

Mrs Valerie Outram  
3 St George's Avenue  
London  
N7 0HB

Application Ref: **2017/5689/A**  
Please ask for: **Emily Whittredge**  
Telephone: 020 7974 **2362**

3 November 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**2 Fortress Road**  
**London**  
**NW5 2ES**

Proposal:  
Display of retractable awning with lettering on edge  
Drawing Nos: Site Location Plan, Plans and elevations Revision B (dated 27 October), Wax  
Cat Awning Proposal Revision A (with plans removed 30.10.2017).

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 Reason for granting consent

This part of Kentish Town is characterised by shopfronts of varying quality and design. The host building features a large picture window that occupies the location of the original fascia. The proposed awning and housing would be affixed to the top of the shopfront. The awning's design and canvas materials would be sympathetic to the character and appearance of the host building and of the terrace. The proposed colours and text on the canopy edge are modest and acceptable. Similar awnings with publicity exist nearby in Fortress Road and Kentish Town Road.

The position of the retractable awning on the shopfront is considered to have an acceptable impact on the appearance of the shopfront, the host building and the wider streetscene. The size, location and height of the awning and the associated non-illuminated lettering would not harm residential amenity or highway safety.

The planning history of the site has been taken into account when coming to this decision. No objections were received prior to making this decision.

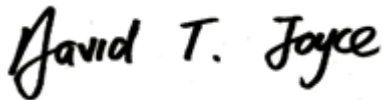
The proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposal would also accord with the policies of the London Plan 2016 and the National Planning Policy Framework 2012.

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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce  
Director of Regeneration and Planning