

Application ref: 2024/2448/A  
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Date: 31 July 2024

**Development Management**  
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Abberley Design Consultants Ltd  
58 Preston Rd  
Grimsargh  
Preston  
PR2 5SD

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**57-61 Heath Street**  
**London**  
**NW3 6UG**

Proposal:  
Display of 3no externally illuminated fascia signs and 1no internally illuminated projecting sign

Drawing Nos: 01, 02, 5052669/LP1 A, 5052669/LP2 A, 5052669/LP3 A, 5052669/LP4 A

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 advertisement consent:

The proposal is for the installation of new fascia signage and a projecting sign. The building is not listed but it is situated within the Hampstead conservation area. The building is a relatively recent addition to the conservation area and is a commercial unit at the ground floor with residential use over. Currently the ground floor unit the subject of this application has a white fascia board signage with large black lettering on it which is unauthorised having been the subject of a previous refusal. It is proposed to replace this with new fascia signage in white with thin black lettering. The shopfront fascia is split into two elements and each element is the subject of new signage along with the installation of a projecting sign for the pharmacy element of the unit. The lettering has been designed to be shorter in depth than the existing. The fascia panels are constructed from powder coated aluminium painted white with black folded strips around the outside which contain and conceal the LED lighting.

The projecting sign is an internally illuminated green cross advertising the pharmacy and projects 90cm from the front elevation and is 90cm high in total. The sign is 5.3m above the pavement height.

The size, siting and design of the signage would be considered appropriate on the building, and would not detract from the overall character or appearance of the host building or Conservation Area. The panels would be accommodated within the

existing area occupied by fascia panels, and they would be of an appropriate size and materials such that it would preserve the visual amenity of the conservation area and would not appear out of place visually in the street scene.

By virtue of their nature and location, the proposals are acceptable in amenity terms. They would not significantly impact upon public safety and cause harm to any highway users.

No neighbour objections were received prior to the determination of the application. Hampstead CAAC have not provided any comments.

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 D1, D2, and D4 of the London Borough of Camden Local Plan 2017 and DH1 of the Hampstead Neighbourhood Plan 2018. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

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.

You can find advice in regard to your rights of appeal at:

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

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

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