

Application ref: 2021/1471/A
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Mr Andy Horwood
Kestrel Way
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AL7 1GB
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Tesco
44-46 England's Ln
Belsize Park
London
NW3 4UE

Proposal:

The display of 1x externally illuminated fascia sign; 1 x externally illuminated projecting sign and 2x window vinyls.

Drawing Nos: 03_2721_02B; 03_2721_02C R2; 03_2721_03A REV1; 03_2721_03B and Streetwise Location Plan.

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 Reasons for granting advertisement consent:

The proposed signage is considered acceptable in terms of number, size, design and location and are considered appropriate to the character of the host building and surrounding conservation area. The proposals are not considered to have a detrimental impact on the building in terms of prominence or visual clutter nor obstruct any distinctive feature of the host building. The proposed signage would be to an existing shopfront with a very similar design of signage in place already and the proposed external illumination via trough lighting is considered appropriate for this setting where signage of neighbouring premises is illuminated in the same way. The proposals are not considered to cause undue harm to the visual amenity of the area.

Due to their size, location and low level of illumination, the proposals would not harm the amenity of any adjoining occupiers in terms of outlook or light spill. The signage would not be harmful to pedestrian or vehicular safety.

No objections have been received prior to making this decision and the site's planning history was considered in the determination of this application.

Special attention has been paid to the desirability of preserving or enhancing the character or 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 D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 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