

Mr Stewart Sether
147-151 Haverstock Hill
London
NW3 4QU

Application Ref: **2017/3424/A**
Please ask for: **John Diver**
Telephone: 020 7974 **6368**

21 June 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
147-151 Haverstock Hill
London
NW3 4QU

Proposal:
Display of externally illuminated bronze lettering to shopfront.

Drawing Nos: CHES.GA695 01/04 dated 26.04.17; CHES.GA695 03/01 dated 05.06.17;
OS plan VI10; Design Statement dated May 2017.

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 Reasons for granting consent:

The proposed signage is designed and sited in a manner which remains sensitive to the form, design and scale of the host building and setting. The proposed metal lettering is not considered to have an overly dominant impact on the character of the host building but instead would appear as refined and integral to the elevational composition of the unit. The proposed external lighting (no.4 downlighters arranged in two pairs above main signage) would not appear unobtrusively sized, sited or powered and is considered to remain visually appropriate. The proposal is therefore considered to preserve the character and appearance of the conservation area and host building and to not cause adverse impact on the visual amenity of the area.

The proposal is considered not to have a harmful impact on the amenity of any adjoining occupiers nor would it be harmful to pedestrian or vehicular safety in the area.

The sites planning history was 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.66 (LB's) and s.72 (CA's) of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

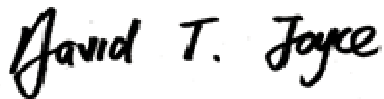
As such, the proposed development is in general accordance with policies CS5 and CS14 of the Local Development Framework Core Strategy, and policies DP24, DP25, DP26 and DP30 of the Local Development Framework Development Policies and policies D1, D2 and D4 of the Camden Local Plan submission draft 2016. The proposed development also accords with the London Plan 2016, and 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