

Application ref: 2022/5481/A  
Contact: Fast Track GG  
Tel: 020 7974 4444  
Email: [Planning@Camden.gov.uk](mailto:Planning@Camden.gov.uk)  
Date: 27 April 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](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Iceni Projects  
Da Vinci House  
44 Saffron Hill  
London  
EC1N 8FH

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**163  
183 and 203  
Eversholt Street  
London  
NW1 1BU**

Proposal:

Replacement signage to the three primary entrances across the ground floor front elevation of the building. Includes at each entrance: replacement hanging metal sign above doorways and replacement signs affixed to fencing and either side of doorway.

Drawing Nos: 115-ANO-XX-00-DR-AX-00000 Rev P4; 115-ANO-XX-XX-DR-AX-07001 Rev P4; 115-ANO-XX-XX-DR-AX-07002 Rev P4; 115-ANO-XX-XX-DR-AX-07003 Rev P4; 115-ANO-XX-XX-DR-AX-36160 Rev P1; Email from Finn O'Donoghue from Iceni Projects dated 5th April 2023 about light specifications, visualisation and visual light simulation; Design and Access Statement dated October 2022; Planning Statement dated 13th December 2022; Heritage Statement received on 14th December 2022.

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 Reason for granting permission:

163, 183 and 203 Eversholt Street are Grade II listed buildings constructed circa 1846-48, with some later additions, as the London and North-Western Region Railway Clearing House. The buildings are constructed from London stock brick and stand at three storeys with a basement to the south and four storeys with a basement to the north.

The proposal is for the replacement of 3x hanging copper signs, located above the three doorways at nos. 163, 183 and 203 and the replacement of smaller brass metal signage plates located on either side of the three entrances and on the railings at the bottom of the steps. The size and positioning of the advertisements are acceptable. Given the modest scale of the signage, the nature of the signs is acceptable. The proposed signage is considered to be acceptable in terms of its

size, design, colour, materials, position and methods of fixing.

Furthermore, the proposed signage would not obscure any significant architectural features or otherwise visually harm the appearance of the listed building. As such, the proposal is considered to be acceptable.

The signage would not be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, nor would it have any adverse impact on neighbouring amenity.

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

Special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses under s.66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policies A1, D1, D2 and 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:

<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