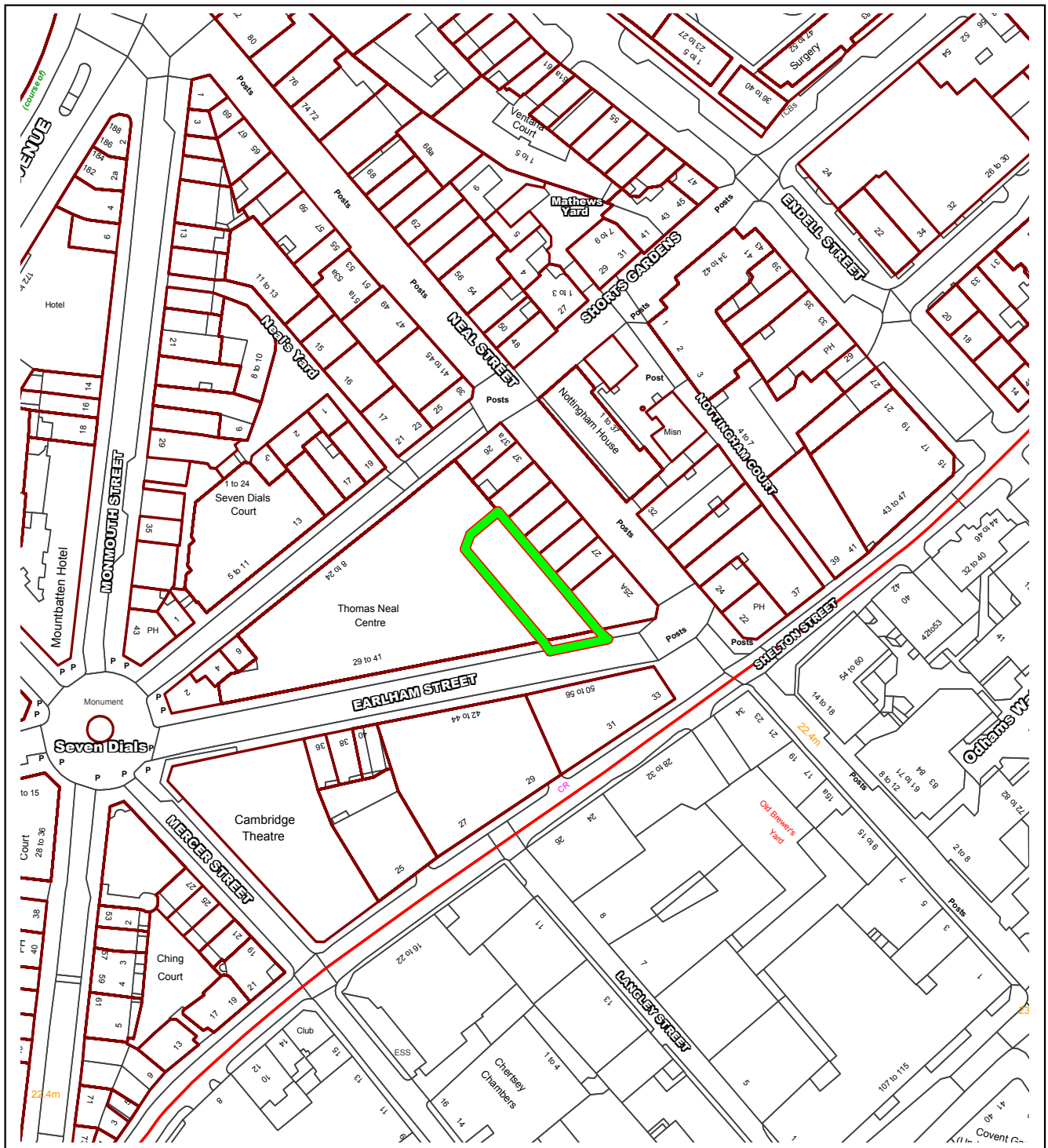


41 Earlham Street
(2017/3473/P, 2017/3654/L & 2017/4620/A)



This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.

Photos 1 & 2 – front elevation views



Photo 3 - unauthorised fascia sign



Photo 4 – view west of site



Delegated Report (Members Briefing)		Analysis sheet		Expiry Date:	30/08/2017
		N/A		Consultation Expiry Date:	20/07/2017
Officer			Application Number(s)		
Tony Young			2017/3473/P 2017/3654/L 2017/4620/A		
Application Address			Drawing Numbers		
41 Earlham Street LONDON WC2H 9LX			Refer to draft decision notice		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
1. <u>Full Planning application</u> : Alterations to replace front entrance doors to restaurant at ground floor level (retrospective). 2. <u>Listed Building Consent application</u> : External alterations in connection with shopfront entrance alterations and the display of signage. 3. <u>Advertisement Consent application</u> : Display of an internally illuminated (halo-lit lettering only) fascia sign and 2 internally illuminated (back-lit LED) menu cases (retrospective).					
Recommendation(s):		1. Grant conditional planning permission 2. Grant conditional listed building consent and warning of enforcement action 3. Grant conditional advertisement consent			
Application Type(s):		1. Full Planning Permission 2. Listed Building Consent 3. Advertisement Consent			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	0	No. of responses	01	No. of objections	00
			No. Electronic	01		
Summary of consultation responses from local residents	Site notice was displayed from 28/06/2017 to 19/07/2017 Press notice was published on 29/06/2017 and expired 20/07/2017 <u>68A Neal Street</u> responded in support of the proposals as follows: <i>"I support the proposal which is an improvement on the current entrance."</i>					
CAAC/Local groups comments	<u>The Covent Garden Community Association</u> commented on the original proposals as follows: 1. <i>"No objection, provided there is no internal illumination in any signage, as this method of illumination is inappropriate and unsympathetic in a conservation area, including on a Grade II listed building such as this one, and conflicts with Camden planning policy (see CGP1, 8.11-8.15; & DP25)."</i> 2. <i>"Additionally, any permission granted should include a condition that ensures the door and windows are kept closed rather than left open if music is being played, and that no noise emanates to disturb people in the area. Currently doors are kept open during opening hours and music is played within the entrance area, which is audible on the street and causes a nuisance."</i> <u>The Covent Garden Community Association</u> objected to the revised proposals as follows: 3. <i>"The CGCA objects to the use of internal illumination, as this method of illumination is inappropriate and unsympathetic in a conservation area, and conflicts with Camden planning policy (see CGP1, 8.11-8.15; & DP25). Additionally, national guidance, as set forth in the Department of Communities & Local Government's "Outdoor advertisements and signs: a guide for advertisers," clearly states that Class 4 (illuminated advertisements) "does not extend to any premises in a Conservation" (p.17). Further, Camden's Seven Dials (Covent Garden) Conservation Area Statement states that signage should be non-illuminated or externally illuminated" (see SD19, p. 28-29)."</i> <u>Officer response:</u> 1. The application proposals have been revised to remove an internally illuminated fascia box sign and to include an internally illuminated (halo-lit lettering only) fascia sign which is considered to be more appropriate - see paragraph 10 In main body of report.					

The Council's Conservation Officer has assessed the proposals and has no objection.

2. In terms of doors being open, the proposal does not introduce any new openings and only replaces existing doors, which would not lead to any additional amenity impacts which would not otherwise exist. The Council's Environmental Health Team will investigate any complaints with regard to noise nuisance emanating from the premises under Environmental Health Regulations if notified about the issue.

Site Description

The application premises is located within the Thomas Neal Centre, a Grade II Listed former brewery and warehouse dating from the mid-19th century. The Thomas Neal Centre building has a triangular footprint and is bounded by Earlham Street, Neal Street and Shorts Gardens.

This application relates to a restaurant (Class A3) unit located at basement level with access from street level via an entrance on the Earlham Street elevation. The application site is Grade II Listed and sits within the Seven Dials (Covent Garden) Conservation Area.

Relevant History

There are various applications for planning permission, listed building consent and advertisement consent relating to the Thomas Neal Centre itself; however, the most relevant history relating to the current application site is listed below:

2009/3724/P - Alterations to front door at ground floor level of restaurant (Class A3). Planning permission granted 08/10/2009

2009/3725/L - Alterations to front door at ground floor level including the erection of a non-illuminated banner sign at ground floor level and an internally illuminated box sign plus the internal refurbishment of basement level of restaurant (Class A3). Listed building consent granted 08/10/2009

AS9804633 & LS9804705 – The display of an internally illuminated projecting sign above the entrance door, together with an illuminated fascia sign above the archway. Advertisement & listed building consent refused 20/08/1998 and dismissed on appeal as the sign would be at variance with standard signage used on the building at the time and would create a cluttered façade, thereby harming the uniformity of the listed building and character of the conservation area.

AS9705231 & LS9705287 - The display of an externally illuminated projecting sign to the left of the Earlham Street entrance. Advertisement & listed building consent refused 20/08/1998 as the sign would be at variance with standard signage used on the building at the time and would create a cluttered façade, thereby harming the uniformity of the listed building and character of the conservation area.

9201378 - Replacement of ground floor shopfront by new solid timber door entrance. Planning permission granted 04/03/1993

9270221 - Replacement of ground floor shopfront by new solid timber door entrance and display of a projecting hanging sign. Listed building consent granted 04/03/1993

9280237 - Display of an externally illuminated projecting hanging sign. Advertisement consent granted 04/03/1993

Enforcement complaints:

EN11/0726 - Internally illuminated signage (received 10/08/2011). Case closed following compliance with planning permission & listed building consent (2009/3724/P & 2009/3725/L).

EN020141 - Menu boxes and banner (received 20/02/2002). Case closed following receipt of planning & listed building consent applications.

EN980943 - Unauthorised advert on listed building (received 21/07/1998). Case closed following receipt of applications.

Relevant policies

National Planning Policy Framework 2012

The London Plan March 2016

Camden Local Plan 2017

A1 - Managing the impact of development

D1 - Design

D2 - Heritage

D3 - Shopfronts

D4 - Advertisements

Camden Planning Guidance

CPG1 (Design) 2015 (including chapters 2: Design Excellence, 3: Heritage, 7: Shopfronts, and 8: Advertisements, signs and hoardings)

CPG6 (Amenity) 2013

Seven Dials (Covent Garden) Conservation Area Statement (adopted 1998)

Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013

Town & Country Planning (Control of Advertisements) (England) Regulations 2007

The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' (2015)

Assessment

Proposal

1. Planning permission, listed building and advertisement consent are sought in connection with alterations to the front entrance area at ground floor level to access a basement restaurant and the display of the signage as follows:
 - Retention of timber double doors containing glazed panels in dark grey stain wooden frame, including alterations to add mild steel kick-plate and wooden round-pole handles;
 - Display of a fascia sign with halo illuminated lettering set on a timber background (to replace existing unauthorised internal fascia sign). The fascia board would measure approximately 2098mm (W), 700mm (H), and 40mm (in depth). The lettering itself would be made from mild steel with a maximum height of approximately 378mm for any letter, the lettering being set centrally within the fascia board and occupying a width of 1629mm. The maximum luminance level would be 300 cd/sqm;
 - Retention of 2 internally illuminated (back-lit LED) menu cases externally mounted to the brickwork on either side of the entrance. The cases measure approximately 550mm (W) by 375mm (H); and
 - Retention of 2 wall lights externally mounted to the brickwork either side of the entrance. The

lights are uplighter/downlighters and measure approximately 130mm (W) by 350mm (H).

Revisions

2. Concerns were initially raised in relation to a proposed retention of an unauthorised internally illuminated light-box sign in so far as it might be unsympathetic to the special architectural and historic interest of the listed building and the character and appearance of the Seven Dials (Covent Garden) Conservation Area by virtue of it being fully illuminated (both lettering and background). In response, the proposal was revised and drawings amended to remove the light-box sign from the proposals and to instead propose an external fascia sign with lettering only illuminated (halo-lit) at a lower luminance level.

Assessment

3. The principal considerations material to the determination of this application are:
 - a) the design and impact of the proposal on the special architectural and historic interest of the listed building and the character and appearance of the Seven Dials (Covent Garden) Conservation Area;
 - b) impact of the proposal on neighbouring amenity; and
 - c) impact on public safety (in so far as the Town and Country Planning (Control of Advertisements) Regulations 2007 allow consideration in this regard).

Design and appearance

4. Local Plan Policy D1 (Design) establishes that careful consideration of the characteristics of a site, features of local distinctiveness and the wider context is needed in order to achieve high quality development in Camden which integrates into its surroundings. It advises that *“all developments, including alterations and extensions to existing buildings, to be of the highest standard of design”*. Local Plan Policy D2 (Heritage) also states that the Council will only permit development within conservation areas that *“preserves or, where possible, enhances the character or appearance of the area” and which would not “cause harm to the special architectural and historic interest of the building, and resist development that would cause harm to the significance of a listed building through an effect on its setting.”*
5. The Seven Dials (Covent Garden) Conservation Area Statement (adopted in 1998) supports this when stating that its designation as a conservation area provides the basis for policies designed to *“preserve or enhance the special interest of such an area.”* More specifically that shopfront alterations *“will be expected to preserve or enhance the visual character and appearance of the shopping streets, through respect for the proportions, rhythm and form of the original frontages.”*
6. The restaurant is currently accessed via a single arched door fronting onto Earlham Street which leads into the restaurant space located at basement level. The previous entrance door was made of solid timber with painted signage to the front. These doors have been replaced by timber double doors containing glass panels in dark grey stain wooden frame. The proposals seek to retain these doors and add mild steel kick-plates and wooden round-pole handles. The proposed doors are considered to fit in well with the character of the listed building and are in-keeping with the many of the shopfront entrances in Earlham Street which have similar style double doors containing glass panels.
7. Local Plan Policy D4 (Advertisements) affirms that the type and appearance of illuminated advertisements should be sympathetic to the design of the building and *“must not obscure or damage any special architectural features of the building.”* Further, Camden Planning Guidance (CPG1 – Design) advises that any illumination should be sympathetic to the design of the building in which it is located.

8. With regard to signage in particular, the Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.
9. The Seven Dials (Covent Garden) Conservation Area Statement states that *“internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally illuminated.”* The original proposals included an existing internally illuminated box sign of the kind that Council policies and guidance would seek to resist and which the Seven Dials (Covent Garden) Conservation Area Statement explicitly rejects. This existing sign benefits from deemed advertisement consent by virtue of being positioned inside the entrance doors and behind the external glass; however, it would require listed building consent. Following Council advice, this sign has been removed from the application proposals. A warning of enforcement action to remove the sign would be added to any listed building consent granted as part of this current application.
10. Revisions were received to display an internally illuminated fascia sign instead that would be externally fixed and have a method of illumination by means of illuminated lettering only via halo-effect lighting. This sign would require both advertisement and listed building consent. The sign is considered to be appropriate by virtue of the fact that the sign will not be a box sign (as originally proposed) and only the lettering will be illuminated (and not the whole sign as originally proposed), the reclaimed timber cladding background remaining non-illuminated. The sign would also be appropriately positioned at fascia level below the arch of the doorway so as not to obscure, damage or detract from any architectural features of the listed building. As such, the sign is considered to be acceptable in terms of its’ proportions, design, material, location, colour, and method of illumination.
11. Whilst it is accepted that all advertisements are intended to attract attention, special regard must be attached to the desirability of preserving the listed building and its features of special architectural or historic interest. With this in mind, as well as, the concerns expressed by the Covent Garden Community Association, the applicant has proposed a luminance level of 300 cd/sqm which is significantly lower than the maximum level of 600 cd/sqm stipulated in National Advertisement Regulations and as recommended by The Institute of Lighting Professionals. It is considered that this maximum level of luminance would be sufficiently low so as to provide a subtle amount of illumination that discretely draws attention to the basement restaurant business without adversely affecting the listed building and the character and appearance of neighbouring buildings and wider Seven Dials (Covent Garden) Conservation Area. In order to ensure this, it recommended that a condition be attached to any approval requiring that the maximum luminance level of the proposed fascia sign be no greater than 300 cd/sqm.
12. It is noted that an internally illuminated box sign was granted listed building consent (2009/3725/L) in 2009. Whilst this consent was for an internally illuminated box sign, it is also acknowledged that the sign was a smaller menu case sign. It is also noted that advertisement & listed building consents (AS9804633 & LS9804705) for the display of an internally illuminated fascia sign were refused and dismissed on appeal in 1998 for the reasons set out above. However, the refused sign would have been fixed prominently at 4.5m above ground level and above the archway entrance following the curve of the door head, which the Inspector confirmed as detracting from the brick arches and other features of the listed building. In contrast, the proposed sign being considered here would differ in so far as it would be positioned much lower at 3.1m above ground level and below the entrance arch so as not to detract from it or other architectural features of the listed building or surrounding buildings. Further, unlike the refused sign which proposed white neon lettering at an unspecified luminance level, the proposed sign would have more discrete and subtle halo illuminated lettering at a low luminance level.
13. The 2 back-lit LED menu cases and 2 wall lights are considered to all be fixed and positioned appropriately so as not to obscure or damage any architectural features of the building, and as such, are considered acceptable in terms of their proportions, materials, location, design, and

methods of illumination.

14. Overall, in design terms the proposal is therefore considered to be visually appropriate and would preserve the special architectural and historic interest of the listed building, and would not harm the character and appearance of the Seven Dials (Covent Garden) Conservation Area. The proposal is considered to be in accordance with Council policies and guidelines, and to be acceptable.
15. Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

Amenity

16. Local Plan Policy A1 (Managing the impact of development) seeks to protect the amenity of Camden's residents by ensuring the impact of development is fully considered and by only granting permission to development that would not harm the amenity of communities, occupiers and neighbouring residents. More specifically, it states that "*artificial lighting should only illuminate the intended area and not affect or impact on the amenity of neighbours.*" CPG6 (Amenity) also recognises that excessive or poorly designed lighting can be damaging to the environment and result in visual nuisance, including having a detrimental impact on the quality of life for neighbouring residents.
17. It is considered that all proposal would not be unduly obtrusive in the street scene or disturb residents or occupiers. In particular, a condition would be attached to any approval requiring the luminance level for the proposed fascia sign to be at a low level more appropriate within the context of the commercial environment of Earlham Street, and in order to avoid any adverse effects of excessive lighting levels on occupiers and neighbouring residents. Due to the location and nature of the proposals therefore, they are not considered to cause harm to neighbouring amenity in terms of outlook, sunlight/daylight, or privacy. The proposals therefore accord with policies A1 and D4, and with Camden Planning Guidance.

Public Safety

18. The location of the signage is not considered harmful to either pedestrian or vehicular traffic in accordance with National Advertisement Regulations and Camden Planning Guidance. The proposals therefore raise no public safety concerns.

Conclusion

19. The proposed development is considered acceptable in terms of its design and impact on the listed building and wider Seven Dials (Covent Garden) Conservation Area, and there is considered to be no adverse impact on the residential amenity of neighbouring occupiers, nor public safety concerns. The development is also deemed consistent with objectives and guidance, as well as, in general compliance with the policies identified above.
20. Should listed building consent be granted for the proposals, the applicant would have 3 months from the date of this decision to implement and complete the consent in full with respect to the display of the proposed external fascia sign and removal of the existing internal fascia sign. Failure to do so may trigger enforcement action to remove the existing internal fascia sign which is currently on site and considered to be harmful to the special interest of the listed building. An informative would be attached accordingly.

Recommendation

21. Grant planning permission and advertisement consent; and grant listed building consent with a warning of Enforcement Action.

DISCLAIMER

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Tuesday 29th August 2017, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

Mr Mark Shearman
Firstplan
Bramah House
65-71 Bermondsey Street
London
SE1 3XF

Application Ref: **2017/3473/P**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

23 August 2017

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
41 Earlham Street
LONDON
WC2H 9LX

DECISION

Proposal:
Alterations to replace front entrance doors to restaurant at ground floor level (retrospective).
Drawing Nos: (1141_PLN-)01, 02, 03, 04, 05 rev A, 06 rev A, 07 rev A; Heritage Statement
prepared by Firstplan (received 20/07/2017).

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

Executive Director Supporting Communities



- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: (1141_PLN-)01, 02, 03, 04, 05 rev A, 06 rev A, 07 rev A; Heritage Statement prepared by Firstplan (received 20/07/2017).

Reason:

For the avoidance of doubt and in the interest of proper planning.

- 3 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policies D1 and D2 of the Camden Local Plan 2017.

Informative(s):

- 1 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.
- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).

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

Director of Regeneration and Planning

Firstplan
Bramah House
65-71 Bermondsey Street
London
SE1 3XF

Application Ref: **2017/3654/L**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

21 August 2017

DRAFT

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted and Warning of Enforcement Action

Address:
41 Earlham Street
LONDON
WC2H 9LX

DECISION

Proposal:
External alterations in connection with shopfront entrance alterations and the display of signage.
Drawing Nos: (1141_PLN-)01, 02, 03, 04, 05 rev A, 06 rev A, 07 rev A; Heritage Statement prepared by Firstplan (received 20/07/2017).

The Council has considered your application and decided to grant subject to the following condition(s):

Conditions and Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

Executive Director Supporting Communities



- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: (1141_PLN-)01, 02, 03, 04, 05 rev A, 06 rev A, 07 rev A; Heritage Statement prepared by Firstplan (received 20/07/2017).

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 All new external works and finishes, and works of making good to the retained fabric, shall match the existing adjacent work with regard to the methods used and to material, colour, texture and profile, unless shown otherwise on the drawings or other documentation hereby approved or required by any condition(s) attached to this consent.

In particular, due care should be taken when both fixing any signage to the existing fabric of the building to ensure that minimal intervention is made to the existing external material, as well as, during any subsequent removal of signs in the future to ensure that works of making good return the building as closely as possible to its existing state.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policies D1 and D2 of Camden Local Plan 2017.

- 4 The intensity of the illumination of the proposed fascia sign shall not exceed 300 candelas per square metre.

REASON: To ensure that the advertisement does not have an adverse impact on neighbouring amenity, nor harm the special architectural and historic interest of the listed building and the character and appearance of the Seven Dials (Covent Garden) Conservation Area in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2016, and the National Planning Policy Framework 2012.

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 2 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.
- 3 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public

Holidays. You are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.

4 WARNING OF ENFORCEMENT ACTION TO BE TAKEN

The existing unauthorised fascia is considered to be harmful to the special interest of the building and enforcement action may be taken alleging a breach of planning control in relation to the sign should the unauthorised signage not be removed within 3 months of the date of this listed building consent being granted.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Regeneration and Planning

DECISION

Firstplan
Bramah House
65-71 Bermondsey Street
London
SE1 3XF

Application Ref: **2017/4620/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

21 August 2017

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
41 Earlham Street
LONDON
WC2H 9LX

DECISION

Proposal:

Display of an internally illuminated (halo-lit lettering only) fascia sign and 2 internally illuminated (back-lit LED) menu cases (retrospective).

Drawing Nos: (1141_PLN-)01, 02, 03, 04, 05 rev A, 06 rev A, 07 rev A; Heritage Statement prepared by Firstplan (received 20/07/2017).

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

Executive Director Supporting Communities



- (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.

- 6 The intensity of the illumination of the proposed fascia sign shall not exceed 300 candelas per square metre.

REASON: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, and in general accordance with policies A1 and D4 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 in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Regeneration and Planning

DRAFT

DECISION