

Mr John Turner
John Turner & Co
20 Shipton Road
Sutton Coldfield
Birmingham
B72 1NR

Application Ref: **2018/2279/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

10 July 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
222 Kentish Town Road
London
NW5 2AD

Proposal:
Display of 1x externally illuminated fascia sign and 1x externally illuminated projecting sign to existing retail unit (Class A1).
Drawing Nos: Site location plan, 544 01, 4189 rev B

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.

- 6 The externally lit signage shall not be illuminated with flashing elements at any time.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance policies A1 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting permission

The proposed fascia and projecting signs have been installed without illumination; the application is therefore part retrospective. The signs are considered acceptable in terms of size, location and method of illumination as they respect the architectural features of the building. Following officer advice, the proposal has been amended to reduce the size of the projecting sign and change the method of illumination from internal to externally lit. As a result, the signs would not be considered unduly dominant to the visual amenity of the immediate locality where there is existing signage.

Whilst the advertisements will have some impact in terms of light spill, they are in a

typical position and at a low level of illumination and are not considered unduly dominant in this commercial locality. Therefore, they are not considered to disturb neighbouring occupiers nor would they be harmful to either pedestrians or vehicular safety.

No objections have been received prior to making this decision and the site's planning and relevant enforcement history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2012.

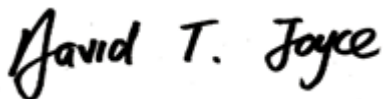
- 2 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.

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



David Joyce
Director of Regeneration and Planning