

Application ref: 2021/4386/A
Contact: Fast Track Team
Tel: 020 7974
Email:
Date: 13 October 2022

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

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Cafe Brera Limited
16a Church Street
White - Other
CR0 1FZ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**30 Hampstead High Street
London
NW3 1QA**

Proposal:

Display of projecting sign with internal halo-lit lettering and erection of a retractable canopy.

Drawing Nos: Site location plan; 2027-HH-10-02; 2027-HH-10-01; 2027-HH-PP-02;
External Shopfront Elevation CC (showing canopy)

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 permission/consent-

The shopfront dates from the twentieth century, most likely in the early 1970s just before the building was listed. The proposed projecting sign is appropriate in terms of its size and detailing, similar to one which had previously existed. An awning is proposed to be fitted and such features are not uncommon on shopfronts in the area. It will be located just below existing cornice and will not cover over any features of note. The signs would therefore preserve the street scene and wider character of the Hampstead Conservation Area, would not cause harm to the significance of the listed building and are acceptable.

Unusually the building does not have a fascia for signage so it is proposed to install a sign behind the glazing. This benefits from deemed consent and does not form part of this approval.

The signs would not be harmful to either pedestrians or vehicular safety in accordance with guidance given their size and low level of illumination.

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

Special attention has been paid to the desirability of preserving or enhancing the

character or appearance of the conservation area, under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

Special regard has been attached to the desirability of preserving the listed building, its setting and its features of special architectural or historic interest, under s.66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

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

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:

<https://www.gov.uk/appeal-planning-decision>.

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', written in a cursive style.

Daniel Pope
Chief Planning Officer