

Application ref: 2018/4179/A  
Contact: Tony Young  
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Date: 3 October 2018

**Development Management**  
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HK Interiors  
Fao. Mr Andrew Hurst  
Unit D2  
Centenary Works  
150 Little London Road  
Sheffield  
S80UJ

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**259 Kentish Town Road**  
**London**  
**NW5 2JT**

Proposal:

Display of internally illuminated (lettering only) fascia and non-illuminated projecting signs.

Drawing Nos: (HK3213-)P1, P2, P3 rev A, P4, P5 rev F, P10 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.

#### Informative(s):

- 1 Reason for granting advertisement consent:

The proposed display of internally illuminated (lettering only) fascia and non-illuminated projecting signs are considered to be acceptable in terms of their size, design, colour, materials, location, methods of illumination and luminance level (where applicable).

The site is recorded on a local list entry as being a mid-19th century former Public house with projecting single storey shopfront. As such, the signage would be fixed appropriately at fascia level and positioned so as to not to obscure any significant architectural features or otherwise visually harm the appearance of this locally listed building. Though internally illuminated signs would not normally be acceptable, in this particular instance, the internally illuminated lettering is modestly sized with a suitably low luminance level (no higher than 200 cd/m) and with only individual letters illuminated.

The signage would not have a materially adverse impact on neighbouring amenity especially given the modest luminance level, nor would it be unduly harmful to either pedestrians or vehicular safety in accordance with Camden Planning Guidance. It is therefore considered that the signage would preserve the building, street scene and wider character of the area, and is acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. Kentish Town Neighbourhood Forum responded and raised no

objections to the proposals. No objections have been received following statutory consultation.

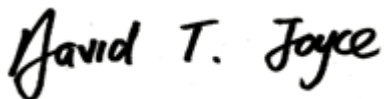
As such, the proposal is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017, policies D3 and D4 of the Kentish Town Neighbourhood Plan 2016, the London Plan 2016, and the National Planning Policy Framework 2018.

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