

Application ref: 2022/5318/A
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Ms Clara Carnot
Flat 56 Quantock House
Lynmouth Road
London
N16 6XW

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

15 Hampstead High Street
London
NW3 1PX

Proposal:

Display of 1x non-illuminated fascia sign and 1x non-illuminated projecting sign.

Drawing Nos: Site location plans; (00_) 001; 002; 003; 004; 009; 013; DRG001; DRG002.

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

The application site refers to a commercial premises located on the basement and ground floor on the northern side of Hampstead High Street. The building is identified as making a positive contribution to the Hampstead Conservation Area.

The proposed signs are acceptable in terms of size and location, and appropriate in detailed design. The signs are modest in scale and consistent with the shopfront. They would respect the architectural features of the building, positioned on the existing fascia and brick pilaster and would not extend above ground floor level. They would not be unduly dominant or harm visual amenity of the high street and would respect the character and appearance of the Hampstead Conservation Area.

The signage would have no significant harm to residential or visual amenity, and they would not harm pedestrian or vehicular safety.

No objections have been received prior to making this decision. The sites' planning history was considered in the determination of this application.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s72 of the Planning (Listed Buildings and Conservation Areas Act) 1990 as amended by the Enterprise

and Regulatory Reform Act 2013.

As such, the proposal is in general accordance with policy D4 of the Camden Local Plan 2017 and policies DH1, DH2 and EC2 of the Hampstead Neighbourhood Plan 2018. The proposed development also accords with 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>.

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