

Mr G Siddique  
Architecture & Interior Design  
17 Coleshill Road  
Hodge Hill  
BIRMINGHAM  
B36 8DT

Application Ref: **2017/5500/A**  
Please ask for: **Tony Young**  
Telephone: 020 7974 **2687**

5 December 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**5 Jamestown Road**  
**London**  
**NW1 7BW**

Proposal: Display of fascia sign with internally illuminated logo and lettering and 1 x non-illuminated logo.

Drawing Nos: (2017-SK058-)001, 002, 003 rev C.

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 proposed display of 2 internally illuminated (logo and lettering only) fascia signs are considered to be acceptable in terms of their size, design, colour, materials, location, luminance levels and methods of illumination. While the proposed internally illuminated fascia signs would not normally be acceptable under Camden Planning Guidance, it is recognised in this particular instance, that only the central 'Treatz' logo and small-sized lettering will be illuminated (the main fascia background and logo on the left-hand side being non-illuminated) and with suitably low luminance levels so as not to harm the street scene. As such, it is considered that the proposal would therefore be acceptable.

Concerns were initially raised with regards to the proposed central fascia logo as it was considered to be oversized and disproportionately large for this location, and the possible visual clutter and cumulative effect caused by 3 fully illuminated fascia and projecting signs. In response, the applicant revised the proposals to remove the projecting sign, resize the central fascia logo sign, and alter the fascia logo sign on the left-hand side to be a non-illuminated sign. Amended drawings were submitted to this effect and are considered to be acceptable.

Further, it is noted that as part of the proposals, the applicant will remove the existing external trough lighting and projecting sign. These changes are considered to improve upon the existing appearance of the shopfront and are welcomed by the Council.

The signs would not have any adverse impact on the neighbouring amenity especially given the modest luminance levels, nor would they be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. Therefore overall, it is considered that the signage would preserve the street scene, and would therefore be acceptable.

The site's planning and appeals history has been taken into account when coming to this decision.

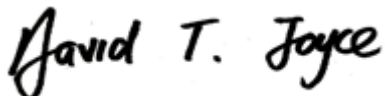
As such, the proposed development is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017, the London Plan 2016, and the National Planning Policy Framework 2012.

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