

Application ref: 2025/0219/A
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Date: 17 April 2025

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
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London
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www.camden.gov.uk/planning

Mr Xiaoyu Zhou
48-52 Penny Lane Mossley Hill,
Liverpool
Merseyside
L18 1DG

Dear Sir/Madam,

DECISION

Town and Country Planning Act 1990
Advertisement Consent Granted

Address:
183 Camden High Street
London
NW1 7JY

Proposal: Display of 1x fascia with internally illuminated lettering and logo (retrospective).

Drawing Nos: A001, A002, A003, A004, Location Plan, Panorama Architects Design and Access Statement (dated February 2025)

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:

A001, A002, A003, A004, Location Plan, Panorama Architects Design and Access Statement (dated February 2025)

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

- 7 The signage hereby approved shall be limited in illumination to 500 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 approval:

The application seeks retrospective consent for the display of 1x fascia sign with internally illuminated lettering and logo. Permission is also sought for the installation of a new shopfront (2025/0400/P).

The advert is located at ground floor level and corresponds to a commercial unit. The proposed fascia would feature a background board with a wave texture, with acrylic letters and logo. Only the individual letters and logo are illuminated, with a luminance level of 500cd/m², which is acceptable.

Despite the site's location within the Camden Town Conservation Area, the method of illumination is considered acceptable, given the site's location within a

commercial area. The signage is considered to be in keeping with the eclectic mix of signage found along Camden High Street. The applicant confirmed that illumination only occurs for 2-3 hours in the evening, and is switched off during the daytime. It is considered that the level of illuminance should be carefully controlled to ensure it does not exceed acceptable standards. This is to be secured by condition limiting illumination to 500 cd/m².

The signage does not obscure any architectural or historic features of the building. The fascia is considered to be acceptable in terms of the size, design, materials, location, and method of illumination, such that the character and appearance of the host building, streetscene and wider Conservation Area would be preserved.

Additionally, it would not be harmful to pedestrian or vehicular safety in accordance with the Camden Planning Guidance, nor would it have any adverse impact on public amenity.

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

As such, the proposed development is in general accordance with policies A1, D1, 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 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