

Lucy Wing
Styles and Wood Ltd
Aspect House
Manchester Road
Timperley
Altrincham
Cheshire East
WA14 5PG

Application Ref: **2015/1897/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

17 April 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
25 Hampstead High Street
London
NW3 1QJ

Proposal:
Display of fascia lettering, one projecting sign and two ATM surrounds, all internally illuminated.

Drawing Nos: Site location plan; (D0572-683-) 003, 004 and 007; 9424/G1/SD; Signage visual pack (ref 150635 v1 09.03.15); Photos.

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 are considered acceptable in terms of design, size, location and type of illumination. The adverts would replace similar existing signage at the same location. The fascia sign will run along the length of the shop frontage, and the projecting sign will be positioned in level with the fascia sign.

CPG Design discourages internally illuminated signs in conservation areas, however, it is considered that the internally illuminated logo and letterings on the fascia, and internally illuminated projecting and ATM surrounds are minor and subtle, and will not obscure or damage the existing architectural features of the host building or the streetscene, and hence will preserve or enhance the appearance of the conservation area.

The location of the signs would not harm neighbouring amenity by virtue of light pollution or outlook. The signs would not be harmful to either pedestrians or road

safety.

The site's planning and advertisement history was taken into account when coming to this decision.

Special regard has been attached to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses, under s.72 of the 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 policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25, and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of The London Plan March 2015, consolidated with alterations since 2011; and paragraphs 14, 17, 56-67 and 135 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