

Application ref: 2020/3201/A
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Date: 12 November 2021

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Mr Skender Lipovica
Mardale, Unit 2
Hampstead Road
London
NW1 3FJ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Unit 2
Mardale
Hampstead Road
London
NW1 3FJ**

Proposal:

Display of 1x non-illuminated glazing sign and retractable awning to Hampstead Road elevation and 1x internally illuminated fascia sign to Robert Street elevation.

Drawing Nos: H-L-001, H-E-002, H-P-004Rev2

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 internally lit signage shall not be illuminated with flashing elements at any time.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance policy D4 (Advertisements) of the Camden Local Plan 2017.

- 7 The intensity of the illumination of the proposed fascia sign shall not exceed 600 candelas per square metre.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, and in general accordance with policies A1 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting consent-

The site is a ground floor commercial unit within a seven-storey building at the junction of Hampstead Road and Robert Street. The unit is situated at the south-eastern corner facing this junction. The host building was the former 'One Stop Shop' plot which formed part of the phased redevelopment of the Regent's Park

Estate. The approved plans included signage zones to inform proposed advertisement consent applications. The property not a listed building nor is it within a conservation area.

The glazing sign and awning have been installed therefore the application is retrospective.

The proposed signs are considered acceptable in terms of size, location, detail and method of illumination. They would be modest in scale to the host building, respect the architectural detail, and be appropriate to the character of the host building and surrounding area. They are located within the identified signage zones and would not be considered unduly dominant to the host building or street scene.

Due to illumination limited to lettering only, the signs would not harm the amenity of neighbouring residential occupiers in terms of outlook or light spill. A condition is included in this decision to regarding luminance levels.

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 (Advertisements) of the Camden Local Plan 2017. The proposed development also accords with CPG for Advertisements, 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 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 blue rectangular background.

Daniel Pope
Chief Planning Officer