

Application ref: 2018/3955/A
Contact: Charles Thuairé
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Date: 26 September 2018

Development Management
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Evan Ferguson Architect
Old Manor Farm
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**7-15 Camden Road
London NW1 9LG**

Proposal: Display of replacement signage to nos. 7-15, including one externally illuminated fascia sign across whole frontage and 3 internally illuminated projecting signs.

Drawing Nos: 1506.01a, 02.c, 03.c, 04.c; Design and Access Statement dated 26th June 2018 by Evan Ferguson architects

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 Reason for granting consent-

The replacement enlarged fascia signs and replacement or relocated projecting signs, plus removal of an existing canopy blind and a new matching fascia at the separate shop at no.7, will simplify the advertising into a consistent pattern across all shop units to make a coherent unified frontage. The fascia signs will be narrower than that on the adjoining unit of no.5.

As such, the signage is considered to be acceptable in terms of size, design, location and method of illumination. They will not harm the character and appearance of this building and streetscene nor that of the conservation area.

The proposal will not be harmful to neighbouring amenity nor to pedestrian and vehicular safety.

It is noted that this scheme has been approved previously on 24/08/2015 ref 2015/4702/A. Circumstances of the site and relevant applicable policies have not materially changed since that decision.

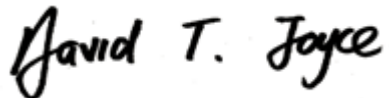
As such, the proposed development is in general accordance with policies D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework 2018.

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 style with a large initial 'D'.

David Joyce
Director of Regeneration and Planning