

Miss Katarzyna Rozanska  
Futurama Signs  
Olympia House  
Lockwood Court  
Middleton Grove  
Leeds  
LS11 5TY

Application Ref: **2016/4307/A**  
Please ask for: **Nora-  
Andreea.Constantinescu**  
Telephone: 020 7974 **5758**

7 September 2016

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**9 Fortress Road  
London  
NW5 1AS**

Proposal:  
Display of non-illuminated fascia signs (x5) with internally illuminated logos (x4), illuminated projectors (x2) and non-illuminated wall mounted aluminium panel (x1) to shopfront.

Drawing Nos: Existing Photos, Existing - Elevation 1, Existing Site Location Plan, Proposed streetscene view, Proposed Elevation 1, Collections, Proposed Site Plan.

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 advertising consent:

The proposed advertisement is in relation to 5 fascia signs with 4 internally illuminated logos, 2 illuminated projectors and a wall mounted aluminium panel, to the corner building at 9 Fortress Road.

The size, design, method of illumination and location of the proposed elements are considered to preserve and enhance the character and appearance of the host property and the streetscene. Furthermore, the proposal would not have any adverse impact on the neighbouring amenity nor would it be harmful to pedestrian or vehicular safety.

No objections have been received prior to making this decision. The planning history of the site has been taken into consideration when coming to this decision.

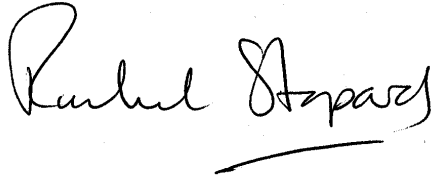
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4 and 7.6 of the London Plan 2016; and paragraphs 14, 17, 56-67 of 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