

Mrs Reiko Sato  
125-135 Freston Road,  
London  
W10 6TH

Application Ref: **2017/6439/A**  
Please ask for: **Oluwaseyi Enirayetan**  
Telephone: 020 7974 **3229**

30 November 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Unit 218**  
**Camden Lock**  
**Chalk Farm Road**  
**LONDON**  
**NW1 8AB**

Proposal:  
Display of externally illuminated fascia and non-illuminated projecting signs.

Drawing Nos: Site map; Site location plan; CA07.01RevB; Photo of existing shopfront.

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 Reason for granting permission-

The fascia and projecting signs are considered acceptable in terms of size, location and method of illumination and fascia board. The adverts would replace similar signage with the exception of the lettering, including reusing the existing external lighting. The signs do not obscure any significant architectural features and would therefore conserve or enhance the character and appearance of the host building and of the conservation area.

The proposal will not impact on neighbours' amenity nor will they be harmful to either pedestrians or vehicular safety.

The site planning 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.

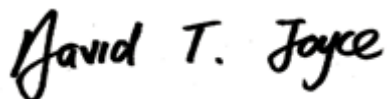
As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with policies of The London Plan 2016 and the National Planning Policy Framework 2012.

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