

Application ref: 2019/4120/A
Contact: Tony Young
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ARCHPL Ltd
33B Grand Parade
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Haringey
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N4 1LG

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
92 Kingsgate Road
London
NW6 4LA

Proposal: Display of externally illuminated fascia signs on Kingsgate Road and Messina Avenue elevations.

Drawing Nos: (19126-)ADV100, ADV101 rev B, ADV102 rev B.

The Council has considered your application and decided to grant consent subject to the following conditions:

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.

Informatives:

- 1 Reason for advertisement consent:

The signage proposals are considered to be acceptable in terms of their design, size, location, methods of illumination and luminance levels, and would not have any adverse impact on neighbouring amenity, especially given the modest luminance level (no higher than 400 cd/m²), nor are they harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance. Furthermore, the proposed signage does not obscure any significant architectural features or otherwise visually harm the appearance of the building, nor detract from the character and appearance of the wider area. As such, the proposed signage is considered to be acceptable.

Concern was initially raised by the Council with regard to the proposed number of external lamps and the height of the fascia sign above the corner entrance door in so far as this would introduce an excessive amount of illumination harmful to neighbouring amenity and an incongruous appearance harmful to the building and wider streetscene. Following Council advice, the applicant amended the proposals and drawings to reposition and reduce the number of lamps, and to reduce the height of the fascia sign while also restoring a glazed panel above the entrance door with a hand-painted street number centred on it. Following these amendments, the proposals are considered to be acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. 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, the London Plan 2016, and the National Planning Policy Framework 2019.

- 2 The applicant is advised that this consent relates solely to the display of signage as described in the proposed description and does not grant approval for any other alterations shown on the approved drawings.

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