

Application ref: 2020/1761/A
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Ms Jan Clark
Notemachine UK Ltd
Russell House Elvicta Business Park
Crickhowell
NP8 1DF

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
73 Camden Road
London
NW1 9EU

Proposal:

Installation of internally illuminated fascia sign and lighting (In association with new ATM machine)

Drawing Nos: Site location plan, Existing plan and Elevation, Proposed plan and Elevation, Typical fascia Elevations - 5887, Design & Access Statement for Notemachine UK Ltd.

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 permission -

The proposed signage is considered appropriate for its location and its setting within a glazed commercial shopfront. The signage comprises of 1 x internally illuminated block signage upon the associated ATM consisting of a blue LED halo background and translucent white letting.

The signage is considered acceptable in its location, size, scale, design and method of illumination and will not harm the character and appearance of the host building and the surrounding Camden Broadway Conservation Area.

The signage would not adversely impact on neighbouring residential amenity or be harmful to either pedestrian or vehicular safety.

The planning history of the application site was taken into account when coming to this decision.

Considerable importance and weight has been attached and special attention has been paid to the desirability of preserving and enhancing the character and appearance of the conservation area, under s.72 of the planning (Listed Buildings and Conservation Areas Act) 1990 as amended by the Enterprise and Regulatory

Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policy D4 of the London Borough of Camden Local Plan 2017 and 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 faint, light-colored rectangular stamp or watermark.

Daniel Pope
Director of Economy, Regeneration and Investment