

Mr Damian Hofman
Futurama
Olympia House
Lockwood Court
Middleton Grove
Leeds LS11 5TY

Application Ref: **2016/3640/A**
Please ask for: **Jagdish Akhaja**
Telephone: 020 7974 **4899**

17 August 2016

Dear Sir

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Unit 1
103A Camley Street
London
N1C 4PF**

Proposal:

Display of 4x non-illuminated fascia signs, 1x non-illuminated wall mounted sign, 2x internally illuminated logo signs and 1x internally illuminated projecting sign.

Drawing Nos: Site location plan, 127495/Existing Elevation 1,2,3 and Proposed Elevation 1,2,3 and detail sign specifications.

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 non-illuminated fascia and wall mounted signs, and internally illuminated projecting and logo signs are considered to be acceptable in terms of size, design, location and method of illumination. They will preserve the appearance and character of the host building, and the streetscape.

The proposal would not impact on amenity of neighbouring occupiers nor be harmful to either pedestrian or vehicular safety.

The site's planning and appeal history has been 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 Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan 2016; and paragraphs 14,

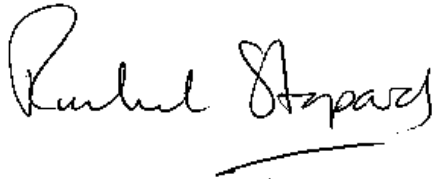
17, 56 -67, 126 -141 of the National Planning Policy Framework.

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 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Executive Director Supporting Communities