

Mr Matthew Black  
Lambert Smith Hampton  
United Kingdom House  
180 Oxford Street  
London  
W1D 1NN

Application Ref: **2015/4651/A**  
Please ask for: **Laura Hazelton**  
Telephone: 020 7974 **1017**

4 September 2015

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**279 Camden High Street**  
**London**  
**NW1 7BX**

Proposal:  
Installation of 1 x internally illuminated fascia sign.

Drawing Nos: Plans - MAC4933/6, MAC4933/7, site location plan received 13/08/2015 and illuminance levels specified in email dated 27/08/2015.

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 proposed internally illuminated fascia sign is considered appropriate in terms of size, design, level of illumination and location and would therefore preserve the character and appearance of the host property and surrounding area.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The planning history of the site and relevant appeal decisions were taken into account when coming to this decision. The subject property is not within a Conservation Area nor is the building listed or within the setting of a Listed Building.

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 7.4 and 7.6 of The London Plan March 2015, consolidated with alterations since 2011; and paragraphs 14, 17, and 56 -66 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