

Application ref: 2022/5190/A
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Jan Kattein Architects
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Dear Sir/Madam

ECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**100 Hampstead Road
London
Camden
NW1 2NT**

Proposal: Display of new timber fascia signboards with painted lettering and new static LED festoon lighting, to replace existing aluminium acrylic sign boxes, and logo signage printed over 2 x valances

Drawing Nos: Location Plan, no. 100 Hampstead Road, drawing no. 100-000, dated 4/11/2022; Existing and Proposed Elevation, no. 100 Hampstead Road, drawing no. 100-001, dated 4/11/2022; Proposed Plan, Elevations and Section, no. 100 Hampstead Road, drawing no. 100-200, rev A, dated 02/02/2023; Existing Elevation no. 100 Hampstead Road, drawing no. 100-100, dated 25/10/2022

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 permission/consent-

The proposal involves the replacement of existing aluminium / acrylic fascia sign boxes, with new timber fascia signboards featuring painted lettering, a property number and background graphics. New festoon lighting will be positioned just below the top of the signboards.

The new fascia signboards, including the painted lettering and graphics, will be of scale commensurate with and appropriately positioned on the shopfronts.

The painted signboard and festoon lighting will be a more subtle form of signage and less obtrusive to the street setting, in contrast to the existing internally lit sign boxes. The lighting illuminance will also be within acceptable levels.

The logo printed over the valance of the awnings will be discreet and will be unobtrusive to the street setting, only occupying a small length of the valance.

The signs are considered acceptable in terms of their location, size, design and

method of illumination and would not harm the character and appearance of Hampstead Road. Furthermore, they would not adversely impact on neighbouring residential amenity nor on public safety of pedestrians and drivers.

The site's planning and appeals history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the London Borough of Camden Local Plan 2017.

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 light grey rectangular background.

Daniel Pope
Chief Planning Officer