

Mr Chris Taylor
Studio CST
11 Manchester Drive
London
W10 5BB

Application Ref: **2015/3634/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

23 July 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Car Park
57 Jamestown Road
London
NW1 7DB

Proposal: Display of 1x externally illuminated projecting sign to boundary wall.

Drawing Nos: CST108 - EX01; CST108 - PL01; CST108 - PL02; CST108 - PL03 Rev A;
CST108 - PL04

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 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.



- 2 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.

- 3 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.

- 4 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.

- 5 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.

Informative(s):

- 1 Reasons for granting permission

The proposed externally illuminated projecting sign is considered acceptable in terms of size, design, location and method of illumination as it would not be unduly dominant in the street scene and takes into account the character of the site and surrounding area. It would not significantly harm the amenity of any adjoining residential occupiers in terms of light spill due to its size, location and low level of illumination.

Whilst the sign would have limited impact in terms of visual amenity due to its position on the sites boundary wall rather than a typical shop front the sign is unobtrusively sited next to the vehicle entrance to a commercial estate and relates well to the scale of the structure. The sign would not be considered hazardous to vehicular or pedestrian traffic so the proposal raises no public safety concerns.

No objections have been received prior to making this decision and the site's planning history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies CS5 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 and 7.6 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