

Application ref: 2023/0354/A
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Date: 6 June 2023

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Wood & Wood International Signs Ltd
Heron Road
Exeter
EX2 7LX

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
9 Pond Street
London
NW3 2PN

Proposal:
Display of externally illuminated (trough-lit) fascia and projecting signs.

Drawing Nos: Site location and block plans; 24096 rev A, 24097 rev A; 573D (projecting sign details); Proposed signage details & visuals (Issue 2) from Wood & Wood Signs received 25/01/2023; Heritage statement from Wood & Wood Signs dated 27/02/2023.

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 advertisement consent:

The proposed signs would replace existing similar sized and positioned advertisements at the premises; namely, externally illuminated (trough-lit) fascia and projecting signs associated with re-branding for a long established funeral director's business at the application site.

Overall, the proposal is considered to be acceptable in terms of size, design, materials, location, luminance levels and methods of illumination and would preserve the character and appearance of the host building and streetscene. Furthermore, the signs would not obscure any significant architectural or historic features of the Grade II listed building, and as such, would not be harmful to its special interest.

Additionally, the proposed signage would also not be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance, nor would they have any adverse impact on neighbouring amenity.

The site's planning and appeal history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1, D1,

D2 and D4 of the Camden Local Plan 2017, policies DH1, DH2 and EC2 of the Hampstead Neighbourhood Plan 2018, the London Plan 2021 and the National Planning Policy Framework 2021.

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