

Application ref: 2018/6030/A
Contact: Matthias Gentet
Tel: 020 7974 5961
Date: 7 March 2019

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Ideal Planning & Design
Hyde Park House
5 Manfred Road
Putney
London
SW15 2RS
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

35 Highgate High Street
London
N6 5JT

Proposal:

Display of an externally illuminated fascia sign [Retrospective] and display of a non-illuminated hanging sign.

Drawing Nos: [1422] 01, 02 (pre-built - 25/02/2019), 03 (pre-built - 25/02/2019), 04 (pre-built - 25/02/2019), 05A, 06A, 07A, 08C (25/02/2019), 09 (as-built - 25/02/2019), 10 (as-built - 25/02/2019), 11 (as-built - 25/02/2019).

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 permission:

Permission is sought for the replacement of unauthorised signage (enforcement case reference: EN18/0825) that are the subject of an appeal following refusal of advertisement and listed building consent - (reference: 2018/2045/A and 2018/1791/L), on 12/11/2018. The reasons for refusal related to the size, design and sitting of the awnings and the unacceptable method of illumination and materials of the projecting sign. The externally illuminated fascia sign formed part of the proposal and was considered acceptable and didn't form a reason for refusal. The current proposal includes the retention of the externally illuminated fascia sign. The 2no awnings that were included as part of the previously refused scheme, were considered to clutter the commercial frontage. They do not form part of this application.

The replacement of the illuminated aluminium projecting sign with a non-illuminated timber hanging sign with black painted metal fixing bracket is a welcome improvement that would enhance the appearance of the host building. In terms of size, design, location, materials to be used and method of illumination, the signs are considered to be acceptable. They would preserve the character and appearance of the host and adjacent buildings, Highgate Conservation Area and streetscape, and would not harm the setting of the host and adjacent listed

buildings.

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.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area and special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, under s.66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the Draft London Plan 2017 (As Applicable); and the National Planning Policy Framework 2019.

- 2 You are advised that, subject to the outcome of the appeal (ref APP/X5210/H/19/3219945), the unauthorised internally illuminated projecting sign will be subject to enforcement action to ensure its removal.

All works should be conducted in accordance with the Camden Minimum Requirements – a copy is available on the Council's website at <https://beta.camden.gov.uk/documents/20142/1269042/Camden+Minimum+Requirements+%281%29.pdf/bb2cd0a2-88b1-aa6d-61f9-525ca0f71319> or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

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 must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

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 in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

David T. Joyce

David Joyce
Director of Regeneration and Planning