

Opus Signs Ltd
Mimram Road
Hertford
SG14 1NN

Application Ref: **2009/5416/A**
Please ask for: **Aysegul Olcar-Chamberlin**
Telephone: 020 7974 **6374**

17 March 2010

Dear Sir/Madam

DECISION

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

Advertisement Consent Refused

Address:
C2 Clinic
11 Heath Street
Hampstead
London
NW3 6TP

Proposal:
Display of one internally illuminated fascia sign and one internally illuminated projecting sign.

Drawing Nos: Site Location Map; OPUS/C2CLINIC 1a (Sing above entrance door); 1b (Sing above entrance door); 1c (Projecting sign); and 1d (Sections of signs).

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

Reason(s) for Refusal

- 1 The proposed fascia sign and projecting sign by reason of their design, positioning, size and illumination would create visual clutter on the shopfront which would not be in keeping with the character of the existing advertisements in the area, would harm the integrity of the shopfront and fail to preserve the appearance and character of



the Conservation Area contrary to policies B1 (General design principles) and B4 (Shopfronts, advertisements and signs) and B7 (Conservation areas) of the London Borough of Camden Replacement Unitary Development Plan 2006.

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