

Application ref: 2019/5249/A
Contact: Tony Young
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Date: 22 November 2019

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Tesco
Fao. Mr Andy Horwood
Krestel Way
Welwyn
AL7 1GB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
196 Camden Road
London
NW1 9HG

Proposal: Display of 8 x non-illuminated fascia panels, 2 x internally illuminated box fascia signs, 4 x externally applied vinyls and 1 x ATM surround.

Drawing Nos: Site location plan; 02_2213_02D, 03_2213_03A, 03_2213_03B.

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 proposed signage is considered to be acceptable in terms of its' size, design, colour, materials, location, as well as, luminance levels and methods of illumination (where applicable). It is noted that internally illuminated signs would not normally be acceptable within a conservation area; however, in this particular instance the 2 x internally illuminated box fascia signs (Signs 2 and 11) have suitably low luminance levels (a maximum of 350 cd/m²) and have only individual letters/logo illuminated.

The signage would not have any adverse impact on the neighbouring amenity, especially given the modest luminance level, nor would they be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. Therefore overall, it is considered that the signage would preserve the street scene and wider character of the Camden Square Conservation Area, and would 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 Proposals to display a non-illuminated store directory vinyl (Sign 12) applied internally to glazing as shown on the submitted drawings is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore does not require formal determination by the local authority in the form of an advertisement consent application.
- 3 The 4 x frosting vinyl's (Signs 14 to 17) shown on the approved drawings are plain and absent of any advertising, and therefore, do not constitute advertisements as defined under the Town and Country Planning (Control of Advertisements) Regulations 2007, and as such, fall outside of the scope of consideration by the local authority under an advertisement consent application.

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 grid background.

Daniel Pope
Chief Planning Officer