

Miss Katarzyna Rozanska
Futurama Signs
Olympia House
Lockwood Court
Middleton Grove
Leeds
LS11 5TY

Application Ref: **2016/4182/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

1 September 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
250-254 Kentish Town Road
London
NW5 2AB

Proposal:
Display of 2x internally illuminated fascia signs, 1x internally illuminated projecting sign and 1x non illuminated roundel sign.
Drawing Nos: Site location plan, drawing package 1 of 8 to 8 of 8

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 internally illuminated fascia and projecting signs are considered acceptable in terms of size, design, location and method of illumination as they take into account the character of the host building and would not be unduly dominant in the street scene. Whilst the sign would have limited impact in terms of visual amenity they are not considered to significantly harm the amenity of any adjoining residential occupiers in terms of outlook or light spill as the illumination is low level, limited to lettering only and in a typical position on the shop front elevations in this Town Centre location. The fascia signs are limited to one per elevation and the additional lettering is non illuminated. The sign would not be considered hazardous to vehicular or pedestrian traffic so the proposal raises no public safety concerns.

No objections have been received prior to making this decision and 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 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 London Plan 2016 and the National Planning Policy Framework.

- 2 The intensity of the illumination of the signs shall not exceed the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.

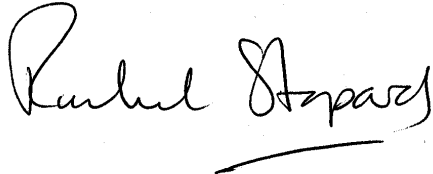
REASON: To safeguard the amenities of the adjoining premises and the area generally in accordance with the requirements of policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies.

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