

Application ref: 2023/5021/A
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Date: 27 March 2024

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Dr Aman Harghandew
Zara Home
57-61 Heath Street
London
NW3 6UG

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused and Warning of Enforcement Action to be Taken

Address:
57-61 Heath Street
Camden
NW3 6UG

Proposal: Display of 3x fascia halo illuminated signs and 1x medical symbol projection sign (retrospective).

Drawing Nos: 5052669/LP1 rev A, 5052669/LP2 rev A, 5052669/LP3 rev A, 5052669/LP4 rev A, Zen Pharmacy_Hampstead Fitout Plan - V004 - Beauty Pharmacy

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

Reason(s) for Refusal

- 1 The retrospective advertising signage, by reason of their size, siting, scale, design, and material finish appear as intrusive features that would harm the character and amenity of the street and locality, contrary to policies D1 (Design), D2 (Heritage), and D4 (Advertisements) of the Camden Local Plan 2017, policies DH1 (Design), DH2 (Heritage), and EC2 (Contributing positively to the retail environment) of the Hampstead Neighbourhood Plan (2018-2033), Camden Planning Guidance, and the policies of the NPPF.


Informative(s):

1 ENFORCEMENT ACTION TO BE TAKEN

The Director of Culture and Environment will instruct the Borough Solicitor to issue an Enforcement Notice alleging a breach of planning control.

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 2023.

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

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