

Application ref: 2024/0214/A
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Designs Signage Solutions Ltd.
Innovation Drive
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**219 Camden High St
London
NW1 8QR**

Proposal:

Display of non-illuminated fascia signage, internally illuminated letter signage, and internally illuminated projecting sign at front, and internally illuminated 'bag' sign in window.

Drawing Nos: FRONT & SIDE ELEVATION - EXISTING, FRONT & SIDE ELEVATION - PROPOSED, LOCATION PLAN.

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:

The proposal is for the installation of non-illuminated metal signs showing the commercial branding above the glazed entrance on both Camden High Street and Inverness Street. Three signs, one on each frontage and one on the chamfered corner, would each be 0.73m in height. Internally illuminated letters reading 'MINISO' would be installed to each frontage to 1.57m wide and 0.35m in height. A projecting sign 0.6m x 0.6m in depth/height that is internally illuminated would project from the CHS frontage.

An internally lit 'bag' sign would be placed within (in front of) the shop window. This bag would be 0.75m x 0.88m in size.

Applications for advertisements should be assessed in accordance with their impacts on amenity and safety.

The proposals are acceptable in amenity terms. The size, siting and design of the signs would be appropriate on the building, not detracting from the character or appearance of the building or the Camden Town Conservation Area. The signs would be of an appropriate size and materials such that they would preserve the visual amenity of the building. No neighbouring occupiers would be affected in terms of light or outlook.

Situated a minimum of 2.3m above the pavement, the fascia sign and projecting signage would not impede, obstruct or impair the free flow or safety of any users of the highway. There would be no undue risk to the safety of any pedestrians, motorists or cyclists.

No objections were received prior to the determination of the application and the planning history of the site has been taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with Policies D1, D2, and D4 of the London Borough of 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 positioned above the printed name and title of the signatory.

Daniel Pope
Chief Planning Officer