

Mr Bradley Ryan
Triglyph Property Consultants
Eldon House
2-3 Eldon Street
London
EC2M 7LS UK

Application Ref: **2016/5657/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

30 November 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
39-51 Highgate Road
LONDON
NW5 1RT

Proposal: Display of internally illuminated (lettering only) fascia sign above entrance on Highgate Road elevation.

Drawing Nos: T13119-42-1100; unnumbered drawing dated 04/10/2016 from Castleton The Sign Company (page 1 of 1); Email from Triglyph Property Consultants Limited (dated 29/11/2016).

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.

Informative:

- 1 Reasons for granting advertisement consent:

The proposed internally illuminated (lettering only) fascia sign would be appropriately located at ground floor level above an entrance doorway and stairs on Highgate Road elevation. The sign has been designed to match the style and fixed height of an existing adjacent fascia sign that is positioned above the main entrance of the Maple Building, and as such, provides a consistent and appropriate sign for the front elevation. The luminance levels are also suitably low given that the building is mainly occupied by residential units and faces residential properties across the road. As such, in terms of its size, design, position & location, colour, materials, luminance levels and method of illumination, the proposed sign is considered to be acceptable. The sign would also not have any adverse impact on the neighbouring amenity, nor would it be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. As such, the sign would preserve the street scene and wider character of the area and is therefore considered to be acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received in relation to the proposals.

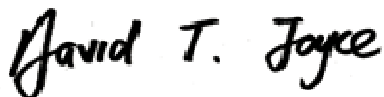
As such, the proposed development is in general accordance with policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy 2010; and policies DP24 (Securing high quality design) and DP26 (Managing the impact of development on occupiers and neighbours) of the London Borough of Camden Local Development Framework Development Policies 2010, London Plan March 2016 and National Planning Policy Framework 2012.

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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Executive Director Supporting Communities