

Application ref: 2021/1652/P
Contact: Mark Chan
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Date: 5 August 2021

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

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Patalab
15 Garrett Street
London
EC1Y 0TY
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

**72 Hampstead High Street
London
NW3 1QP**

Proposal:

Demolition and installation of shopfront.

Drawing Nos: Design & Access Statement, A0001 rev 01, A1010 rev 01, A3111 rev 02, A3010 rev 05, A2010 rev 01 and A6400

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:

Drawing Nos: Design & Access Statement, A0001 rev 01, A1010 rev 01, A3111 rev 02, A3010 rev 05, A2010 rev 01 and A6400

Reason:

For the avoidance of doubt and in the interest of proper planning.

Informative(s):

- 1 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).
- 2 Reasons for granting permission:

The existing shopfront is metal framed with an oversized fascia area and in poor condition. It has been heavily altered over time and is not in keeping with neo-Georgian façade of the Grade II listed host building nor the character and appearance of the High Street in the Hampstead Conservation Area. As part of the refurbishment and upgrade of the ground floor shop unit, the existing shopfront would be demolished completely and replaced by a new traditional shopfront. The new shopfront is considered to be an improvement over the existing in terms of design, detailing and materials and would be in keeping with the character and appearance of the High Street in the Hampstead Conservation Area and the listed host building.

The proposed shopfront would feature well-proportioned windows and curved glass on the far left and far right window panes, timber mullions, a timber louvered stall riser, a timber fascia and shopfront and a central door within timber frames. It would comply with Camden Planning Guidance on shopfront design and would echo the original façade and shopfront which was damaged in a fire in the 1960s, enhancing the character of the building and conservation area.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the building and Conservation Area, under the Planning (Listed Buildings and Conservation Areas) Act 1990.

The shopfront would provide a similar level of level access as the existing shopfront for users. It is not considered to cause any adverse impacts on the amenity or security of neighbouring occupiers.

No objections have been received. One letter of support has been received. The planning history of the site has been taken into consideration.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D3 of the Camden Local Plan 2017 and policies DH1, DH2 and EC2 of the Hampstead Neighbourhood Plan 2018. The development also accords with the NPPF and the London Plan 2021.

- 3 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.
- 4 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) 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 paragraph 38 of the National Planning Policy Framework 2019.

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