

Debbie Jones
Bidwells
Seacourt Tower
West Way
Oxford
OX2 0JJ

Application Ref: **2017/3610/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

13 September 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
102-106 Camden Road
London
NW1 9EA

Proposal:
Display of 1x halo illuminated fascia sign and 1x externally illuminated hanging sign to each elevation on Camden Road and Royal College Street, 1x internally illuminated menu box to Royal College Street and 1x non-illuminated lettering sign to chimney.
Drawing Nos: (58/)100 Rev A, 101 Rev B, 110, 111, 112 Rev A, 113

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 consent.

The proposed signs are considered acceptable in terms of size, location and method of illumination; they are appropriate in design and constructed of materials that respect the architectural features of the host building, street scene and Camden Broadway Conservation Area. Following officer advice, the proposal has been amended to reduce the size of the hanging signs and reposition them to fascia level from upper floor levels. As a result, the proposed signs respect the architectural features of the host building; reduce the overhang over the pavement and are an appropriate number of signs per elevation.

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

Whilst the advertisements will have some impact in terms of light spill, the repositioning of the hanging signs means they are now in a typical position and at a

low level of illumination, therefore, they 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 are in a typical location and at a low level of illumination and can be viewed at an appropriate distance from the highway. Although the high-level sign to the chimney is in an unusual position, it is non-illuminated and would be viewed by traffic once it has passed through the junction controlled by traffic lights and is not considered to cause a distraction to road users. On balance, 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 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.

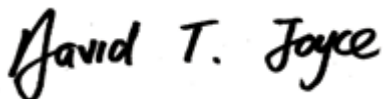
As such, the proposed development is in general accordance with policies A1 (Managing the impact of development), D1 (Design), D2 (Heritage), D3 (Shopfronts) and D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2012.

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