

Application ref: 2019/4311/A  
Contact: Matthew Dempsey  
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Date: 23 December 2019

**Development Management**  
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Project Entity Ltd  
42 Gainsborough  
Milborne Port  
DT9 5BD

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**73 Hampstead High Street  
London  
NW3 1QX**

Proposal: Display of 3 x non-illuminated fascia signs with 1 x internally illuminated projecting sign and temporary vinyl graphics associated to 2019/4265/P & 2019/4594/L.

Drawing Nos: Site Location Plan G000.01 Rev B, G000.02 Rev B, D303.00 Rev B, D303.01 Rev B, C400.00 Rev B, C400.01 Rev B, C407.00 Rev B, C407.01 Rev B. 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 permission:

The proposed signage will replace similar advertising at this location, and this installation is in conjunction with a refurbishment of the premises with continued use by the same occupant, see relevant planning application and listed building consents ref: 2019/4265/P and 2019/4594/L.

Given that the proposed advertising shall replace existing arrangements and that the application site is on Hampstead High Street, surrounded by other commercial units, the signs are considered to be acceptable in design terms. The colour palette and materials are in keeping with the character and appearance of the listed building and site context and would not create or contribute to visual and physical clutter.

Part of the application is for the display of vinyl graphic to 2 x side elevation windows along Perrin's Court, which would not usually be granted consent on a listed building, however; this part of the consent is purely for the purpose of shielding the internal works while refurbishment is carried out. Following refurbishment, the vinyl shall be removed from the window. This element of the consent shall be conditioned to ensure protection of the heritage asset.

It is not considered that the proposed advertisement would cause undue harm to amenity and neither is it considered that the proposed advertisement would cause harm to public safety, including the safety of persons using the adjacent highways or hinder movement along the pavement or pedestrian footway.

No objections have been raised in relation to the works. The application site's planning history and relevant appeal decisions were taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2018 and the provisions of the National Planning Policy Framework 2019.

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 2019.

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, appearing to read 'DPope', is written over a light blue rectangular background.

Daniel Pope  
Chief Planning Officer