

Application ref: 2024/0204/A  
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Date: 4 March 2024

**Development Management**  
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Suite 602, Sunlight House  
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Manchester  
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United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**23 & 24 Hampstead High Street**  
**London**  
**Camden**  
**NW3 1QA**

Proposal:  
New fascia level signage to Nos. 23 and 24. Non-illuminated, metal pin and plated lettering, fascia colour to match proposed shopfronts.

Drawing Nos: Location Plan; Design & Access and Heritage Statement; 002\_Existing Facade Elevation; 200\_Proposed Facade Elevation\_Rev.C

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.

Informative(s):

- 1 The subject buildings at 23 and 24 Hampstead High Street are each Grade II Listed on the National Heritage List for England (1378682 - No. 23, 1378684 - No. 24) and are located in the Hampstead Conservation Area. The proposal comprises of new non-illuminated, metal pin and plated lettering to the facia of each No. 23 and No.24 shopfronts.

The proposed polished brass metal Russell & Bromley lettering would have a height of 148mm and length of 1340mm. The alteration to the fascia signage is considered acceptable in terms of the materials used, size and position which would not appear out of proportion with the buildings or the area. The design of the facia lettering is sympathetic to the character and materiality of the Listed buildings and is in keeping with the appearance of this part of the Hampstead Conservation Area.

The facia signage would not impact on amenity in terms of outlook, nor would they be harmful to either pedestrian or vehicular safety, given the signs are not illuminated. Overall, the advertisements are considered appropriate in this context. The proposal therefore raises no public safety concerns.

The application has been advertised in the press and by means of a site notice, whereby there were no consultation responses.

The application site's planning history was taken into account when coming to this decision. It is noted there is an associated listed building consent (2023/5376/L) for internal works and shopfront alterations.

Special regard has been attached to the desirability of preserving and enhancing the listed buildings, their setting, and features of special architectural or historic interest which it possesses, and the character or appearance of the conservation area, under s.66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policy D4 of the

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 positioned above the printed name and title.

Daniel Pope  
Chief Planning Officer