

Application ref: 2024/1026/A  
Contact: Fast Track TY  
Tel: 020 7974 2687  
Email: Tony.Young@camden.gov.uk  
Date: 25 April 2024

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)

[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

ISG Design Ltd.  
Boleyn House  
St Augustines Business Park  
Whitstable  
CT5 2QJ

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**125 Camden High Street**  
**London**  
**NW1 7JR**

Proposal:

Display of 1x internally illuminated fascia and logo/lettering sign, 1x internally illuminated projecting sign and 1x internally illuminated surround to existing Automated Teller Machine (ATM).

Drawing Nos: Site location plan; PL.00; EX.00.E1; PR.00.E1; ATM.ES rev A; 02-02-08-23 (projecting and fascia sign details - 2 pages).

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 advertisement consent:

The proposal involves the replacement of signage previously approved in 2019 (2018/5797/P & 2018/5944/A). The proposed signs are considered to be acceptable in terms of their size, design, locations, methods of illumination and luminance levels, and would appear in keeping with the commercial character and appearance of the host building and high street environment, as well as, that of the Camden Town Conservation Area in which the site is located.

The proposed signage would not obscure any architectural or historic features of the building. Additionally, it would not be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance, nor have any adverse impact on neighbouring amenity. As such, the proposal is acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2023.

- 2 The proposed display of vinyl signs applied internally to the inside of shopfront glazing as shown on the submitted drawings, is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore, does not require formal determination by the Council in the form of an advertisement consent application.

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