

Application ref: 2018/3257/A
Contact: Matthias Gentet
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Date: 30 January 2019

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Evolve Architecture
200 Worle Parkway
Worle
Weston-super-Mare
BS22 6WA

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

325 Kentish Town Road
London
NW5 2TJ

Proposal:

Display of an internally illuminated lettering sign above entrance door with metal mesh fascia background and an internally illuminated projecting sign.

Drawing Nos: 13161 - Detailed Elevations and Sections - Projecting/Roundel Sign (3 pages); TCTC-E18-LC004 - Toshiba RAV-GM801ATP-E DI Outdoor R32 Tech Data Sound Spectrums & Drawing; OS Map; [SB-55927] A; A-2001 revC - Elevations & Sections (20/12/2018); Cylindrical Attenuator Quote (26/09/2018); 55927-M-1101 Rev 4.0 - Ground Floor Plan - HVCA Design Plan; L1050.1 V3 - Revised Noise Impact Assessment (16/01/2019).

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 permission:

The proposed internally illuminated lettering fascia sign and internally illuminated projecting sign are considered to be acceptable in terms of size, design, location and method of illumination. The signage is discreet and more appropriate, replacing bulky, oversized and incongruous box signs. As such, they would not only preserve but enhance the appearance and character of the host and adjacent buildings and the streetscape.

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 policy D4 of the Camden Local Plan 2017. The proposed development also accords with policies of

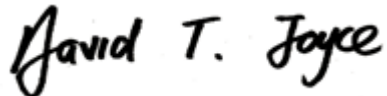
the London Plan 2016; and the National Planning Policy Framework 2018.

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