

Application ref: 2024/1725/L
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Omnide
96
Belsize Lane
London
NW3 5BE

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
9 Hampstead High Street
London
NW3 1PR

Proposal: Display of 1x non-illuminated fascia sign and 1x non-illuminated projecting sign
Drawing Nos: A-0.00, A-0.10, A-1.00, A-4.00, Location Plan, Design and Heritage Statement (March 2024)

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: A-0.00, A-0.10, A-1.00, A-4.00, Location Plan, Design and Heritage Statement (March 2024)

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 2018 Hampstead Neighbourhood Plan.

- 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 and policy DH2 of the 2018 Hampstead Neighbourhood Plan.

Informative(s):

- 1 The proposed signs are located to the front on the existing fascia board and includes the display of 1x non-illuminated fascia sign and 1x non-illuminated projecting sign.

Both the signs are not illuminated and are appropriately scaled, both in terms of the size of the existing fascia and the prevailing character of signage in the area. The design is simple and follows the existing colour palette on site. Overall the design is considered acceptable preserving the character of the conservation area and listed building

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area under s.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

No objections have been received prior to making this decision. 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 D2 of the Camden Local Plan 2017 and policies DH2 of the 2018 Hampstead Neighbourhood Plan. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

- 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.

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 2023.

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