

Application ref: 2023/0408/A
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Date: 21 November 2023

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Shakthi Consulting UK Ltd
6 Ashcroft Drive
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UB9 5JF

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**41 South End Road
London
Camden
NW3 2PY**

Proposal:

Display of 1 x internally illuminated (letter only) fascia sign and 1 x non-illuminated projecting sign.

Drawing Nos: SCUUK22_0007_3 Sheet 1, 2, 3, 4, 5 (including Section AA)

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 is for the display of one internally illuminated fascia sign (letters only) to the front elevation with one externally illuminated projecting sign, both are considered appropriate in terms of size, design, location, materials and method of illumination.

The existing fascia signs and awning shall be removed. The proposal fascia sign although larger than the existing would be appropriately positioned and would not obscure any of the buildings architectural features or appear out of context in this locality. The sign would be internally illuminated which is not usually supported in conservation areas, however considering it would be letter only illumination, a low level of illumination 350cd/m², and the surrounding context the proposal are acceptable and would preserve the character and appearance of the conservation area.

The proposals also includes a new diamond shaped projecting sign (approximately 590mm in diameter). This projecting sign would be non-illuminated and would preserve the character and appearance of the conservation area.

The proposed signage would not result in any adverse impact on neighbouring amenity, nor would it be harmful to either pedestrian or vehicular safety.

No objections were received prior to the determination of this application. The site's planning and appeals history has been taken into account when coming to this decision.

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.

- 2 Please note that this consent does not grant permission for alterations to the shopfront, other than the installation of advertisements.

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 positioned above the typed name and title.

Daniel Pope
Chief Planning Officer