

Application ref: 2019/3919/A
Contact: Tony Young
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Date: 29 October 2019

Development Management
Regeneration and Planning
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Buchanan-Lacey Architects
36 Lothair Road North
London
N4 1EW

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
28 Camden Road
London
NW1 9DP

Proposal: Display of externally illuminated fascia and non-illuminated projecting signs.

Drawing Nos: (19_20-)P01 rev A, P05, P06, P07, P30 rev D, P31 rev F, P33 rev A;
Planning (with Heritage) statement from Buchanan-Lacey Architects (ref. 19_20).

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 advertisement consent:

The signage proposals are considered to be acceptable in terms of their size, design, location, methods of fixing and illumination, and luminance level, and do not have any adverse impact on neighbouring amenity, especially given the luminance level (no higher than 400 cd/m²), nor are they harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance. Furthermore, the proposed signage does not obscure any significant architectural features or otherwise visually harm the appearance of the listed building, nor detract from the character and appearance of the wider listed terrace. As such, the proposed signage is 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 following statutory consultation.

As such, the proposal is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2016, and the National Planning Policy Framework 2019.

- 2 You are advised that this consent is without prejudice to, and shall not be construed as derogating from, any of the rights of the owner(s) of the property in question, whose consent should be obtained prior to the implementation of any works.

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', written in a cursive style.

Daniel Pope
Chief Planning Officer