

Application ref: 2021/1424/A
Contact: Matthew Dempsey
Tel: 020 7974 3862
Email: Matthew.Dempsey@Camden.gov.uk
Date: 30 September 2021

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Box 9 Design Ltd
College Farm
Horsted Pond Lane
Little Horsted
Uckfield
TN22 5TJ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

47 Kentish Town Road
London
NW1 8NX

Proposal: Display of vinyl lettering to panelling, internally illuminated projecting sign, vinyl lettering to windows and neon hanging sign (mounted internally).

Drawing Nos: Site Location Plan, 2014.1-EX-101, 2014.1-SP-320, 2014.1-SP-310 RevF.

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.

- 6 The adverts hereby approved shall be limited in illumination to 200cd/m² and illumination shall be static in nature.

Reason: In order to protect local amenity in accordance with policy A1 of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting consent:

The proposed display of advertisements for the new occupant of a vacant business premises is considered acceptable in terms of design, scale, materials and illuminations, and would not appear to be incongruous in this location and setting.

The fascia shall display the building address which is considered acceptable, this is not illuminated and does not require advertisement consent in and of itself, however it is shown on the drawing for completeness.

The vertical panel adjacent to the main entrance door shall display an LED lit sign announcing the business name, which is also suitably scaled for the host site.

The 550mm x 300mm projecting sign is considered acceptably placed, and will not harm any architectural features of the host building in this position.

The hanging sign placed behind the window requires consent due to its neon illumination. It is also considered a suitable size for the host site and is considered acceptable here.

All illumination shall be limited to a maximum of 200cd/m² which shall be controlled by condition attached to this decision.

The proposal is not considered to cause any harm to highways safety or residential amenity.

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

As such, the proposal is in general accordance with policy D4 of the Camden Local Plan 2017, 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 written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer