being the introduction of retractable fabric awnings to project beneath existing fascia signs.

The initial scheme included a new concertina door arrangement to the Warren Street entrance, however following comments from the Met Police designing out crime officer, this element was removed from the proposal. The awnings shall also be retracted outside of business hours to deter anti-social behaviour, this shall be secured by condition.

To Warren Street existing fenestration shall be replaced with aluminium framed units also with the introduction of a non-illuminated news stand style display and a new awning. An existing projecting sign shall also be repositioned.

To Euston Road the shopfront will remain as existing with the introduction of the retractable awning.

No new openings are to be created as part of the alterations and the shop shall remain largely the same as existing. The proposal is not considered to have

any adverse impact on the amenity of residential occupiers in terms of increased noise, or any loss of privacy, daylight, sunlight and outlook, and is considered to be acceptable.

Access arrangements remain unchanged whereby a level entrance is provided on Warren street with an internal ramp.

Two objections have been received from local residents in respect of anti-social behaviour. They have been duly considered as part of the decision making process.

Overall therefore, the proposal is not considered to be harmful to the character and appearance of the host building, and is consistent with the typical retail function of the ground floor unit, and is acceptable.

The site's planning and appeals history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1, C5, C6, D1 and D3 of the Camden Local Plan 2017, the London Plan 2016, and the National Planning Policy Framework 2019.

- 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).
- 4 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.

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

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Director of Economy, Regeneration and Investment