

Application ref: 2020/3401/A  
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Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**The Industry Building**  
**23-25 Hampshire Street**  
**London**  
**NW5 2TE**

Proposal:

Display of internally illuminated (logo and surround only) fascia sign above entrance doorway within front yard.

Drawing Nos: Site location plan; 76394a (page 1 of 2), 76394b (page 2 of 2).

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 sign is considered to be acceptable in terms of its' size, design, colour, material, location, luminance level and method of illumination. While the internal method of illumination would not normally be acceptable according to Camden Planning Guidance, in this particular instance, the proposed sign is modestly sized with only the logo and surround illuminated (rather than the whole of the sign), and with a suitably low luminance level (maximum of 300 cd/m2).

Concern was initially raised by the Council to all proposed signage in so far as the methods of illumination, luminance levels, high positions, and degree of prominence amongst other aspects, would result in an incongruous appearance, harmful to the building, locality and neighbouring amenity. Following Council advice, the applicant amended the proposal to remove all original signage entirely and submitted drawings for a single fascia sign displayed at ground floor level.

The amended sign would not have any adverse impact on the neighbouring amenity, especially given the modest luminance levels and recessed position within the front yard, nor would it be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. Furthermore, the proposed sign would not obscure any significant architectural or historic features and would preserve the streetscene and character of this part of the Kentish Town

Neighbourhood Area. As such, the proposal is considered to be acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. An objection has been received from a neighbour and noted in the Consultation Summary associated with this decision.


As such, the proposal is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017, policy D3 of the Kentish Town Neighbourhood Plan 2016, the London Plan 2016, the Draft London Plan (Intend to publish) 2019 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