

Application ref: 2018/6057/A
Contact: Matthew Dempsey
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3Stories
Unit 111 - The Record Hall
16-16a Baldwins Gardens
London
EC1N 7RJ
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Unit A Solar Court
88 Delancey Street
Camden
NW1 7SA

Proposal:

Installation of internally illuminated hanging sign, and vinyl signage to windows applied internally.

Drawing Nos: Site Location Plan, BBS001_200.

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:

This applications seeks advertisement consent for the installation of one internally illuminated hanging sign (0.6x0.5x0.1m), fixed to the under-croft/ overhang of the building, to sit at fascia level of the ground floor commercial unit, 2.3m from ground level. Additionally two vinyl sticker advertisements shall be applied internally to the main window and door facing Delancey Street, to be visible from the public realm.

The signs are considered to be appropriate to and in keeping with the character and appearance of the host building and wider conservation area. Given the siting and scale of the proposed adverts they would not cause any harm to the neighbouring listed structure of Parkway Tunnel and Cutting.

It is not considered that the proposed advertisements would cause 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.

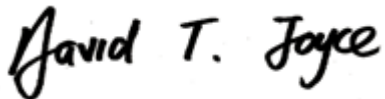
The proposed development is in general accordance with Policies D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016; and the provisions of the National Planning Policy Framework 2019.

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 2019.

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