

Mr Niall Hanrahan  
Planning Potential Ltd.  
Magdalen House  
148 Tooley Street  
London  
SE1 2TU

Application Ref: **2017/6767/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

19 January 2018

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**204 Kentish Town Road**  
**LONDON**  
**NW5 2AD**

Proposal:  
Display of 2 x externally illuminated fascia signs and 2 x non-illuminated projecting signs on Kentish Town Road and Gaisford Street elevations.  
Drawing Nos: Planning, Design and Access Statement (16/01/2018); Cover Letter; 0010; 0100; 0200; 0300; 0301; 1100; 1200; 1300; 1301.

The Council has considered your application and decided to grant consent subject to the following condition(s):

#### **Conditions and Reasons:**

- 1 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.



- 2 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.

- 3 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.

- 4 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.

- 5 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.

#### Informative(s):

- 1 Reason for granting permission:

The proposed externally illuminated fascia signs and non-illuminated projecting signs are considered to be acceptable in terms of size, design, location and method of illumination. The 7no existing unattractive large spotlights have already been removed. They are to be replaced with much smaller and discreet lighting fixtures - 2no above each letter fascia signs. The proposal will enhance the character and appearance of the host building and the street scape.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The site's planning and appeal history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies D4 and A1 of the Camden Local Plan 2017. The proposed development also accords with

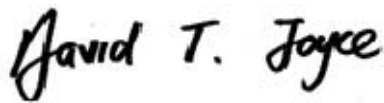
policies of the London Plan 2016; and the National Planning Policy Framework.

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 informal style.

David Joyce  
Director of Regeneration and Planning