

Application ref: 2021/2591/A
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Date: 14 July 2021

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Design121
163 City Road
Eagle House
London
N7 7LL

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Ground Floor
11 Kentish Town Road
London
NW1 8NH

Proposal:

Installation of replacement signage comprising new fascia and projecting signs with internally illuminated lettering

Drawing Nos: 001, 002, Site Plan Layout and photographs

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 Reasons for granting consent-

The proposed signs replace existing ones of the same location and size. They are considered to be acceptable in terms of size, design, colour, materials, location, method of illumination and luminance levels. It is noted that internally illuminated signs are not normally acceptable within a conservation area; however, in this particular instance, the signs have a proposed luminance level of 200 cd/m² which is below the recommended level of 300 cd/m² and only the individual letters would be illuminated (the background of the signs remaining non-illuminated), thus resulting in a very modest visual impact.

The signs would not have any adverse impact on neighbouring amenity, especially given the modest luminance levels, nor would they be harmful to either pedestrian or vehicular safety in accordance with guidance.

The signs would therefore preserve character and appearance of the host building, street scene and Camden Town conservation area and are considered acceptable.

The site's planning and appeals history has been taken into account when coming to this decision.

As such, the proposal is in general accordance with policy D4 of the Camden Local

Plan 2017.

- 2 You are advised that the elevational changes to the shopfront itself, as shown on the plans hereby approved, will require separate planning permission.

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