

Application ref: 2024/4664/A
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Date: 22 January 2025

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
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London
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Phone: 020 7974 4444

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

Mrs Sara Humphries
12 Martin Dale
Loggerheads
MARKET DRAYTON
TF9 4DH
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

100 Robert Street
London
Camden
NW1 3QP

Proposal:

Installation of 1x non-illuminated fascia sign, 1x internally illuminated projecting sign and 2x internal posters (retrospective).

Drawing Nos: RNTH/S6665/01P (Rev B), RNTH/S6665/02P (Rev A), RNTH/S6665/03P (Rev A), RNTH/S6665/04P (Rev A), Site Location Plan.

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 site comprises a ground floor commercial unit within the Albany Street Neighbourhood Centre. The site is not within a Conservation Area. The application seeks retrospective advertisement consent for the installation of 1x non-illuminated fascia sign, 1x internally illuminated projecting sign and 2x internal posters. Permission for shopfront works and the installation of plant equipment is sought under the associated full application (2024/4177/P).

The main fascia sign (non-illuminated) is of a scale commensurate with and appropriately positioned on the shopfront. The fascia sign occupies the same area of the frontage occupied by the previous sign, with similar dimensions. The sign is constructed from perspex and finished in red with 'Greggs Outlet' text fitted to the panel in white, blue and orange.

The projecting sign is constructed of aluminium and is installed to the left hand side of the shopfront at fascia level. The sign reads 'Greggs Outlet' and features the same colours as the main fascia sign, with internally illuminated lettering. Illumination is acceptable given the established presence of illuminated signs in the area.

The 2x internal posters featuring photographic images of Greggs products and seasonal offers are considered to be acceptable in terms of their scale and visual impact.

Given the commercial nature of the surrounding area, and the existing signage in place, the proposed signage is in keeping with the sites context and surrounding shopfronts and would not create or contribute to visual and physical clutter. Overall, the works are considered acceptable in terms of location, size, design, and method of illumination, and would preserve the character and appearance of the street scene and the host building.

Furthermore, the signage would not adversely impact on neighbouring residential amenity nor on public safety of pedestrians and drivers.

No objections were received prior to determination of the application. The application site's planning history and relevant appeal decisions were taken into account when coming to this decision.

As such, the proposed development 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 2024.

- 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 written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer