

Application ref: 2021/0316/A
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Date: 11 March 2021

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Anna Glowacka
79 Dartmouth Park Road
London
NW51SL
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
63 Chetwynd Road
London
NW5 1BX

Proposal:
Installation of non-illuminated fascia and projecting signs.

Drawing Nos: Current Fascia and Hanging Sign, Elevation Drawing with Advertising, Proposed Shop Front, Site Location

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 works would comprise the installation of replacement print logo affixed to the fascia measuring 0.68m (h) x 4.85m (w) together with a projecting signage measuring 0.5m (l) x 0.9m (w). Officers note that these details would appear similar to the existing signage arrangement along the parade. Therefore, it is considered that the proposed signage would be of appropriate scale and siting within the context of the host property's front elevation. Officers consider the proposed works would be in keeping with the character and appearance of the surrounding Dartmouth Park Conservation Area.

The proposed replacement signage would not be illuminated. Therefore, it would be acceptable within the context of the host property's front elevation as well as within the surrounding streetscene. Given the scale of the proposed works it is not considered that there would be adverse amenity impacts.

Considerable importance and weight has been attached to the harm and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under and s.72 of The Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

The proposed development is in general accordance with Policies A1 and D4 of the Camden Local Plan 2017 and Policies DC1, DC2 and DC3 of the Dartmouth Park Neighbourhood Plan (2020). The proposed development also accords with the London Plan 2021 and the provisions of 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 positioned above the printed name and title.

Daniel Pope
Chief Planning Officer