

Application ref: 2018/5340/A
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Architecture Design Limited
The Joiners Shop
The Historic Dockyard
Chatham
Kent
ME4 4TZ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**11 Kentish Town Road
London. NW1 8NH.**

Proposal: Display of 1 x internally illuminated fascia sign and 1 x internally illuminated projecting sign.

Drawing Nos: Site Location Plan A.1.0, A.1.3a.

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 Reasons for granting permission:

The host property is a four-storey building within a terrace, north of Camden Town Underground Station on the Eastern side of Kentish Town Road. It is within the Camden Town Conservation Area, but is not a listed building. There is a mixture of commercial uses at ground floor level in the immediate vicinity.

The application relates to the ground floor only of No. 11 Kentish Town Road.

The site is a vacant commercial unit with existing signage in place from a previous occupier. The proposed alterations are considered an improvement on the existing appearance. The current, overly dominant, fascia panel will be reduced in size to a more suitable scale for, and position on, the host building. The new fascia sign shall be non-illuminated.

Additionally the existing projecting sign will be removed and a smaller replacement shall be displayed in a similar location, at fascia level. The new projecting sign will have some internal illumination (200 cd/m² max), but this will be static and is considered acceptable in this location.

Further to the above, a new awning shall be installed which includes some text relating to the new occupant's business. The awning will be black in colour, with white text lettering.

It is not considered that the proposals would cause a negative impact on any neighbouring amenity, the public highway or pedestrian safety.

No objections were received prior to coming to this decision. The site's planning history was taken into account when assessing the proposal.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

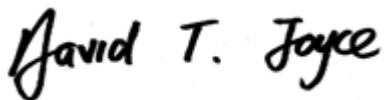
The proposed development is in general accordance with policies D4 of the Camden Local Plan 2017. The proposed development also accords with policies of The London Plan 2016 and the National Planning Policy Framework 2018.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

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