

Application ref: 2022/4159/A
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Technical Signs
Hille Business Centre
132 St Albans Road
Watford
WD24 4AE

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

The Junction Tavern
101 Fortess Road
London
NW5 1AG

Proposal:

Display of 3 externally illuminated fascia signs and one externally illuminated projecting sign.
Drawing Nos: 596628-3-A and 596628-4-A.

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 consent-

The proposed signage is considered to be acceptable in terms of its size, design, materials, location and methods of illumination. All signage will be modestly sized and appropriately located in relation to features of the building. The proposed fascia sign will be externally illuminated by appropriately sized trough lighting and the projecting sign by 2 spotlights. The projecting sign is of a size that is considered appropriate on a building which is locally listed.

None of the proposed signage would obscure or damage any significant architectural features. It would not be harmful to pedestrians or vehicular safety nor have any adverse impact on neighbouring amenity.

The site's planning and appeals history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1 and D4 of the Camden Local Plan 2017 and policy 2 of the Kentish Town Neighbourhood Plan 2014; it 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:

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

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is centered on a light grey rectangular background.

Daniel Pope
Chief Planning Officer