

Application ref: 2018/4005/L
Contact: Tony Young
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Date: 12 October 2018

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French Childrens Wear Ltd
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Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:

**29 Hampstead High Street
London
NW3 1QA**

Proposal:

External alterations in connection with repainting the shopfront (retrospective) and display of internally illuminated (lettering only) fascia and projecting signs.

Drawing Nos: Site location and block plans; Unnumbered shopfront and signage drawing (dated 26/07/2018); Design, access and heritage statement.

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; Unnumbered shopfront and signage drawing (dated 26/07/2018); Design, access and heritage

statement.

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 and policies DH1 and DH2 of the Hampstead Neighbourhood Plan (passed referendum June 2018).

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 painting of the shopfront in a dark purple colour is considered to be acceptable in terms of its colour and tone as it is in keeping with the character and appearance of existing commercial frontages in Hampstead High Street and does not harm the appearance of the listed building.

The signage proposals are also considered to be acceptable in terms of their size, design, location, method of illumination, and luminance levels, and would not have any adverse impact on the neighbouring amenity, nor would they be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance. Though internally illuminated signs would not normally be acceptable within a conservation area and on a listed building, in this particular instance, the internally illuminated lettering is modestly sized with a suitably low luminance level (80 cd/m) and with only individual letters illuminated. Furthermore, the proposed signage would not obscure any significant architectural features or otherwise visually harm the appearance of the listed building, nor detract from the character and appearance of the Hampstead Conservation Area. As such, the proposed signage is considered to be acceptable.

The site's planning and appeal history has been taken into account when coming to this decision.

The Heath and Hampstead Society raised concerns initially about the proposed paint tone in so far as it appeared to be too vibrant and out of character with the wider streetscene. Following the receipt of further details verifying the actual paint tone, the Society confirmed that they had no objection to the proposals. No objections have been received in relation to the proposals.

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.

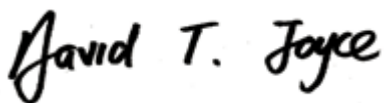
As such, the proposal is in general accordance with policies D1, D2, D3 and D4 of the Camden Local Plan 2017, policies DH1 and DH2 of the Hampstead Neighbourhood Plan (passed referendum June 2018), the London Plan 2016, and the National Planning Policy Framework 2018.

- 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 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.
- 4 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 are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



David Joyce
Director of Regeneration and Planning