

Miss Natasha Lofthouse
Fluid Office
148 Curtain Road
London
EC2A 3AT

Application Ref: **2017/0820/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

11 April 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
24A Heath Street
London
NW3 6TE

Proposal:
Display of 1x non-illuminated fascia sign to Oriel Place elevation at first floor level.

Drawing Nos: (1340_)S1, S2 RevA, S5, S6, S8 RevB, S9 RevA, S10 RevB, S11 RevA, S15 RevA

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 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.



- 2 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.

- 3 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.

- 4 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.

- 5 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.

Informative(s):

- 1 Reason for granting permission.

The proposed non illuminated sign is considered acceptable in terms of size and location. In the wider street scene, the advertisement would not be considered unduly dominant and would not cause harm to the visual amenity of the immediate locality as there is a variety of existing signage in the vicinity. The business advertised is located at upper floor levels which has informed the position of the sign at the first floor level. Following officer advice, the size of the sign has been reduced to relate to the size of the windows on the Oriel Place elevation and it will be fixed into the mortar to prevent damage to the existing brick facing. The sign would respect the architectural features of the building and the visual amenity of the area and therefore, is considered to preserve and enhance the character and appearance of the Hampstead Conservation Area. Following officer advice, the proposal has also been reduced in number from two signs, one on each elevation to Oriel Place, to a single sign on the flank wall only.

The sign would not be considered significantly harmful to the nearest neighbouring

occupiers, who are located directly opposite in Wells Court, as the sign faces a flank wall of Wells Court and this elevation has no windows. The sign would be visible in limited views from Hampstead High Street along Oriel Place towards Heath Street, therefore, in terms of size and siting, the proposal is not considered to be hazardous to vehicular or pedestrian traffic and therefore raises no public safety concerns.

The site's planning history and relevant enforcement has been taken into account when coming to this decision.

Considerable importance and weight has been attached to the harm and 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 Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

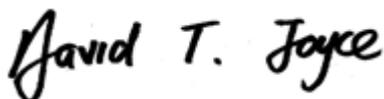
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP21, DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies and policies A1, D2, D4 and T1 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with the policies of the London Plan 2016, The National Planning Policy Framework 2012.

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, slightly slanted style.

David Joyce
Director of Regeneration and Planning