

Greggs plc
Mrs Sara Humphries
B3 Mucklestone Business Centre
Eccleshall Road
Mucklestone
Market Drayton
Shropshire
TF9 4FB

Application Ref: **2016/6482/A**Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

22 December 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**311 Kentish Town Road
London
NW5 2TJ**

Proposal:

Display of a fascia and projecting sign, both internally illuminated.

Drawing Nos: Site location plan; RSOE/S0680/04; RSOE/S68005.

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 replacement fascia and projecting signs are considered acceptable in terms of design, location, size and method of illumination. The new internally illuminated lettering and logo dots would replace the existing externally lit signs but the illumination is considered modest here. They would be centrally located on the fascia made of aluminium finished in grey. The projecting sign would be level with the fascia and positioned to the side of the shopfront at fascia level.

The location and illumination of the proposed signs is not considered harmful to neighbouring amenity in respect of light pollution or outlook. The proposal raises no public safety concerns nor would it be harmful to either pedestrian or vehicular safety.

The site's planning history and relevant appeals have been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies CS5

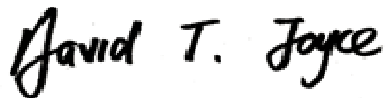
and CS14 of the London Borough of Camden Local Development Framework Core Strategy, policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies and policy D3 of the Kentish Town Neighbourhood Plan. The proposed development also accords with The London Plan March 2016 and 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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Executive Director Supporting Communities