

Wildstone Planning
103 Freston Road
London
W11 4BDApplication Ref: **2014/0878/A**
Please ask for: **Fergus Freeney**
Telephone: 020 7974 **3366**2nd July 2014

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:
128a Camden Road
London
NW1 9EEProposal:
Display of 1 non illuminated fascia sign and 1 internally illuminated free standing LED sign
in front courtyard.

The Council has considered your application and decided the following:

a) to **GRANT CONSENT** for:The display of a non-illuminated fascia sign on the front facade.
Drawing Nos: (0324_PP_)01; 02; 03; 04; 05; 06; 07; 08

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:

The display of an internally illuminated, freestanding display at the boundary.

Drawing Nos: (0324_PP_)01; 02; 03; 04; 05; 06; 07; 08

Reasons for Refusal

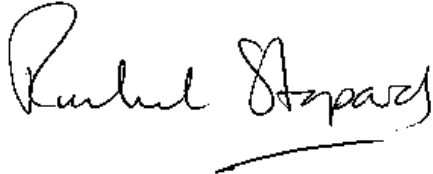
- 1 The proposed freestanding, internally illuminated sign would, by reason of size, positioning, design and detailing be detrimental highway and pedestrian safety, contrary to policies CS5 (Managing the impact of growth and development), CS11 (promoting sustainable and efficient travel), DP16 (The transport implications of development), DP17 (Walking, cycling and public transport) and DP21 (Development connecting to the highway network) of the Local Development Framework Core Strategy and Development Policies.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

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 'Rachel Stopard', with a horizontal line underneath the name.

Rachel Stopard
Director of Culture & Environment