

Application ref: 2019/4106/A
Contact: Josh Lawlor
Tel: 020 7974 2337
Date: 12 November 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

Design Squared Ltd
International House
Canterbury Crescent
Brixton
London
SW9 7QE

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

79-81 Heath Street
London
NW3 6UG

Proposal:

Display of externally illuminated fascia sign and 1 x externally illuminated projecting sign to ground floor shopfront.

Drawing Nos: 762-P-201_B, 762-P-200_B, 762 Location Plan, Heritage Statement 762, D&A Statement 762

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 application site is a grade II listed mid-19th century building, located in the Hampstead Conservation Area.

The current application relates to the installation of replacement shopfront signage. The proposed fascia panel would have hand painted black lettering which is considered appropriate for the listed building. The proposed projecting signage would measure 700mm x 450mm with a projecting depth of 800mm and would replace an existing projecting sign at the site. The proposed signage would be of an appropriate scale and proportion within the context of the host property's front elevation.

The fascia panel would be illuminated by matt black aluminium swan neck wall lights, the projecting sign would be illuminated by a trough light. The proposed illuminations would remain modest and are considered appropriate. Officers consider their scale, design and positioning to be acceptable within the context of the front elevation and the wider Hampstead Conservation Area. Officers consider the proposed lighting would not give rise to adverse light pollution impact.

Given the nature of the proposed works officers do not believe they would give rise

to any adverse amenity impact to neighbouring residents in terms of loss of light, outlook or privacy.

No objections were received following statutory consultation. The site's planning history was taken into account when determining this application.

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 and s.72 of The Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

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 London Plan 2016; and the provisions of the National Planning Policy Framework 2019.

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 faint, light-colored rectangular stamp or watermark.

Daniel Pope
Chief Planning Officer