

Application ref: 2019/1332/A
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Date: 29 May 2019

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Mrs Karolina Leszczynska- Gogol
Camley Street Natural Park
12 Camley Street
London
N1C 4PW
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Camley Street Natural Park
12 Camley Street
London
N1C 4PW

Proposal:

Display of 1x non-illuminated sign (2m x 5m) painted on the perimeter fence of nature park.
Drawing Nos: Site location plan, unnumbered photomontage

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-

The non-illuminated sign is considered acceptable in terms of size, design, location and appropriate to the character of the site and surrounding area. Whilst the sign is large it provides wayfinding for the nature park and is not considered to have a detrimental impact on the immediate vicinity of the building due to its size and location against the large scale buildings in the area. The signage would not be unduly dominant in the street scene and would be painted on the existing boundary fence. Given these factors, it is considered that the proposals would cause no undue harm to the visual amenity of the area and would preserve the character and appearance of the Regent's Canal Conservation Area.

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

No objections have been received prior to making this decision and the site's relevant planning history has been taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise

and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policies A1, D1, D2 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).

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, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer