

Application ref: 2020/5968/A  
Contact: Charlotte Meynell  
Tel: 020 7974 2598  
Email: [Charlotte.Meynell@camden.gov.uk](mailto:Charlotte.Meynell@camden.gov.uk)  
Date: 5 May 2021

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

sea design group  
13d Princes Drive  
Kenilworth  
CV8 2FD

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**38-39 Hampstead High Street  
London  
NW3 1QE**

Proposal: Display of internally illuminated (lettering only) fascia and projecting signs and 2 x retractable canvas awnings.

Drawing Nos: 219142/ADV; 219142/EX.EL1; 219142/EX.EL2; 219142-LOC.

The Council has considered your application and decided to grant consent subject to the following conditions:

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 Illumination of the advertisement hereby approved shall be static and shall not exceed 300cd/sqm.

Reason: To ensure that the illumination of the sign is not detrimental to the visual amenities of the area in accordance with the requirements of Policy D4 of the London Borough of Camden Local Plan 2017.

#### Informatives:

- 1 Reasons for granting consent-

The proposed signage is considered to be acceptable given the size, design, colour, materials, location, method of illumination and luminance levels. It is noted that internally illuminated signs are not normally acceptable within a conservation area; however, in this particular instance, the fascia and projecting signs would have suitably low luminance levels (no higher than 300 cd/m<sup>2</sup>) which would be secured by condition and only individual letters would be illuminated (the background of the signs remaining non-illuminated). The proposed awnings would be of a simple design and of a smaller size than the pre-existing awnings at the site. A number of neighbouring properties along Hampstead High Street have awnings of a similar style, and the proposals would therefore not be out of character with the surrounding area.

The signs would not have any adverse impact on neighbouring amenity, especially given the modest luminance levels, nor would they be harmful to either pedestrians or vehicular safety in accordance with guidance. The signs would therefore preserve the street scene and wider character of the Hampstead Conservation Area, and are acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.

As such, the proposal is in general accordance with policy D4 of the Camden Local Plan 2017, policy EC2 of the Hampstead Neighbourhood Plan and the National Planning Policy Framework 2019.

- 2 You are advised that this decision relates only to the advertisement shown on the drawings hereby approved. The changes to the windows and entrance doors shown on the submitted drawings would require separate planning permission.

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