

Mr Gary Lawrence
Gary Lawrence
125 Lady Margaret Road
London
N19 5ER

Application Ref: **2016/3919/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

25 August 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
53 Fortress Road
London
NW5 1AD

Proposal:
Display of an externally illuminated fascia sign.
Drawing Nos: Site location plan, 1601-04 RevB, 1601-05 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 Reasons for granting permission

The proposed externally illuminated fascia sign is considered to be acceptable in size and location and appropriate in design as it takes into account the character of the host building and surrounding area. It would be constructed of materials that are sympathetic to the external fabric of the building. Following Officer advice the proposals have been revised to re-locate the fascia to the original position. Due to its size, location and low level of illumination the sign would not significantly harm the amenity of any adjoining residential occupiers in terms of light spill as the external illumination is positioned on the fascia alone. It is not considered to be harmful to the visual amenity of the area as it would not be unduly dominant in the street scene and it takes into account the character of the host building and the parade of shops it sits within. Signs of this type are typical in the street and therefore it would not be considered harmful to either pedestrians or vehicular safety.

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

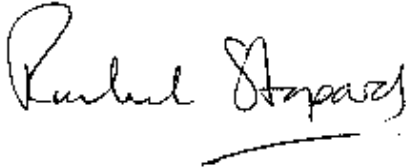
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with The Kentish Town Neighbourhood Plan. The development also accords with the London Plan 2016 and the National Planning Policy Framework 2012.

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
Executive Director Supporting Communities