

Application ref: 2024/4918/A
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WSP UK Ltd
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

329-333 Kentish Town Road
London
NW5 2TJ

Proposal:

Display of 1 x internally illuminated (letters only) fascia sign, 2 x non-illuminated projecting signs and 1 x Automated Teller Machine (ATM) surround detail.

Drawing Nos: (24-150-BCR_i-)00-DR-A-PL01 rev B, 00-DR-A-PL02 rev B, 00-DR-A-PL05 rev B, 00-DR-A-PL10 rev B, 00-DR-A-PL13 rev B, 00-DR-A-PL15 rev B, RF-DR-A-PL03 rev B, RF-DR-A-PL11 rev B, ZZ-DR-A-PL04 rev B, ZZ-DR-A-PL12 rev B, ZZ-DR-A-PL14 rev B.

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 advertisement consent:

The display of signs as proposed are considered to be acceptable in terms of their design, colour, materials, locations, and where relevant, luminance levels and methods of illumination.

While the internal illumination of signs is not normally acceptable according to Camden Planning Guidance, in this particular instance, the proposed internally illuminated fascia lettering sign is noted as being suitably sized with a low luminance level (no higher than 45 cd/m²) and with only individual letters being illuminated. As such, the sign is considered to be appropriate within the context of the site and commercial high street environment.

The proposed Automated Teller Machine (ATM) surround panel is noted as replacing a similar sign on an existing ATM, and as such, would be displayed in the same position and a similar way as currently.

The signs would not have any adverse impact on the neighbouring amenity, especially given the modest luminance level of the fascia lettering sign and non-

illumination of other signs, nor would they be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance.

Furthermore, the proposed signage would not obscure any significant architectural or historic features and would preserve the street scene and wider character of the Kentish Town Neighbourhood Area. Overall, therefore, the proposals are considered to be acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. One objection was received from an interested party which has been taken into consideration and recorded in the associated consultation summary sheet.

As such, the proposal is in general accordance with policies A1, D1 and 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 2023.

- 2 The applicant is reminded that this consent relates solely to the display of signage as described in the proposed description above and does not grant approval for any other signs or alterations shown on the approved drawings.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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



Daniel Pope
Chief Planning Officer