

Application ref: 2023/3699/A
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Date: 3 January 2024

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4D PLANNING
86-90 Paul Street
3rd Floor
London
EC2A 4NE

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
6 England's Lane
London
NW3 4TG

Proposal:
Erection of 1 x projecting sign and 1 x fascia sign.

Drawing Nos: Design & Access Statement prepared by 4D Planning dated July 2023;
4D-412 E 00, 4D-412 E 01, 4D-412 P 01, 4D-412 E 02, 4D-412 P 02 Rev A dated
31.10.2023, 4D-412 E 03, 4D-412 P 03 Rev A dated 31.10.2023, 4D-412 E 04, 4D-412 P
04 Rev A dated 31.10.2023, LED Trough Light SPEC prepared by Lumenlinear-SOLIS.

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 Notwithstanding any indication on the approved drawings and documents, the projecting advertisement must not be illuminated in any way.

Reason: To protect the visual amenity of the area in accordance with policy D1, D2, and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 The proposed signs are considered acceptable in terms of their size, number, position and luminance levels. The projecting sign has no external illumination provided, and a condition ensures there can be no internal or other illumination added, preserving the character of the area. The advertisements would appear as subordinate to the host building, given the size of the adverts and the scale of the building, and would not dominate the elevation. Given the commercial and neighbourhood centre character of the immediate vicinity, the adverts are considered to be acceptable within the streetscene.

The proposal would not impact on amenity in terms of light spill or outlook, nor would it be harmful to either pedestrian or vehicular safety. The proposal therefore raises no public safety concerns. The application site's planning history was taken into account when coming to this decision. The proposal would preserve the

character and appearance of the conservation area overall. The council has had special regard to the desirability of preserving or enhancing the character and appearance of the Conservation Area.

As such, the proposed development is in general accordance with policy D1, D2, and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework 2023.

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