

Application ref: 2022/1474/A
Contact: Amy Ly
Tel: 020 7974 8141
Email: Amy.Ly@camden.gov.uk
Date: 20 March 2023

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

Echinus Design Studio Ltd
27 Old Gloucester Street
LONDON
WC1N 3AX

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

2 Gate Street
London
WC2A 3HP

Proposal:

Display of replacement fascia signs on both frontages and installation of barber's pole on Gate Street.

Drawing Nos: TQRQM22094173606299; A101; A104; A103; A102; A103 (dated 16/03/2023)

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 proposals involve the replacement of the existing 2 fascia signs in the same overall position and the addition of 1 new projecting barber's pole at fascia level. The lettering would be installed to the west elevation on Gate Street and the south elevation on Whetstone Park, in line with the other examples of fascia signs on the neighbouring ground floor commercial units on the street.

Revisions were secured so that the revised barber's pole on Gate Street elevation would sit 2.5m above the ground, in accordance with CPG Design 2021. This is ample clearance for passing pedestrians and it would not be harmful to pedestrian or vehicular safety.

The proposed signs and barber's pole would be modest and in keeping with the appearance of the existing signage on the host property and neighbouring ground floor units and would be acceptable in terms of their siting, proportions, design and method of illumination. The sign on Gate Street elevation would be externally illuminated with two existing spotlights above at fascia level, and the barber's pole would be non-illuminated. The signs would preserve the character and appearance of the host building, streetscene and conservation area.

There would be no harmful impact on neighbour amenity or public safety of

highway users.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received in relation to the proposals.

As such, the proposal is in general accordance with policy D4 of the Camden Local Plan 2017. 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>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

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