

Application ref: 2018/4227/A
Contact: Matthew Dempsey
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Date: 3 December 2018

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ADC Ltd
Britannia House
Britannia Way
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WS14 9UY

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

76 Hampstead High Street London NW3 1QX

Proposal:

Display of 1 internally illuminated fascia sign and 1 hanging sign

Drawing Nos: 1112/01 (Rev A), 1112/08 (dated 03.12.18)

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 proposal to display advertisements at the site is considered acceptable with regards to the design, size and location. The nature and method of illumination is not considered to have an adverse impact on any neighbouring amenity or cause any harm in terms of public safety to pedestrian or vehicle traffic in the vicinity.

Although a fully illuminated fascia sign would be resisted in this location, the proposal to display internally illuminated lettering within the fascia is considered discreet and would not obscure any of the historic features of the property or otherwise harm the appearance of the listed building or character of the Hampstead conservation area. The illumination will be at a maximum of 150 cd/m and will be static.

The proposed hanging / projecting sign is considered to be acceptable. There is no illumination proposed to this sign and it is of a modest size (600mm by 450mm), utilising an existing hanging bracket approximately 3.4m from ground level.

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.

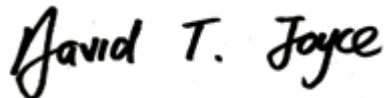
As such, the proposal is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, policies DH1 and DH2 of the Hampstead Neighbourhood Plan (passed referendum June 2018), the London Plan 2016, and the National Planning Policy Framework 2018.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

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 style with a large 'D' and 'J'.

David Joyce
Director of Regeneration and Planning