

Application ref: 2021/2897/A
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Date: 23 August 2021

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Blenheim Design Ltd
6 St Peters Place
Brighton
BN1 4SA
England

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

323 Kentish Town Road
London
NW5 2TJ

Proposal:

Changing an existing Fascia sign & changing projecting sign

Drawing Nos: Stanfords Vector Map, BD21151 09-01, BD21151 09-02

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 It is a requirement of Condition A.2 that the development, hereby approved, shall be completed within a period of 3 years starting with the date prior approval is granted.

- 2 Reasons for consent-

The proposed development is situated on the front elevation of the property advertising Use Class E.

The external lighting trough is to be retained in the design causing no additional harm to neighbouring amenity as per CPG Advertisements 2018 and Amenity 2021.

The design of 'Sign 1' as shown on plan BD21151 09-02 is painted white and rose. The use of paint is in keeping with the previous signage and follows policies Local Plan 2017 D3 Shopfronts and D1 Design and policy D3: Design principles from the Kentish Town Neighbourhood Plan.

Sign 2 projects 700mm with a width of 100mm from the front elevation. The length of the new sign is 700mm. The projecting sign is fixed to the wall with a bracket 420mm long in the same position as the existing. The sign is proposed to be internally illuminated with White LEDs at a level of 100cdm which is of an acceptable level. Therefore, there will be minimal impact from this development.

The Kentish Town Neighbourhood Forum was consulted and declined to comment on the application.

As such, the proposed development is in general accordance policies D3 Shopfronts and D1 Design of the Camden Local Plan 2017 and policy D3: Design principles from the Kentish Town Neighbourhood Plan. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

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 2021.

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 positioned above the typed name and title.

Daniel Pope
Chief Planning Officer