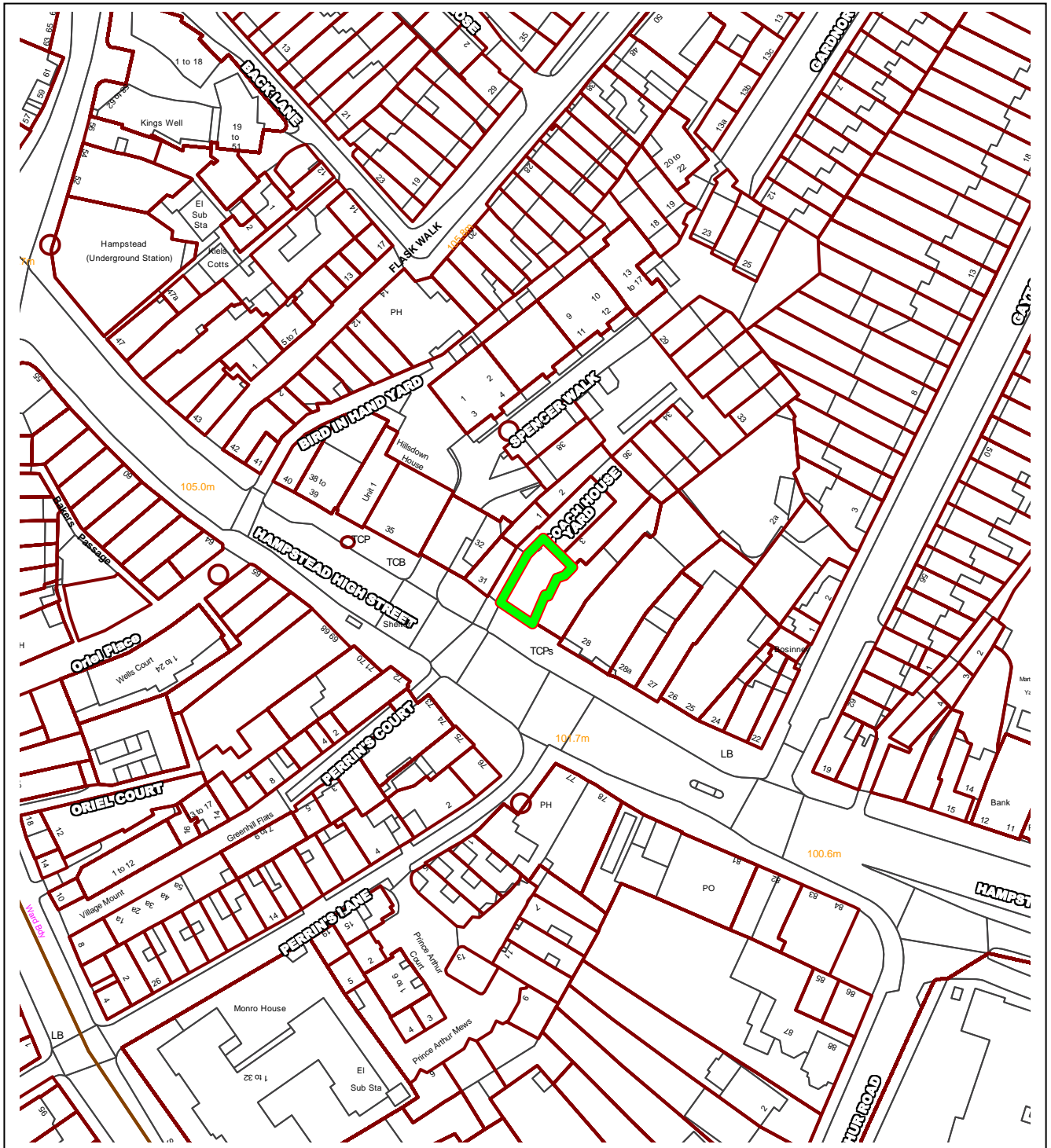


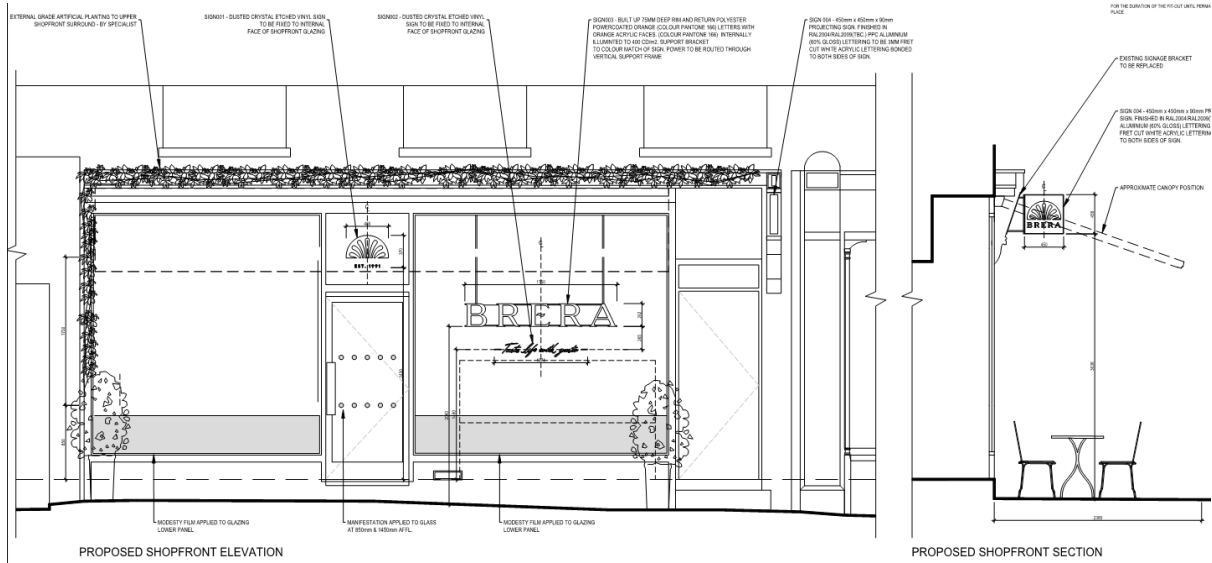
30 Hampstead High Street, London, NW3 1QA
2021/4365/L



This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.



Shop front and existing building (centre)



Proposed shopfront and signs

Delegated Report (Members briefing)		Analysis sheet	Expiry Date:	04/11/2021
		N/A	Consultation Expiry Date:	28/11/2021
Officer			Application Number(s)	
Alan Wito			2021/4365/L	
Application Address			Drawing Numbers	
30 Hampstead High Street London NW3 1QA			Refer to draft decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Internal alterations to the ground floor and basement, and the display of an internal sign with back-lit lettering, vinyl lettering on the inside of the glass, and a projecting sign with internal halo-lit lettering.				
Recommendation(s):		Grant listed building consent		
Application Type:		Listed Building Consent		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	03	No. of objections	03
Summary of consultation responses:	<p>Site Notice – posted 29/10/2021, expiring 22/11/2021 Press Notice (Ham & High) – published 04/11/2021, expiring 28/11/2021</p> <p>Three objections were received from occupiers of flats 1, 2 and 3 within the building. The CAAC and the Neighbourhood Forum did not respond.</p> <p>In summary, the three objections raised the following points:</p> <ul style="list-style-type: none"> • The proposed alterations will not preserve the special interest of the listed building and cause damage to its fabric. <i>Officer comment: The external works are minor and the internal works will not affect the building's significance, with very little original fabric left at ground and basement. See assessment below.</i> • The application has not been decided by planning committee. <i>Officer comment: Not a material consideration.</i> • The objector was previously subject to council enforcement action for works to a ceiling. <i>Officer comment: Not a material consideration – the proposed works in this case have been assessed on their merits and do not relate to enforcement action regarding a different planning unit. See assessment below.</i> • The applicant intends to change the use to a bar, this will generate noise and disturbance, and they must comply with their licensing conditions. <i>Officer comment: The application does not involve a change of use. The proposed works appear to facilitate use as a café restaurant use which falls within Use Class E. This is the same use class as retail – the last use of the unit – and so does not constitute development, so planning permission is not required. If an unauthorised material change of use did occur in future, it would be an enforcement matter.</i> <p><i>The application has to be considered on its own merits and as no application has been submitted for a change of use, impact of such a hypothetical change, including noise, cannot be considered. Compliance with licencing conditions falls under separate legislation and this can control such impacts.</i></p>					

Site Description

The building is a Grade II listed property, in Hampstead Conservation Area, dating from the late eighteenth century although it was re-fronted in the early nineteenth Century. The ground floor shopfront dates from the twentieth century. Above it is a stock brick fronted façade with sash windows and a mansard roof. The ground floor and basement use is formerly retail (Class E) whilst separate residential flats lie above which are accessed from the door to the right of the shopfront.

Relevant History

2004/1200/A: Display of a fascia sign with back-lit lettering and a projecting sign with internal halo-lit lettering. Granted 21/05/2004

2004/1429/L: Internal alterations and the display of a fascia sign with back-lit lettering and a projecting sign with internal halo-lit lettering. Granted 21/05/2004

2021/4386/A: Display of 1x internally illuminated sign behind glazing and non-illuminated vinyl to inside of glazing, and a projecting with internal halo lighting. Pending consideration.

Relevant policies

NPPF 2021

London Plan 2021

Camden Local Plan 2017

D1 Design

D2 Heritage

D3 Shopfronts

D4 Advertisements

Hampstead Neighbourhood Plan 2018

DH1 Design

DH2 Conservation areas and listed buildings

Camden Planning Guidance (CPG) and other guidance

Hampstead Conservation Area Statement 2001

Adverts CPG 2018

Design CPG 2021

Assessment

1. Proposal

- 1.1. The only external alterations to the building are the installation of a new projecting sign and an awning. Internal works include a sign behind the window and internal alterations for shop fit-out to the ground and basement levels. This would be fit out as a restaurant/café use which is also Class E like the last retail use, and so no planning permission is required.

2. Assessment

- 2.1. The shopfront dates from the twentieth century, most likely in the early 1970s just before the building was listed. The proposed projecting sign is appropriate in terms of its size and detailing, similar to one which had previously existed. An awning is proposed to be fitted and such features are not uncommon on shopfronts in the area. It will be located just below existing cornice and will not cover over any features of note.
- 2.2. Unusually the building does not have a fascia for signage so it is proposed to install a sign behind the glazing which is the approach previously taken with other shops on the site. The size of this is appropriate for the overall shopfront area and context. It would relate to the retail appearance of this part of the conservation area, and to the setting of the nearby listed buildings, including those adjacent and opposite the site.
- 2.3. Internally there is little surviving historic fabric apart from the external brick walls and elements of the floor structure. The shop fit-out for the previous retail offered no contribution to the heritage significance of the building. The proposed staircase will be in an area of floor that has already been replaced. Any proposed partitions and other installations will not affect the special interest of the building.
- 2.4. 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 the development plan, with particular reference to policies D1, D2, D3 and D4 of the Camden Local Plan 2017, policies DH1 and DH2 of the Hampstead Neighbourhood Plan 2018, the London Plan 2021 and the National Planning Policy Framework 2021.

DISCLAIMER

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 20th December 2021, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

Application ref: 2021/4365/L
Contact: Alan Wito
Tel: 020 7974 6392
Email: Alan.Wito@camden.gov.uk
Date: 15 December 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

Cafe Brera Limited
16a Church Street
White - Other
CR0 1FZ

DRAFT

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
30 Hampstead High Street
London
NW3 1QA

DECISION

Proposal:

Internal alterations to the ground floor and basement, and the display of an internal sign with back-lit lettering, vinyl lettering on the inside of the glass, and a projecting sign with internal halo-lit lettering.

Drawing Nos: Site Location Plan; 2027-HH-10-01 Rev 2; 2027-HH-10-02 Rev 2; 2027-CB-32-01 Rev 3; 2027-HH-33-01 Rev 3; 2027-HH-60-01 Rev 4; 2027-HH-60-02 Rev 4; 2027-HH-60-03 Rev 3; 2027-HH-60-04 Rev 3; 2027-HH-60-05 Rev 2; 2027-HH-60-06 Rev 2; 2027-HH-60-07 Rev 2; 2027-HH- ; 2027-HH-40-02 Rev 1.

The Council has considered your application and decided to grant 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; 2027-HH-10-01 Rev 2; 2027-HH-10-02 Rev 2; 2027-CB-32-01 Rev 3; 2027-HH-33-01 Rev 3; 2027-HH-60-01 Rev 4; 2027-HH-60-02 Rev 4; 2027-HH-60-03 Rev 3; 2027-HH-60-04 Rev 3; 2027-HH-60-05 Rev 2; 2027-HH-60-06 Rev 2; 2027-HH-60-07 Rev 2; 2027-HH- ; 2027-HH-40-02 Rev 1.

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.

DRAFT

Informative(s):

- 1 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.
- 2 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.
- 3 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.

- 4 This permission is granted without prejudice to the necessity of obtaining consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Application forms may be obtained from the Council's website, www.camden.gov.uk/planning or the Camden Contact Centre on Tel: 020 7974 4444 or email env.devcon@camden.gov.uk.

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

Chief Planning Officer

DRAFT

DECISION