

Mr Tony Collins  
Collins & Coward Ltd  
The Courtyard  
9A East Street  
Coggeshall  
Essex  
CO6 1SH

Application Ref: **2015/6212/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

16 November 2015

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**104 Camley Street**  
**London**  
**N1C 4PF**

Proposal:  
Display of an externally illuminated logo sign below ridge roof to front elevation.  
Drawing Nos: 1 x Photo; Existing and Proposed Photo Montage (dated 18/09/2015); Cover Letter (dated 05/11/2015); Site Plan; Site Location Plan; 1.01 12" Lettersets - Black (19.81sqft); 2300-02-RevB.

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 Reason for granting:

The proposed externally illuminated logo sign is considered appropriate in terms of size, design, location and method of illumination. The proposal, though increasing slightly in size and scale in comparison to the existing signage, will not be overly large and will still be subordinate to the upper part of the elevation.

The Council is unlikely to grant consent for an advertisement above fascia level. However, in this particular case, taking into account the location of the site address - in a predominantly industrial area - and the building being considerably set back from the street, the proposal is not be detrimental to the streetscape nor will it impact on neighbours' amenity or be harmful to either pedestrian or vehicular safety.

The sites planning history and relevant appeal decisions were 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, 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, 7.6 and 7.8 of the London Plan 2015 consolidated with alterations since 2011; and paragraphs 14, 17, 56 -67, 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