

Samsonite UK
Fao. Miss Julie Suttle
22 Hampstead High Street
LONDON
NW3 1QA

Application Ref: **2018/1099/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

8 May 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
**22 Hampstead High Street
LONDON
NW3 1QA**

Proposal:
Display of 3 non-illuminated fascia lettering signs on Hampstead High Street and Gayton Road elevations.

Drawing Nos: Site location plan; unnumbered drawing titled, 'Hampstead Visuals' received 20/03/2018.

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 signage is considered to be acceptable in terms of their size, design, location, and absence of illumination, and would not have any adverse impact on the neighbouring amenity, nor would they be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance. Furthermore, the proposed signage would not obscure any significant architectural features or otherwise visually harm the appearance of the building, nor harm the character and appearance of the Hampstead Conservation Area, and as such, the proposals are in accordance with Council policies and guidelines, and are acceptable.

Concerns were initially raised with regard to the removal of an existing street number sign above the corner entrance door given that Council guidance seeks to retain street number signs to aid identification. Following Council advice, the applicant has submitted amended proposals that include a replacement non-illuminated street number sign (displaying '22'). These amendments are considered

to be acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. One response was received following statutory consultation objecting to the proposal on the grounds of an alleged unauthorised use of the rear of the premises and the display of the TV screen. The objections have been responded to by the officer in the consultation summary associated with this decision, and the proposals are considered to be acceptable.

As such, the proposal is in general accordance with policy D4 of the Camden Local Plan 2017, the London Plan 2016 and the National Planning Policy Framework 2012.

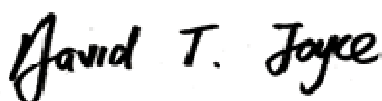
- 2 The applicant is advised that the proposed display of a TV screen positioned internally inside the premises, and as shown on the submitted drawings, is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore does not require formal determination by the local authority by way of an advertisement consent application.
- 3 This consent is without prejudice to, and shall not be construed as derogating from, any of the rights, powers, and duties of the Council pursuant to any of its statutory functions or in any other capacity and, in particular, shall not restrict the Council from exercising any of its powers or duties under the Town and Country Planning Act 1990 as amended. Planning advice may be sought from the Council's Development Management Team, Town Hall, Argyle Street WC1H 8EQ, (tel: 020 7974 4444) or by email at planning@camden.gov.uk.
- 4 Your attention is drawn to the alleged unauthorised use of part of the premises by a local resident as part of the consultation process. This matter will be referred to the Council's Planning Enforcement Team for further investigation.

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



David Joyce
Director of Regeneration and Planning