

Application ref: 2023/2253/A  
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**Development Management**  
Regeneration and Planning  
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KLE design  
23 Bouverie Road  
Chelmsford  
CM2 0UD

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**197 Camden High Street  
London  
NW1 7BT**

Proposal:

Installation and display of 1x internally illuminated fascia sign, 1x internally illuminated projecting sign and 1x small inlay to the proposed alarm sounder/box.

Drawing Nos: K3009-KLE-NW1-00-DR-A-000, K3009-KLE-NW1-00-DR-A-001, K3009-KLE-NW1-00-DR-A-030, K3009-KLE-NW1-00-DR-A-031, Elevation Issue 02, Sign 02 Issue 02, Sign 04 Issue 02.

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 fascia sign and hanging sign hereby approved shall be limited in illumination to 400 cd/m<sup>2</sup> and the illumination shall be static in nature.

Reason: In order to protect local amenity in accordance with Policy A1 of the Camden Local Plan 2017.

- 7 The inlay sign hereby approved shall be limited in illumination to 100 cd/m<sup>2</sup> and the illumination shall be static in nature.

Reason: In order to protect local amenity in accordance with Policy A1 of the Camden Local Plan 2017.

#### Informative(s):

- 1 Reasons for granting permission:

The applicant is seeking advertisement consent for the installation and display of 1x internally illuminated fascia sign to be located above the shopfront, 1x internally illuminated projecting sign and 1x small inlay to the proposed alarm sounder/box.

The proposed signage is similar to signage previous approved for the site (2012/2473/A). While illuminated signs have some impact in terms of light spill, Camden High Street is a busy high street that already contains a range of lively signage. A condition has been included restricting illumination levels to 400 cd/m<sup>2</sup> for the fascia sign and projecting sign and 100 cd/m<sup>2</sup> for the inlay.

The installation of the proposed signage is considered acceptable in terms of scale, design and materials and would not appear incongruous in this setting. It would be sympathetic to the character and appearance of the host building and wider conservation area.

The proposal is not considered to cause any harm to highways safety or residential amenity.

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

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 Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with Policies A1 and D4 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.

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



Daniel Pope  
Chief Planning Officer