

Application ref: 2024/2635/A  
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Date: 13 August 2024

**Development Management**  
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Quadrant Design  
58 King's Road  
Reading  
RG1 3AA

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**46 Hampstead High Street**  
**London**  
**NW3 1QG**

Proposal:

Display of replacement externally illuminated fascia sign (using 3 x existing lights) and externally illuminated (trough-lit) projecting sign.

Drawing Nos: Site location plan; (J002205\_A4\_)00 rev B, 02; Design and access (& Heritage) statement (rev A) from Quadrant Design dated July 2024.

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 displayed at the premises; namely, externally illuminated fascia and projecting signs associated with re-branding 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, streetscene and wider Hampstead Conservation and Neighbourhood Areas. 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 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. 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 2023.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance 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', written in a cursive style.

Daniel Pope  
Chief Planning Officer