

Mr Jason Tew
Tew and Smith
4 Harborough Road
Kingsthorpe
Northampton
NN2 7AZ

Application Ref: **2018/1549/A**
Please ask for: **John Diver**
Telephone: 020 7974 **6368**

14 May 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Basement Storage
Trimdon
Plender Street
NW1 0HA

Proposal: Display of no.1 non-illuminated fascia sign and no.4 non-illuminated signs to street entrance fronting Plender Street

Drawing Nos: (Prefix: 4526-) 10, 01, 02, 03, SK01, SK02 rev C, SK03.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 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.



- 2 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.

- 3 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.

- 4 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.

- 5 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.

Informative(s):

- 1 Reason for granting permission-

The proposed building signage would replace existing signs in the same location for a similar business use. The proposed signage has been revised to omit any illuminated elements at the request of officers. The proposed signage would be appropriately located above and adjacent to the entrance ramp to the basement level (accessed from Plender Street). The size, scale and design of the proposed signage is not considered to have an overly dominant impact on the character of the host building or streetscene.

The signs would not have any adverse impact on neighbouring amenity, nor would they be harmful to either pedestrian or vehicular safety in accordance with the Camden Planning Guidance.

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

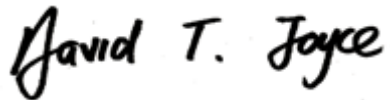
As such, the proposed development is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017, the London Plan 2016 and the National Planning Policy Framework 2012.

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