

Mr Camilo Diaz Marentes
Camilo Diaz Makers
Paseo de la Darsena
N22
4 izda
A Coruna
15001
Spain

Application Ref: **2015/6997/A**
Please ask for: **Samir Benmbarek**
Telephone: 020 7974 **2534**

21 March 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
8 Ferdinand Street
London
NW1 8EY

Proposal: Display of 2 x internally illuminated fascia signs and 1 x internally illuminated hanging sign.

Drawing Nos: OS Map (Location Map); S-1 Rev07; S-3 Rev 05; S-4 Rev05; S-3 Rev06; and S-5 Rev06.

The Council has considered your application and decided to grant consent subject to the following conditions:

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.

Informatives:

- 1 The proposed internally illuminated fascia signs at the both the Ferdinand Street and Ferdinand Place elevations will measure 2.17m in width and 0.23m in height and would project from the facade by 0.06m and will be made of copper.

The internally illuminated neon hanging sign will measure 0.98m in height and will have a maximum width (at its base) of 0.30m. The depth of the hanging sign is 0.03m and the base measured at 2.80m above the street level.

The application site is neither located within a Conservation Area, nor is it a Listed Building. The signage is considered to be acceptable in terms of scale, size, design, method of illumination and location. It would not adversely impact on neighbouring residential amenity or be harmful to either pedestrian or vehicular safety and would preserve and enhance the character and appearance of the area.

The site's planning history and relevant appeal decisions were taken into account when coming to this decision.

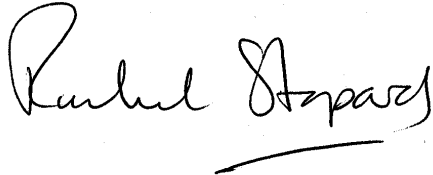
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy and policies DP24 and DP26 and DP30 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policy 7.4 of the London Plan 2015, consolidated with alterations since 2011, and paragraphs 67 and 68 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 'Rachel Stopard', with a horizontal line drawn underneath it.

Rachel Stopard
Director of Culture & Environment