

Application ref: 2021/3684/A
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Trap Kitchen
74-75, Chalk Farm Road
London
NW1 8AN

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
74-75 Chalk Farm Road
Chalk Farm
London
NW1 8AN

DECISION

Proposal:
Display of an internally illuminated fascia sign.

Drawing Nos: 100-PL-G-100-A; 100-PL-G-101-A; 100-SE-100; 100-SE-101; 100-PL-G-100-C; 100-PL-G-101-C; 100-SE-102-B; 100-SE-103-B; AK2021327 Revision 3 dated 12/11/20201 by bolton sign (4 x drawings).

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 halo illuminated fascia sign is considered acceptable in terms of scale, design, material, positioning and illumination. It would be sympathetic to the host building and surrounding streetscene of Chalk Farm Road. Whilst illuminated signs have some impact in terms of light spill, the signs are considered not to impact significantly due to the individual letters being halo illuminated and well positioned. The signs are in a typical position, at a low level of illumination.

The proposal has been revised during the course of the application to remove the Perspex box sign and awnings.

The proposal is not considered to cause any harm to highways safety or residential amenity.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received prior to making this decision.

As such, the proposal is in general accordance with policy 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

Chief Planning Officer

DRAFT

DECISION