

Application ref: 2025/0632/A
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Date: 30 April 2025

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Planning Potential Ltd.
Magdalen House
148 Tooley Street
London
SE1 2TU

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
128 Albert Street
London
NW1 7NE

Proposal:
Display of 1 x non-illuminated fascia lettering sign.

Drawing Nos: Site location plan; Unnumbered drawing (existing and proposed elevations and signage details) and email from Planning Potential Ltd. received 29/04/2025.

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.

Informative(s):

- 1 Reasons for granting advertisement consent:

The proposed display of a non-illuminated fascia lettering sign is considered to be acceptable in terms of its size, design, location and non-illuminated nature, and would preserve the character and appearance of the host building, wider streetscene and Camden Town Conservation Area in which it is located.

The Council initially expressed concern in regard to original proposals to display an internally illuminated fascia sign and 2 x non-illuminated blade signs as they would likely result in unduly dominant and visually disruptive additions in this particular site context, particularly given the internal method of illumination for the fascia sign and excessive number of proposed signs in total. In response, the applicant revised the proposals to omit all blade signs entirely and remove any form of illumination for the remaining fascia lettering sign.

In regard to the Grade II Listed Spread Eagle Public House (nos. 57-59 Parkway) and row of terraced houses (nos. 99-139 Albert Street) situated opposite the application site, the revised signage would not be harmful to or obscure any significant architectural or historic features of these buildings, nor otherwise be detrimental within their settings.

Finally, there would be no harm to pedestrians or vehicular safety in accordance with Camden Planning Guidance as a result of the revised proposal, nor would

there be any adverse impact on neighbouring amenity.

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 as revised 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 positioned above the typed name and title.

Daniel Pope
Chief Planning Officer