

Application ref: 2022/1124/A
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Date: 25 April 2023

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WSP
70 Chancery Lane
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Part Granted/Refused

Address:

1A Camden High Street
London
NW1 7JE

Proposal:

Installation of advertisements on Camden High Street, Bayham Place, Bayham Street and Crowndale Road elevations.

The Council has considered your application and decided the following:

a) to **GRANT CONSENT** for:

Signs 2, 3, 7 and 8 on Camden High Street, Bayham Street and Bayham Place

Drawing Nos: AHA/KKS/EX/203; AHA/KKS/EX/300; AHA/KKS/EX/202; AHA/KKS/EX/201;
AHA/KKR/PR/200SN; AHA/KKR/PR/202SN; AHA/KKR/PR/203SN

Conditions and Reasons:

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

b) to **REFUSE CONSENT** for:

Signs 1, 4, 5 and 6a on Camden High Street and Crowndale Road

Drawing Nos: AHA/KKS/EX/203; AHA/KKS/EX/300; AHA/KKS/EX/202; AHA/KKS/EX/201; AHA/KKR/PR/200SN; AHA/KKR/PR/201SN

Reasons for Refusal

- 1 The signs 1, 4, 5 and 6a, by reason of their number, location, design, materials and method of illumination, are considered to result in excessive visual clutter and be harmful to the character and appearance of the host listed building, streetscene and conservation area, contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting consent-

The signs 2, 3, 7 and 8, by reason of their number, location, design, materials and method of illumination, are considered acceptable and do not harm the character and appearance of the host listed building, streetscene and conservation area. Thus they are in accordance with policy D4 (Advertisements) of the London Borough of Camden Local Plan 2017.

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 about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

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