

Mr Rhys Govier  
Savills  
12 Windsor Place  
Cardiff  
CF10 3BY

Application Ref: **2017/1481/A**  
Please ask for: **Matthew Dempsey**  
Telephone: 020 7974 **3862**

31 May 2017

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**2-4 Camden High Street London NW1 0JH**

Proposal:

Display of 2 internally illuminated fascia signs, 1 externally illuminated projecting sign and three non-illuminated retractable awnings.

Drawing Nos: Site Location Plan, TD16-PM70-P01.1 Rev C, TD16/PM70/P02.1, TD16/PM70/P02.2 Rev D, TD16/PM70/P03.1 Rev A, TD16/PM70/P03.2.

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 advert consent:

The proposed internally-illuminated fascia signs are considered acceptable in terms of size, design and location and take into account the character of the host building and would not be unduly dominant in the street scene.

The replacement of the existing projecting sign with an externally illuminated sign in this location would not harm the amenity of any adjoining occupiers in terms of outlook and would be in a typical position on the shop front. The signs would not be hazardous to vehicular or pedestrian traffic so the proposal raises no public safety concerns.

No objections have been received prior to making this decision and 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 CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, policies DP24, DP26 and DP30 of the London Borough of Camden Local

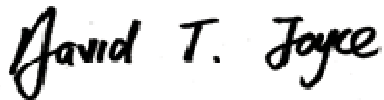
Development Framework Development Policies and policies A1, D1 and D4 of the London Borough of Camden Draft Local Plan Submission Draft 2016. The proposed development also accords with the Camden Town conservation Area Appraisal and Management Plan 2007, the London Plan 2016 and the National Planning 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  
Director of Regeneration and Planning