

Application ref: 2020/1058/A
Contact: Jennifer Watson
Tel: 020 7974
Date: 29 May 2020

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Carbogno Ceneda Architects
Angle House, 48 Antill Road
London
N15 4BA

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

89 Chalk Farm Road
London
NW1 8AR

Proposal:

Display of 2 x internally illuminated fascia signs and 1 x internally illuminated projecting sign
Drawing Nos: P201 REVA, P202 REVA and P501 REVA

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

The proposed internally illuminated fascia and projecting signs are considered to be acceptable in terms of size, design, location and would be illuminated to a level of no more than 300cd/m². The specifics of the signs in this instance are considered to be in keeping with the detail and the design of the building. The signs would preserve the appearance and architectural features of the host building and would not appear dominant in the street scene. As a result, they 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), The London Plan (Intend to Publish (2019) 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 grey rectangular background.

Daniel Pope
Chief Planning Officer