

Application ref: 2021/6218/A  
Contact: Fast Track TC  
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Date: 24 January 2022

**Development Management**  
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1 Turner Cottages  
33 Charterhouse Road  
Godalming  
GU7 2AG  
Surrey

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**13 Chalk Farm Road**  
**London**  
**NW1 8AG**

Proposal:  
Display of 1x internally illuminated ATM sign and 1x internally illuminated projecting sign  
Drawing Nos: EN SIGNAGE Rev B; EN SIGNAGE Rev A: EN010921E; EN010921P

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

#### Informative(s):

- 1 Reasons for granting permission/consent-

The proposal is for one internally illuminated projecting sign and one internally illuminated ATM sign. The proposed signage is considered to be acceptable given the size, design, materials, location, methods of illumination and luminance levels. The signs would have suitably low luminance levels (no higher than 100 cd/m<sup>2</sup>). The proposed signage would therefore preserve the street scene and wider character of the commercial area, and is acceptable.

The signage would not be harmful to either pedestrians or vehicular safety in accordance with guidance given its size, position and low level of illumination.

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


As such, the proposal is in general accordance with policies D1, D4 and A1 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