

Application ref: 2018/4302/A  
Contact: Tony Young  
Tel: 020 7974 2687  
Date: 9 January 2019

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Jon Dingle Ltd  
29 The Green  
Winchmore Hill  
London  
N21 1HS

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**Basement and Ground Floors**  
**Former Car Storage Facility**  
**Stanhope Street**  
**London**  
**NW1 3RA**

Proposal: Display of internally illuminated (lettering/logo only) fascia signs and 2 internally illuminated (lettering/logo only) projecting box signs.

Drawing Nos: Site location plan; 4762-2 Rev A; Signage & frontage details from Sussex Sign Company (ref. 43273\_V5) dated 15/11/2018.

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:

The proposed display of internally illuminated (lettering/logo only) fascia and projecting signs are considered to be acceptable in terms of their size, design, colour, materials, location, method of illumination and luminance levels. It is noted that internally illuminated signs are not normally considered to be acceptable by Camden Planning Guidance; however, in this particular instance, the internally illuminated signs are modestly sized with exceptionally low luminance levels (100 cd/m) which are deemed suitable within this mainly residential location, and with only individual letters and logos illuminated (the background of each sign remaining non-illuminated in all instances).

The signs are therefore not considered to have any adverse impact on neighbouring amenity, especially given the modest luminance levels, nor would they be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. Overall therefore, it is considered that the signage would preserve the street scene and wider character of the area, and would be acceptable.

Concern was initially raised by the Council given the size of fascia and projecting signage, the internal methods of illumination, and the luminance levels in so far as

this might result in a visually harmful appearance and lead to light pollution harmful to the nearest neighbouring properties. However, following the receipt of amended drawings that included a reduction in the dimensions of all signage and confirmation of very low luminance levels, the proposals are considered to 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 policy D4 of the Camden Local Plan 2017, the London Plan 2016, and the National Planning Policy Framework 2018.

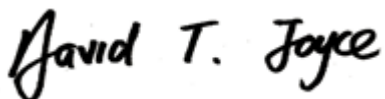
- 2 Proposals to display non-illuminated vinyl lettering internally behind new glazing as shown on the submitted drawings are considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore does not require formal determination by the local authority in the form of an advertisement consent application.

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