

Hone Edwards Associates
2nd Floor Millars Three
Southmill Road
Bishops Stortford
CM23 3DH

Application Ref: **2016/5113/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

21 December 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
53 Camden High Street
London
NW1 7JH

Proposal:
Display of 2 internally illuminated (lettering and 'Colonel' logo only) fascia signs and an internally illuminated ('Colonel' logo only) projecting sign.

Drawing Nos: Site location & block plan; 2582/G210E.

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 2 internally illuminated (lettering and 'Colonel' logo only) fascia signs and an internally illuminated ('Colonel' logo only) projecting sign (the background of each sign being non-illuminated) are considered to be acceptable in terms of their size, design, method of illumination and location and will not have any adverse impact on the neighbouring amenity, neither will they be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance. As such, the signage is considered to enhance the street scene, as well as, the character and appearance of the Camden Town conservation area, and is therefore considered to be acceptable.

Concerns were initially raised with regard to proposals to include external trough lighting to the fascia signs in addition to the proposed internal LED illumination of the signs in so far as this might be considered to be an excessive amount of illumination, especially within the Camden Town conservation area and busy high street. However, the applicant has submitted amended drawings omitting the trough lighting from the proposals. These revisions are considered to be

acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received in relation to the proposals.

Special regard has been attached to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

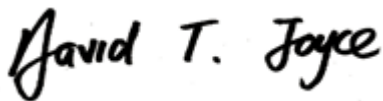
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy 2010; and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies 2010, London Plan 2016, and National Planning Policy Framework 2012.

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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Executive Director Supporting Communities