

Mr Tony Hughes  
360 Commercial Interiors  
Unit 2 Stoney Court  
Off Hotchkiss Way  
Binley Industrial Estate  
Coventry  
West Midlands  
CV3 2RI

Application Ref: **2015/1848/A**  
Please ask for: **Leela Muthoora**  
Telephone: 020 7974 **2506**

20 May 2015

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Unit 3**  
**10 Jamestown Road**  
**London**  
**NW1 7BY**

Proposal:  
Display of 1x internally illuminated fascia sign and 1x internally illuminated projecting sign.

Drawing Nos: Site location plan; FB/SE01; FB/S02; FB/01 RevA; FB02 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 permission

The proposed internally illuminated fascia and projecting signs are considered to be acceptable in size and location and appropriate in design as they take into account the character of the host building and surrounding area. They would be constructed of materials that are sympathetic to the external fabric of the building which is modern in design and has an established fascia which is an architectural feature of the parade of commercial units.

Due to their size, location and low level of illumination the signs would not significantly harm the amenity of any adjoining residential occupiers in terms of light spill as illumination is limited to individual letters.

Whilst the advertisements would have some impact in terms of visual amenity such signs are established in this location and would not be considered harmful to the character or appearance of the host building, street scene or the character of the area because they are not unduly dominant.

The proposed signs would not be considered hazardous to vehicular or pedestrian traffic so the proposal raises no public safety concerns.

As such, the proposed development is in general accordance with policies CS5 and CS14 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 7.8 of the London Plan March 2015, consolidated with alterations since 2011; and paragraphs 14, 17, 55-67 and 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', with a stylized flourish at the end.

Ed Watson  
Director of Culture & Environment