

Application ref: 2023/2882/A  
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IN&EDIT UK LTD  
40 Dartmouth Park Road  
London  
NW5 1SX

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**58 Hampstead High Street  
London  
NW3 1QH**

Proposal:

Display of externally illuminated fascia lettering sign (using 3 x existing external lights).

Drawing Nos: Site location plan; HHS1, HHS2; E01-HH; P01-HH rev 02, P02-HH rev 02, P03-HH rev 01.

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:

Concern was initially raised by the Council in regard to the use of two methods of illumination for the proposed fascia lettering sign (both external and internal) in so far as this would introduce an unnecessarily excessive amount of illumination to the frontage and high street. The applicant was also advised that the proposed externally illuminated sign should be non-illuminated in this particular location and positioned higher up on the shopfront at fascia level.

In response, the applicant submitted amended drawings which removed the internal method of illumination entirely from the fascia lettering sign and confirmed that 3 existing external lights only would be used to illuminate it. Additionally, illumination was removed entirely from the proposed projecting sign and drawings showed it more suitably positioned at fascia height.

On the basis of these amendments, the revised proposal is considered to be acceptable in terms of its size, design, material, location, luminance level and method of illumination. The signage would not obscure or damage any architectural features, nor would it be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance, or have any adverse impact on neighbouring amenity.

An informative would be added to any approval confirming that the revised

proposal to display a non-illuminated projecting sign would benefit from deemed consent.

Overall, therefore, the revised proposals would preserve the character and appearance of the host building, streetscene, and wider Hampstead Conservation and Neighbourhood Areas, and are acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received.

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.

- 2 The display of a non-illuminated projecting sign as shown on the submitted revised drawings is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 5 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore, does not require formal determination by the Council in the form of an advertisement consent application.

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 blue rectangular background.

Daniel Pope  
Chief Planning Officer