

Application ref: 2020/4516/A
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Projection Architects Ltd
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
115 Hampstead Road
London
NW1 3EE

Proposal:
Installation of fascia and 1x projecting sign
Drawing Nos: B-01 Rev.G; A-01 Rev.G; A-02 Rev.G and A-03 Rev.G

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.

- 6 The advertisement displays shall only be illuminated with external illumination as shown on the approved plans and by no other manner of illumination, and the illuminance levels shall not exceed 500cd/m² at any time.

Reason: To protect the amenity of the area in accordance with Camden Local Plan policies A1 and D1.

Informative(s):

- 1 Reasons for granting consent:

The proposal is for one fascia sign and one projecting sign at fascia level. The two existing oversized fascia signs will be removed and replaced with one smaller one to match No.117. This is in proportion to the shopfront. The projecting sign was reduced in scale and brought closer to the building to comply with guidance to ensure that it does not dominate the shopfront. Both signs will be externally lit.

The adverts are considered acceptable in terms of size, design, location and method of illumination as they are small scale and respect the architectural features of the host building. They would not be so unduly dominant to cause harm to the visual amenity of the street scene given the commercial nature of the area. Given these factors, and the existing advertisement displays, it is considered that the proposals would enhance the character and appearance of the host property and street.

Due to the low level of illumination and small scale of the external lighting the signs would not harm the amenity of any adjoining occupiers in terms of outlook or light spill. The signs would not be hazardous to vehicular or pedestrian traffic and so the proposal raises no public safety concerns.

No objections have been received prior to making this decision and the site's planning history was considered in the determination of this application.

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 2016 and 2019 (intended to publish) and 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 grey rectangular background.

Daniel Pope
Chief Planning Officer