

Mr Samuel Stackhouse  
Montagu Evans LLP  
5 Bolton Street  
London  
W1J 8BA

Application Ref: **2015/3017/A**  
Please ask for: **Laura Hazelton**  
Telephone: 020 7974 **1017**

23 July 2015

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**242 Kentish Town Road**  
**London**  
**NW5 2AB**

Proposal: Installation of 1 x externally-illuminated fascia sign and 1 x internally-illuminated projecting sign

Drawing Nos: 8742/EX-02; 8742/PL-04 Rev. A; site location plan dated May 2015 and Planning Statement dated May 2015.

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 internally illuminated projecting sign and externally illuminated (trough-lit) fascia sign are considered appropriate in terms of size, design, method of illumination and location. The signs are considered to be sympathetic to the external fabric of the building and would not obscure any architectural features of the building. They are not considered to be unduly obtrusive in the street scene and are therefore considered to conserve and enhance the character and appearance of the host property and surrounding area.

Due to their size, location, and low level of illumination, the proposed signs would not be harmful to neighbouring amenity by virtue of outlook and would not be harmful to either pedestrian or vehicular safety. The proposal therefore raises no public safety concerns.

The proposal originally included an overly large projecting sign which was positioned below the main fascia sign. The proposal was therefore amended to

reduce the height of the sign and re-position it in line with the fascia, in accordance with Camden Planning Guidance.

The site's planning history has been 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 2015; 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 'Ed Watson', with a stylized flourish at the end.

Ed Watson  
Director of Culture & Environment