

Combined Signs
4 Carpenters Place
Clapham
LONDON
SW4 7TD

Application Ref: **2009/4385/A**
Please ask for: **Charles Thuaire**
Telephone: 020 7974 **5867**

22 March 2010

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

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

Advertisement Consent Part Granted/Refused

Address:

**Heath House
North End Way
London
NW3 7ET**

Proposal:

Display of externally illuminated sign above main entrance gate facing Whitestone Pond and display of two non-illuminated signs affixed to side boundary walls on Spaniards Road and North End Way

The Council has considered your application and decided the following:

a) to **GRANT CONSENT** for:

Display of two non-illuminated signs affixed to side boundary walls on Spaniards Road and North End Way

Drawing Nos: site location plan, photographs 1 - 5; drawings 1, 1A, 3, 4, 5, 6, 7

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.

- 6 This consent is granted for a limited period only and shall be removed on or before 24th November 2010 or until the premises are sold or let, whichever is the shorter period. No advertisement may be displayed indicating that land or premises have been sold or let.

Reason: In order to enable the Council to control the effects of the advertisement on the visual amenity of the area in accordance with policies B4, B6 and B7 of the London Borough of Camden Replacement Unitary Development Plan 2006.

b) to **REFUSE CONSENT** for:

Display of externally illuminated sign above main entrance gate facing Whitestone Pond
Drawing Nos: site location plan, photographs 1 - 5; drawings 1, 1A, 3, 4, 5, 6, 7

Reasons for Refusal

- 1 The retention of the front entrance sign, by reason of its size, height above the entrance gate, prominent location and method of illumination, is considered harmful to the setting of adjoining listed buildings, the character of the streetscene, the character and appearance of the conservation area and the setting of Hampstead Heath, contrary to policies B4 (advertisements and signs), B6 (listed buildings) and B7 (conservation areas) of the London Borough of Camden Replacement Unitary Development Plan 2006.

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