

Mr Kieran Rafferty
KR Planning
KR Planning
183 Seafield Road
Bournemouth
DORSET
BH6 5LJ

Application Ref: **2015/0087/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

17 March 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Site at 29-31 & 34 Chalk Farm Road
London
NW1 8AJ**

Proposal:

Display of 1 x non-illuminated lettering sign along the left hand side of the gated elevation fronting Chalk Farm Road and 1 x non-illuminated lettering and climbing silhouettes at first and second floor level of the apex elevation of Chalk Farm Road and Hartland Road.

Drawing Nos: [141027-A](SO)001; (GA)400 RevA; 401 RevA; 402 RevA; 403 RevA; 404 RevA.

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 the application:

The Council would not normally grant advert consent to an advertisement at first and second floor level. Camden Planning Guidance CPG1 (Design) clearly states that in general adverts would only be acceptable at fascia level or below because advertisements above fascia level can appear visually obtrusive and unattractive.

However, proposals need to be assessed on individual merit. In this case, due to the location of the application site, in close proximity of the upper part of Camden High Street where unusual and artistic non-illuminated or externally illuminated signs are displayed above fascia level and the designation of the application site as a cut off point for any future signage of this nature on the upper part of Chalk Farm Road, the proposed signage is considered acceptable.

It must be noted that the approval is not to set any precedent for similar

advertisements above fascia level on Chalk Farm Road and/or elsewhere in the borough.

The proposed signage including a non-illuminated lettering sign to the side of the gated entrance and a non-illuminated lettering sign and climbing silhouettes are considered appropriate in terms of size, design and location and will not impact on the neighbours' amenity nor will it be harmful to either pedestrian or vehicular safety.

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

As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of The London Plan March 2015, consolidated with alterations since 2011; and paragraphs 14, 17, 56-67, 126 -141 of the National Planning Policy Framework.

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 in regard to 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 'Ed Watson', written in a cursive style.

Ed Watson
Director of Culture & Environment