

CONSULTATION SUMMARY

Case reference number(s)

2018/1099/A

Case Officer:

Tony Young

Application Address:

22 Hampstead High Street
LONDON
NW3 1QA

Proposal(s)

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

Representations

Consultations:	No. notified	0	No. of responses	1	No. of objections	1
					No of comments	0
					No of support	0
Summary of representations	<p>A local resident (<u>M.Jarvis – 61 Gayton Road</u>) responded and objected as follows:</p> <ol style="list-style-type: none"> 1. <i>“This application for advertisement consent and the visuals that accompany it indicate the rear part of the building on Gayton Road which is currently designated B1 use will be used as A1 shop space. Since the approval in 2013 for the insertion of the large picture window into the B1 space it has been used, contrary to its designation as an estate agency. Approval of this current application would be allowing further unnecessary creeping development of retail into a residential area when there are vacant A1 units on the High Street.”</i> 2. <i>“The additional lighting associated with retail and the proposal for a TV screen in the window will increase the already intolerable light pollution endured by residents at the High Street end of Gayton Road. The signage will attract people into the street contributing to additional unnecessary noise. Consequently this application should not be</i> 					

consented.”

Officer's response:

1. Advertisement consent can only be refused on the grounds of amenity and public & transport safety. The alleged authorised (or unauthorised) use of a site does not fall within the consideration of this type of application. Any alleged unauthorised use of the site can be investigated by the Council's Planning Enforcement Team. The applicant has been reminded of this and confirmed that no change of use has taken place or is proposed. A proposed window display inside the premise would not required planning permission nor advertisement consent.
2. The proposals are for non-illuminated signage. The positioning of a TV screen inside the premises benefits from deemed consent, and as such, does not require formal determination by the Council by way of an advertisement application. An informative will be attached to any consent to confirm this.

Recommendation:- Grant advertisement consent