

Ms Danielle Zaire
Monmouth Planning Ltd
38A Monmouth Street
LONDON
WC2H 9EP

Application Ref: **2017/5391/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

15 January 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
267 Camden High Street
LONDON
NW1 7BX

Proposal:
Display of 2 x externally illuminated fascia signs, 2 x internally illuminated projecting signs and a non-illuminated circular spray painted logo sign at first and second floor level to Jamestown Road elevation.

Drawing Nos: Cover Letter (19/09/2017); Site Location Plan; A.102.00; A.104.00; A.110.00; A.120.00.

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 Reason for granting consent:

The proposal is for the display of externally illuminated fascia signs and internally illuminated projecting signs on Camden High Street and Jamestown Road elevations, and the spray-painted logo sign at first and second floor level on the flank elevation fronting Jamestown Road.

The spray-painted logo sign on the flank elevation would reflect the artistic nature of the commercial highstreet in this part of Camden Town. Although CPG1 (Design) states that generally advertisements would only be acceptable at fascia level or below, the policy also states that Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment. Due to the eccentric nature of the north-western end of Camden High Street and its numerous artworks adorning most front elevations at upper level with artworks and similar fixtures, it is

considered that in this particular case, the proposed non-illuminated spray-painted circular logo to be displayed on the flank elevation would form part of the tradition of unique fixtures found within this part of town. It would also be reversible.

The lettering fascia signs are to be externally illuminated by means of LED strips located at the top and bottom edges of the signs. The projecting signs would be internally illuminated with only the letters to be subjected to illuminance.

The proposal is therefore considered to be acceptable in terms of size, design, location and method of illumination, and would preserve the character and appearance of the host building and the streetscape.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

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

As such, the proposed development is in general accordance with policies D4 and A1 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework 2012.

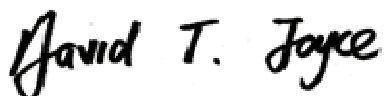
- 2 It is advised that the fascia and projecting signs be displayed in such a way that the decorative mouldings and corbel be left unobscured, not to be damaged or removed to ensure the reservation/protection of historical features.

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



David Joyce
Director of Regeneration and Planning