

Application ref: 2023/5204/A
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Date: 12 January 2024

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Beamish Planning Consultancy
Apartment 231
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Waterside Way
Nottingham
NG2 4RE

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
231-233
Camden High Street
London
NW1 7BU

Proposal:
Display of 1no. internally illuminated fascia sign and 1no. awning sign

Drawing Nos: TD22/PM188/03.1, TD22/PM188/02.2, Design and Access Statement

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 consent:

The proposal involves the replacement of the existing fascia and awning signage with internally illuminated fascia signage and awning sign. The length of the proposed fascia sign and awning would have a reduced length to the existing sign, to reflect the subdivision of the existing unit and reduction in the size occupied by the existing 'Pret A Manger' café, associated with planning permission ref. 2023/4674/P.

The length of the proposed fascia sign and awning sign, and the associated lettering text and logo, would fully align and be commensurate with the width of the reconfigured café unit. The height and method of illumination for the fascia sign would be identical to the existing sign.

Overall, the signs are considered acceptable in terms of their location, size, design and method of illumination and would not harm the character and appearance of Camden High Street. Furthermore, they would not adversely impact on

neighbouring residential amenity nor on public safety of pedestrians and drivers.

The site's planning and appeals history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 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 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