

Application ref: 2023/0725/L  
Contact: Duty Determination Team  
Tel: 020 7974 4444  
Email: [planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
Date: 24 April 2023

**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)

Boyer  
Third Floor  
Park House  
Greyfriars Road  
Cardiff  
CF10 3AF

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

Address:

**Bull And Bush  
North End Way  
London  
Camden  
NW3 7HE**

Proposal:

1 x internally illuminated post sign, 1 x externally illuminated lettering sign, 1 x externally illuminated hoarding sign and associated works

Drawing Nos:

Planning and Heritage Statement (Document No. IMS-F-18, Revision 1); The Old Bull & Bush Sinage Proposal (19.12.22); JMDA\_1652\_20\_009 (Oct 2022); Application Form (signed 21/02/2023).

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

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:  
Planning and Heritage Statement (Document No. IMS-F-18, Revision 1); The Old Bull & Bush Sinage Proposal (19.12.22); JMDA\_1652\_20\_009 (Oct 2022); Application Form (signed 21/02/2023).

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017 and DH2 of the Hampstead Neighbourhood Plan 2018.

- 3 All new work and work of making good shall be carried out to match the existing adjacent work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the appearance, and the special character of the building and the area, in accordance with policies, D1, D2, and D4 of the Camden Local Plan 2017, and DH1 and DH2 of the Hampstead Neighbourhood Plan 2018.

Informative(s):

- 1 This application is for the updating and replacement of some of existing signs on the site in Hampstead Conservation Area. There is a related application under 2023/0724/A. The proposed changes are minor, largely limited to colour and the weight and style of font being used. The current signs on the Grade II listed building were granted under applications 2016/0209/L and 2016/1642/A.

The main fascia remains a simple and complementary design with a lighter colour and weight font on the lettering, but otherwise with a siting, size, style, and illumination similar to that which currently exists. Similarly, the post advertisement is effectively a sensitive update of the current sign. The small hoarding sign is a replacement in a darker background colour, with a dark grey brown that is unobtrusive and sensitive to the setting of the building. The external trough lighting, as supported by the neighbourhood plan, is as currently exists and would complement the listed building. There is also some repainting of doors and windows proposed, and this is also in a sensitive colour, similar to the existing.

Overall, the proposal would preserve the character and appearance of the pub and conservation area, and there would be no harmful impact on amenity or public safety. The council has had special regard to the desirability of preserving the character and appearance of the Conservation Area, and the listed building, its setting, and its features of special architectural or historic interest, under sections 16, 66, and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

The proposed works are in general accordance with policies, D1, D2, and D4 of the Camden Local Plan 2017, DH1, DH2 and EC2 of the Hampstead

Neighbourhood Plan 2018. The proposed development also accords with the policies of the London Plan 2021 and the National Planning Policy Framework 2021.

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 grey rectangular background.

Daniel Pope  
Chief Planning Officer