

Mr Gary Watson  
London Borough of Camden  
3rd Floor  
5 Pancras Square  
London  
N1C 4AG

Application Ref: **2018/1560/A**  
Please ask for: **Ben Farrant**  
Telephone: 020 7974 **6253**

18 May 2018

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**1A Churchway**  
**London**  
**NW1 1LJ**

Proposal:  
Display of 2 x non-illuminated fascia signs above the entrance to the underground car park and on the wall at the top of the ramp leading down to the car park.

Drawing Nos: Location Plan (unnumbered), 17-11-01-CW-B-E\_Rev.0, 17-12-06-CW-B-P\_Rev.0, 17-11-13-CW-B-E\_Rev.0, Motorcycle Workshop Noise Assessment dated 06/02/2018 (unnumbered)

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 Consent is sought for the installation of 2 x non-illuminated fascia signs, one located above the entrance gates of the property, and one at the top of the entrance ramp leading to the property.

The non-illuminated signage is considered acceptable in terms of size, design and location, and is appropriate to the character of the host building and surrounding area. The signage would not be unduly dominant in the street scene, and would be simple in its finish and modest in scale. Given these factors and the non-illuminated nature of the signage, it would cause no undue harm to the visual amenity of the area.

The signage would not harm the amenity of nearby residential occupiers in terms of outlook. The signs would not be hazardous to vehicular or pedestrian traffic and so the proposal raises no public safety concerns.

The site's planning history was considered in the determination of this application.

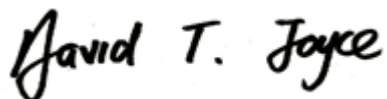
As such, the proposed development is in general accordance with policies A1, D1 and D4 of the Camden Local Plan (2017). The proposed development also accords with CPG1, the London Plan (2016) and National Planning Policy Framework (2012).

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