

Application ref: 2020/2466/A
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Date: 23 July 2020

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WSP Indigo
Aldermay House
10-15 Queen Street
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EC4N 1TX

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Part Granted/Refused

Address:
131-143 Belsize Road
London
NW6 4AD

Proposal:

- a) Display of 2 double sided internally illuminated (lettering only) projecting signs (signs 1 and 6) and an internally illuminated fascia lettering sign (sign 2);
- b) Display of a double sided internally illuminated (lettering only) projecting sign (sign 7) and an internally illuminated fascia lettering sign (sign 8).

The Council has considered your application and decided the following:

a) to **GRANT CONSENT** for:

- a) Display of 2 double sided internally illuminated (lettering only) projecting signs (signs 1 and 6) and an internally illuminated fascia lettering sign (sign 2).

Drawing Nos: 510_1_PL_100 rev B; (P-128229-)100, 105, 110 rev B, 210 rev E, 211 rev B, 213 rev B, 214 rev A dated 18/03/2020.

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.

b) to **REFUSE CONSENT** for:

b) Display of a double sided internally illuminated (lettering only) projecting sign (sign 7) and an internally illuminated fascia lettering sign (sign 8).

Drawing Nos: 510_1_PL_100 rev B; (P-128229-)100, 105, 110 rev B, 210 rev E, 211 rev B, 213 rev B, 214 rev A dated 18/03/2020.

Reasons for Refusal

- 1 The proposed advertisements (signs 7 and 8), by virtue of their siting and illumination, would be incongruous and out of keeping given the character of the locations, and would introduce visual clutter detrimental to the character and appearance of the host building and wider streetscene, contrary to policies D1 (Design) and D4 (Advertisements) of the Camden Local Plan 2017.

Informative(s):

- 1 Proposals to display vinyl lettering signs (signs 3 and 4) internally behind glazing and a non-illuminated ATM surround sign (sign 5) as shown on the submitted drawings are considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Classes 12 and 5 respectively of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore do not require formal determination by the local authority in the form of 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 about 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
Director of Economy, Regeneration and Investment