

Application ref: 2021/6120/A
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Date: 29 April 2022

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EDO Design & Construction Ltd.
Unit D1B Up
Bounds Green Industrial Estate
Ringway
London
N11 2UD
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

71 Heath Street
London
NW3 6UG

Proposal:

1 x fascia sign and board.

Drawing Nos: P101 Rev A; P102 Rev A; P104 Rev C; P103 Rev A; P105 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 Reasons for granting permission/consent-

The proposal is for the replacement of the existing non-illuminated fascia sign and renewing of the fascia board with wooden timber slats to match that at no. 73. Currently there is a projecting sign which would be removed as part of this proposal. The proposals also include repainting of the shop front however this does not require advertisement consent or planning permission. The removal of the projecting sign is an aesthetic improvement to the shop front. The non-illuminated fascia sign will bear no negative impact and has been revised to ensure that the shopfront corbel remains and uncovered. The works would therefore preserve the street scene and wider character of the Hampstead Conservation area, and are acceptable.

The signage and new fascia would not be harmful to either pedestrians or vehicular safety in accordance with guidance given its size and low level of illumination.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.


As such, the proposal is in general accordance with policy D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2021.

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 2021.

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 centered on a light grey rectangular background.

Daniel Pope
Chief Planning Officer