

Application ref: 2024/5032/P  
Contact: Fast Track TY  
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Date: 5 February 2025

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

Phone: 020 7974 4444

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Geoff Beardsley & Partners (UK) LLP  
1A Elfin Grove  
Teddington  
TW11 8RD

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Granted**

Address:

**77 Haverstock Hill  
London  
NW3 4SL**

Proposal:

Shopfront alterations, including replacement of wired glass panels in stallriser with opaque glass panels and louvred aluminium panel (with small extract fans located behind), and repainting of frontage.

Drawing Nos: (2416/-)000, 100B; Design & access statement from GBP Architects dated 13/11/2024; Manufacturer's specification (Simply Silent Contour C4).

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: (2416/-)000, 100B; Design & access statement from GBP Architects dated 13/11/2024; Manufacturer's specification (Simply Silent Contour C4).

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.

Informative(s):

- 1 Reasons for granting planning permission:

The proposals involve minor alterations to an existing shopfront, involving the replacement of wired glass panels located within an existing stallriser with opaque glass panels and a louvred aluminium panel (with small extract fans located behind), and the repainting of the frontage. The proposals are intended to provide improved air circulation and natural light between the ground floor and basement levels.

The Council raised initial concern with the original proposals in so far as the external appearance of three extract outlets closely grouped together would likely appear out-of-keeping and at odds with the traditional character and appearance of the existing shopfront and wider row of relatively well-preserved ground floor frontages in which it forms part. In response, the applicant provided revised drawings which showed the outlets to be set-back and fully concealed behind a simple louvred panel, considered to be more sympathetic in appearance with the frontage and which would continue to uphold the visual composition of the building.

As such, the revised proposals, including the repainting of the front façade in a 'Brilliant Blue' colour (RAL 5007) are considered to preserve the character and appearance of the host building and wider Eton Conservation Area.

There are no amenity concerns as the proposal involves minor alterations to an existing shopfront.

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

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Eton Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Area) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposal is in general accordance with policies A1, D1 and D2 of

the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2024.

- 2 The display of non-illuminated fascia lettering as shown on the revised drawings is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 5 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore, does not require formal determination by the Council in the form of an advertisement consent application.
- 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 the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

You can find advice about your rights of appeal at:

[https://www.gov.uk/appeal-planning-decision.](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 'DP', is centered on the page.

Daniel Pope  
Chief Planning Officer