

DP9
100 Pall Mall
London
SW1Y 5NQ

Application Ref: **2017/3189/A**
Please ask for: **Charles Thuaire**
Telephone: 020 7974 **5867**

10 August 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Part Granted/Refused

Address:
Centro Building
39 Plender Street
London NW1 0DX

Proposal:

- a) Display of backlit lettering at entrance on Plender Street;
- b) Display of internally illuminated lettering at 2nd floor of corner block on both elevations

The Council has considered your application and decided the following:

a) to **GRANT CONSENT** for:

- a) Display of backlit lettering at entrance on Plender Street

Drawing Nos: Design and Access Statement dated May 2017 by Piercy & Co; 00-01-900, 100, 101; XX-04-100, 101, 200, 300, 301, 400 rev01, 401, 500, 600, 601; E-100, 101; V-500, 501, 502; image of high level signage



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.

b) to **REFUSE CONSENT** for:

- b) Display of internally illuminated lettering at 2nd floor of corner block on both elevations

Drawing Nos: Design and Access Statement dated May 2017 by Piercy & Co; 00-01-900, 100, 101; XX-04-100, 101, 200, 300, 301, 400 rev01, 401, 500, 600, 601; E-100, 101; V-500, 501, 502; image of high level signage

Reasons for Refusal

- 1 The proposed 2nd floor level lettering on the corner block, by reason of its location, form, scale and illumination on a prominent landmark and locally listed building, would be obtrusive and inappropriate in this prominent location and thus harmful to the character, appearance and setting of the host building and the streetscene. This would be contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017.

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 about 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