

Application ref: 2018/4127/A
Contact: Matthew Dempsey
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Date: 27 September 2018

Development Management
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Indigo Planning Limited
Indigo Planning Aldermary House 10-15 Queen Street
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EC4N 1TX

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Sainsbury's Local
York Way
Broadfield Lane
London NW1 9UJ

Proposal: Display of adverts (3 x fascia signs & 2 x projecting signs [internally illuminated] and poster frame

Drawing Nos: Site Plan: P-128230-100. Existing Plans: P-128230-200, P-128230-201, P128230-110. Proposed Plans: P-128230-111A, P-128230-205B, P-128230-210E, P-128230-211D, P-128230-212A

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 internally lit signage shall not be illuminated with flashing elements at any time.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, and in general accordance with policies A1 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting permission-

The proposed signage is appropriate in size, design location and type of illumination which shall not harm the visual amenity and character of the host building or street scene. the proposal shall not impact on neighbour amenity in terms of light pollution nor will it be harmful to either pedestrian or vehicular safety.

The site planning history was taken into account when coming to this decision.

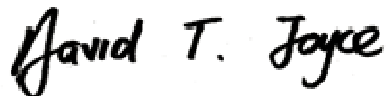
As such the proposed development is in accordance with policies D3 and D4 of the London Borough of Camden Local Plan 2017. The Proposed development also accords with the London Plan 2016 and the National Planning Policy Framework 2018.

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' and 'J'.

David Joyce
Director of Regeneration and Planning