

Application ref: 2023/1296/A
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Ms Abby Rees
West Hampstead Ltd
Light Industrial Estate Redevelopment Site Liddell
Road
London
NW6 2DJ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Light Industrial Estate Redevelopment Site
Liddell Road
London
NW6 2DJ**

Proposal:

Display of a single monolith aluminium sign (retrospective)

Drawing Nos: Ground Floor Plan Masterplan, rev C3, 15/09/21; document titled 'The Clay Yard Proposal 3 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 consent-

The proposal involves retrospective consent for the erection of a free-standing powder coated aluminium sign, which sits atop an existing raised planter. The sign includes a logo featuring printed title lettering on its left half, and secondary text on its right. A website address and slogan are printed over the sign's street facing side elevation. The logo text on the front elevation would be illuminated with soft halo lighting, set on a dusk to dawn timer. The sign would be removed on completion of development works at the site.

The sign is constructed with high quality materials and finishes. The sign is backdropped by an existing tree, vegetation and other existing built elements, and therefore would not be viewed as an isolated, stark element in the street environment. Low level planters and other landscaping are positioned at the base of the sign, assisting with its integration within the streetscape. Overall, the sign appears as visually unobtrusive within the streetscape.

The sign is positioned in a manner which defines the entry to the site and is visible to passing pedestrian and vehicle traffic. However, the sign would have an appropriate design, scale, materiality and form, such that it would not dominate the streetscape nor cause a hazard to drivers and pedestrians nor have any adverse

impact on neighbouring amenity. The lighting illuminance will also be within acceptable levels.

The site's planning and appeals history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the London Borough of Camden Local Plan 2017.

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