

Mr S C Mistry
Mistry Design
28 Wood End Gardens
Northolt
UB5 4QJ

Application Ref: **2015/3299/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

24 July 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
2C-2E Maygrove Road
London
NW6 2EB

Proposal: Display of 1x externally illuminated fascia sign and 1x non-illuminated projecting sign.

Drawing Nos: 1489/02 Rev A

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 proposed externally illuminated fascia and non illuminated projecting sign 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. Following Officer advice the proposals have been advised reducing the height and location of the projecting sign.

Due to their size, location and level of illumination the signs would not harm the amenity of any adjoining residential occupiers in terms of light spill as illumination is limited to the fascia sign. The proposed signs would not be considered hazardous to vehicular or pedestrian traffic so the proposal raises no public safety concerns.

The site planning history has been taken into account when coming to this decision.

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', written in a cursive style.

Ed Watson
Director of Culture & Environment