Regeneration and Planning
Development Management
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Tel 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Miss Goneta Heta
Design CLD
4 Peterborough Road
Harrow-on-the-Hill
HA1 2BQ

Application Ref: **2016/4196/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

19 September 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
37 Tavistock Place
LONDON
WC1H 9SE

Proposal:
Display of internally illuminated (LED 'halo' illuminated lettering only) fascia sign and non-illuminated hanging sign.
Drawing Nos: Site location plan; 0700-002 rev D, 0700-005.

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

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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.

6   Prior to the first operation of the illuminated fascia sign hereby approved, an automatic time clock shall be fitted to ensure that the sign is not illuminated between 22:00 and 08:00 hours. The timer equipment shall thereafter be permanently retained and maintained in accordance with the manufacturer's recommendations.

Reason: To safeguard the amenities of the adjoining premises and the area generally in accordance with the requirements of policies CS5 (Managing the impact of growth and development) of the London Borough of Camden Local Development Framework Core Strategy; and policy DP26 (Managing the impact of development on occupiers and neighbours) of the London Borough of Camden Local Development Framework Development Policies 2010.
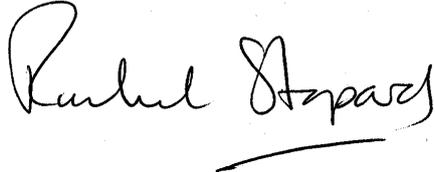
Informative(s):

1   Please be aware that proposed alterations shown on the drawings that do not relate to the signage stated in the proposed description above are not a consideration under an advertisement consent application and have not been determined. You are advised to seek separate advice concerning these alterations.

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

Rachel Stopard
Executive Director Supporting Communities