

Application ref: 2024/1586/A
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Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
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London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

MUHU Architecture
11 Fairbourne House
Bourne Avenue
Hayes
UB3 1QX
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**229 Camden High Street
London
NW1 7BU**

Proposal:

Display of 1 x non-illuminated fascia sign, 1 x non-illuminated projecting sign, and painted mural to front façade.

Drawing Nos:

MA24/HTC/001; MA24/HTC/002; MA24/HTC/003; MA24/HTC/004; MA24/HTC/005;
MA24/HTC/006.

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 application involves a three-storey building with a commercial unit at the ground floor, and the works relate to the shopfront and painted mural to the front elevation. The mural is predominantly black/navy with a colourful design referencing the use of the unit as a bubble tea retailer. The fascia sign is cream-coloured with white and gold lettering and logo - as is the projecting sign. The applicant has clarified that both the projecting sign and fascia are non-illuminated. The design of the lettering is crisp and minimal, and it is considered that the mural and the fascia signage are appropriate in the context of the building and the immediate street scene - particularly as the site is not located within a conservation area and the signage would not obscure any architectural or historic features of the building. In terms of the mural, this part of Camden High Street has many painted murals that reflect the use of the building, which is included in the distinct character of the high street. The design of both the mural and the signage does not negatively contribute to the area and is not overbearing within the front elevation, and it is considered that this proposal fits with and compliments the wider street scene. The size, siting, and design of the signage and mural are appropriate for the building, and are considered not to harm the character and appearance of the building and the wider street scene.

The proposals are acceptable in amenity terms. There is no illumination proposed and the nature of the development means that it is not considered that the amenity of neighbours would be impacted.

The signage would not impede, obstruct, or impair the free flow or safety of any users of the highway - including the projecting sign, which is sufficiently high enough off the ground not to obstruct pedestrian movement. 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.

As such, the proposal is in general accordance with Policies D1 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.

- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 4 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.


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 centered on a light grey rectangular background.

Daniel Pope
Chief Planning Officer