

Application ref: 2023/0871/A  
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Date: 25 April 2023

**Development Management**  
Regeneration and Planning  
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David Dakin Architects Limited  
7 Milner Street  
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Nottinghamshire  
NG24 4AA

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**6 Canfield Gardens**  
**London**  
**NW6 3BS**

Proposal:

Display of non-illuminated fascia sign and projecting sign  
Drawing Nos: L (03) 02 rev B, Location Plan 1:1250

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

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
  - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
  - (c) hinder the operation of any device used for the purpose of security or

surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

#### Informative(s):

- 1 Reasons for granting consent:

A 5.26m wide, 2.05m high fascia sign is proposed to occupy the existing space on the ground floor façade above the shopfront and the first floor windows. It would be similar in size and siting to the fascia signs at nos. 8 and 8a in the same parade.

The shopfront window would remain as existing and the sign would align with the adjacent fascia signs which run along the parade. In size and siting it would not harm the character and appearance of the building, group of buildings and conservation area.

A 600mm high, 800mm wide projecting sign would be displayed level with the lower part of the fascia sign. This would be similar in size, siting and appearance as the projecting sign at no. 4 in the parade. It would be appropriate and not harm the character or appearance of the building and Conservation Area.

Initially, both signs were proposed to be illuminated. However, following comments received from the South Hampstead Combined Residents Association, stating harm to the character and appearance of the Conservation Area from the signs being illuminated, the proposed illumination was omitted and the signs would now be non-illuminated. An informative is to be added to the effect that, notwithstanding the information on the application form, the signs are to be non-illuminated.

As the signs would be non-illuminated and sited over 2.7m above the level of the

pavement, they should not affect the free-flow or safety of any users of the highway. The projecting sign would be over 1m from any high vehicles on the carriageway. Thus there will be no harm to public safety or visual amenity.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017.

- 2 Notwithstanding the information on the application form, the fascia sign and projecting sign hereby approved are to be non-illuminated.

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 in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

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