

Mr Simon Jones  
Simon Jones Studio Ltd  
115 Bartholomew Road,  
Kentish Town,  
NW5 2BJ

Application Ref: **2015/4435/A**  
Please ask for: **Anna Roe**  
Telephone: 020 7974 **1226**

1 October 2015

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**1B & 1C Hampstead High Street,  
London**

### **NW3 1RG**

Proposal:

Display of 1 internally illuminated sign and 2 painted signs.

Drawing Nos: 143/031A; 143/032; 143/033; 143/034; 143/038; 143/040; 143/041; Design and Access Statement.

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.

- 6 The sign permitted by this consent shall only be illuminated during the opening hours of the premises to which it relates.
- 7 The intensity of the illumination of the signs permitted by this consent shall be within that recommended by the Institution of Lighting Engineers (for a sign within Zone E4) in their Technical Report Number 5 (Second Edition).

Informative(s):

- 1 Reasons for granting permission.

The proposed front elevation, internally illuminated, fascia sign and the two non-illuminated front and side elevation signs are considered acceptable in terms of size, design, method of illumination and location and would therefore preserve and enhance the character and appearance of the Conservation Area.

The proposed signs would not impact on the neighbour's amenity nor will they be harmful to either pedestrians or vehicular safety. Conditions restricting the illumination to opening hours and the intensity of the illumination have been applied.

The site planning history has been taken into account when coming to this decision. No objections have been received following statutory consultation.

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, 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 and 7.6 of the London Plan 2011; and paragraphs 14, 17, 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