

Lustedgreen
Lustedgreen
1-2 Hatfields Cargo Works
London SE1 9PG

Application Ref: **2018/1398/A**
Please ask for: **Nick Baxter**
Telephone: 020 7974 **3442**

13 August 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
213-215 Kentish Town Road
LONDON
NW5 2JU

Proposal:
Fascia Sign White lettering on red background
Drawing Nos: Site location plan, photographs, existing shopfront elevation, proposed shopfront elevation 201C

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 The site is a grade-II-listed Art Deco shop featuring a protected Vitrolite fascia with raised lettering, in a parade of locally listed shops.

Owing to the limitations imposed by this feature, the applicant proposes to add a fascia strip on a plain transom band, already painted black, below the main fascia. While unusual, this is a reasonable accommodation to allow a new user to occupy the shop without disrupting the historic fascia above.

The existing textile awnings will be replaced like for like, but with the new occupier's name on the skirt. The proposal has been modified to make the awnings the same colour as the maroon trim on the main fascia.

A proposal to add lighting has been removed from the scheme.

The proposal will preserve the appearance and character of the host building and the streetscape. Listed building consent has previously been granted for the scheme.

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.

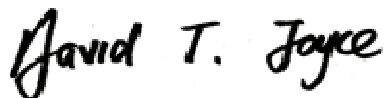
As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework.

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 slanted style.

David Joyce
Director of Regeneration and Planning