

Application ref: 2019/0238/A
Contact: Ben Farrant
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Date: 26 February 2019

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United Living
United Living Media House
Azalea Drive
Swanley
BR8 8H

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
102 Camley Street
London
NW1 0PF

Proposal: Installation of 2 x non-illuminated wayfinding signposts within the ground floor external landscaped area.

Drawing Nos: LI_00_A_(71)216_Rev.C2, ZA_00_A_(90)200_Rev.B & 'Wayfinding Post Signage' details (unnumbered) dated 22/11/2018.

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 Reason for granting consent:

Permission is sought for the installation of 2no. non-illuminated wayfinding posts within the landscaped grounds of 102 Camley Street, a site which is currently being redeveloped to form a mixed use commercial and residential block approved under planning application ref: 2014/4381/P dated 30/03/2015.

The property is not within a conservation area and there are no nearby listed buildings; it is adjacent to the Regent's Canal towpath with access to the towpath from the site formed as part of the development of the site.

The wayfinding posts are intended to help pedestrians locate key areas within the surrounding vicinity, which would fit with the landscaping of the site which aims to act as a pedestrian corridor leading to further development sites and the surrounding area in general.

The signs themselves would have an appropriate siting, scale and design, and would fit comfortably within the context of the development and landscaping scheme. The signs would be relatively discreet, being non-illuminated in nature with an appropriate black and grey colour with a satin finish. The sign is considered not to cause harm to the character and appearance of the property, landscaping, or surrounding area, and on this basis, the proposal is considered to be acceptable in

terms of its appearance and impact on visual amenity.

Given the siting, scale, design and illumination of the advertisements proposed, it is considered not to cause harm to neighbouring amenities or public safety.

No third party comments were received. The site's planning history was considered in the determination of this application.

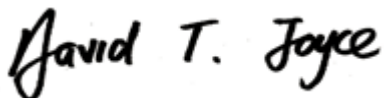
As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan (2017). The proposed development also accords with CPG Advertisements (2018), the London Plan (2016) and National Planning Policy Framework (2018).

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