

Application ref: 2022/4007/A
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Date: 5 October 2023

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Morgan Signs & Design Limited
Unit 10 B
Springvale Industrial Park,
Union Street
BILSTON
WV140QT
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Part Granted/Refused

Address:
26 Tolmers Square
London
Camden
NW1 2PE

Proposal:

- (A) Display of 2 x externally illuminated fascia signs (Items 1 & 3), 2 x non illuminated board signs (items 2 (2of2)), and 1 x externally illuminated hanging sign (Item 7)
- (B) Display of 2 x non-illuminated board signs (Items 4&5) and 1 x externally illuminated sign (Item 6)

The Council has considered your application and decided the following:

a) to **GRANT CONSENT** for:

- (A) Display of 2 x externally illuminated fascia signs (Items 1 & 3), 2 x non illuminated board signs (items 2 (2of2)), and 1 x externally illuminated hanging sign (Item 7)

Drawing Nos: Document titled Signage Proposal, Date 05/09/2022, Drawn By:
JG, for Client: PUNCH (6 pages)

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.

b) to **REFUSE CONSENT** for:

- (B) Display of 2 x non-illuminated board signs (Items 4&5) and 1 x externally illuminated sign (Item 6)

Drawing Nos: Document titled Signage Proposal, Date 05/09/2022, Drawn By: JG, for Client: PUNCH (6 pages)

Reasons for Refusal

- 1 The proposed display of 2 x non-illuminated board signs advertisements (signs 4 & 5) by virtue of their position, location and quantity, would be incongruous and result

in visual clutter to the detriment of the character and appearance of the host building and wider street scene, contrary to policies D1 (Design) and D4 (Advertisements) of the Camden Local Plan 2017

- 2 The proposed display of 1 x externally illuminated sign (Item 6), by virtue its location, position, and method of illuminated would be incongruous and result in visual clutter to the detriment of the character and appearance of the host building and wider street scene, contrary to policies D1 (Design) and D4 (Advertisements) of the 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 about 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
Chief Planning Officer