

Application ref: 2023/2226/P  
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Date: 22 August 2023

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

Phone: 020 7974 4444

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

Emulsion Ltd.  
8 Hatton Place  
London  
EC1N 8RU

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Granted**

Address:

**Shop And Premises**  
**72 Hampstead High Street**  
**London**  
**NW3 1QP**

Proposal:

Alterations to existing shopfront

Drawing Nos: Site Location Plan 734\_001, 734\_011, 734\_012, 734\_021, 734\_022, 734\_031, 734\_032, 734\_061, 734\_062, 734\_213, 734\_214, 734\_401, 734\_402, 734\_301, 734\_302, 734\_212 rev A, 734\_211 rev A, 734\_111 rev A, Design, Access and Heritage 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:

Site Location Plan 734\_001, 734\_011, 734\_012, 734\_021, 734\_022, 734\_031, 734\_032, 734\_061, 734\_062, 734\_213, 734\_214, 734\_401, 734\_402, 734\_301, 734\_302, 734\_212 rev A, 734\_211 rev A, 734\_111 rev A, Design, Access and Heritage Statement

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 policies D1 and D2 of the London Borough of Camden Local Plan 2017 and policies DH1 and DH2 of the Hampstead Neighbourhood Plan 2018.

Informative(s):

- 1 Reasons for granting permission.

Planning permission is sought for alterations to the existing shopfront. The application site forms a corner plot on the junction of Hampstead High Street and Perrin's Court which is Grade II listed and located within the Hampstead Conservation and Neighbourhood Plan Area.

On the front elevation facing Hampstead High Street, it is proposed to reclad the shopfront fascia with timber slats finished in grey. The stall riser would consist of new masonry finished in grey and the existing window frames would also be finished in grey. The replacement doors would be timber framed finished in grey and new terrazzo tiling is proposed on the front step. A new metal security gate is proposed in front of the recessed section in front of the entrance door which would be closed during out-of-hours. This would be a minor addition that would not detract from the overall appearance of the property when closed.

On the side elevation facing Perrin's Court, it is proposed to refinish the timber fascia panels and window frames in grey. A small vertical portion of timber panelling is proposed which would be finished in grey. This would not result in a significant alteration to the side elevation and is considered acceptable.

The use of timber on the fascia and doors, the proposed finishes and the alteration to the side elevation are considered to be appropriate to the host listed building and the wider conservation area.

An application for new signage has been submitted under reference number 2023/2102/A. An associated listed building consent application has been submitted under ref. 2023/2515/L

Special regard has been attached to the desirability of preserving the listed building, its setting and its features of special architectural or historic interest, under s.66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the 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.

The shopfront would provide a similar level of level access as the existing shopfront for users. It is not considered to cause any adverse impacts on the amenity or security of neighbouring occupiers.

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.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D3 of the Camden Local Plan 2017 and policies DH1 and DH2 of the Hampstead Neighbourhood Plan 2018. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 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).
- 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](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:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name and title.

Daniel Pope  
Chief Planning Officer