

Miss Alison Rodriguez
50 Lancaster Road
Enfield
London
EN2 0BY

Application Ref: **2017/0494/A**
Please ask for: **Matthew Dempsey**
Telephone: 020 7974 **3862**

7 April 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Centric Close
Oval Road
London
NW1 7EP

Proposal: (Retrospective) Installation of 2 x non-illuminated signs to entry gates for a period of 1 year until 7th April 2018.
Drawing Nos: Site Plan, FNH425 S001

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 Centric Close is situated off Oval Road and lies within the Primrose Hill conservation area. The Close comprises a mixture of commercial uses and is bordered by railway lines to the rear.

Retrospective advertisement consent is sought for 2 x non illuminated signs to the entry gates of Centric Close for a temporary period of 1 year to 07/04/2018. Initially the scheme also included a proposed advert to the rear of centric close facing the railway track; however, this element has been removed from the proposal.

The proposed advertisements are attached to the existing entrance gates either side of the drive way to access centric close. The adverts are sited at low level and small in scale (1.2m by 1.2m). The adverts are non-illuminated and given the temporary period that the advert will be displayed it is not considered to have an adverse appearance on the character or appearance of the street scene or conservation area.

Given its context, the proposal would not have a harmful impact on neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety. The site's

planning and appeal history has been taken into account when coming to this decision.

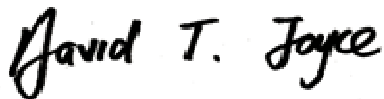
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Policies. The proposed development also accords with The London Plan 2016 and the 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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Director of Regeneration and Planning