

Application ref: 2024/1225/A
Contact: Ewan Campbell
Tel: 020 7974 5458
Email: Ewan.Campbell@camden.gov.uk
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Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

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

Creative Prototyping Unit Limited
17 Kennyland Court
395 Hendon Way
London
NW4 3LU
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
45 Grafton Way
London
W1T 5DQ

Proposal:

Display of 1 x externally illuminated fascia sign, 1 x externally illuminated projecting sign, signage to glass partitions, and 1 x menu display box.

Drawing Nos:

CPU-2361-A-E-00-F6-00, CPU-2361-A-E-01-F6-01, CPU-2361-A-P-00-F5-00, CPU-2361-PD-00-REV-00, Design and access statement (26/03/2024).

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 proposed signs are located to the front of the building and include the installation of a new externally illuminated fascia sign, replacement of an externally illuminated projecting sign, new signage on glass partitions, and a new menu display box.

Both the fascia and projecting signs replace the existing signage in the same location and size, and therefore are appropriately scaled in relation to the existing fascia and the prevailing character of signage in the area. The other works including replacing the signage on the glass partitions and the new menu board are also replacing signage where it has existed previously and are therefore acceptable. The design of the signage is simple with painted timber and engraved text, and is therefore sympathetic to the host building, site, and surrounding area. Overall the design is considered acceptable and would preserve the character of the conservation area and listed building.

In terms of illumination, the projecting sign will be externally illuminated, as will the fascia sign, the latter through swan neck lighting. This is supported in principle and provides more traditional lighting than that which existed at the site previously.

Whilst the Council's Conservation officer raised concern over the number of lights, this has been qualified due to the need to ensure the legibility of the fascia sign, which is slightly longer than the neighbouring shopfront's signage, where there are only three lights as opposed to five. Overall the number of lights and the traditional design of the lighting is acceptable.

Due to their size, location, and proposed method of illumination, the proposals would not significantly harm the amenity of any adjoining residential occupiers in terms of outlook or light spill. The signage would also not be harmful to pedestrian or vehicular safety.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area under s. 72 and s.66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1, 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.

- 2 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.
- 3 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).

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', written in a cursive style.

Daniel Pope
Chief Planning Officer