

Application ref: 2021/2972/A  
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Date: 26 August 2021

**Development Management**  
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WSP  
WSP House  
70 Chancery Lane  
Holborn  
London  
WC2A 1AF

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**35-36 Hampstead High Street**  
**London**  
**NW3 1QE**

Proposal: Display of internally illuminated fascia lettering and a double sided internally illuminated (lettering only) projecting sign.

Drawing Nos: (P-186082-)101, 210 rev C (proposed front elevation), 213 rev B.

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 Reasons for granting advertisement consent:

The proposed signage is considered to be acceptable in terms of its size, design, materials, location, luminance levels and methods of illumination. Though internally illuminated signs would not normally be acceptable within a conservation area, in this particular instance, the internally illuminated fascia and projecting signs would be modestly sized with suitably low luminance levels (no higher than 375cd/m<sup>2</sup> in the case of the fascia sign and 204cd/m<sup>2</sup> for the projecting sign) and with only lettering illuminated (the background of the signage remaining non-illuminated).

Additionally, none of the proposed signage would obscure or damage any significant architectural features. Nor would it be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance, or have any adverse impact on neighbouring amenity.

Overall therefore, the proposal would preserve the character and appearance of the host building, streetscene, and wider Hampstead Conservation and Neighbourhood Areas, and is acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. One response has been received and is addressed in the associated consultation summary. No objections have been received.

As such, the proposed development is in general accordance with policies A1, D1,

D2 and D4 of the Camden Local Plan 2017, policies DH1, DH2 and EC2 of the Hampstead Neighbourhood Plan 2018, the London Plan 2021, and the National Planning Policy Framework 2021.

- 2 Proposals to display non-illuminated vinyl signs internally behind the shopfront glazing as shown on the submitted drawings are considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore do not require formal determination by the local authority in the form of an advertisement consent application.

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 2021.

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