

Application ref: 2019/4320/A
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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

Mr Marcio Borges
226 Camden High Street
London
NW1 8QS

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
226 Camden High Street
London
NW1 8QS

Proposal: Display of 2 x internally illuminated letter signs at fascia level (Retrospective).

Drawing Nos: Sign Dimensions, Site Plan, Block Plan and Front Elevations and Sections (unnumbered).

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 consent:

This application seeks retrospective advertisement consent for the display of 2 x internally illuminated letter signs with 'Pizza Warehouse' in large letters and 'Stone Baked' in smaller letters at fascia level. The site is within the Camden Town Conservation Area but it does not contain a listed building.

It is observed that the subject unit has 2 x self-standing installations/decorations in the form of a chef and a pizza installed on the roof level. Please note that these 2 x decorations are unauthorised and do not form part of this application.

The proposed illuminated letter signs would have the larger letterings 'Pizza Warehouse' in red and the smaller letterings 'Stone Baked' in green. The letterings would be on a white background and the signs would be made of aluminium, acrylic and glass neon and affixed to the wall using standard metal wall screws/bolts. The signs would be internally illuminated at 500 cd/m2.

Given that the application site is on the corner of this busy stretch of Camden High Street and surrounded by commercial units and bright signs (notably no. 273 - 275), on balance, the proposed signs are considered acceptable in terms of design, colour palette and materials. The illuminated nature of the lettering only is considered to be acceptable. The proposed signage would, on balance, be

appropriate within this context and would not cause undue harm to visual amenity.

It is considered that the proposed advertisement would not cause undue harm to amenity nor is it considered to cause harm to public safety, including the safety of persons using the adjacent highways, or hinder movement along the pavement or pedestrian footway.

No objections have been raised in relation to the works. The application site's planning history and relevant appeal decisions were taken into account when coming to this decision.

The proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the provisions of the National Planning Policy Framework 2019.

- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team London Borough of Camden 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444) . Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 3 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).
- 4 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.

- 5 The application site has 2 x self-standing installations/decorations in the form of a chef and a pizza installed on the roof level. The applicant is reminded that these elements do not form part of this application, and that they require separate planning consent.

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

A handwritten signature in black ink, appearing to read 'DP', is positioned above a faint, light-grey rectangular stamp. The stamp contains some illegible text and a circular emblem.

Daniel Pope
Director of Economy, Regeneration and Investment