

Application ref: 2018/4069/A
Contact: Tony Young
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French Childrens Wear Ltd
10 The Quadrant
Richmond
London
TW9 1BP

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**29 Hampstead High Street
London
NW3 1QA.**

Proposal:

Display of internally illuminated (lettering only) fascia and projecting signs.

Drawing Nos: Site location and block plans; Unnumbered shopfront and signage drawing (dated 26/07/2018); Design, access and heritage 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.

Informative(s):

- 1 Reason for granting advertisement consent:

The signage proposals are considered to be acceptable in terms of their size, design, location, method of illumination, and luminance levels, and would not have any adverse impact on the neighbouring amenity, nor would they be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance.

Though internally illuminated signs would not normally be acceptable within a conservation area and on a listed building, in this particular instance, the internally illuminated lettering is modestly sized with a suitably low luminance level (80 cd/m) and with only individual letters illuminated. Furthermore, the proposed signage would not obscure any significant architectural features or otherwise visually harm the appearance of the listed building, nor detract from the character and appearance of the Hampstead Conservation Area. As such, the proposed signage is considered to be acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received in relation to the proposals.

As such, the proposal is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, policies DH1 and DH2 of the Hampstead Neighbourhood Plan (passed referendum June 2018), the London Plan 2016, and

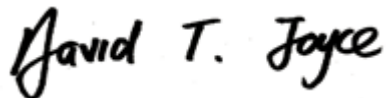
the National Planning Policy Framework 2018.

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