

Application ref: 2021/6019/P
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Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
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London
WC1H 9JE

Phone: 020 7974 4444

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

Statim Build
Ealing House
33 Hanger Lane
Ealing
W5 3HJ
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
229 Camden High Street
London
NW1 7BU

Proposal:
Shop front works including retracable blinds and painted mural and two advertisement signs.
Drawing Nos: S21/BH/001, 002, 003, 004, 005 (Rev 02), 006 (Rev 02) and Design and Access Statement

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

Reason:

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

- 3 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.

- 4 Prior to commencement of the development, details shall be submitted to and approved in writing by the Council, of the external noise level emitted from plant/ machinery/ equipment and mitigation measures as appropriate. The measures shall ensure that the external noise level emitted from plant, machinery/ equipment will be lower than the existing background noise level by at least 10dBA, by 15dBA where the source is tonal, as assessed according to BS4142:1997 at the nearest and/or most affected noise sensitive premises, with all machinery operating together at maximum capacity. Approved details shall be implemented prior to occupation of the development and thereafter be permanently retained.

Reason: To ensure that the amenity of occupiers of the development site/ surrounding premises is not adversely affected by noise from mechanical installations/ equipment in accordance with the requirements of policies A1 and A4 of the London Borough of Camden Local Plan 2017

- 5 Prior to use, machinery, plant or equipment at the development shall be mounted with proprietary anti-vibration isolators and fan motors shall be vibration isolated from the casing and adequately silenced and maintained as such.

Reason: To ensure that the amenity of occupiers of the development site and surrounding premises is not adversely affected by vibration in accordance with the requirements of policies A1 and A4 of the London Borough of Camden Local Plan 2017

Informative(s):

- 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 Reasons for granting permission.

The new retractable awning is acceptable in terms of its method of opening, length and height from ground level. The new double doors also do not significantly impact on the character of the site. Advertisement consent is under 2022/0095/A

Murals are present all along Camden High Street and form part of the character of this part of Camden Town. Some are 3D with objects stuck on the side and some reflect the brands for the commercial units below. This is included in the distinct character of the high street. The design would add visual interest and contribute to the area. Furthermore the mural itself is not overbearing and only takes up part of the front elevation. Therefore this element is considered acceptable.

The fascia signage is appropriate for the location and does not appear overbearing or intrusive within the context of Camden High Street. The White sign is simply designed and therefore the impact is minimal. The hanging sign is small and appropriate for the location. In terms of illumination both are internally illuminated with an illuminance level of 500cd/m². As per the Adverts CPF, in accordance with Institute of Lighting Engineers PLG05 The Brightness of Illuminated Advertisements, illuminance levels for these sizes should not exceed 600cd/m² and therefore this is considered acceptable.

In relation to the extractor fan, current proposals are to install mechanical plant for commercial use on the ground floor rear façade of the building, but exact plant details have not been finalised at this stage. There has been no plant specification made and a further assessment will need to be carried out to show compliance to the proposed noise criteria. Pre-commencement conditions are imposed to require details of any plant equipment that is to be installed.

As a result of the acceptable levels of illumination and limited development on site, the amenity of neighbours is not considered to be significantly impacted upon.

In relation to the highways issues, the illuminated signs won't distract drivers (no intermittent flashing - not overly bright, appropriate siting). The Projecting sign is sufficiently high enough off the ground to not obstruct pedestrian movement and the retractable blind/awning also meets transport requirements and will not obstruct the highway.

As such, the proposed development is in general accordance with policies A1, D1, D2, D3, D4 and T1 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021

- 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, 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.

- 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) 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