

Application ref: 2023/0373/A
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Date: 6 April 2023

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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

The Roundhouse Theatre
Chalk Farm Road
London
Camden
NW1 8EH

Proposal:

Display of 2x non-illuminated, lettering only signs.

Drawing Nos: 1906(0)015 Rev P01; 1906(0)352 Rev A; 1906(0)351 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 display of two non-illuminated, lettering only signs. The proposed signage is considered to be acceptable in terms of its size, design, materials and location. Due to the proximity of the site to the adjacent Regent's Canal Conservation Area, and the Grade II* listed Roundhouse Theatre, comments were received from a conservation officer and they expressed no objection to the proposal. Advertisements above ground floor level are not usually acceptable, however in this instance, given the nature of the signs, and the particular design of the building are considered to enhance its appearance and are acceptable in this specific instance.

The proposal is considered to preserve the character and appearance of the commercial area and the adjacent Regent's Canal Conservation Area.

The signage would not be harmful to either pedestrians or vehicular safety, nor would it have any adverse impact on neighbouring amenity. As such, the proposal is considered to be acceptable.

The planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies D1 and D4 of the Camden Local Plan 2017. The proposed development also accords with 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:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

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