

Mrs Deborah Pitt  
Sign Specialists Ltd  
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B98 0RE

Application Ref: **2016/0363/A**  
Please ask for: **Leela Muthoora**  
Telephone: 020 7974 **2506**

4 February 2016

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**6 Chester Court  
Albany Street  
London  
NW1 4BU**

Proposal:  
Display of 1x externally illuminated fascia sign and 1x internally illuminated projecting sign.  
Drawing Nos: Site location plan 117247 and 117247/A

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 consent

The proposed externally illuminated fascia sign and internally illuminated projecting sign are considered acceptable in terms of size, design, location and method of illumination as they respect the architectural features of the modern host building. They would not be unduly dominant in the street scene which is a parade of shops with residential units above and would therefore preserve and enhance the character and appearance of this part of the Regents Park Conservation Area.

They would have a limited impact in terms of light spill and would not be considered harmful to the amenity of any adjoining occupiers due to their size and low level illumination which is external on the fascia and limited to the lettering only on the projecting sign.

Due to their location and low level illumination the signs would not be considered harmful to either pedestrian or vehicular safety and therefore raises no public safety concerns.

The site's planning history was taken into account when coming to this decision.

Considerable importance and weight has been attached to the harm and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

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, DP25 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 March 2015, consolidated with alterations since 2011; and paragraphs 14, 17, 56 -67 of the National Planning Policy Framework.

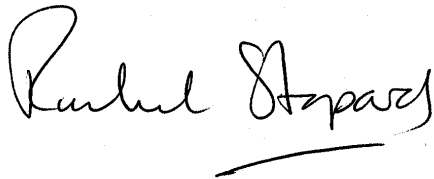
- 2 You are advised that the Illumination for the advertisements must be in line with the 'Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.
- 3 You are advised that the proposed signage must not have any intermittent light source, moving feature, animation or exposed cold cathode tubing.

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 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard  
Director of Culture & Environment