

Ms Alice Chiang  
Blacksheep  
13-19 Vine Hill  
London  
EC1R 5DW

Application Ref: **2015/4679/A**  
Please ask for: **Tony Young**  
Telephone: 020 7974 **2687**

25 August 2015

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**55 Camden High Street**  
**London**  
**NW1 7JH**

Proposal:  
Display of internally illuminated fascia (halo-lit lettering only) and externally illuminated (trough-lit) hanging sign, and installation of a fixed canopy to front elevation.  
Drawing Nos: Site location plan; block plan; BAO002\_101 (existing layout plan), BAO002\_111 Rev D (general arrangement plans), BAO002\_200, and BAO002\_201 Rev C.

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 consent:

The proposed hanging sign is externally illuminated (trough-lit) and will be positioned at first floor level which would not normally be an acceptable height within a conservation area given its' proposed position above fascia level. However, in this particular case, the hanging sign will be re-using an existing bracket which previously supported a hanging sign. Further, the positioning of a hanging sign at this height is not unusual for public houses within Camden High Street where it is noted that directly opposite the host property, a public house/bar (no. 48-50), has a similar type of hanging sign (as well as other public houses at nos. 1 and 171). As such, the hanging sign, along with the proposed halo-lit (lettering only) fascia sign and fixed canopy, are considered to be acceptable in terms of size, design, method of illumination and location and will not impact on the neighbour's amenity nor will they be harmful to either pedestrians or vehicular safety and would therefore preserve and enhance the character and appearance of the conservation area.

The site planning and appeal history has been taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and policies DP24 (Securing high quality design), DP25 (Conserving Camden's heritage) and DP26 (Managing the impact of development on occupiers and neighbours) of the London Borough of Camden Local Development Framework Development Policies, policy 7.4, 7.6 and 7.8 of the London Plan March 2015 (consolidated with alterations since 2011) and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Ed Watson', written in a cursive style.

Ed Watson  
Director of Culture & Environment