

Miss Alexandra Miller  
1D Northumberland Street  
Canton  
Cardiff  
CF5 1LZ

Application Ref: **2018/2486/A**  
Please ask for: **Tony Young**  
Telephone: 020 7974 **2687**

26 July 2018

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**114 Boundary Road**  
**London**  
**NW8 0RH**

Proposal:  
Retention of non-illuminated fascia sign.

Drawing Nos: L(0)02, L(0)01 rev B, L(0)03 rev B; unnumbered signage image.

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:

Retention of the display of a non-illuminated fascia sign at the front of the premises is considered to be acceptable in terms of its size, design, colour, materials, location and absence of illumination.

The sign would not have any adverse impact on the neighbouring amenity, nor would it be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. As such, it is considered that the sign would preserve the character and appearance of the building and wider St. Johns Wood Conservation Area, and would therefore be acceptable.

The site's planning and appeals 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, D2 and D4 of the Camden Local Plan 2017, the London Plan 2016, and the National Planning Policy Framework 2012.

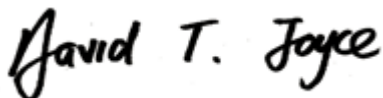
- 2 The applicant is advised that the proposed display of a non-illuminated projecting sign, as shown on the submitted drawings, is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 5 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore does not require formal determination by the local authority by way of an advertisement consent application.
  
- 3 Your attention is drawn to external works to the shopfront shown on the approved drawings which are not the subject of this application and have not been formally assessed. These works are likely to require planning permission and you are therefore advised to submit a planning application to the Council in order for these works to be formally determined. Advice and/or application forms may be obtained from the Council's website, [www.camden.gov.uk/planning](http://www.camden.gov.uk/planning); by contacting the Camden Contact Centre on Tel: 020 7974 4444; or by emailing [planning@camden.gov.uk](mailto:planning@camden.gov.uk). The granting of this consent is without prejudice to, and shall not be construed as derogating from, any of the rights, powers, and duties of the Council pursuant to any of its statutory functions or in any other capacity and, in particular, shall not restrict the Council from exercising any of its powers or duties under the Town and Country Planning Act 1990 as amended.

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