

Louise Braine
RPS
140 London Wall
London
EC2Y 5DN

Application Ref: **2018/2512/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

30 July 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
159-165 Camden High Street
London
NW1 7JY

Proposal:
Display of internally illuminated (lettering only) fascia and projecting sign.

Drawing Nos: 16.042/540 rev B; AW-TEX-PR12-3-500 rev A; CD-TEX-EX-PR12 (issue 1);
Heritage Statement.

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 advertisement consent:

The proposed display of internally illuminated (lettering only) fascia and projecting signs above the shopfront are considered to be acceptable in terms of their size, design, colour, materials, location, luminance levels and methods of illumination. It is noted that internally illuminated signs would not normally be acceptable within a conservation area; however, in this particular instance the internally illuminated signs are modestly sized with suitably low luminance levels (300 cd/m) and with only individual letters illuminated.

The signs would not have any adverse impact on the neighbouring amenity especially given the modest luminance level, nor would they be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. It is therefore considered that the signage would preserve the street scene and wider character of the Camden Town Conservation Area, and would be acceptable.

The site's planning and appeals history has been taken into account when coming

to this decision. No objections have been received following statutory consultation.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2016 and the National Planning Policy Framework 2012.

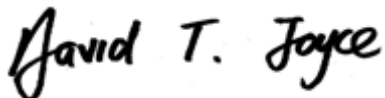
- 2 Your attention is drawn to external alterations to the shopfront shown on the approved drawings which are not the subject of this advertisement application and which have not been formally assessed. It is noted that these proposed alterations are being considered separately under a current planning application (2018/3543/P) which is yet to be determined. The granting of this advertisement consent is without prejudice to, and shall not be construed as derogating from, any of the rights, powers, and duties of the Council pursuant to any of its statutory functions or in any other capacity and, in particular, shall not restrict the Council from exercising any of its powers or duties under the Town and Country Planning Act 1990 as amended.

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