

Application ref: 2019/1306/A
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The Harris Partnership
101 London Road
Reading
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

131-133 Camden High Street
London
NW1 7JR

Proposal:

Display of internally illuminated fascia lettering, logo signcase and projecting signs (logo/lettering illuminated only); and non-illuminated fascia panel and vinyl lettering/logo applied externally to fascia and glazing.

Drawing Nos: (2423-CHE-)100, 120B, 121B, 122B.

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 fascia lettering, logo signcase and projecting signs (logo/lettering illuminated only); and non-illuminated fascia panel and vinyl lettering/logo applied externally to fascia and glazing are considered to be acceptable in terms of their size, design, colour, materials, location, luminance levels and methods of illumination (where applicable).

Concern was initially raised with the applicant in regard to proposals that included internally illuminated signage, in particular, a projecting sign which showed the whole sign to be illuminated (including the background). In response the applicant amended the proposal so that only the lettering and logo on the projecting sign would be illuminated (the background remaining non-illuminated). While internally illuminated signs are not normally acceptable within the Camden Town Conservation Area, in this particular instance, the proposed internally illuminated signs are modestly sized with suitably low luminance levels (maximum of 114 cd/m²) and with only individual letters/logos illuminated, consistent with the existing commercial environment within the high street.

The signs would not have any adverse impact on the neighbouring amenity especially given the modest luminance levels, nor would they be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning

Guidance. Furthermore, the proposed signage would not obscure any significant architectural or historic features and would preserve the street scene and wider character of the Camden Town Conservation Area. As such, the proposals are 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 2019.

- 2 Proposals to display a non-illuminated vinyl sign (Aldi logo) externally on shopfront glazing as shown on the submitted drawings is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 5 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore does not require formal determination by the local authority in the form of an advertisement consent application.
- 3 Any external alterations to the shopfront as shown on the approved drawings are not the subject of this advertisement application, and as such, have not been formally assessed or form part of this consent. 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 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



Daniel Pope
Chief Planning Officer