

Mrs Catriona Mills
Lumsden Design
2 Cowcross Street
London
EC1 M6DR

Application Ref: **2017/4948/A**
Please ask for: **Thomas Sild**
Telephone: 020 7974 **3686**

4 October 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
69 Regents Park Road
London
NW1 8XD

Proposal:
Display of 2 externally illuminated fascia signs on Regent's Park Road and on the corner with Chamberlain Street in association with the retail unit

Drawing Nos: 117-03-0, 117-20-0 Rev A, 117-20-1 Rev A, 117-20-2 Rev 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.

- 6 The intensity of the illumination of the signs shall not exceed 500 candelas per square metre in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.

Reason: To safeguard the amenities of the adjoining premises and the area generally in accordance with the requirements of policies A1, D1, D2, D3 and D4 of the Camden Local Plan 2017.

- 7 The signs shall not display intermittent illumination.

Reason: To safeguard the amenities of the adjoining premises and the area generally in accordance with the requirements of policies A1, D1, D2, D3 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting consent-

The proposed display of 2 externally illuminated fascia signs are considered acceptable in terms of their size, design, location and method of illumination.

The signs would not have any adverse impact on neighbouring amenity, and would not be harmful to either pedestrians or vehicular safety in accordance with Camden Planning Guidance. The signage is considered to enhance the street scene and wider character of the Primrose Hill Conservation Area.

Following negotiation the applicant agreed to revise the proposed method of external illumination from strip LED lighting to multiple brass-effect spot lights. This is considered to create a more appropriate appearance for the conservation area.

The site's planning and appeal history has been taken into account when coming to this decision. One objection was received in response to the originally submitted proposal. It is considered that the amendment to the external lighting source has sufficiently addressed this objection.

As such, the proposed development is in general accordance with policies A1, T1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2016 and the National Planning Policy Framework 2012.

2 Hoardings

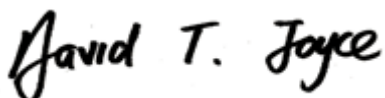
You are advised that temporary hoardings are considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 8 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore do not require formal determination by the local authority in the form of an advertisement consent application.

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



David Joyce
Director of Regeneration and Planning