

Mr Avinash Tewari
Scientific Designs
53 Azalea Close
Ilford
IG1 2BF

Application Ref: **2017/2679/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

8 September 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
25 Agar Grove
London
NW1 9SL

Proposal:
Display of 2x externally illuminated fascia signs to Agar Grove and Murray Street elevations.

Drawing Nos: Site location plan (17141_) A101 revR0, A202 revR0, A203 revR0, A204 revR0, A505 revR0, A906 revR0, A907 revR0

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 Reasons for granting permission.

The proposed externally illuminated fascia signs are considered acceptable in terms of size, design, location and method of illumination as they respect the architectural features of the building and are constructed of materials that are sympathetic to the host building, street scene and Camden Square Conservation Area. The building is situated on the corner of Agar Grove and Murray Street and the number of signs are considered appropriate as there would be one per elevation.

The advertisements would not be considered to cause harm to the visual amenity of the immediate locality as there is existing signage including illumination along Murray Street and the proposals would not be considered unduly dominant in the wider street scene.

Whilst the advertisements will have some impact in terms of light spill, the advertisements are in a typical position, directed downwards and at a low level of

illumination and therefore, are not considered to disturb neighbouring occupiers.

In terms of size, siting and method of illumination the proposal is not considered detrimental to highway safety. The signs would be in a typical location, at a low level of illumination and would be viewed from an appropriate distance on the road. As a result, the advertisements are not considered hazardous to road users raise no public safety concerns.

No objections have been received prior to making this decision and the site's planning and relevant enforcement and appeal history has been taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.72 of the Planning (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 A1, D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2012.

- 2 This consent is granted without prejudice to the necessity of obtaining consent for unauthorised advertising poster panels covering the windows at ground floor level. under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 3 The display of an advertisement without consent is a criminal offence under Section 224(3) of the Town and Country Planning Act 1990. Under Section 225 of the Town and Country Planning Act, Section 10 of the London Local Authorities Act 1995 and Section 11 of the London Local Authorities Act 1995 the Council has powers to enter the land and remove the display. As such, the Council will commence prosecution/action to secure the removal of the advertisement.
- 4 ENFORCEMENT ACTION TO BE TAKEN

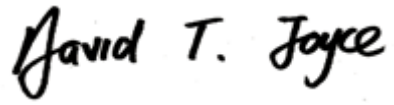
The Director of Regeneration and Planning will instruct the Head of Legal Services to issue a Discontinuance Notice should the advertising poster panels covering the windows at ground floor level not be removed.

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