

Gabriella Szucs  
NORTHAMPTON SIGNS LTD  
Unit 5, Stour Road  
Northampton  
NN5 5AA

Application Ref: **2016/3319/A**  
Please ask for: **Oluwaseyi Enirayetan**  
Telephone: 020 7974 **3229**

25 July 2016

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**11 Jamestown Road**  
**LONDON**  
**NW1 7BW**

Proposal:  
Display of two internally illuminated projecting signs to shopfront  
Drawing Nos: Site location plan; Signage location plan; Doc Title: CAMDEN.cd2 Revision 2  
dated 01.07.2016.

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 internally illuminated projecting signs are considered to be acceptable in terms of size, design, location and method of illumination. They are small and discreet in relation to the building and are sympathetic in design and materials to the building, thus they take into account the character of the host building and surrounding area.

The signs would not significantly harm the amenity of any adjoining occupiers in terms of light spill as illumination is limited to individual letters, star logo and strip surround.

The location of the signs are not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

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

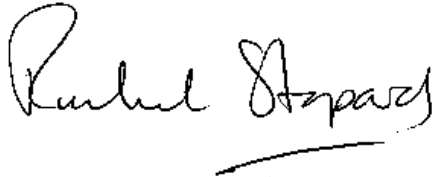
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Policy. The proposed development also accords with The London Plan 2016 and 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 underneath.

Rachel Stopard  
Executive Director Supporting Communities