

Application ref: 2018/3873/L
Contact: Leela Muthoora
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Date: 27 December 2018

Development Management
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WM Riley Builders Ltd
49 Broomfield Rise
Abbots Langley
WD5 0HH

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:

**82 Hampstead High Street
London
NW3 1RE**

Proposal: Painting of interior and exterior walls; display of 2x externally illuminated fascia signs and 1x externally illuminated projecting sign (part retrospective).

Drawing Nos: Site location plan, Patara Hampstead pages 1-8, Photos 144001, 144007. 143832, 143834

The Council has considered your application and decided to grant Listed Building Consent subject to the following condition(s):

Conditions And Reasons:

- 1 The development hereby permitted are those shown on the following documents: Site location plan, Patara Hampstead pages 1-8, Photos 144001, 144007. 143832, 143834

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 The painting of the shopfront and interior walls in a green 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 would replace previous signage in a like for like manner and would not obscure any significant architectural features or otherwise visually harm the appearance or special interest of the Grade II listed building, nor detract from the character and appearance of the Hampstead Conservation Area. As such, the proposed signage is considered to be acceptable.

No objections have been received prior to making this decision and the site's planning and relevant enforcement history has been taken into account when coming to this decision.

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.

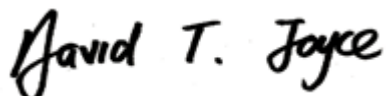
As such, the proposal is in general accordance with policies D1, D2, D3 and D4 of the Camden Local Plan 2017, policies DH1 (Design) and DH2 (Conservation Areas and Listed Buildings) EC2 (Contributing positively to the retail environment) of the Hampstead Neighbourhood Plan (passed referendum June 2018), the London Plan 2016, and the National Planning Policy Framework 2018.

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 2018.

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