

Application ref: 2023/0051/A  
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Date: 8 May 2023

**Development Management**  
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Pegasus Group  
21 Ganton Street  
London  
W1F 9BN  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**1A Camden High Street  
London  
Camden  
NW1 7JE**

Proposal:

Display of 2 x non-illuminated hand painted signs and 2 x non-illuminated hand painted directional sign (retrospective).

Drawing Nos: 001; 202.

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 permission/consent-

1 Camden High Street, now known as Koko but formerly the Camden Palace Theatre, is a grade II listed building built in 1900-1901 by WGR Sprague. The principal façade is symmetrical in a Baroque pastiche style. The building is set over four floors with a large copper dome at roof level. The interior is symmetrically planned with an elaborate foyer with pilasters and moulded ceilings. There is a cantilevered dress circle and balcony with a mixture of baroque and rococo ornament. The proposal is for the display of 2 x non-illuminated hand painted illustrations and 2 x non-illuminated hand painted directional signs. The signs will not be illuminated, are reversible and given their size and position, are acceptable.

The signs would therefore preserve the listed building and wider character of the Camden Town Conservation Area and are acceptable.

The signs would not be harmful to either pedestrians or vehicular safety in accordance with guidance given their size and position.

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

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013. 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 D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 You are advised that the works subject to this permission may also require listed building consent.

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 positioned above the typed name of the Chief Planning Officer.

Daniel Pope  
Chief Planning Officer