

Mr Robin Lee  
Robin Lee Architecture  
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London  
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Application Ref: **2017/5435/A**  
Please ask for: **Tony Young**  
Telephone: 020 7974 **2687**

26 October 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**24-32 Stephenson Way**  
**LONDON**  
**NW1 2HD**

Proposal:  
Display of non-illuminated, wall-mounted numbers and letters fixed above front entrance doors (retrospective).

Drawing Nos: D.001, D.002, D.020 rev P2, D.120 rev P2.

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 advertisement consent:

The retrospective application to display non-illuminated, wall-mounted numbers and letters (displaying the property address) fixed above the front entrance doors is considered to be acceptable in terms of their size, design, colour, materials, location, and absence of illumination. The lettering would not have any adverse impact on the neighbouring amenity, nor would it be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. As such, it is considered that the signage would preserve the street scene and wider character of the area, and would therefore be acceptable.

Concerns were initially raised in relation to proposals to display internally illuminated black metal letters fixed down the side of front elevation in so far as they would likely create an overly dominant and prominent feature on the building and streetscape, as well as, the potential for harm to the amenity of occupants from glare and brightness. In response, the applicant altered the proposals to non-illuminated and smaller lettering at a more suitable height and position above the

front entrance doors. These amendments are considered to be appropriate and acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received in relation to the proposals.

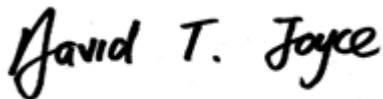
As such, the proposed development is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017, the London Plan March 2016, and the National Planning Policy Framework 2012.

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