

Omega Signs Limited
Newmarket Approach
Leeds
LS9 0RJ

Application Ref: **2017/3624/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

06 November 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Advertisement Consent Granted and Warning of Enforcement Action

Address:
The Assembly House
292-294 Kentish Town Road
London
NW5 2TG

Proposal:

Retention of 3 fascia signs and replacement of 3 associated external LED trough lights with 9 cowl lights; retention of internally illuminated (back-lit LED) menu case sign; and replacement of an externally illuminated (LED trough-lit) fascia sign positioned above entrance doors on the corner of Leighton Road and Kentish Town Road with non-illuminated street number sign.

Drawing Nos: Site location plan; Drawings submission pack (5 pages) dated 20/10/2017 (ref. 24548v05 Issue 7); undated Heritage Statement.

The Council has considered your application and decided to grant permission 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.

Executive Director Supporting Communities

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 Reason for granting advertisement consent:

The proposals involve: (1) the retention of 3 fascia signs on Kentish Town Road and Leighton Road elevations, and the replacement of 3 external LED trough lights that illuminate these signs with 9 cowl lights (3 cowl lights per sign); (2) the retention of an internally illuminated (back-lit LED) menu case sign positioned to the left of the entrance doors on the corner of Leighton Road and Kentish Town Road; and (3) the replacement of an externally illuminated (LED trough-lit) fascia sign positioned above the entrance doors on the corner of Leighton Road and Kentish Town Road with a non-illuminated street number sign (displaying '292-294').

The proposals are all considered to be acceptable in terms of their size, design,

method of illumination, and location, and would not have any adverse impact on the neighbouring amenity, nor would they be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance. Furthermore, the proposed signage would not obscure any significant architectural features or otherwise visually harm the appearance of the listed building, nor harm the character and appearance of the Kentish Town Conservation Area, and as such, the proposals are in accordance with Council policies and guidelines, and are acceptable.

Concerns were initially raised with regards to the existing unauthorised use of LED trough lights (1 & 3 above) to illuminate all fascia signage as it would introduce a non-traditional light source unsuitable for this listed building and would interfere with and throw-back light more broadly onto the architecture itself especially at night. Concerns were also raised with regards to an unauthorised externally illuminated fascia sign (3) positioned above these doors that has replaced an existing street number sign given that Council guidance seeks to retain street number signs to aid identification and the sign that has been lost and replaced was considered to be a characteristic feature of the building. Following Council advice, the applicant has submitted amended proposals and drawings that include external cowl lights fixed appropriately at roof level above the existing cornice line to externally illuminate 3 retained fascia signs, and a replacement non-illuminated street number sign (displaying '292-294') similar to the one that has been removed. These amendments are considered to be acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. No formal objections have been received in relation to the proposals.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest which it possesses, and the desirability of preserving or enhancing the character or appearance of the conservation area under s.66 and s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposal is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the Kentish Town Neighbourhood Plan 2016, the London Plan 2016, and the National Planning Policy Framework 2012.

2 WARNING OF ENFORCEMENT ACTION TO BE TAKEN

The existing unauthorised fascia sign (positioned above the entrance doors on the corner of Leighton Road and Kentish Town Road), and method of illumination (external LED trough lights) for all 4 unauthorised fascia signs are considered to be harmful to the special interest of the listed building and enforcement action may be taken alleging a breach of planning control in relation to these should the unauthorised display of signage not be removed within 3 months of the date of this advertisement consent being granted.

3 The intensity of the illumination of all signage shall not exceed the maximum

permitted recommended luminance levels as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.

- 4 Proposals to display a non-illuminated brass door plaque as shown on the submitted drawings are considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 5 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore does not require formal determination by the local authority in the form of an advertisement consent application. The applicant is reminded of the need to obtain the necessary listed building consent for the fixing and display of this sign.
- 5 The applicant is advised that the proposal to retain 6 non-illuminated vinyl signs applied internally to various windows & doors, and retention of a sign positioned internally within the lower bar area as shown on the submitted drawings are considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore do not require formal determination by the local authority by way of an advertisement consent application. The applicant is reminded of the need to obtain the necessary listed building consent for the fixing and display of these signs.

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.

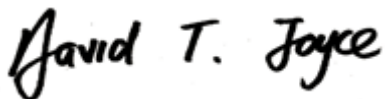
ENFORCEMENT ACTION TO BE TAKEN

The Council has authorised the Planning Department to instruct the Borough Solicitor to issue an Enforcement Notice alleging breach of planning control

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



David Joyce
Director of Regeneration and Planning