

Mr Neil Ashenden  
Norden Draughting Limited  
Unit 37  
33 Nobel Square  
Basildon  
Essex  
SS13 1LT

Application Ref: **2014/4083/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

14 July 2014

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Tesco Express**  
**199-203 Kentish Town Road**  
**London**  
**NW5 2JU**

Proposal:  
Display of 2 x internally illuminated fascia signs, 1 x internally illuminated projecting sign and 1 x externally illuminated Automated Teller Machine (ATM) surround.

Drawing Nos: Site Location plan; 5186EXT-EX; 5186EXT-Prop-RevA.

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 The proposed externally illuminated adverts are considered appropriate in terms of size, design, level of illumination and location. The proposed signs will replace existing similar adverts. The proposal will not impact on neighbour amenity nor would it be harmful to either pedestrian or vehicular safety.

The sites planning history and relevant appeal decisions were taken into account when coming to this decision.

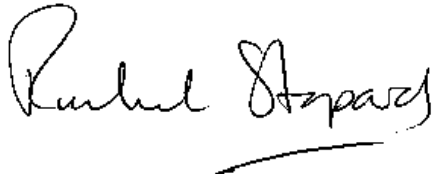
As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan 2011; and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

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 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard  
Director of Culture & Environment