

Application ref: 2018/3341/A
Contact: Leela Muthoora
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Development Management
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Keningtons LLP
72-75 Marylebone High Street
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Mary Turner House
22 Stephenson Way
London
NW1 2HD

Proposal:

Display of 1 non-illuminated projecting sign to ground floor entrance.
Drawing Nos: (MTH).001, 002 RevB, 003 RevA, Door sign C

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 proposed non-illuminated projecting sign is considered acceptable in terms of size, design, location and method of illumination as it would be sympathetic to the host building and surrounding area. The revised position of the sign at ground floor level and to the side of the entrance means that it will respect the architectural features of the host building.

The sign would be a subordinate minor feature in the immediate locality and have no impact on the character of the streetscene. Due to its size and location, it would not disturb neighbouring occupiers nor be hazardous to road users.

No objections have been received prior to making this decision and the site's planning history has been taken into account when coming to this decision.

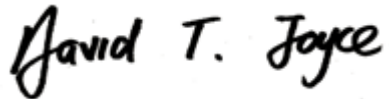
As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2018.

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, slightly slanted style.

David Joyce
Director of Regeneration and Planning