

Application ref: 2024/4533/L
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Date: 31 March 2025

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BetterLivingSpace Ltd
Unit 6 Austen House
2 High Street
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Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
30 Hampstead High Street
London
Camden
NW3 1QA

Proposal:
Installation of 1 x projecting sign (and re-painting of shopfront)

Drawing Nos: 2410-30HS-001 A1; 2410-30HS-002 A1; 2410-30HS-003 A1; 2410-30HS-004 A1; 2410-30HS-005 A1; 2410-30HS-006 A1

Design and Heritage Statement (Better Living Space)

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 drawings and document:

2410-30HS-001 A1; 2410-30HS-002 A1; 2410-30HS-003 A1; 2410-30HS-004 A1; 2410-30HS-005 A1; 2410-30HS-006 A1

Design and Heritage Statement (Better Living Space)

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 Reasons for granting Listed Building consent-

The site is a Grade II listed building situated in the Hampstead Conservation Area. The application proposal includes the retention of the shopfront which is to be painted to white to match brand colours.

The original proposal was for an internally illuminated lightbox sign, but this was changed to the display of a non-illuminated projecting sign, in the interests of preserving the architectural and historic merits and appearance of the Listed building and the Hampstead Conservation Area. The proposed signage is considered to be acceptable given its size, design, materials and location. The sign would preserve the listed building and wider character of the Hampstead Conservation Area.

The Hampstead Neighbourhood Forum and the Hampstead Conservation Area Advisory Committee were consulted but they raised no objections.

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.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposal is in general accordance with policy D2 of the Camden Local Plan 2017, policy DH2 of the Hampstead Neighbourhood Plan, the London Plan 2021 and the National Planning Policy Framework 2024.

- 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 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:

<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 blue rectangular background.

Daniel Pope
Chief Planning Officer