

Application ref: 2023/0399/A  
Contact: Tania Clifford  
Tel: 020 7974 6936  
Email: [Tania.Clifford@camden.gov.uk](mailto:Tania.Clifford@camden.gov.uk)  
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**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)

IDL Group  
17 Black Friars Ln  
London  
EC4V 6ER  
United Kingdom

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**261 Camden High Street  
London  
NW1 7BU**

Proposal:

Display of 1x internally illuminated fascia sign.

Drawing Nos: 2531-IDL-NA-ZZ-DR-A-10001 Rev (2-01); 2531-IDL-NA-ZZ-DR-A-16001 Rev (2-00); 2531-IDL-NA-ZZ-DR-A-00001 Rev (1-07); 2531-IDL-NA-ZZ-DR-A-11001 Rev (2-00); 2531-IDL-NA-ZZ-DR-A-01001 Rev (1-00); 2531-IDL-NA-ZZ-DR-A-06001 Rev (1-02)

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.

#### Informative(s):

- 1 Reasons for granting permission/consent-

The proposal is for the display of 1x internally illuminated fascia sign. The proposed signage is considered to be acceptable in terms of its size, design, materials and location. With letter only illuminance at no greater than 200cd/m<sup>2</sup>, the proposal is acceptable and in keeping with other shop signs in the streetscene.

The proposal would not be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance, or have any adverse impact on neighbouring amenity.

The planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies D1 and D4 of the Camden Local Plan 2017. The proposed development 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