

Application ref: 2020/3480/P  
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Date: 8 December 2020

**Development Management**  
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Gerald Eve  
72 Welbeck Street  
London  
W1G 0AY

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Approval of Details Granted**

Address:

**Camden (Buck Street) Market**  
**192 - 200 Camden High Street**  
**London**  
**NW1 8QP**

Proposal:

Discharge of Condition 18 (Advert Strategy) granted under reference 2018/3553/P dated 24/05/19 for continued use of land as a market, consisting of a ground plus two level container market (sui generis) comprising retail, restaurant/cafe, hot food takeaway and ancillary management / storage uses with associated stalls, partial roof canopy, landscaping, lifts, seating and servicing areas for a temporary five year period.

Drawing Nos: Covering letter dated 5 August 2020 (Gerald Eve), Buck Street Market Advertising Strategy (Lab Tech).

1 Reason for approval:

This condition was previously discharged under planning reference 2019/4712/P dated 03 December 2019. The advert strategy submitted then, detailed the proposed signage strategy on both of the street elevations and signage guidelines for within the market. The strategy showed lettering (giving dimensions) which identified the name of the market and also smaller writing advertising the market. This advertising has been applied already to the market.

Following the 2019 application, the applicant wishes to include more signage and is therefore seeking to discharge the condition. The currently proposed Advertising Strategy includes more lettering on the Camden High Street elevation, providing more detail of the market's offer, and also some smaller lettering on the Buck Street elevation. Awnings, canopies and blinds are proposed within the market. The changes within the market are considered uncontentious. Whilst there would be more advertising on the exterior elevations, this would all be of the same font and style and is considered in character with the market and this part of Camden Town and the conservation area.

No objections have been received to the proposed advert strategy.

Given the above, the proposals are considered to comply with policies D1 and D2 of the Camden Local Plan.

- 2 You are advised that all of the conditions attached to planning permission reference 2018/3553/P, granted on 24/05/2019, have been discharged.

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, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer