

Mr Don Messenger
Deloitte Real Estate
Athene Place
66 Shoe Lane
London
EC4A 3BQ

Application Ref: **2014/6308/A**
Please ask for: **David Peres Da Costa**
Telephone: 020 7974 **5262**

23 February 2015

Dear Sir

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
132-140 Hampstead Road
London
NW1 2BX

Proposal:
Display of 3 non-illuminated fascia signs to canopy of 132 Hampstead Road, 2 non-illuminated projecting signs on east elevation and non-illuminated fascia sign and projecting sign to 140 Hampstead Road, for a temporary period until 29 September 2018.
Drawing Nos: Site location plan; 1439_DWG_PL_301; 1439_DWG_PL_300

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 Reason for granting advertisement consent

The proposed non illuminated signs at No.132 are considered acceptable in terms of size and design. Although the projecting sign at 140 Hampstead Road would be located just below the 1st floor windows, a lower position would obscure the main entrance sign. In this context, the size, location and design of the fascia and projecting sign at 140 Hampstead Road would be acceptable.

The proposed signage would not impact on the neighbour's amenity nor would they be harmful to either pedestrians or vehicular safety and would therefore preserve and enhance the character and appearance of the surrounding area.

The signs would be displayed for a temporary period limited to the duration of UCL's occupation of the building and the temporary change of use (ref: 2012/6855/P) granted 22/3/12 which will expire on 28th September 2018.

In this instance there was not considered to be any harm resulting from the

development.

The planning history of the site has been taken into account when coming to this decision. No objections were received prior to making this decision.

As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4 and 7.6 of the London Plan 2011; and paragraphs 14, 17, and 56-67 of the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Ed Watson', written in a cursive style.

Ed Watson
Director of Culture & Environment