

Mr Matt Cochrane
CS2 Ltd
Bridgewater House
4 Queensbridge
Northampton
Northamptonshire
NN4 7BF

Application Ref: **2015/3476/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

9 September 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
28A Hampstead High Street
London
NW3 1QA

Proposal: Display of 1x externally illuminated fascia sign and 1x non-illuminated hanging sign.

Drawing Nos: JA-0615-40 rev B; (CPW/HAMP/) P03; P04; and P05.

The Council has considered your application and decided to grant consent subject to the following conditions:

Conditions and Reasons:

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

Informatives:

1 Reasons for granting consent

The proposed externally illuminated fascia and non-illuminated hanging signs are considered to be acceptable in size and location and appropriate in design as they take into account the character of the host building and surrounding area. They would be constructed of materials that are sympathetic to the external fabric of the building. Following Officer advice the proposals have been revised reducing the size of the hanging sign.

Due to their size, location and low level of illumination the signs would not significantly harm the amenity of any adjoining residential occupiers in terms of light spill as the external illumination is positioned on the fascia alone. They are not considered harmful to the character or appearance of the host building or the Hampstead Conservation Area because they are not unduly dominant in the streetscene nor would they be harmful to either pedestrians or vehicular safety.

The site's planning history and relevant appeal decisions were taken into account when coming to this decision.

Considerable importance and weight has been attached to the harm and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, 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 and CS14 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 7.8 of the London Plan March 2015, consolidated with alterations since 2011; and paragraphs 14, 17, 55-67 and 126-141 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', with a stylized flourish at the end.

Ed Watson
Director of Culture & Environment