

Miss Katie Bowkett  
Leckenby Associates Ltd  
220 Northfield Avenue  
London  
W13 9SJ

Application Ref: **2016/6883/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

10 February 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**31 Heath Street**  
**London**  
**NW3 6TR**

Proposal: Display of an externally illuminated fascia sign, a non-illuminated projecting sign, and the temporary display of non-illuminated hoarding boards from 6th February till 6th March 2017.

Drawing Nos: Design Access Statement revA (12/01/2017); Site Location Plan; SWB 01 (12/01/17); SFW - Detailed Projecting Sign (12/01/17); [LC\_Hampstead\_] A1 - Proposed Hoarding Details and Floor Plan, Existing Ground Floor Plan, Existing Front Elevation and Photos, PP\_A1 RevA (13/01/2017), S1 - Sections AA, BB & CC; 210.06 (12/01/2017); 100.06 (12/01/2017).

The Council has considered your application and decided to grant consent subject to the following conditions:

#### **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.

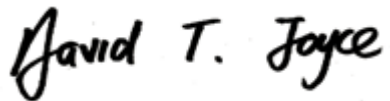
- 6 The advertisement hoarding boards hereby permitted shall be displayed for a temporary period only while refurbishment and fitting works are taking place. They shall not be displayed before 6th February 2017, and shall be removed in their entirety on or before 6th March 2017.

Reason: The type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 and DP25 of the London Borough of Camden Local Development Framework Development Policies.

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 that reads "David T. Joyce". The signature is written in a cursive style with a large 'D' and 'J'.

David Joyce  
Executive Director Supporting Communities