

Application ref: 2018/5216/A
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Development Management
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John Anthony Signs Ltd
Claydons Lane
Rayleigh
SS6 7UU

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Part Granted/Refused

Address:
79 Highgate Road (Pizza East)
London
NW5 1TL

Proposal: Display of an internally illuminated wrap-around sign to ground floor corner elevations and the retention of 5 x non-illuminated vinyl letterings on valance to existing awnings.

The Council has considered your application and decided the following:

a) to **GRANT CONSENT** for:

Retention of 5 x non-illuminated vinyl letterings on valance to existing awnings.

Drawing Nos: Site Location Plan; Block Plan; Photos; Photo Montage; Detailed Signage (wrap-around).

Conditions and Reasons:

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

b) to **REFUSE CONSENT** for:

An internally illuminated wrap-around sign to ground floor corner elevations.

Drawing Nos: Site Location Plan; Block Plan; Photos; Photo Montage; Detailed Signage (wrap-around).

Reasons for Refusal

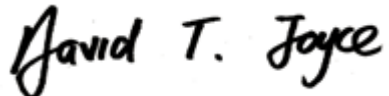
- 1 The illuminated wrap-around sign, by virtue of its size, design, location, materials and illumination would be an unsympathetic and incongruous feature adding further visual clutter to the historic façade of the overall building, representing an inappropriate form of development that is detrimental to the special architectural and historic interest of the host building. The proposal would neither preserve nor enhance the character and appearance of the Dartmouth Park Conservation Area and the streetscape, contrary to policies D2 (Heritage) D4 (Advertisements) of the Camden Local Plan 2017, and policy D3 (Design) of the Kentish Town Neighbourhood Plan 2016.

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 about 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