

Application ref: 2023/0826/L  
Contact: Fast Track TY  
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Date: 6 June 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)

Wood & Wood International Signs Ltd  
Heron Road  
Exeter  
EX2 7LX

Dear Sir/Madam

### **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

#### **Listed Building Consent Granted**

Address:  
**9 Pond Street**  
**London**  
**NW3 2PN**

Proposal:  
Installation of replacement fascia sign and a projecting sign displayed on an existing steel bracket (both signs externally illuminated by trough lights).

Drawing Nos: Site location and block plans; 24096 rev A, 24097 rev A; 573D (projecting sign details); Proposed signage details & visuals (Issue 2) from Wood & Wood Signs received 25/01/2023; Heritage statement from Wood & Wood Signs dated 27/02/2023.

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: Site location and block plans; 24096 rev A, 24097 rev A; 573D (projecting sign details); Proposed signage details & visuals (Issue 2) from Wood & Wood Signs received 25/01/2023; Heritage statement from Wood & Wood Signs dated 27/02/2023.

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.

- 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 special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting listed building consent:

The principal consideration material to the determination of this application is the impact of the proposal on the Grade II listed building and its features of special architectural or historic interest.

The proposed signs would replace existing similar sized and positioned advertisements at the front of the premises; namely, externally illuminated (trough-lit) fascia and projecting signs associated with re-branding for a long established funeral director's business at the application site.

The projecting sign panels would be fitted into an existing frame supported by an existing bracket and external trough lights in order to minimise works of fixing and any possible harmful impact to the listed building. The fascia panel and external trough lights would be fitted and fixed in the same way as the existing panel and lighting which they would replace using suitable screw fixings carefully inserted into the shopfront for this purpose.

These works are considered to be minimal and reversible in nature which in listed building terms is a temporary arrangement that would ensure that the building fabric is preserved. Moreover, the proposed signs would not obscure any significant architectural or historic features of the Grade II listed building.

Overall, therefore, the proposals would be sympathetic to the listed building and its features of special architectural or historic interest in terms of their design, size, location, colour, method of fixing, materials, luminance levels and methods of illumination, and are acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. No consultation responses have been received following statutory consultation.

Special regard has been attached to the desirability of preserving the listed

building and its features of special architectural or historic interest, under s.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policy D2 of the Camden Local Plan 2017, policy DH2 of the Hampstead Neighbourhood Plan 2018, the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.
- 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 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.
- 5 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 positioned above the printed name.

Daniel Pope  
Chief Planning Officer