

Mr Jon Muskett
Path Design
Unit 5
7 Wenlock Road
London
N1 7SL

Application Ref: **2015/1319/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

7 April 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
57 South End Road
London
NW3 2QB

Proposal:
Display of 1x externally illuminated fascia sign and 1x externally illuminated projecting sign.
Drawing Nos: 558 00.3 revB; 558 00.4; 558 03.1 revC; 558 03.2 revA

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 Reason for granting approval

The signage consists of one fascia sign and one projecting sign. The fascia sign would be painted timber and externally illuminated and the brass and acrylic hanging sign would be externally illuminated by trough lights which are found elsewhere in the parade and are unobtrusively sized and sited at fascia level which would not be dominant in the street scene.

The host building is identified as a positive contributor to the Hampstead Conservation Area and the signs would be made with materials that are sympathetic to and respect the architectural features of the host building and alter the external fabric of the building as little as possible. The unique style of circular sign is designed to look like a pet tag which is considered acceptable and compatible with the shop type located opposite Hampstead Heath. There would be vinyl film signage applied internally to the glazing of the door and fan light which benefits from deemed consent.

It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers, nor will they be harmful to either pedestrians or vehicular safety and would therefore preserve and enhance the character and appearance of Hampstead Conservation Area.

2

The site planning history has been taken into account when coming to this decision.

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 proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4 and 7.6 of the London Plan 2011; and paragraphs 14, 17, 56 -67 of the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

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

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Ed Watson', written in a cursive style.

Ed Watson
Director of Culture & Environment