

Alexia Carter
Alexia Carter Interior Design
144 Elm Park Mansion
Park Walk
London
SW10 0AS

Application Ref: **2017/3671/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

22 November 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
**Shop and Premises at Ground and 1st Floor
Unit 1
Kingswell
58-62 Heath Street
London
NW3 1EN**

Proposal:

Display of 1x externally illuminated projecting sign, 3x internally illuminated lettering sign suspended behind glazing, 13x A3 and 4x A1 internally illuminated display boards behind glazing at ground floor level and 1x non-illuminated lettering sign suspended behind glazing and 8x A1 non-illuminated display boards behind glazing at first floor level.

Drawing Nos: 2016/18/Location, DRG001a, DRG001b, DRG002, DRG003, DRG004a, DRG004b, DRG004c, DRG005, DRG006

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 consent

The proposed illuminated projecting sign and lettering signs internally suspended behind the glazing are considered acceptable in terms of size, location and method of illumination as they respect the architectural features of the building and are sympathetic to the host building and surrounding area. In the wider street scene, they would not be unduly dominant in the commercial locality and would preserve the character and appearance of the Hampstead Conservation Area.

Following officer advice, the proposal has been amended to reduce the number and size of the signs, omit illumination from the signs and property boards at first

floor level, re-position the projecting sign further away from the neighbouring residential window and amend its method of illumination from internal to external illumination. The amended proposed signs respect the architectural features of the host building, are appropriate in number per elevation and have less impact on visual and neighbour amenity.

Whilst the illuminated signs will have some impact in terms of light spill, the advertisements are in a typical position and at a low level of illumination and are not considered unduly dominant in this commercial locality. They are not considered to disturb neighbouring occupiers nor would they be harmful to road users and raise no public safety concerns.

No objections have been received prior to making this decision and the site's relevant planning and appeal 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 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 A1, D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2012.

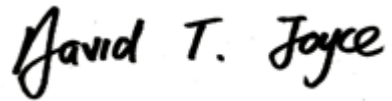
- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.

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 script is cursive and fluid, with the first letters of each word being capitalized and prominent.

David Joyce
Director of Regeneration and Planning