

Application ref: 2018/3425/A  
Contact: Kate Henry  
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**Development Management**  
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Lewis and Hickey  
18 Farnham Road  
GUILDFORD  
GU1 4XA

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Unit 3 East Coal Drops Yard  
London  
N1C 4AA**

Proposal:

Display of 2x internally-illuminated hanging fascia signs positioned behind glazing; 2x non-illuminated projecting signs to the shopfront; 1x internally-illuminated fascia sign positioned on internal bulkhead behind glazing

Drawing Nos: 401-P Rev 02; 402-P Rev 00; 403-P Rev 02; 404-P Rev 02; 405-P Rev 01

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

This application seeks advertisement consent for the display of 2x internally-illuminated hanging fascia signs positioned behind glazing (one at each entrance); 2x non-illuminated projecting signs to the shopfronts (one at each level); and 1x internally-illuminated fascia sign positioned on internal bulkhead behind glazing on the end (northern elevation).

The plans have been revised during the course of the application, in response to comments from the Council's Conservation Officer.

The internally-illuminated hanging fascia signs at each entrance (yard level and viaduct level) would be hung from the underside of the arches in the building and would each feature a white panel with illuminated letters which project 25mm from the front of the sign. The signs are considered to be appropriate to and in keeping with the character and appearance of the host building.

The non-illuminated projecting signs at each entrance (yard level and viaduct level) would be located adjacent to the entrances. They would feature aluminium metal plates with the "Cos" logo cut out and they would project 200mm out from the building edge. They would each measure 600mm by 300mm. The signs are

considered to be appropriate to and in keeping with the character and appearance of the host building.

The internally-illuminated fascia sign on the northern elevation would be fixed to an internal bulkhead between the mezzanine and upper viaduct level, 1200mm behind the glazing. The sign would measure 883mm wide and 300mm tall and would feature a white panel with illuminated letters which project 25mm from the front of the sign. The signs are considered to be appropriate to and in keeping with the character and appearance of the host building.

It is not considered that the proposed advertisements would cause undue harm to amenity and neither is it considered that the proposed advertisements would impact harmfully on either pedestrian or vehicular safety.

No objections have been raised in relation to the works. The application site's planning history and relevant appeal decisions were taken into account when coming to this decision.

Considerable importance and weight has been attached to the harm and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under and s.72 of The Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

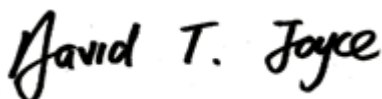
The proposed development is in general accordance with Policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016; and the provisions of the National Planning Policy Framework 2018.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

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