

Application ref: 2020/1207/A
Contact: Katrina Lamont
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Scaleruler
Felix Court, Flat 6
11 Charcot Road
Colindale
London
NW9 5ZD

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
50 Chalk Farm Road
London
NW1 8AN

Proposal: Display of 1 x internally illuminated fascia sign

Drawing Nos: 027/D01, 027/D02-R01

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.

- 6 The existing unauthorised projecting sign shall be removed within four months of the date of this decision.

If not implemented within four months, the council will progress with enforcement action.

Informative(s):

- 1 Reason for granting permission-

The proposed fascia sign would replace an existing unauthorised internally illuminated boxed out sign. An oversized projecting sign sited below fascia level would also be removed, a condition is attached to this approval to ensure this unauthorised sign is removed in a timely manner.

The proposed sign would have a slimmer profile and only the letters would be internally illuminated to a level of 300cd/m² which is considered acceptable. The sign is considered to respect the architectural features of the host building and would not appear dominant in the street scene. As a result, it would cause no undue harm to the visual amenity of the area.

The signs would not harm the amenity of nearby residential occupiers in terms of outlook, and would not be hazardous to vehicular or pedestrian traffic. The proposal therefore raises no public safety concerns. As such, the proposal is considered to comply with policy D4 of the Camden Local Plan (2017), The London Plan (2016) and the National Planning Policy Framework (2019).

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

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 blue rectangular background.

Daniel Pope
Chief Planning Officer