

Application ref: 2024/3218/A
Contact: Sarah White
Tel: 020 7974 5213
Email: sarah.white@camden.gov.uk
Date: 6 February 2025

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

Chicken Cottage Ltd
14 Beddington Farm Lane
Croydon
CR04WP
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

155 Camden High Street
London
NW1 7JY

Proposal:

Installation of 1 x externally illuminated fascia sign and 1 x non-illuminated projecting sign.
Drawing Nos: Site Location Plan; 21117 - CC Camden High Street - Jobsheet.

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 proposed trough lighting hereby approved shall be limited in illumination to 200 cd/m² and the illumination shall be static in nature.

Reason: To protect local amenity in accordance with policies A1 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting consent:

The application site comprises a basement and ground floor commercial unit located on the western side of Camden High Street at No.155 and is currently in use as a cafe. The site is located within the Camden Conservation Area.

This application seeks advertisement consent for the display of advertisements associated with a hot food takeaway chain 'Chicken Cottage'. It should be noted that planning permission has not been granted for the change of use of the premises to hot food takeaway and this is being considered under a separate planning application (2024/5466/P).

The proposal includes the erection of 1x externally illuminated fascia sign and 1x non-illuminated projecting sign. The fascia sign would be 3.8m wide and 1.25m high and would contain the business name and would be externally illuminated by trough down lighting which would be limited in illumination to 200 cd/m². The projecting sign would be double sided and would be located just below the fascia sign. The sign would display the business name and logo and would be circular with a diameter of 0.6m.

The site is located along a primary frontage within a town centre, and the proposed advertisements are in keeping with the character of this area. In terms of its location, size, design and method of illumination, the advertisement would appear sympathetic within the context of the street frontage along Camden High Street. The advertisements would respect the character and form of the host building as well as the character and appearance of the conservation area. Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area in accordance with s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).

The advertisements would not adversely impact on public highway safety or neighbouring residential amenity given that they are static and would be located clear of the pavement and road as not to cause obstruction to traffic or pedestrians.

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, it is considered that the proposed development is in general accordance with policies D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2024.

- 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).
- 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