

Application ref: 2018/4185/A
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Patara Fine Thai Cuisine Limited
Patara
82 Hampstead High Street
London
NW3 1RE

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**82 Hampstead High Street
London
NW3 1RE**

Proposal: Display of 2x externally illuminated fascia signs and 1x externally illuminated projecting sign to existing restaurant.

Drawing Nos: Site location plan, Existing & Proposed shop front, Existing & Proposed hanging sign

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 externally illuminated fascia and projecting signs would replace the existing signage of the same size and location, with alterations to the design, which provides a clear guide to the proposal's impact. As a result, they are considered acceptable in size and location and appropriate in design as they take into account the character of the host building and surrounding area.

In the wider street scene, the advertisements would not be considered to cause harm to the visual amenity of the immediate locality as there is existing signage including illumination and the proposals would not be considered unduly dominant. They are not considered to disturb neighbouring occupiers nor would they be hazardous to road users raise no public safety concerns.

No objections have been received prior to making this decision and the site's planning and relevant enforcement history has been taken into account when coming to this decision.

Special regard has been attached to the desirability of preserving the listed building and the features of special architectural or historic interest which it possesses. Considerable importance and weight has been attached to the harm and special attention has been paid to the desirability of preserving or enhancing the character

or appearance of the conservation area 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.

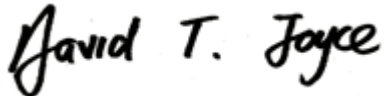
As such, the proposed development is in general accordance with policy D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2018.

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, slightly slanted style.

David Joyce
Director of Regeneration and Planning