

Ms Allison Ward
Fine Architecture
1 Westmoreland Terrace
London
SW1V 4AG

Application Ref: **2017/2688/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

26 June 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
95 Avenue Road
London
NW8 6HY

Proposal: Display of externally illuminated sign to entrance of flats.

Drawing Nos: 224-455 Lighting Assessment, 224-0.001-A, 224-8.004-A, 224-0.002-B, 224-8.002-B, 224-0.100-A, 224-1.100-A

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 sign is considered acceptable in terms of size, location, materials and method of illumination. The lettering sign would respect the architectural features of the host building and would draw attention to the residential entrance without causing harm to the visual amenity of the immediate locality. Whilst illumination would cause limited light spill, the location and direction of the lights would illuminate the intended area only, would be an appropriate distance facing away from the nearest residential occupiers and due to the low level of illumination would not be considered to negatively impact on the amenity of neighbours.

In terms of size, siting and method of illumination the sign is not considered detrimental to highway safety as it would be at a low height with a low level of illumination, and can be viewed at an appropriate distance without causing distraction to road users. Therefore, the sign would not be considered hazardous to road users and raises no public safety concerns.

The site's planning history has been taken into account when coming to this

decision.

As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP21, DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies A1, D4 and T1 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2012.

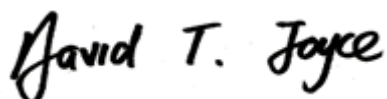
- 2 The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.

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