

Application ref: 2022/2519/A
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Date: 31 August 2022

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ROK Planning
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
19 Greenwood Place
London
Camden
NW5 1LB

Proposal:
Display of 1x externally illuminated fascia sign and 1x internally illuminated projecting sign.
Drawing Nos: 21068GA-SK-002A; 21068GA_90_001B; 21068GA-SK-001A; 21068GA-10-001

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 internally lit signage shall not be illuminated with flashing elements at any time.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance policy D4 (Advertisements) of the Camden Local Plan 2017.

- 7 The intensity of the illumination of the signs shall not exceed 600 candelas per square metre.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, and in general accordance with policies A1 and D4 of the Camden Local Plan 2017.

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 internally illuminated projecting and externally illuminated fascia signs would have suitably low luminance levels (no higher than 300 cd/m²). The signs would therefore preserve the street scene and wider character of the commercial area and are

acceptable.

The signs would not be unduly dominant in the street scene nor disturb neighbouring occupiers. They 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 (Advertisements) of the London Borough of Camden Local Plan 2017 and policy D3 of the Kentish Town Neighbourhood Plan. The proposed development also accords with CPG for ADvertisements, 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:

<https://www.gov.uk/appeal-planning-decision>.

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name and title.

Daniel Pope
Chief Planning Officer