

Application ref: 2021/5226/L  
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Dear Sir/Madam

## **DECISION**

Planning (Listed Building and Conservation Areas) Act 1990

### **Listed Building Consent Granted**

Address:

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

Proposal:

Removal of existing shopfit including wall and floor mounted display fixtures, flooring and stud partitions. Construction of new timber stud partitions to create fitting rooms, installation of new flooring and display fixtures and replacement of lighting and internal air conditioning units.

Drawing Nos: Site location plan; Block Plan; Design, Access and Heritage Statement;  
Drawings numbered: PL400, PL401, EX200, PL200, PL001 Rev A, EX401, PL002,  
EX400, D100, D200, EX001, EX002

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 plan; Block Plan; Design, Access and Heritage Statement; Drawings numbered: PL400, PL401, EX200, PL200, PL001, EX401, PL002, EX400, D100, D200, EX001, EX002

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 The application property is listed at Grade II and is in the Hampstead conservation area.

The significance of the building includes its architectural design and materials, surviving planform, evidential value as an early C18th terraced house with a C19th re-fronting including shopfront and its townscape contribution, including its positive contribution to the character and appearance of the conservation area. No external works form part of this application.

The unit at 27 Hampstead High Street comprises a two storey retail space spread over the ground floor and basement level including ground floor and basement mezzanine levels to the rear. A large proportion of the retail space falling under these works is within a late C20th rear extension.

The proposal comprises the internal refurbishment and decoration of a vacant retail unit. The existing wall and floor mounted retail display fixtures and associated stud partitions will be removed and all surfaces made good. All existing flooring to the sales area will be removed and the floor prepared to receive new engineered wood planks. The existing vinyl flooring to the first floor will be removed along with any adhesive residue and new vinyl laid throughout. The existing stud partition fitting room walls and basement lobby walls will be removed and the adjacent surfaces made good. All existing sales area light fittings will be removed and replaced. Existing recessed lighting apertures will be reused.

The existing high level wall mounted air conditioning units will be removed and replaced (the replacement of the external condenser units will be under a separate application). This application is determined without prejudice to the assessment of the acceptability of the separate application for replacement external condensers.

All existing oak treads to the modern sales area stairs will be removed and replaced with new white oak treads. New engineered oak flooring will be laid

throughout the sales area including a new recessed coir matwell at the entrance. New timber stud partitions will be constructed at ground floor and basement levels to provide new fitting room areas. New painted beadboard cladding will be installed to a number of perimeter walls within the basement and ground floor sales areas. New steel wall mounted hangbars and display fixtures complete with white oak shrouds will be installed to the perimeter walls throughout the ground floor and basement sales areas. A floor mounted security surveillance stanchion will be installed adjacent to the entrance door. 2No. new cash desks will be installed.

The proposal alters the internal appearance of the building through the introduction of a revised fixtures layout including new fitting rooms, cash desk locations and altered access through to the stock room area, new wall mounted display fixtures. New recessed, surface mounted and track lighting, new timber flooring to the sales areas and the decoration of the internal walls and ceilings. However, all of the alterations relate to modern shop fittings and stud partitions rather than the remaining historic plan-form of the building which remains legible and unaltered.

The proposal does not materially alter the accessibility. The proposals do not adversely affect the significance of the listed building.

The site's planning history has been taken into account when making 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 and D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework.

- 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 positioned in the upper left corner of the page.

Daniel Pope  
Chief Planning Officer