

Application ref: 2022/0111/P  
Contact: Fast Track JL  
Tel: 020 7974  
Email:  
Date: 16 May 2022

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

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Iceni Projects  
Da Vinci House  
44 Saffron Hill  
London  
EC1N 8HF

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Granted**

Address:

**Endeavour House**  
**189 Shaftesbury Avenue**  
**London**  
**WC2H 8JR**

Proposal:

External alterations to existing front entrance on ground and first floor level including alterations to doors and external cladding.

Drawing Nos: 00000-00-GA-P1; 37010-00-EX GA-XX; 37010-00-EX-E.01-EX-P1; Sketch 00; Sketch 07; 37010-00-EX-E.01-PROP-P1; 37010-00-EX-E.01-PROP-2-P1; 37010-00-GA-P2; Planning Statement by iceni dated January 2022; Design and Access Statement by Thirdway; Deltalight specification sheet.

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 The development hereby permitted shall be carried out in accordance with the following approved plans: 00000-00-GA-P1; 37010-00-EX GA-XX; 37010-00-EX-E.01-EX-P1; Sketch 00; Sketch 07; 37010-00-EX-E.01-PROP-P1; 37010-00-EX-E.01-PROP-2-P1; 37010-00-GA-P2.

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

- 3 All new external work shall be carried out in materials 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.

#### Informative(s):

- 1 Reason for granting permission:

The proposals are to modify the entrance by over cladding the existing stone with Equitone, new lighting and replacing the existing revolving doors with sliding doors. The application site is not located in a conservation area however it is adjacent to Seven Dials Conservation Area and is close to Denmark Street Conservation Area.

The proposed cladding would have a similar appearance to the existing dark stone cladding as such would be in keeping with the overall design and appearance of the existing building and wider streetscene. It is proposed to include lighting within the entrances reveals. The discrete design and illuminance of the lighting ensures it would not appear dominant or out of character in the streetscene. The proposals are not considered to have an adverse impact on the adjoining conservation area.

The proposal seeks to replace revolving doors with sliding doors which is a welcomed alteration. CPG Access for all encourages one entrance which is accessible to all. Revolving doors do not provide this. There is also sufficient circulation space within the building which is also welcomed. There are no amenity concerns to neighbouring properties given the proposal would mainly replace existing building features.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received following statutory consultation. A response was received from Bloomsbury CAAC with no comments on the proposal.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the adjacent Seven Dials Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposal is in general accordance with policies A1, C6, CC1, D1 and D2 of the Camden Local Plan 2017, the London Plan 2021 and the

National Planning Policy Framework 2021.

- 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, 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 (search for 'Camden Minimum Requirements' at [www.camden.gov.uk](http://www.camden.gov.uk)) 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 2021.

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