

Our Ref: 24029/SH/dm
Your Ref: PP-12732194
Email: Sharper@firstplan.co.uk
Date: 22 January 2024

Camden Council
Planning - Development Control,
Camden Council,
Camden Town Hall,
London,
WC1H 8ND

Dear Sir/Madam

**ADVERTISEMENT CONSENT FOR AN A-BOARD
159-161 CAMDEN HIGH STREET, LONDON, NW1 7JY**

We have been instructed by our client, CHICKEN SHOP LIMITED, to submit the enclosed advertisement consent application online via the Planning Portal (PP-12732194) for the installation of an A-Board sign outside the ground floor façade of the existing Chicken Shop restaurant at the above address.

In accordance with national and local validation requirements, the following documents have been submitted:

- Completed Planning Application Forms;
- Site Location Plan;
- Block Plan;
- Existing Floor Plan;
- Existing Elevation;
- Proposed Floor Plan;
- Proposed Elevation including A-Board details; and
- Community Infrastructure Levy Form.

The requisite fee of £165 plus the £64 admin fee have been paid online (PP-12732194) via the Planning Portal. The remainder of this letter sets out our supporting case for the proposals.

Site Description

The application site is located on the ground floor of a 5-storey building on Camden High Street. The ground floor tenants are Chicken Shop and Tesco Express. Nearby the site is also a Pret A Manger, The Works, and Boots.

The application site is not nationally or locally listed, however, it is located within the Camden Town Conservation Area. The site is located in a flood risk zone 1 area.

Relevant Planning History

The site has had a variety of planning permission submitted varying from full planning permission to advertisement consent. A summary of the relevant planning permission has been included below:

- **2023/4893/PVL** | *Permit to have these items on the public highway between: 2 Tables, 4 chairs and 4 barriers, Monday to Sunday 11:00-19:00. 28/11/2023 – 30/09/2024.*
- **2022/1324/P** | *Amendments to the shopfront approved under planning permission 2020/0919/P dated 23/09/21 (as further amended by NMA ref 2021/5314/P dated 18/01/22) for 'Change of use from an existing A1 (Retail use) to A3 (Restaurant use), together with the installation of replacement shopfront. – Granted 10/04/2022.*
- **2022/2258/A** | *Display of 1x halo illuminated fascia sign, 1x internally illuminated projecting sign and internally applied vinyl window logo. – Granted 02/09/2022.*

Application Proposals

Advertisement consent is sought to place a branded A-Board outside the front elevation of the site. A pavement license ref. 2023/4893/PVL has already been granted. The A-Board will be in line with the existing signage on the site in terms of materials and colour and project no further into the public highway than the established external seating area. **Figure 1** below provides an indication of the application proposal.

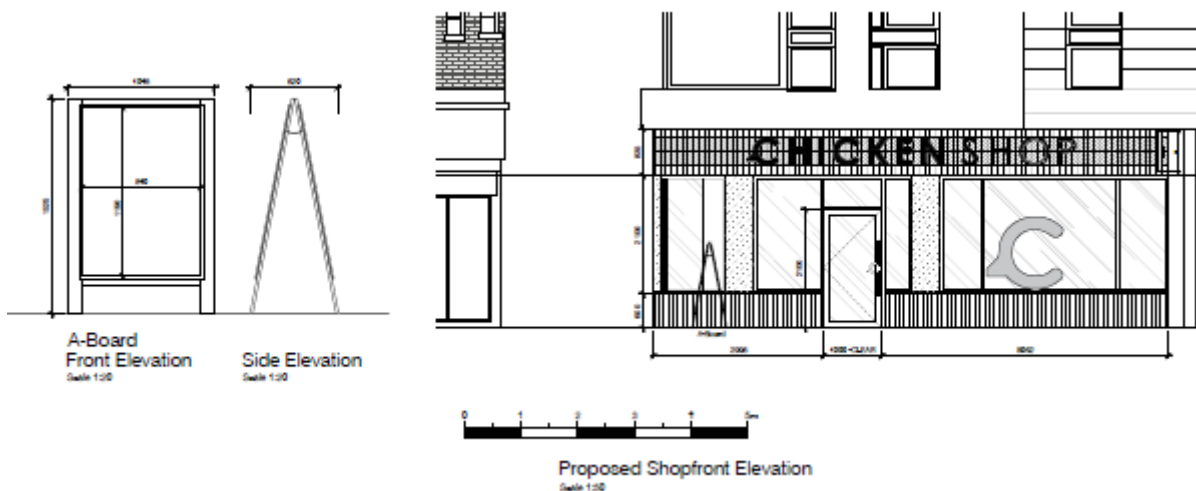


Figure 1: Proposed A-Board Sign

Relevant Planning Policy

National Planning Policy Framework (NPPF) (2023)

Paragraph 141 is of most relevance to the application for advertisements. It sets out that:

“Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts”.

Camden Local Plan (2017)

Policy D4: Advertisements – States the council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.

The council will support advertisements that:

- a) Preserve the character and amenity of the area; and
- b) Preserve or enhance heritage assets and conservation areas.

and resist advertisements that:

- a) Contribute to an unsightly proliferation of signage in the area;
- b) Contribute to street clutter in the public realm;
- c) Cause light pollution to nearby residential properties or wildlife habitats;
- d) Have flashing illuminated elements; or
- e) Impact upon public safety.

Camden Planning Guidance: Advertisements (2018)

This guidance document highlights that the most satisfactory advertisements are those which take into account: the character and design of the property, the appearance of its surroundings, the external fabric of the host building.

Planning and Heritage Statement

From a design perspective, the new A-Board is limited in scale, complimentary to the established external seating area and restaurant exterior. It is positioned alongside the seating area, to add visibility to passing customers. Noting the limited size of the projecting sign already in position and the recessed location of the contemporary shopfront, which together offer limited visibility for the restaurant, the proposed advertisement to the A-board is important to Chicken Shop's ongoing viable operation in this busy commercial location.

Indeed, it is notable that neighbouring occupants 'The Works', 'Vodafone', 'Tapioc', 'Pret A Manger', 'Tesco Express', and 'Boots' have A-Boards outside their premises. The Google Streetview images below provide a view of the current advertisements along the footway.



Figure 2: Google Street View 'TheWorks' (September 2022).



Figure 3: Google Street View 'Vodafone' (September 2022).



Figure 4: Google Street View 'Tapioc' (June 2021).



Figure 5: Google Street View 'Pret A Manger' (June 2021).



Figure 6: Google Street View 'Tesco Express' (August 2021).



Figure 7: Google Street View 'Boots' (January 2021).

In this case, the A-board will sit within the dimensions of the external seating area and will add no further obstruction to the safe movement of pedestrians and other footway users. It is, of course, also easily removable and will be stored inside the restaurant unit each day.

As a result, the sign will not materially affect the existing street scene or the character of the wider conservation area and the proposed A-board is, therefore, considered to be in accordance with **Policy D4**.

I trust that you have sufficient information to enable a positive determination of the application and we look forward to receiving confirmation that the application has been validated. In the meantime, should you require any further information please do not hesitate to contact me.

Yours faithfully,

A handwritten signature in dark ink, appearing to read 'firstplan' in a cursive, lowercase style.

SAM HARPER
Director

Enc.