

Application ref: 2023/4245/A
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SMB Town Planning Ltd
Suite 10
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HA8 8HU

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
32-34 Rossllyn Hill
London
NW3 1NH

Proposal:
Display of 2no. externally illuminated fascia signs, 1no. externally illuminated projecting sign and 2no. awnings

Drawing Nos: Site Location Plan, Planning Cover Letter (dated 5 October 2023 prepared by SMB Town Planning LTD); E001 Rev A dated 18.09.23, P001 Rev C dated 05.10.23, P001.1 Rev A dated 05.10.23.

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 permission:

The proposed works include the installation of signs along the façade elevation of an existing Class E shopfront which consists of the following:

- 2 x externally illuminated fascia signs reading 'Ottolenghi' sitting roughly 4731mm above the natural ground level and 3316mm wide with a 138mm height.

- 1 x externally illuminated projecting blade sign sitting roughly 4731mm above the natural ground level with a projection of 660mm, and a height of 630mm.

- Replacement of two (2) existing awnings with two (2) rebranded and retractable red fabric awnings which project up to 1882mm and sit 4141mm above the natural ground level at the lowest point of the awning when completely open.

A white tube light fixture will be located above the fascia sign lettering to illuminate the signage with a maximum illumination level of 100 cd/m².

The proposed signs are considered acceptable in terms of their size, number, position and luminance levels and do not appear out of proportion with the building

or the area.

The proposal would not impact on amenity in terms of light spill or outlook, nor would it be harmful to either pedestrian or vehicular safety. The proposal therefore raises no public safety concerns. The application site's planning history was taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017 and policy EC2 of the Hampstead Neighbourhood Plan 2018. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

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 2023.

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