

Application ref: 2024/4562/A
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Date: 12 December 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
www.camden.gov.uk/planning

Ashleigh Signs
Ashleigh House
Beckbridge Road
Normanton
WF6 1TE

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**65 Gloucester Avenue
London
NW1 8JH**

Proposal: Refurbishment of 1 x externally illuminated projecting sign with new trough light, display of 4 x sets of writing and graphic painted on building and 2 x internally illuminated menu cases.

Drawing Nos: Existing Photograph - 191041 (REV C), Existing Elevations - 191041 (REV C), Proposed Photograph - 191041 (REV C), Proposed Elevations - 191041 (REV C), Proposed Signage Details - 191041 (REV C), Site Plan - 191041 (REV C), Location Plan - 191041 (REV C).

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.

- 6 The development hereby permitted shall be carried out in accordance with the following approved plans-

Existing Photograph - 191041 (REV C), Existing Elevations - 191041 (REV C), Proposed Photograph - 191041 (REV C), Proposed Photograph - 191041 (REV C), Proposed Elevations - 191041 (REV C), Proposed Signage Details - 191041 (REV C), Site Plan - 191041 (REV C), Location Plan - 191041 (REV C).

Reason: For the avoidance of doubt and in the interest of proper planning.

Informative(s):

- 1 Reasons for granting advertisement consent:

The site comprises a Grade II listed public house with accommodation above. The site is within the Primrose Hill Conservation Area. The proposal is for the refurbishment of an externally illuminated projecting sign, the display of 4 sets of writing and graphic to be painted onto the building and 2 internally illuminated menu cases. This application is accompanied by a listed building application - reference 2024/4563/L.

The proposed signage is appropriately scaled and positioned around the façade of the public house. The text and graphics will occupy the same area of the building as the existing signs and will be replaced with signage of the same dimensions. The projecting sign to be refurbished is to be externally illuminated via new replacement trough lights, which is considered acceptable given the historic significance of the building and location within a Conservation Area. Similarly, the illuminated menu cases are considered to be sympathetic and modest additions.

Overall, the signage is acceptable in terms of its location, size, design, and method of illumination, and would preserve the character and appearance of the Primrose Hill Conservation Area, the street scene and the listed building itself. The proposed signage would not obscure or damage any architectural features or visually harm the listed building. Furthermore, the signs would not adversely impact on neighbouring residential amenity nor on public safety of pedestrians and drivers.

No objections were received. The Council's Conservation Officer raised no objections to the proposal. The site's planning and appeals history has been taken into account when coming to this decision.

Special regard has been attached to the desirability of preserving the listed building, its setting and its features of special architectural or historic interest, and the desirability of preserving or enhancing the character or appearance of the Primrose Hill 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.

As such, the proposed development is in general accordance with Policies 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 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 the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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 typed name and title.

Daniel Pope
Chief Planning Officer