

Application ref: 2020/4999/A  
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**Development Management**  
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Ed Thomas  
501 Sewall Highway  
Coventry  
CV6 7JB

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Hardy Building**  
**Unit 4**  
**Heritage Lane**  
**London**  
**NW6 2BR**

Proposal:

Installation of an internally illuminated fascia sign to shopfront.

Drawing Nos: Site location plan 1:1250, Site Plan 1:500, Unit 4 West Hampstead Square, NW6 2BR Drawing pack REV A

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 advertisement consent:

The proposed fascia sign would be of an appropriate design, size, location and luminosity. The sign would appropriately have static internally illuminated lettering with a maximum illuminance level of 250 cd/m<sup>2</sup>. The sign would be appropriately positioned on the fascia of the shopfront and is of a modest size. It would not harm the appearance of the host building or streetscene.

Due to the location and nature of the proposal, the signage is not considered to cause harm to neighbouring amenity or public safety.

No objections regarding the fascia sign were received prior to making this decision. The planning history of the application site was taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies D1 and D4 of the London Borough of Camden Local Plan 2017 and accords with the London Plan 2016, the Publication London Plan 2020, and 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 positioned above the printed name and title.

Daniel Pope  
Chief Planning Officer