

Application ref: 2019/2929/A  
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**Development Management**  
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Mr Opas Jaengkrajang  
77 Heath street  
London  
NW3 6UG

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**77 Heath Street**  
**London**  
**NW3 6UG**

Proposal:

Display of 1x externally-illuminated fascia sign and 1x externally-illuminated projecting sign at the shopfront (Part-retrospective).

Drawing Nos: Location Plan, Proposed Front Elevation, Proposed Sections, Existing Front Elevation, Existing Sections (drawings dated 09/07/20) and Light Intensity Statement dated 12/8/2020

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:

This application seeks part-retrospective advertisement consent for the display of 1x externally-illuminated fascia sign and 1x externally-illuminated projecting sign at the shopfront.

The proposed fascia sign would be rectangular in shape and made of timber. It would be full width and 0.45m in height. The letterings would be made of timber and white on black background. The sign would be installed on fascia level and externally illuminated by a LED trough light at 174 Cd/m<sup>2</sup>.

The proposed projecting sign would be square in shape and made of timber. It would have a dimension of 0.5m x 0.5m with white letterings on a black background. The projecting sign would be affixed to the existing fascia panel on the northern end. It would be externally illuminated by LED lights on both sides at 174 Cd/m<sup>2</sup>.

Given that the application site is within the Hampstead Town local centre and surrounded by commercial units with similar signs and lighting installed, the sign is considered to be acceptable in design and the colour palette and materials are in

keeping with the character and appearance of the listed building and site context and would not create or contribute to visual and physical clutter. The sign accord with the parameters set out in the approved signage strategy.

It is not considered that the proposed advertisement would cause undue harm to amenity and neither is it considered that the proposed advertisement would cause harm to public safety, including the safety of persons using the adjacent highways or hinder movement along the pavement or pedestrian footway.

No objections have been raised in relation to the works. The application site's planning history and relevant appeal decisions were taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies D1, D2 and D4 of the Camden Local Plan 2017 and policies DH1 and DH2 of the Hampstead Neighbourhood Plan 2018. 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 light grey rectangular background.

Daniel Pope  
Director of Economy, Regeneration and Investment