

Application ref: 2021/4050/L  
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Date: 10 November 2021

**Development Management**  
Regeneration and Planning  
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HeathWalker Studio  
Flat 60 Lissenden Mansions  
Lissenden Gardens  
LONDON  
NW5 1PR

Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

Address:

**49 Hollycroft Avenue**  
**London**  
**NW3 7QJ**

Proposal:

Installation of a plaque on the front elevation at ground floor level to commemorate Sir  
Isaiah Berlin

Drawing Nos: 343 01; 343 02; 343 03; 343 04;

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:

343 01; 343 02; 343 03; 343 04;

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:

This application seeks approval for the installation of a plaque to the front elevation of the building denoting that Sir Isaiah Berlin lived in the property for 28 years.

The application site is a grade II listed building semi detached house built in 1905 and designed by CHB Quennell. It is constructed from red brick with a tile clad pitched roof.

The proposed plaque will be situated centrally above a ground floor window and equidistant between the brick arch and cill course above which means it sits comfortably on the building's facade. Its is appropriately sized to present the information about Sir Isaiah Berlin to passers by without being intrusive on the façade.

Whilst some small accretions can be harmful to the special interest of listed buildings, due to the information it carries the plaque actually helps enhance the public's appreciation of the building's significance.

The special interest of the listed building is preserved by the proposals.

Public consultation was undertaken for this application by means of a press notice and a site notice, but no responses were received. Redington Frognaal Neighbourhood Forum was also consulted and responded supporting the application as it celebrated the area's cultural heritage.

The site's planning history was taken into account when arriving at 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 policy D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

- 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 paragraph 38 of the National Planning Policy Framework 2021.

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 grey rectangular background.

Daniel Pope  
Chief Planning Officer