

Application ref: 2025/0372/A
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Savills
Wessex House
Priors Walk
Wimborne
Dorset
BH21 1PB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
190 Camden High Street
London
NW1 8QP

Proposal:

Replacement of externally illuminated fascia signage and externally applied vinyl artwork poster.

Drawing Nos: 240842 - 100; 240842 - 101A; 240842 - 102A; 240842 - 103C; 240842 - 104B; Covering Letter dated 24th January 2025 (x 5 pages).

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 relates to the ground floor of a three-storey 19th century terraced building within the Camden Town Conservation Area. It is described as a positive contributor in the Camden Town Conservation Area Appraisal adopted in October 2007.

Advertisement Consent was granted on 23rd September 2021 (2021/3643/A) for the display of 2 x fascia signs; 1 x projecting Sign; 1 x vinyl and 1 x awning to front elevation of existing shopfront.

The proposal is for the replacement of externally illuminated fascia signage and externally applied vinyl artwork poster. The proposed fascia would feature a red background and the letters would be displayed in yellow text with a black outline. Only the individual letters would be internally illuminated, and the level of luminance would be 320cd/m2 which is acceptable. The vinyl poster would not be illuminated and would be replacing an existing poster. This new poster would be advertising food in connection with the business.

The proposed signage would not obscure or damage any architectural or features, nor would it be harmful of the host property, nor detract from the character and appearance of the wider Camden Town Conservation Area.

Additionally, the proposed signage would not have any adverse impact on the public highway nor be harmful to public safety in accordance with the Camden Planning Guidance and would not have any adverse impact on public amenity.

Overall, therefore, the proposed signage is considered to be acceptable in terms of its size, design, materials, location, luminance levels and methods of illumination.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2024.

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