

Miss Katie Henbest
Integrity
Allingham Barn
Summerhill Road
Marden
TN12 9DB

Application Ref: **2016/4331/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

7 December 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
1 Wharf Road
London
N1C 4BZ

Proposal: Display of 2 x externally illuminated lettering signs behind glazing above entrances.

Drawing Nos: WAI.281.005 Issue B pages 2-9.

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 consent.

The proposed illumination of the existing signage is considered acceptable as the signs are located behind the glazing within previously approved signage zones which is considered to respect the historic fabric of the host building and adjoining listed structure. The method of illumination has been amended from internal to external illumination which is considered more appropriate and would not have a detrimental impact upon any significant or historic fabric of the host building. The illumination of the existing signs is not considered to be unduly dominant in the surrounding area, nor would they harm the Regents Canal Conservation Area.

Whilst the advertisements will have some impact in terms of light spill, the light fittings are positioned behind the glazing and are of a low level of illumination and are not considered to be harmful to the amenity of neighbouring occupiers. They are positioned in a typical location and are not considered to impact on pedestrian or vehicular safety and therefore raise no public safety concerns.

The site's planning history was taken into account when coming to this decision.

No representations were received as a result of consultation.

Special regard has been attached to the desirability of preserving the listed building and the features of special architectural or historic interest which it possesses. Considerable importance and weight has been attached to the harm and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area under s.66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

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, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework.

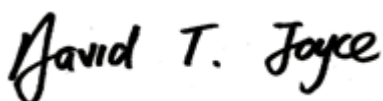
- 2 The intensity of the illumination of the sign shall not exceed the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.

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