

Application ref: 2021/2097/A  
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Date: 29 September 2021

**Development Management**  
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Mr Andy Horwood  
Kestrel Way  
Welwyn Garden city  
AL7 1GB  
United Kingdom

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**Tesco**  
**199-203**  
**Kentish Town Rd**  
**London**  
**NW5 2JU**

Proposal:

Installation of 3 x fascia sign and 1 x Projecting sign

Drawing Nos: Site location Plan; 02\_5186\_02C\_R1; 03\_5186\_03B\_R2; 02\_5186\_02B;  
03\_5186\_03A; Fascia V2.2 Rev B; Projecting + sign+V2.1 Rev B2

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 permission/consent-

The proposed signage is considered to be acceptable given the size, design, materials, location, methods of illumination and luminance levels. The signs would have suitably low luminance levels (no higher than 350 cd/m<sup>2</sup>). The site had previous permission under 2014/4083/A for internally illuminated signs, externally illuminated signs and this submission is for similar. The signs would therefore preserve the street scene and wider character of the commercial area, and are acceptable.

The signs would not be harmful to either pedestrians or vehicular safety in accordance with guidance given their size and low level of illumination.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.

As such, the proposal is in general accordance with policy D4 of the Camden Local Plan 2017, Kentish Town Neighbourhood Plan 2016, the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 You are advised although the proposed drawings show advertisement vinyls to be applied internally to the window they do not form part of this approval. As the vinyls are internal they do not require express advertisement consent.

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 centered on the page.

Daniel Pope  
Chief Planning Officer