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Leon Camden CL_FINAL

savills

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Submitted Via the Planning Portal Ref. PP-13323466

Dear Sir/Madam

SECTION 220 OF THE TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)

APPLICATION FOR ADVERTISEMENT CONSENT ON THE WESTERN ELEVATION OF LEON, 190 CAMDEN HIGH STREET, LONDON, NW1 8QP ON BEHALF OF LEON RESTURANTS LIMITED.

On behalf of our client Leon Restaurants (henceforth the 'Applicant'), we have been instructed to submit the above application for Advertisement consent for replacement fascia signage and a replacement vinyl sticker on the Western Elevation of the Leon unit at 190 Camden High Street, London.

Accordingly please find enclosed the following documents and information which comprises the application material:

- A completed Planning Application Form
- This Covering Letter
- Application fee of £235 made electronically.
- Location Plan (Ref. 240842- 100)
- Existing Layout (Ref. 240842- 101A)
- Existing Elevations (Ref. 240842- 102A)
- Proposed Layout (Ref. 240842- 103C)
- Proposed Elevations (Ref. 240842- 104B)

The Application Site

The Site is located off Camden High Street and is currently utilised as a Leon Restaurant. It is located within an area characterised by a mixture of commercial units, retail stores, food outlets and other town centre uses. The Buck Street Market frontage onto the high street is located adjacent to the unit, with the other neighbouring unit currently utilised as an ice cream parlour. It is also located c. 50m North of the Camden Town underground station.

The unit falls within the Camden Town Conservation Area but is not located within close proximity to any listed buildings, the nearest of which is the Grade II Listed 'Arlington House' located approximately 65m West.

Planning History

The Site has been the subject of several historic applications, identified via a search of the Council's online planning application service. The most relevant applications are outlined below:

LPA Ref.	Address	Description	Decision	Decision Date
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2021/3810/P	190 Camden High Street London NW1 8QP	Alterations to shopfront including installation of awning	Grant	24/11/2021
2021/3643/A	190 Camden High Street London NW1 8QP	Display of 2 x Fascia signs; 1 x Projecting Sign; 1 x Vinyl and 1 x Awning to front elevation of existing shopfront.	Grant	23/09/2021

These historic permissions include applications to alter the shopfront and signage which demonstrates a precedent for the acceptability of minor alterations to the existing unit to refresh the signage and shopfront in response to the changing needs of the occupier and need to maintain the façade of the building.

Proposed Advertisements

The proposal includes two elements of signage which will replace the existing ground floor signage on the Eastern elevation, facing onto Camden High Street. The new signage is aimed to refresh the appearance of the unit and help draw passing members of the public into the restaurant. The existing signage is shown on plans reference 240842- 101A and 240842- 102A. The proposed signage is illustrated on drawings reference 240842- 103C and 240842- 104B.

The proposed signage consists of a replacement fascia sign, as well as a new externally applied vinyl artwork. The proposed fascia sign is composed of an aluminium face tray with stainless steel letters, similar to the existing signage. The signage would utilise a Portland eco lux mini through light (RAL 3020), which has an illumination of 320 cd/m2.

The primary difference between the proposed and existing fascia signage is a change in colour with the existing signage featuring a navy/dark blue face with Leon displayed in red text and other text displayed in white. The proposed signage would replace the navy/dark blue with a red background (RAL 3020) with Leon displayed in yellow text (RAL 1016) and a black outline (RAL 9011). The additional text as shown on the plans would be written in white.

The proposed vinyl signage would replace the existing artwork with a vinyl poster, which features off-white text (HEX code #FFF9E6) and illustrations on a yellow (HEX code #FAB528), orange (HEX code #EA7C02), and red (HEX code #DB1919) background. This element of the signage would not be illuminated.

Planning Policy Framework

This section outlines the key planning framework against which the application should be determined:

National Policy and Guidance:

The revised National Planning Policy Framework (NPPF) published in December 2024 is a material consideration. The NPPF sets out the national planning policy in England. It provides guidance for the determination of planning applications and the creation of local plans.

It emphasises the importance of sustainable development with paragraph 11 outlining a continued focus for Local Planning Authorities (LPAs) to display a 'presumption in favour of sustainable development' for plans and decision-making. This ensures that proposals that are in accordance with an up-to-date development plan are approved immediately.

Furthermore, specific guidance to local planning authorities on decision-taking is set out within Paragraph 39 asserting:

"Local planning authorities should approach decisions on proposed development in a positive and creative way. They should use the full range of planning tools available, including brownfield registers

and permission in principle, and work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision-makers at every level should seek to approve applications for sustainable development where possible.”

Paragraph 141 of the NPPF provides guidance on the consideration of advert applications. It states that:

‘Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.’

In addition to the NPPF, The Town and Country Planning (Control of Advertisements) Regulations 2007, regulation 3, also contains guidance and directions on the consideration of applications for advertisement consent. It also requires the consideration of the following factors:

- Those relevant to the amenity of the locality
- Those relevant to Public safety

Local policy:

In addition to national policy, the following policies of the local development plan are relevant material considerations:

- London Plan 2021
 - o Policy D8 Public realm
- Camden Local Plan 2017
 - o Policy D3 Shopfronts
 - o Policy D4 Advertisements
- Camden Planning Guidance: Advertisement 2018
- Camden Planning Guidance: Design 2021
- Camden Town Conservation Area Appraisal and Management Strategy 2007

Planning Assessment

Amenity

National and local policy aims to ensure that proposed advertisements avoid adversely impacting upon the amenity of the area. The Advertisement Regulations 2007 specify that the consideration of amenity impact in relation to adverts is primarily concerned with ensuring that the appearance and scale of the proposed adverts do not harm the visual amenity and general character of the local area.

As well as visual impact, national and local planning policy considerations also include ensuring that adverts do not adversely impact the amenity of nearby residents. For example, London Plan Policy D8 requires advertisement proposals to avoid harm to the residential amenity of nearby residents, ensuring that they do not introduce intrusive lighting infrastructure and reduce light pollution.

Camden Local Plan Policy D4 (Advertisements) also provides the following criteria for the assessment of advert applications and their impact on amenity:

‘We will support advertisements that:

- a. preserve the character and amenity of the area; and*
- b. preserve or enhance heritage assets and conservation areas.*

We will resist advertisements that:

- c. contribute to an unsightly proliferation of signage in the area;*
- d. contribute to street clutter in the public realm;*

- e. cause light pollution to nearby residential properties or wildlife habitats;
- f. have flashing illuminated elements; or
- g. impact upon public safety.'

The Site is located within the Camden Town Conservation area and has had due regard to the guidance within the conservation area appraisal. The appraisal states that adverts which detract from the character of the area or its appearance will be resisted. In particular it identifies intensive adverts or developments which result in a proliferation of signage as being inappropriate.

The proposed signage has therefore been sensitively designed with the surrounding character of the area in mind. The proposal has sought to ensure that the scale of the designs would not appear incongruent or out of place when viewed in the context of the wider street scene. This helps ensure that the scale of the adverts would not appear dominant within the conservation area's street scene and not result in a proliferation of signage. Additionally, similar signage was also recently approved under application ref. 2021/3643/A which demonstrates a precedent for such advertising within the area. The proposed development is therefore in accordance with point a of the above policy.

The new colour scheme, reflecting the refreshed branding of Leon, would create a new an attractive frontage, similar to the other colours used within the area. The proposed colours would not detrimentally harm the appearance of the existing building. It is also not considered that the alteration of the colouring of the fascia signage would be detrimental to the character of the unit or the wider conservation area.

In accordance with Camden Local Plan Policy D4 and the Conservation Area Appraisal, the proposed development would be unlikely to contribute to an '*unsightly proliferation of signage in the area*' as it largely seeks to replace the existing approved signage with refreshed designs of a similar scale. It would therefore be unlikely to be perceived as an increase in the amount of signage.

Furthermore, the proposed signage would not result in an increase in street clutter as it does not propose any additional street furniture or signage which would be placed within the street.

The illumination of the proposed signage consists of 320 cd/m². The methods of illumination chosen are of low luminance and would only be operated between beginning of daylight loss and the closing time of the restaurant. This would help limit the potential of the lighting to disturb nearby residential properties and would ensure that the lighting is not perceived as excessive by minimising light spillage. The design also conforms with the guidance provided on page 4 of the SPD which broadly requires illumination to avoid flashing and intermittent lighting as well as ensuring that externally sited lighting is '*unobtrusive*'.

Finally, with regards to point d of Policy D4, the proposed development would not introduce clutter to the street or increase the amount of signage within the public realm. The proposed development should be considered in accordance with local and national planning policy.

Public Safety

National and local planning policy and guidance resists adverts which would be likely to result in public safety issues. NPPG paragraph 67 identifies the primary cause of safety issues in relation to signage is where the attention of drivers is drawn by the signage in situations where additional care is required (for example, at locations such as junctions or level crossings). Advertisements may also cause issues by obstructing the view of those using the public highway or where they could be confused for traffic signage or obstruct access to a footway or highway.

The proposed development is comprised of a fascia sign and vinyl poster and is not located in a such a manner or of a design which could be confused for traffic signage. It is also not located in close proximity to the highway or in a location where drivers would be distracted where additional care is required. Furthermore, the signage would not encroach onto any footpath or highway so would be unlikely to block or impede drivers

or pedestrians. The design of the signage and its illumination would also be unlikely to distract drivers as the illumination level is fairly low and is static. The proposed development should therefore be considered in accordance with the relevant national guidance and Camden Local Plan Policy D4 (Advertisements) as it would not result in any adverse impact on public safety.

Conclusion

This application seeks advertisement consent for the replacement of signage on the Leon unit on Camden High Street, London. It consists of the replacement of the existing fascia signage and a replacement poster with replacement branding to refresh the appearance of the unit.

The proposed signage utilises similar materials and is of a largely similar scale to the existing signs. Additionally, whilst the Site is located within a conservation area, it is not considered that the proposed signage would result in an adverse impact on the setting or quality of the heritage assets or conservation area. The illumination of the scheme has also been sensitively designed and would not impact residential amenity. Overall, the proposed scheme should be considered in accordance with the relevant guidance within Local Plan Policy DM4 (Advertisements) and the guidance with the advertisements SPD.

The proposal would have no impact on the public safety. The location of the signage on the unit would not obscure any traffic signage or information and would not intrude on the public highway or footpaths.

We trust that you will find all of the information necessary to register and determine the application enclosed. Should you require any further information or assistance please contact Alistair Ingram or myself in the first instance.

Yours faithfully,

A black rectangular box used to redact the signature of Dan Gardner.

Dan Gardner
Senior Planner