

Application ref: 2024/0372/A  
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Date: 23 February 2024

**Development Management**  
Regeneration and Planning  
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Firstplan  
Firstplan  
Broadwall House  
21 Broadwall  
London  
SE1 9PL  
United Kingdom

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**159-161 Shop At Ground Floor**  
**Camden High Street**  
**London**  
**NW1 7JY**

Proposal:

Installation of an A-Board Sign

Drawing Nos: Cover Letter prepared by FirstPLAN dated 22 January 2024 Ref 24029/SH/dm, 4884/00 Rev A Dated 02.09.2022, 4884/72/A Rev A Dated 28.09.2023, 4884/75 Rev A Dated 28.09.2023.

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 Reasons for granting permission:

The proposed A-board sign is acceptable in size, design, materials and location. The A-board sign will be placed on the shop's forecourt. The A-board sign would appear as subordinate to the host building, given the size of the advert and the scale of the building, and would not dominate the elevation. Given the commercial character of the immediate vicinity, the advert is considered to be acceptable within the streetscene.

The proposal would not impact amenity in terms of outlook, nor would it harm pedestrian or vehicular safety. The A-board would be in line with the depth of the approved external furniture. 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 policies 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 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