

Application ref: 2019/0994/A
Contact: Alyce Keen
Tel: 020 7974 1400
Date: 8 May 2019

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Ideal Planning & Design Ltd
Hyde Park House
5 Manfred Road
Putney
London
SW15 2RS
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
56 Heath Street
London
NW3 1DL

Proposal:
Display of the externally illuminated fascia sign and 1x externally illuminated hanging sign (retrospective).

Drawing Nos: 1465-01; 1465-02; 1465-03; 1465-04 Rev B; 1465-05; 1465-06 Rev B; 1465-07; 1465-08. Design & Access Statement prepared by Ideal Planning & Design dated 31 January 2019.

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 permission-

The proposed signage on the fascia and hanging sign with lighting fixtures are acceptable in terms of size, design, location and method of illumination as they would respect the design, scale and historic fabric of the host building. As such, the signs are not considered to be unduly dominant on the street nor would they harm the Hampstead Conservation Area.

Whilst the advertisements will have some impact in terms of light spill the light fittings are positioned away from the nearest windows and they are not considered to be harmful to the amenity of neighbouring occupiers. The signs are positioned in a typical location on the fascia and are not considered to impact on pedestrian or vehicular safety and therefore raise no public safety concerns.

The application site's planning history was taken into account when coming to this decision.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.66 and 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 A1, D1, D2 and D4 of the London Borough of Camden Local Plan 2017, and DH1 and DH2 of the Hampstead Neighbourhood Plan 2018. The proposed development also accords with The London Plan 2016 and 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 paragraph 38 of the National Planning Policy Framework 2019.

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 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer