

PlanningSense

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Development Management  
London Borough of Camden  
2nd Floor, 5 Pancras Square  
c/o Town Hall,  
Judd Street London  
WC1H 9JE

16<sup>th</sup> November 2017

Dear Sir / Madam

[MARKS & SPENCER SIMPLY FOOD, 143 CAMDEN HIGH ST, LONDON NW1 7JX](#)

**TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)**

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 2007**

On behalf of our client Euro Car Parks Ltd we hereby submit applications for planning permission and advertisement consent at rear of Marks and Spencer, 143 Camden High Street. The description of development is as follows:

***"Display of 6 non-illuminated advertisements in relation to supermarket car park and 1 No. four metre high columns for an Automatic Number Plate Recognition (ANPR) Camera."***

[Application Documentation](#)

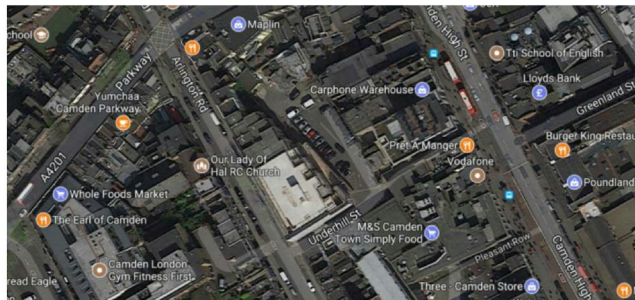
The planning and advertisement consent applications submitted electronically via the planning portal (referencePP-06449769) comprise the following documentation:

- Planning application form (signed and dated);
- Land ownership certificate (signed and dated);
- This covering letter (incorporating design and access statement);
- Site Location Plan with application site edged red (scale 1:1250);
- Site Plan and signage details showing the proposed location of the signs and dimensions;
- Plan showing the dimensions and location of the ANPR Pole;
- Technical overview drawing for ANPR Column;
- Site photographs (contained within drawings above);
- Application fee of £305.00 (online payment)

[Site Description and Designations](#)

The car park site is part of the Marks and Spencer Simply Food shop fronting Camden High Street.

The Local Plan indicates that the site is located within the designated Town Centre boundary. It is also located within the Camden Conservation Area.



*Bird's eye view of site (north)*



*Entrance/Exit of car park*



*Rear entrance to shop*

### Proposal

The applicant proposes six types of signs to be mounted within the site. The dimensions are as follows:

- 1 no. x "Pay & Display" sign, 700mm x 900mm (Key no.A)
- 1 no. x "Car Park Opening Times" sign, 450mm x 450mm (Key no. B)
- 1 no. x "Pay & Display Tariff" sign, 700mm x 900mm (Key no.C)
- 1 no. x "Private Property" sign, 300mm x 900mm (Key no.D)
- 1 no. x "Pay at Meter" sign, 600mm x 250mm (Key no.E)
- 1 no. x " Have you paid and displayed your ticket?" sign, 300mm x 900mm (Key no.F)

The ANPR unit will be located along the eastern boundary of the car park to identify registration plates for cars entering and leaving the car park.

### Design and Access

The signs have been designed to be clearly visible to drivers using the car park, yet not overbearing to the surroundings. The signage will replace the existing car park signage in the car park.

As the car park is located to the rear of the shop in a servicing area, the proposed signs will not contribute to the perceived clutter along the high street. It is therefore considered that the signage is appropriately located within the town centre in design terms.

The positioning of the signage has been chosen with vehicle and pedestrian safety in mind, whilst ensuring that users are fully aware of the parking restrictions applicable.

### Summary

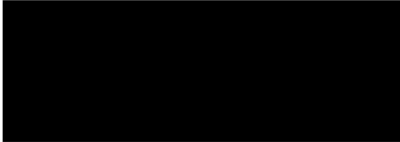
The application hereby submitted seeks permission for a series of non-illuminated signs and equipment associated with the installation of a ANPR camera monitoring system, which are now commonplace in modern car parks. The signage has been chosen to be clear and legible to users of the car park, but positioned to avoid unnecessary clutter of the public realm and to ensure public safety.

For the reasons above we consider that the application proposals accord with the provisions of the statutory development plan and that planning permission and advertisement consent should be granted accordingly.

We trust the information submitted allows swift validation of the planning application and look forward to confirmation of receipt as soon as possible. Should you require any additional information, please do not hesitate to contact us.

PlanningSense

Kind regards  
Yours faithfully



Matt Bailey  
Director

Encl.