

Mrs Sarah Wehrle
Blaze Neon Ltd
5 Patricia Way,
Pysons Road,
Broadstairs,
Kent,
CT10 2XZ

Application Ref: **2015/5812/A**
Please ask for: **Anna Roe**
Telephone: 020 7974 **1226**

16 October 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
41 The Gym
Fortune Green Road
London
NW6 1DR

Proposal:
Display of 1x internally illuminated fascia sign and non-illuminated projecting sign.
Drawing Nos: WESTHAMPSTEAD_PERM_007; OS Extract.

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 The internally illuminated fascia sign and non-illuminated projecting sign are considered acceptable in terms of size, design, method of illumination and location and are similar to the existing signs permitted under application no. 2012/5742/A.

The proposed signs would not obscure any architectural features of the building. It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers, nor would it be harmful to either pedestrian or vehicular safety.

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, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies and Fortune Green and West Hampstead Neighbourhood Plan 2015. The proposed development also accords with policies 7.4 and 7.6 of the London Plan 2011; and paragraphs 14, 17,

56-67 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