

Application ref: 2020/3663/P
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Date: 11 January 2021

Development Management
Regeneration and Planning
London Borough of Camden
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London
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ARCHITEKTAS
5
windsor road
London
NW2 5DT
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
85 Regent's Park Road
London
NW1 8UY

Proposal:
Installation of a replacement shopfront and signage replacement.
Drawing Nos: 85RPR -01.1001 Rev 0, 85RPR -01.100 Rev1, 85RPR -01.101 Rev 1,
85RPR -01.101P Rev 1, PIP Artwork Shopfront Main Sign, PIP Artwork Shopfront Door
Vinyl (Received 15/08/2020)
85RPR -01.101 Rev 2 (Received 17/12/2020)
85RPR -02.201P Rev 2, 85RPR -02.201 Rev 2 (Received 07/01/2021)

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: 85RPR -01.1001 Rev 0, 85RPR -01.100 Rev1, 85RPR -01.101 Rev 1, 85RPR -01.101P Rev 1, PIP Artwork Shopfront Main Sigh, PIP Artwork Shopfront Door Vinyl (Received 15/08/2020)
85RPR -01.101 Rev 2 (Received 17/12/2020)
85RPR -02.201P Rev 2, 85RPR -02.201 Rev 2 (Received 07/01/2021)

Reason:

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

Informative(s):

- 1 Reasons for granting permission.

This application relates to a mid-terrace property on the north-western side of Regent Park Road. The proposed front elevation works include the installation of replacement shopfront and the installation of replacement signage.

The existing white timber frame shop front would be repainted. The proposed glazing arrangement would similar to existing although the width of the central door would be increase. Officers consider the replacement framing would preserve the character and appearance of the host property as well as within its setting where it would be visible alongside other traditional shopfront arrangements along the streetscene. The proposed materials would be similar to existing as such would have an acceptable impact on the host property's characters and appearance, as well as the wider shopping parade.

The property's front elevation signage works would comprise the installation of replacement print logo affixed to the fascia measuring 0.22m (h) and 2.357(w). Officers note that these details would appear similar to the existing signage arrangement along the parade. Therefore, it is considered that the proposed signage would be appropriate scale and siting within the context of the host property's front elevation. Officers consider the proposed works would in keeping within the character and appearance of the surrounding conservation area.

The proposed replacement signage would not comprise internal illumination. Therefore, would be acceptable within the context of the host property's front elevation as well as within the surrounding streetscene.

Given the scale of the proposed works it is not considered that there would be adverse amenity impacts.

The application was considered acceptable on the basis of revised being submitted which omitted the installation of Air Conditioning unit on site.

One objection was received from the Primrose Hill CAAC, although this was later withdrawn. The site's planning history was taken into account when determining this application.

The proposed development is in general accordance with Policies A1, D1 and D2 of the Camden Local Plan 2017 and The Town and Country Planning (Control of Advertisements) 2007. The proposed development also accords with the London Plan 2018; and the provisions of the National Planning Policy Framework 2019

The application was considered acceptable on the basis of revised being submitted which omitted the installation of Air Conditioning unit on site. No objection was received from neighbouring properties.

The site's planning history was taken into account when determining this application.

Considerable importance and weight has been attached to the harm and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under and s.72 of The Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

The proposed development is in general accordance with Policies A1, D1 and D2 of the Camden Local Plan 2017 and The Town and Country Planning (Control of Advertisements) 2007. The proposed development also accords with the London Plan 2018; and the provisions of the 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 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.

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 positioned above the printed name and title.

Daniel Pope
Chief Planning Officer