

Application ref: 2023/3240/A  
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Ashleigh Signs  
Ashleigh House  
Beckbridge Road  
Normanton  
WF6 1TE

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Lyttleton Arms PH**  
**1 Camden High Street**  
**London**  
**NW1 7JE**

Proposal:

Display of 2 x externally illuminated (trough-lit) fascia signs on Mornington Crescent and Camden High Street elevations, 1 x externally illuminated (trough-lit) pictorial panel on existing gibbet at 1st floor level on Camden High Street elevation, and 1 x internally illuminated brass menu case sign on corner entrance.

Drawing Nos: Site location plan; Drawings pack (ref. 161146 rev R - pages 1 to 7 inclusive) dated 18/12/2023.

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 advertisement consent:

Concern was initially raised by the Council in regard to the proposed internal illumination of both fascia signs in so far as this was not considered to be an appropriate method of illumination for a traditional public house building, particularly for one located within a conservation area. Additionally, the internal method of illumination resulted in a thick and chunky appearance, including a significant and unnecessary projection forward from the existing fascia panel, for both signs on each elevation.

In response, the applicant submitted amended drawings which removed the internal method of illumination entirely from both fascia signs and replaced this instead with external illumination in the form of trough lights, centred above slimmer fascia lettering signs.

In regard to the proposed pictorial panel, it is recognised that this would be positioned at 1st floor level which does not accord with Council guidance given that its' height and position would be above fascia level. However, in this particular case, the sign would replace a similar sign previously approved and would be fixed

to an existing gibbet located at the same height and position. Furthermore, the display of a hanging sign at this height is not unusual for public houses within Camden High Street where it is noted that several others have similar types of hanging signs (for example, nos. 48-50 and 55).

Additionally, the revised proposal would not have a materially adverse impact on neighbouring amenity, particularly given the low luminance levels for all signage (no higher than 250 cd/m<sup>2</sup>), nor would it be unduly harmful to either pedestrians or vehicular safety in accordance with Camden Planning Guidance.

Overall, therefore, the revised proposal is considered to be acceptable for all signage in terms of their size, design, colour, materials, locations, methods of illumination and luminance levels, and as such, would preserve the appearance and character of the host building, wider street scene and the Camden Town Conservation Area, and is acceptable.

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 proposed development is in general accordance with policies A1, D1, D2 and D4 of Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 The submitted drawings include the proposed replacement of an external traditional style black lantern and bracket above the entrance on Camden High Street with a slightly larger lantern and bracket located in approximately the same position. Given the minor nature and scale of the proposed change, the alteration is not considered to have any material effect on the external appearance of the host building or conservation area. As such, the alteration would be 'de minimis' in planning terms and does not require formal determination by the Council in the form of a planning application.

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