

Dr Mark Matheson
Stratagem Planning Consultants Ltd
Back Building
148-150 Curtain Road
London
EC2A 3AR

Application Ref: **2015/4831/A**
Please ask for: **Kate Phillips**
Telephone: 020 7974 **2521**

1 March 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Former Public Convenience
Kentish Town Road
London
NW1 9PX

Proposal:
Display of 2 no. non-illuminated signs on acrylic material at sides of metal structure; display of 1 no. double-sided hanging sign above entrance steps
Drawing Nos: Site Location Plan at 1:1250; Side elevation (east); Side elevation (west); Front elevation; Rear elevation; Roof plan; Sign Lettering size 1; Sign Lettering size 2

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

Conditions and Reasons:

- 1 The advertisements hereby approved shall be displayed within 3 calendar months of the date of this permission, unless otherwise agreed in writing with the Local Planning Authority.

Reason: The existing advertisement is unauthorised and an unacceptable form of development. To safeguard the appearance of the premises and the character of



the immediate area in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 of the London Borough of Camden Local Development Framework Development Policies.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

- 6 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.

- 7 The materials to be used for the development shall be as detailed in the application hereby approved, unless otherwise agreed in writing with the Local Planning Authority.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 of the London Borough of Camden Local Development Framework

Development Policies.

- 8 The development hereby permitted shall be carried out in accordance with the following approved plans: Site Location Plan at 1:1250; Side elevation (east); Side elevation (west); Front elevation; Rear elevation; Roof plan; Sign Lettering size 1; Sign Lettering size 2.

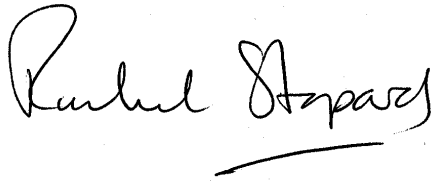
Reason: For the avoidance of doubt and in the interest of proper planning.

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