

Mr Rhys Govier  
Savills  
12 Windsor Place  
Cardiff  
CF10 3BY

Application Ref: **2017/3636/A**  
Please ask for: **Darlene Dike**  
Telephone: 020 7974 **1029**

12 September 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**231-233 Camden High Street**  
**London**  
**NW1 7BU**

Proposal: Display of 1 x fascia sign with internally illuminated lettering, 1 x externally illuminated hanging sign and a retractable canvas awning (Retrospective).

Drawing Nos: Site Location Plan; TD16/PM69/PL01.1; TD16/PM69/PL01.2;  
TD16/PM69/PL01.3; TD16/PM69/PL01.4

The Council has considered your application and decided to grant consent subject to the following conditions:

#### 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 Reason for granting consent:

The proposed fascia sign with internally illuminated lettering, externally illuminated hanging sign and retractable canvas awning are considered acceptable in terms of size, design, method of illumination and location. Furthermore, the proposal will not impact on neighbour's amenity nor will it be harmful to either pedestrians or vehicular safety.

The site planning history and relevant appeals and enforcement have been taken into account when coming to this decision.

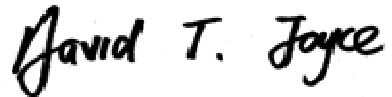
As such, the proposed development is in general accordance with policies A1 and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework.

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 that reads "David T. Joyce". The signature is written in a cursive style with a large initial 'D'.

David Joyce  
Director of Regeneration and Planning