

Application ref: 2020/5044/A
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Date: 11 January 2021

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

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planning@camden.gov.uk
www.camden.gov.uk/planning

ARCHITEKTAS
5
windsor road
London
NW2 5DT
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent 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 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)

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 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

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

- 3 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.

- 4 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.

- 5 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.

Informative(s):

- 1 Reasons for granting permission.

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 be similar to existing although the width of the central door would be increased. 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. Officers consider the proposed works would be modest within the existing context as such would have an acceptable impact on the host property's character and appearance, as well as the wider shopping parade.

The property's front elevation signage works would comprise the installation of replacement printed logo onto the fascia measuring 0.22m (h) and 2.357m (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 include 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.

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 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.


- 3 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 in regard to 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 centered on a light grey rectangular background.

Daniel Pope
Chief Planning Officer