

Camden Management (UK) Limited
Simply Fish Camden Limited
4 Inverness Street
London
NW1 7HJApplication Ref: **2012/4473/A**
Please ask for: **Carlos Martin**
Telephone: 020 7974 2717

2 November 2012

Dear Sir/Madam

DECISIONTown and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007**Advertisement Consent Part Granted/Refused**Address:
4 Inverness Street
London
NW1 7HJProposal:
Retention of two non-illuminated fascia signs, one internally illuminated hanging sign and two externally-illuminated mural adverts to the side and front elevations.

The Council has considered your application and decided the following:

a) to **GRANT CONSENT** for:

1 x non-illuminated fascia sign and 1 x non illuminated white sign with written logo on front elevation at ground floor level.

Drawing Nos: Site Location Plan; 328506; 334556-1; & 334556-2.

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:

1 x white sign written text applied to brickwork stonewashed light grey and white vinyl applied over the windows on the front elevation and 1 x red and white sign written logo applied to the brickwork stonewashed white on side elevation.

Drawing Nos: Site Location Plan; 328506; 334556-1; & 334556-2.

Reasons for Refusal:

- 1 The internally illuminated projecting sign at first floor level on the front elevation, by reason of its location above fascia level and illumination is considered unduly prominent and harmful to the appearance of the host building and the surrounding area generally contrary to policies CS14 (Promoting High quality places and conserving our heritage) and DP24 (Securing high quality design) of the Local

Development Framework Core Strategy and Development Policies.

- 2 The murals on front and side elevation of building at first and second floor level, by reason of their size and location are considered to be harmful to the appearance of the host building and the surrounding area generally, contrary to policies CS14 (Promoting High quality places and conserving our heritage) and DP24 (Securing high quality design) of the Local Development Framework Core Strategy and Development Policies.

Informative(s):

- 1 The display of an advertisement without consent is a criminal offence under Section 224(3) of the Town and Country Planning Act 1990. Under Section 225 of the Town and Country Planning Act, Section 10 of the London Local Authorities Act 1995 and Section 11 of the London Local Authorities Act 1995 the Council has powers to enter the land and remove the display. As such, the Council will commence prosecution/action to secure the removal of the advertisement.

2 ENFORCEMENT ACTION TO BE TAKEN

You are advised that the Council may take Enforcement Action to secure the removal of the murals and advert at first and second floor level of the building.

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please telephone Contact Camden on (020) 7974 4444

