

Application ref: 2024/3975/A
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Ferris and Sloane
One George Yard
London
EC3V 9DF

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Advertisement Consent Granted

Address:
58 Rossllyn Hill
London
NW3 1ND

Proposal:
Display of non-illuminated signage on a retractable canvas awning.

Drawing Nos: OS-O-10, A-0-20, A-2-10, A-2-11, D-3.11.

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 traditional style, retractable awning with metal arms on either side would comprise of black canvas material with advertising lettering displayed along the valance. The awning fabric and opening/closing mechanism would be housed in a slim box located between fascia lettering above and the shopfront windows below. In this way, the box would remain mainly concealed and not protrude outwards significantly from the building frontage when closed. As such, the awning would be suitably positioned and aligned with the appearance and proportions of the existing shopfront, and would not obscure any architectural or historic features of the host property.

Additionally, the depth, position and height of the awning when in a fully open or extended state would not have any adverse impact on the public highway. As such, the proposals would not be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance, and would not have any adverse impact on neighbouring amenity.

Overall, therefore, the proposal is considered to be acceptable in terms of its size, design, materials, location and non-illuminated nature, and would preserve the character and appearance of the host building, streetscene and wider Hampstead Conservation and Neighbourhood Areas.

During the course of the application, the applicant altered a proposed projecting sign from an internal method of illumination to being non-illuminated. As a result, an informative has been added to this approval confirming that the proposed display of a non-illuminated projecting sign as revised, as well as, proposed non-illuminated fascia lettering also shown on the drawings, would benefit from deemed advertisement consent.

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.

- 2 The display of non-illuminated fascia lettering and projecting signs as shown on the submitted revised drawings are 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, do 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', written in a cursive style.

Daniel Pope
Chief Planning Officer