

Mr Chris Brown  
Rolfe Judd Planning Ltd  
Old Church Court Claylands Road  
The Oval  
London  
SW8 1NZ

Application Ref: **2017/4140/A**  
Please ask for: **Alyce Keen**  
Telephone: 020 7974

16 October 2017

Dear Sir/Madam

### **DECISION**

Town and Country Planning Act 1990

#### **Advertisement Consent Granted**

Address:

**60 Hampstead High Street  
LONDON  
NW3 1QH**

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

Drawing Nos: 13-0053, Sketch & Rendering Frontage.

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 permission

The proposed lighting fixtures are acceptable in terms of size, design, location and method of illumination as they would respect the design, scale and historic fabric of the host building. Following officer advice, the proposed internal illumination of the projecting sign removed which is considered more appropriate. As such, the signs are not considered to be unduly dominant on the street nor would they harm the Hampstead Conservation Area.

Whilst the advertisements will have some impact in terms of light spill the light fittings are positioned away from the nearest windows and they are not considered to be harmful to the amenity of neighbouring occupiers. The signs are positioned in a typical location on the fascia and are not considered to impact on pedestrian or vehicular safety and therefore raise no public safety concerns.

The application site's planning history was taken into account when coming to this decision. Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.66 and 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 A1, D1, D2 and D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords with The London Plan 2016 and the National Planning Policy Framework.

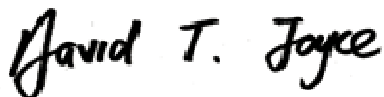
- 2 The intensity of the illumination of the sign shall not exceed the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.

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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce  
Director of Regeneration and Planning