

Application ref: 2021/0019/A
Contact: Tony Young
Tel: 020 7974 2687
Email: Tony.Young@camden.gov.uk
Date: 23 August 2021

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

DB3 Architecture
Fao. Mr.Hong
84 Great Suffolk Street
London
SE1 0BE

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

66 Chalk Farm Road
London
NW1 8AN

Proposal:

Display of internally illuminated (lettering and cross logo only) fascia and projecting signs, and non-illuminated vinyl sign applied externally to glazing.

Drawing Nos: (14648-DB3-303-66-DR-A-)90003, 90010 rev G; (14648-DB3-303-00-DR-A-)20_02 rev C, 20_04 rev C, 20_04 rev C, 20022 rev D; Unnumbered fascia and projecting signage drawing dated 23/12/2020; Unnumbered vinyl signage details drawing dated 28/01/2021; Email from DP3 Architecture dated 09.02.2021.

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 to be acceptable in terms of its size, design, materials, location, luminance levels and methods of illumination. Though internally illuminated signs would not normally be acceptable, in this particular instance, the internally illuminated fascia and projecting signs would be modestly sized with suitably low luminance levels (no higher than 500cd/m²) and with the lettering/cross logo only illuminated (the background of the signage remaining non-illuminated).

Though the proposed non-illuminated vinyl sign would obscure a large part of the glazed frontage, it is recognised that it also serves to provide screening and privacy to a small consultation room positioned next to the pharmacy entrance. Given that this area of glass would always need to be obscured in some form and that the remaining area of clear glass still allows for a sufficient degree of permeability and openness into and out of the small retail unit, the proposed vinyl sign is considered to be appropriate in this particular case.

Additionally, none of the proposed signage would obscure or damage any significant architectural features. Nor would it be harmful to pedestrians or vehicular

safety in accordance with Camden Planning Guidance, or have any adverse impact on neighbouring amenity.

Overall therefore, the proposal is considered to preserve the character and appearance of the host building and wider streetscene, and is acceptable.

The site's planning and appeals history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2021.

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 2021.

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