

Application ref: 2022/0757/P  
Contact: David Fowler  
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Date: 3 August 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)

Gerald Eve  
72 Welbeck Street  
London  
W1G 0AY

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Granted Subject to a Section 106 Legal Agreement**

Address:

**The Post Building**

**Units 5A**

**5B**

**6**

**7**

**21-31 New Oxford Street**

**London**

**WC1A 1BA**

Proposal:

Change of use of part basement, ground and mezzanine levels from flexible retail/restaurant use (previously Class A1/A3) to use as an immersive virtual reality experience (Sui Generis).

Drawing Nos: Site and location plan 7551\_1000 A; Existing plans 5230-PL-B.01 A, 5230-PL-GF.01 A, 5230-PL-M.01 A; Proposed plans 5230-PL-GF.01 E, 5230-PL-B.01 F, 5230-PL-M.01 E. Covering letter from Gerald Eve dated 24-Feb-22; Post Building Retail Commentary by Cushman & Wakefield dated 22-Nov-21; Post Building Retail Brochures 2019 - 2021; Sandbox Post Building Operational Management Plan.

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: Site and location plan 7551\_1000 A; Existing plans 5230-PL-B.01 A, 5230-PL-GF.01 A, 5230-PL-M.01 A; Proposed plans 5230-PL-GF.01 E, 5230-PL-B.01 F, 5230-PL-M.01 E. Covering letter from Gerald Eve dated 24-Feb-22; Post Building Retail Commentary by Cushman & Wakefield dated 22-Nov-21; Post Building Retail Brochures 2019 - 2021; Sandbox Post Building Operational Management Plan.

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

- 3 The shopfronts of the units occupied by the use shall always be maintained with clear glazing and window displays.

Reason: In order to ensure the building presents active and interesting street frontages and contribute to a safe and legible pedestrian environment in accordance with policies A1, TC3 and T1 of the London Borough of Camden Local Plan 2017.

- 4 The ground floor bar shall always remain as an ancillary part to the main use hereby approved with no more than 30 persons on the premises at any one time who are not also partaking in the interactive virtual reality experience as part of their same visit.

Reason: In order to ensure that the use of the bar does not intensify to an extent that is detrimental to the amenities of neighbouring residential occupiers in accordance with policies A1 and TC3 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 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 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

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

Daniel Pope  
Chief Planning Officer