

Miss Pip Black  
29 New Inn Yard  
London  
EC2A 3EY

Application Ref: **2015/4869/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

31 October 2016

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Arthouse**  
**1 York Way**  
**London**  
**N1C 4AS**

Proposal: Display of non-illuminated logo and design vinyl to outside of the glazing to front and side elevations at ground floor level.

Drawing Nos: Side Return Elevation; [12082015\_Frame\_KX\_Vinyls\_v6 - Elevation - Full signage] Frame Artwork 1 (16/05/2016), Frame Artwork 2 (05/05/2016), Frame Artwork 3 (05/04/2016); [MW\_023.2\_D\_] 100, 101 and 201.

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 Reasons for granting permission:

The proposed non-illuminated vinyl have been installed and applied to the lower half part of the glazing to provide privacy for the users of the premises. The design allows some transparency which minimizes the impact of the proposal on the shopfront itself and the streetscene. The development is considered to be acceptable and preserves the character of the host building and the surrounding area.

The proposal does not impact on the neighbours' amenity nor is it 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

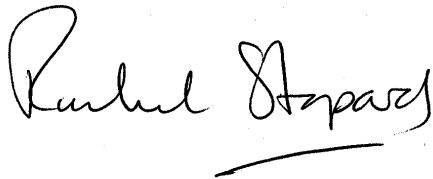
and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies.

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