

Application ref: 2021/1642/A
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Date: 12 May 2021

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Architecture and more
24, West Oak The Avenue
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

44 Hampstead High Street
London
NW3 1QG

Proposal:

Installation of new back-lit (LED) fascia sign and non-illuminated projecting sign on new shopfront

Drawing Nos: Site Plan, Design & Access Statement, 03 (Existing pictures), 04 (Existing shopfront: Proposed shopfront), 05 (Proposed shopfront), 06 (Proposed Main Signage), 07 (Proposed Projecting 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.

- 6 The lettering only of the fascia sign hereby approved shall be illuminated. The illumination of the lettering shall not exceed 350 cd/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.

Informative(s):

- 1 Reason for granting consent:

The proposed fascia sign and projecting sign are considered to be very modest and discreet and would cause no harm to the character and appearance of the host property, streetscene and the Hampstead Conservation Area.

The white fascia sign with black back-lit lettering would be of a traditional size, location, design, materials and degree of illumination. Internally illuminated signs are not normally acceptable within a Conservation Area. However, in this case, the proposal to only back-light the lettering at 350 cd/m² is very discreet and would not harm the visual amenity of the area or the character of appearance of the Conservation Area.

The projecting sign, which would be non-illuminated, would also be of an

appropriate size, location and design and it would be similar to the projecting signs at the neighbouring shops (e.g. nos. 43, 46 & 47 Hampstead High Street).

The signs would not have any adverse impact on neighbouring amenity, especially given the modest luminance levels, nor would they be harmful to either pedestrian or vehicular safety in accordance with guidance.

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, the London Plan 2021 and 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', written in a cursive style.

Daniel Pope
Chief Planning Officer