

Application ref: 2019/4500/A  
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**Development Management**  
Regeneration and Planning  
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Orchard Group  
Orchard House  
Threshelfords business park  
Inworth Road  
Feering  
CO5 9SE

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**106-110 Kentish Town Road**  
**London**  
**NW1 9PX**

Proposal:

Display of non-illuminated signage at ground floor level to the front elevation.  
Drawing Nos: Site Location Plan; 019-006-ELE-Rev H;

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 consent-

The proposed signage has been revised so that it has been moved from the upper 3rd floor level to ground floor fascia level. It is not to be illuminated and would be individual letters and would sit within the middle three bays of the building. The signage is considered acceptable in terms of size and location and appropriate in design as it respects the proportions of the building. The proposals are sympathetic to the host building which is on the Local List and surrounding streetscene of Kentish Town Road. On balance, the sign is not considered unduly dominant in this commercial locality.

In terms of size, siting and design the sign is not considered to disturb have any impact on the neighbouring properties. As they are not illuminated, they are not considered hazardous to road users and raise no public safety concerns.

One objection has been received prior to making this decision and has been duly considered. The site's planning 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 and policy DP3 of the Kentish Town Neighbourhood Plan 2016. The proposed development also accords with the policies of 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