

Application ref: 2022/4801/A
Contact: Fast Track TC
Tel: 020 7974
Email:
Date: 11 January 2023

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

Target Carbon Management Ltd
WHITE RAILS Sandwich Rd
WOODNESBOROUGH
Sandwich
CT13 0LY
United Kingdom

Dear Sir/Madam

finDECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Shops And Premises At Ground Floor
61 Hampstead High Street
London
Camden
NW3 1QH

Proposal:

Non-illuminated timber fascia lettering and 1x non-illuminated projecting sign.

Drawing Nos: 302; 2170_101; 2170_100; IMG20220623_112336363;
IMG20220623_112325589; IMG_20220623_112324655;
IMG_20220623_112326984_HDR

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-

This retrospective application is for the display of non-illuminated fascia lettering and 1x non-illuminated projecting sign. The proposed non-illuminated signage is considered to be acceptable in terms of size, design and location and would have no adverse impact on the Hampstead Conservation Area. The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The works would preserve the character and appearance of the conservation area and would not cause harm to the surrounding commercial area. The proposals are considered to be acceptable.

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.

As such, the proposal is in general accordance with policies D2 and D4 of the

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 positioned above the typed name and title.

Daniel Pope
Chief Planning Officer