

Application ref: 2021/2445/A  
Contact: Angela Ryan  
Tel: 020 7974 3236  
Email: Angela.Ryan@camden.gov.uk  
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**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

S2S Architects  
10  
Coldbath Square  
London  
EC1R 5HL

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**114A-116**  
**Fortess Road**  
**London**  
**NW5 2HL**

Proposal:  
Display advertisements on 2 x retractable canvas awnings

Drawing Nos: Site Location plan; 1804-00-01 (received 16.7.21) ; 1804-00-02 (received 16.7.21) ; 1804-00-03 (received 16.7.21) .

The Council has considered your application and decided to grant consent subject to the following conditions:

#### 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.

#### Informatives:

- 1 Reasons for granting consent-

The proposed 2 x retractable awnings are considered acceptable in terms of number, size, detailed design and location and are considered appropriate to the character of the host building and surrounding area. They are also considered appropriate in terms of depth of overall projection and method of fixing. There is a precedent for this type of awning along the street and therefore the proposal would be in keeping with the existing townscape. The proposed signage would be modest in scale in terms of its relationship with the existing shopfront. Given these factors, it is considered that the proposals would cause no undue harm to the character and appearance of the street or wider area.

Due to their size, location and proposed non-illumination the proposals would not significantly harm the amenity of any adjoining residential occupiers in terms of outlook or light spill. The awnings and signage would also not be harmful to pedestrian or vehicular safety.

No objections were received. The site's planning history was taken into account prior to making this decision.

As such, the proposed development is in general accordance with policy 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