

Application ref: 2018/5992/A
Contact: David Fowler
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Project Entity Ltd
42 Gainsborough
Milborne Port
DT9 5BD

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**259 Camden High Street
London
NW1 7BU**

Proposal: Display of internally illuminated lettering to fascia, the covering of the stonework with a black structure and metallic net and cloud of sunglasses, painting window surrounds red and a temporary hoarding during works.

Drawing Nos: Existing: G000.02, D300.00, D301.00, D302.00, D303.00,
Proposed: C404.00, C406.00, C407.00 Rev A, 'FAÇADE', 2 x images of Wayfarer cloud.

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.

- 6 The hoarding advertisement hereby permitted shall be displayed for a temporary period only and shall be removed on or before 12/02/2021.

Reason: The type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policies D1 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting permission:

The proposed red and black treatment of the façade, with clouds of sunglasses would give the building a much bolder and brighter appearance. There are a number of other buildings on Camden High Street with advertising paraphernalia attached to the façade, including shoes, figures, a scorpion and a dragon. Buildings feature such paraphernalia in both directions of the High Street. Whilst not normally acceptable in the rest of the borough, the proposed black and red treatment with clouds of sunglasses would be appropriate to the unique character of this part of Camden High Street.

The proposed lettering would be internally illuminated and located on the fascia. High level lettering has been removed from this application given its impact on the building and the streetscene.

The proposed temporary hoarding advertisement is considered appropriate in terms of size, design and location. The Council is unlikely to grant consent for such an advertisement on a permanent basis as this would harm the appearance of the streetscene. However, during construction the advertisement would shield unsightly construction works in accordance with guidance in CPG1 - Design.

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.

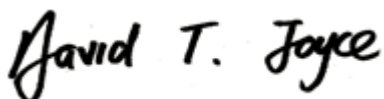
As such, the proposed development is in general accordance with policies A1, D1, and D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with 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