

Application ref: 2019/1202/A
Contact: Leela Muthoora
Tel: 020 7974 2506
Date: 15 May 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
www.camden.gov.uk/planning

Gundry and Ducker Architecture
3 Garrick Street
LONDON
WC2E 9BF

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
7 Lewis Cubitt Walk
London
N1C 4DT

Proposal:
Display of 2x internally illuminated hanging signs behind glazing, 2x freestanding halo illuminated totem signs and 9x parasol signs.

Drawing Nos: (374_PL_)00, 01, 02, 03, 04, 05, 06, 07, 08, 09

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

Consent is sought for the installation of 2 x internally illuminated hanging signs; 2 x externally illuminated signs within a bespoke totem feature; 9 non illuminated lettering to parasol valance and one internally illuminated menu display to the southern and eastern elevations of the existing commercial unit at ground floor level.

The non-illuminated and illuminated signage is considered acceptable in terms of size, design and location, and is appropriate to the character of the host building and surrounding area. The 2 bespoke totem features, whilst contemporary in design are not considered to have a detrimental impact on the immediate vicinity of the building due to their size and location against the large scale buildings in the area. The signage would not be unduly dominant in the street scene and modest in scale. Given these factors, it is considered that the proposals would cause no undue harm to the visual amenity of the area.

The signage would not harm the amenity of nearby residential occupiers in terms of outlook. The signs would not be hazardous to vehicular or pedestrian traffic and so the proposal raises no public safety concerns.

The site's planning history was considered in the determination of this application.

As such, the proposed development is in general accordance with policies A1, D1 and D4 of the Camden Local Plan (2017). The proposed development also accords with CPG for Advertisements, the London Plan (2016) and National Planning Policy Framework (2019).

- 2 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website at <https://beta.camden.gov.uk/documents/20142/1269042/Camden+Minimum+Requirements+%281%29.pdf/bb2cd0a2-88b1-aa6d-61f9-525ca0f71319> or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team London Borough of Camden 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444) . Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.

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



Daniel Pope
Chief Planning Officer