

Application ref: 2019/1408/A
Contact: Tony Young
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British Heart Foundation
Fao. Mr Andrew Rice
2A Cherry Orchard
Lichfield
WS14 9AN

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

233 Kentish Town Road
London
NW5 2NB

Proposal:

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

Drawing Nos: Site location plan; (KEN-CS-AR-)01, 03 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 and logo only) fascia and projecting signs are considered to be acceptable in terms of their size, design, colour, materials, location, luminance levels and methods of illumination.

While internally illuminated signs are not normally acceptable according to Camden Planning Guidance, in this particular instance, the proposed internally illuminated signs are modestly sized with suitably low luminance levels (maximum of 70 cd/m²) and with only individual letters/logos illuminated. It is therefore not considered that the proposal would harm the building nor the wider area.

The signs would not have any adverse impact on the neighbouring amenity especially given the modest luminance levels, nor would they be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. Furthermore, the proposed signage would not obscure any significant architectural or historic features and would preserve the street scene and wider character of the Kentish Town Neighbourhood Area and existing commercial environment within the high street. As such, the proposals are considered to be 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 2019.

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 2019.

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, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer