

Application ref: 2020/0364/A
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Date: 7 May 2020

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Mr Jack Landor
St George House
16 The Boulevard
Imperial Wharf
London
SW6 2UB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Camden Goods Yard
Chalk Farm Road
London
NW1 8AA

Proposal:

Display of 2x internally illuminated fascia signs

Drawing Nos: 1095_03__07_001 Rev.P01; 101256A-MOR-CAMDEN-SiteMap Rev.4;
101256A-MOR-CAMDEN-ChalkFarmRd Rev.4 and 101256A-MOR-CAMDEN-
EastElevation Rev.4.

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 proposal is for the display of 2 x fascia signs above the corner front entrance to the temporary supermarket granted under planning ref. 2020/0034/P. The fascia signs are considered acceptable in terms of size and position and do not appear out of proportion with the building or result in clutter. Both signs will be internally illuminated and the individual lettering is modest. It is considered that the adverts meet Camden's planning guidance on signage.

The Council's Conservation Officer does not object to the adverts. The signs are considered to be acceptable in terms of size, design, location and method of illumination. They would preserve the appearance and character of the host building, streetscape and wider conservation area.

The proposal would not impact on amenity in terms of light spill or outlook, nor would it be harmful to either pedestrian or vehicular safety. The proposal therefore raises no public safety concerns.

The application site's planning history was taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the 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