

Application ref: 2022/4523/A
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Turley
Brownlow Yard
12 Roger Street
London
WC1N 2JU

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Ground Floor Unit fronting Hampstead Road
The Lantern
75 Hampstead Road
London
NW1 2PL

Proposal:

Display of internally illuminated fascia signage to one shopfront.

Drawing Nos: 001; 002; 003; 004; 005; 200; 201; 301; 302; Site Plan; Cover Letter (by Turley, dated 23/09/2022); Design Statement (by Lusted Green, dated 22/09/2022).

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 consent:

The site is a ground floor commercial unit within a seven-storey building on the western side of Hampstead Road at the junction with Drummond Street. The unit occupies four shopfronts fronting Hampstead Road, and has planning permission to be used as a health clinic (ref. 2022/2805/P dated 04/08/2022). The ground and lower ground floor units of the building have been substantially completed, but are not occupied, under planning permission 2017/3518/P dated 09/03/2018 (as varied). The property is not listed nor is it located within a conservation area.

The proposed signage, comprising fascia letters and a logo, are considered acceptable in terms of size, location, design 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 zone and would not be considered unduly dominant to the host building or street scene.

The internal illumination would be static and limited to lettering and a small 450mm by 450mm 'Bupa' logo. As such, the signs would not harm the amenity of neighbouring residential occupiers in terms of outlook or light spill.

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 of the Camden Local Plan 2017, as well as with 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', is written over a faint, light-colored rectangular stamp or watermark.

Daniel Pope
Chief Planning Officer