

Application ref: 2022/0928/A  
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Date: 20 June 2022

**Development Management**  
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Rolfe Judd Planning  
Old Church Court  
Claylands Road  
The Oval  
London  
SW8 1NZ

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**Kingswell**  
**58-62 Heath Street**  
**London**  
**NW3 1EN**

Proposal:

Display of halo illuminated fascia sign (880mm x 498mm), externally illuminated projecting sign (750mm x 750mm), product strip, vinyl stickers and associated works to shopfront.  
Drawing Nos: Site Location Plan TD21/i75/L01, TD21/i75/P01, TD21/i75/P02, TD21/i75/EX01.1, TD21/i75/EX02.1.

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 500cd/m<sup>2</sup> 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 occupant of a commercial 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 company name shall be displayed at fascia level with a halo illuminated sign. Beneath this at fanlight level, a non-illuminated vinyl strip shall indicate products for sale within. In addition, an externally illuminated projecting sign approximately 750mm by 750mm shall be installed, projecting from the fascia level. Six panes of the main windows shall be decorated with pink orchid motifs by applying vinyl to the windows. All vinyl shall be applied internally. A digital totem screen is also proposed to be installed internally which will be visible through the window; this is

considered acceptable in this case, being suitably scaled and positioned for the host site.

All illumination shall be limited to a maximum of 500cd/m<sup>2</sup>, and shall be static in nature, 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 faint, light-colored rectangular stamp or watermark.

Daniel Pope  
Chief Planning Officer