

Mr William Kumar  
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Application Ref: **2015/6323/A**  
Please ask for: **Tony Young**  
Telephone: 020 7974 **2687**

31 December 2015

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**21-22 Chalk Farm Road**  
**London**  
**NW1 8AG**

Proposal:  
Display of internally illuminated (lettering only) fascia signage.  
Drawing Nos: Site location plan; E110, C410 rev H.

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 advertisement consent:

The proposed fascia signs are considered to be acceptable in terms of their size, design, method of illumination and location and will not have any adverse impact on the neighbouring amenity, neither will they be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received in relation to the proposals.

As such, the proposed development is in general accordance with policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy 2010; and policies DP24 (Securing high quality design) and DP26 (Managing the impact of development on occupiers and neighbours) of the London Borough of Camden Local Development Framework Development Policies 2010, policy 7.4, 7.6 and 7.8 of the London Plan March 2015 (consolidated with alterations since 2011) and paragraphs 14, 17, 56 - 67, 126 -141 of the National Planning Policy Framework 2012.

- 2 Notwithstanding the elevational changes shown on drawing number C410 rev H, this consent relates solely to the display of internally illuminated signage at nos. 21 and 22 Chalk Farm Road and does not grant planning permission for the changes to the shopfront of no. 21 Chalk Farm Road which require separate planning permission and have been refused under application reference 2015/6253/P.

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