

Application ref: 2024/3444/A
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Quod
21 Soho Square
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Camden (Buck Street) Market
192 - 198 Camden High Street
London
Camden
NW1 8QP

Proposal: Non-Illuminated Boxpark advertisements to northern and western elevations.

Drawing Nos: A4 Location Plan, 4000, Covering letter (Quod) 14/08/2024, Boxpark pack (Brinkworth).

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 subject site, Camden (Buck Street) Market, is located in the Camden Town Conservation Area and directly opposite the Locally Listed Buck's Head PH (Ref.456) and Hawley Infant School (Ref.459) on the north side of Buck Street. The market is located on the northern boundary of the Conservation Area with the primary corner to Buck Street/Camden High Street presenting as the Areas entrance and framing the key view north along Camden High Street towards the Regent's Canal. The site is currently occupied and used as a temporary market constructed from recycled shipping containers stacked over three levels.

The application seeks consent for "Boxpark" advertisements to the Camden High Street and the Buck Street Market frontage in the form of applied vinyl lettering and directory panels. No illumination is proposed. Repainting of the containers also forms part of the advertisement consent given the colour (black and white) and geometric diagonal patterns proposed are typical of the Boxpark branding.

The monolithic application of black paint would be limited to just the north end on the Camden High Street elevation. On the Buck Street elevation and internally, the repainting scheme would adequately delineate the individual stacked shipping container arrangement, ensuring that the temporary typology of the market is

maintained and the structure does not present as a more solid permanent mass.

The colour scheme would ensure the distinctive and vibrant character of this commercial sub-area of the Camden Town Conservation Area is preserved. The geometric patterning proposed would also align with this established eclectic character.

Application and design of the vinyl lettering and directory panels would be proportioned, scaled and located to integrate with the established shipping container character with no projecting or illuminated elements proposed.

The setting of the Locally Listed buildings would not be harmed as the proposed branded paintwork on the Buck Street elevation would pose similar effects as the existing condition. The proposed advertisements are considered to preserve the character and appearance of the Camden Town CA and can therefore be supported from a heritage and conservation perspective.

The Council's Conservation Officer has assessed the proposals and confirmed the proposed works preserve the character and appearance of the Camden Town Conservation Area, and would not cause harm to the significance of the Grade II heritage asset or those in the nearby surroundings.

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

The proposal would not impact on amenity in terms of light spill or outlook, nor would it be harmful to either pedestrian or vehicular safety. The proposal therefore raises no public safety concerns.

The application site's planning history was taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy A1, D1, D2, 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 positioned in the upper left corner of the page.

Daniel Pope
Chief Planning Officer