

Mr Rhys Govier
Savills
2 Kingsway
Cardiff
CF10 3FD

Application Ref: **2017/6514/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

13 December 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
341 Kentish Town Road
London
NW5 2TJ

Proposal:
Display of x1 internally illuminated fascia and projecting signs and x1 non-illuminated awning to existing shopfront.

Drawing Nos: Site location plan; TD17-PM57- (P01, P02 Rev A, P03, P04), Cover letter dated 22 November 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 permission-

The proposed replacement advertising signs are considered acceptable in size, location, design and method of illumination. The fascia sign would be in the same location as existing and of similar scale, whilst the projecting box sign would be at fascia level. The proposed replacement signs are modest in size and illumination and do not obscure any architectural features of the building.

The proposed awning would be replaced with a fabric material and the lettering would be non-illuminated. It would be fixed below fascia level, hung above the shopfront and exceeds the minimum height requirement of 2.3m in line with guidance.

The proposal would not harm neighbouring amenity by virtue of light pollution or outlook. The signs would not be harmful to either visual amenity or to road safety.

The site's planning history was taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D3 of the Kentish Town Neighbourhood Plan, policies A1, D1 and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016; and the National Planning Policy Framework 2012.

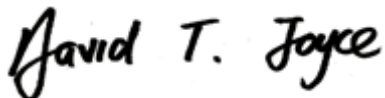
- 2 The applicant is also advised that the proposed awning as shown on the submitted drawing is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 5 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore does not require formal determination by the local authority by way of an advertisement consent application. By virtue of section 222 of the Town and Country Planning Act 1990, the awning would have deemed planning permission as it is in accordance with the Regulations 2007.

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