

Application ref: 2022/4451/A  
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**Development Management**  
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A Stanton Design  
99-101 Springfield House  
Crossbrook Street  
Waltham Cross  
EN8 8JR

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**The Rabbit Hole & Hutch**  
**300 Kentish Town Road**  
**London**  
**NW5 2TG**

Proposal: Retrospective application for display of 1 x painted lettering sign at fascia level, installation of 1 x externally illuminated trough lighting, 1 x halo illuminated fascia sign, 1 x externally illuminated projecting sign

Drawing Nos: 04; Standard light trough detail; Existing front elevation; Proposed projecting sign (dated 14/03/2023); 15\_AC

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 consent:

The proposed signage is considered to be acceptable given the size, design, materials, location, methods of illumination and luminance levels. The signs are replacing existing painted lettering signs in the same location, with one similar painted lettering sign, one externally illuminated fascia sign, one externally illuminated trough light and one externally illuminated projecting sign at fascia level.

Externally lit by the trough lighting, the fascia signs would have suitably low luminance levels (no higher than 200 cd/m<sup>2</sup>). The signs would therefore preserve the street scene and wider character of the Bloomsbury Conservation Area, and are acceptable. The signs would not be harmful to either pedestrians or vehicular safety, nor have any adverse impact on neighbouring amenity, in accordance with guidance given their size, height from the pavement and low level of illumination.

Revisions were secured to remove the painted mural on the side elevation and the internally illuminated fascia sign. The revised scheme would be in keeping with the character and appearance of the wider area and would not harm the residential nature of the side street.

One objection was received from a resident with regards to the inappropriate mural on the side elevation which has since been removed from the scheme. The site's planning and appeals history has been taken into account when coming to this decision.

As such, the proposal is in general accordance with policy D4 of the Camden Local Plan 2017, policy D3 of the Kentish Town Neighbourhood Plan 2016, 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:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

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