

Application ref: 2018/5090/A  
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Date: 21 December 2018

**Development Management**  
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Ashleigh Signs  
Ashleigh House  
Beckbridge Road  
Normanton  
WF6 1TE

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**193-199 Camden High Street  
London  
NW1 7BT**

Proposal: Display of 1 x fascia sign, 1 projecting sign & 1 x flat panel sign to ground floor entrance, and; 2 x projecting signs at first floor (all non-illuminated).

Drawing Nos: Site Location Plan, 1. Signage details, 2. Existing elevations, 3 Existing photos, 4 Proposed CGI, 5 Proposed Elevation, 6 Advert location plan.

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 approval:

The proposed advertisements will replace similar existing adverts. All proposed advertisements are non-illuminated which is welcomed.

The small fascia above the entrance, modest projecting sign, and panel adjacent to the door are considered acceptable in terms of size, design and location.

The 2 x projecting signs at first floor level are also considered acceptable. Although signage at this height may normally be resisted, the proposal is to replace two very similar adverts in a similar location. Given that these are also non-illuminated, it is considered that the replacement adverts would preserve the appearance and character of the host building, the conservation area and street scene.

The proposal would not impact on amenity of neighbouring occupiers nor would it be harmful to either pedestrian or vehicular safety.

The site's planning history has been taken into account when coming to this decision. No objections have been received in relation to the proposal.

Special attention has been paid to the desirability of preserving or enhancing the

character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act [ERR] 2013.

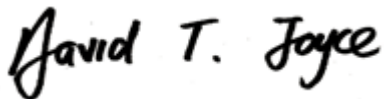
As such, the proposal is in general accordance with policies D4 of the Camden Local Plan 2017, the Camden Town Conservation Area Appraisal and management Strategy, the London Plan 2016, and the National Planning Policy Framework 2018.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

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