

Application ref: 2020/1295/A
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rpa:vision
51-53 Church Road
Ashford
TW15 2TY

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

T K Maxx
128-138 Camden High Street
London
NW1 0LU

Proposal:

Display of new fascia sign with internally illuminated letters, two externally illuminated projecting signs, both fronting Camden High Street, and one non-illuminated sign to the rear of the unit.
Drawing Nos: TKM_CMD_C50_AD Rev P7, TKM_CMD_SITE_AD Rev P6;

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

Conditions and Reasons:

- 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 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.

- 3 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.

- 4 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.

- 5 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.

- 6 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-

The proposal includes 2 externally illuminated hanging signs and 1 halo-illuminated fascia sign. The drawings also show a proposed wall mounted LED screen and internally illuminated roundel, yet these are exempt from the application as they are set internally 0.5m behind the glazing.

The proposed fascia with only the letters being halo illuminated, the externally illuminated projecting signs and the non illuminated sign to the rear of the property are considered acceptable in terms of number, size, location, proportions, design and method of illumination, as they respect the proportions of the building and the neighbouring shopfronts. The proposals are sympathetic to the host building and surrounding streetscene of Camden High Street. Whilst illuminated signs have some impact in terms of light spill, the signs are considered not to impact significantly due to the individual letters being internally illuminated and the trough lights being discreet. The signs are in a typical position, at a low level of illumination

and the illumination would be limited to lettering and logo only. On balance, they are not considered unduly dominant in this commercial locality.

In terms of size, siting and method of illumination the signs are not considered to disturb neighbouring occupiers. As they are in a typical shopfront location and with a low level of illumination, they are not considered hazardous to pedestrians and road users and do not raise any public safety concerns.

No objections have been received prior to making this decision and the site's planning and relevant enforcement history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also accords with the policies of 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 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 'DPope', written in a cursive style.

Daniel Pope
Director of Economy, Regeneration and Investment