

Application ref: 2020/4963/A
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Ace Engineering Solutions
14 Huxley Gardens
Park Royal
London
NW10 7EA

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted and Warning of Enforcement Action

Address:
2 Canfield Gardens
London
NW6 3BS

Proposal:
Display of fascia and projecting signs with internally illuminated lettering.

Drawing Nos: Site location plan; AR-011 rev 07, AR-013 rev 03; Email from Aryan Horoufi (agent) dated 10/12/2020.

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 advertisement consent:

The proposal seeks to regularise unauthorised signage at the front of the premises that are the subject of an enforcement investigation (ref. EN20/0510).

Concern was raised by the Council in regard to the existing width of the unauthorised fascia sign in so far as it extends beyond the limit of the commercial unit into an area above a residential entrance doorway, and as such, appears excessively large and visually blurs the edges of each separate use.

Since the submission of revised drawings, the proposed signs are considered to be acceptable given their size, design, colour, materials, location, luminance levels and methods of illumination. Although internally illuminated signs would not normally be acceptable within a conservation area, in this particular instance, the signs would be modestly sized with suitably low luminance levels (no higher than 452 cd/m²) and with lettering only illuminated (the background for both signs remaining non-illuminated). Furthermore, the proposed signage would not obscure or damage any significant architectural features, and would not be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance. As such, the proposal would preserve the character and appearance of the host building and wider South Hampstead Conservation Area, and is therefore considered to be acceptable.

The site's planning and appeal history has been taken into account when coming to this decision; all matters arising from the enforcement complaint (ref. EN20/0510) relating to signage would be addressed by the proposal to the Council's satisfaction.

As such, the proposal is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2019.

2 WARNING OF ENFORCEMENT ACTION TO BE TAKEN

The existing unauthorised internally illuminated fascia and projecting signs are considered to be harmful to the character and appearance of the host building and wider South Hampstead Conservation Area. Therefore, enforcement action may be taken in relation against the unauthorised signage if it is not removed within 1 month of the date of this decision.

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