

Application ref: 2018/6393/P  
Contact: Ben Farrant  
Tel: 020 7974 6253  
Date: 26 February 2019

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
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United Living  
United Living Media House  
Azalea Drive  
Swanley  
BR8 8H

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Granted**

Address:

**102 Camley Street  
London  
NW1 0PF**

Proposal: Installation of 2 x non-illuminated wayfinding signposts within the ground floor external landscaped area.

Drawing Nos: LI\_00\_A\_(71)216\_Rev.C2, ZA\_00\_A\_(90)200\_Rev.B & 'Wayfinding Post Signage' details (unnumbered) dated 22/11/2018.

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: LI\_00\_A\_(71)216\_Rev.C2, ZA\_00\_A\_(90)200\_Rev.B & 'Wayfinding Post Signage' details (unnumbered) dated 22/11/2018.

Reason: For the avoidance of doubt and in the interest of proper planning.

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 2 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.
- 3 Reasons for granting permission.

Permission is sought for the installation of 2no. non-illuminated wayfinding posts within the landscaped grounds of 102 Camley Street, a site which is currently being redeveloped to form a mixed use commercial and residential block approved under planning application ref: 2014/4381/P dated 30/03/2015.

The property is not within a conservation area and there are no nearby listed buildings; it is adjacent to the Regent's Canal towpath with access to the towpath from the site formed as part of the development of the site.

The wayfinding posts are intended to help pedestrians locate key areas within the surrounding vicinity, which would fit with the landscaping of the site which aims to act as a pedestrian corridor leading to further development sites and the surrounding area in general.

The signs themselves would have an appropriate siting, scale and design, and would fit comfortably within the context of the development and landscaping scheme. The signs would be relatively discreet, being non-illuminated in nature with an appropriate black and grey colour with a satin finish. The sign is considered not to cause harm to the character and appearance of the property, landscaping, or surrounding area, and on this basis is considered to be acceptable. The signage would not harm the setting of the nearby conservation area.

Given the scale of the proposed alteration, no amenity concerns arise as a result of the proposed works.

No comments were received following public consultation on the scheme. The planning history of the site and surrounding area has been considered when

determining this application.

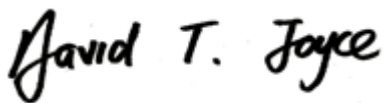
As such, the proposed development is in general accordance with policies D1, D2 & A1 of the London Borough of Camden Local Plan 2017, the London Plan 2016, and the National Planning Policy Framework 2019.

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 2019.

You can find advice about 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 style with a large initial 'D'.

David Joyce  
Director of Regeneration and Planning