

Application ref: 2020/5116/A  
Contact: Angela Ryan  
Tel: 020 7974 3236  
Email: [Angela.Ryan@camden.gov.uk](mailto:Angela.Ryan@camden.gov.uk)  
Date: 29 December 2020

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

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

DC architects  
13 Barrington Road  
London  
SW9 7EB

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**103 -105 Highgate Road  
London  
NW5 1TR**

Proposal:

Installation of a single awning above both shopfronts and one internally illuminated projecting sign

Drawing Nos: Site Location Plan; Existing front elevation (RS\_EL\_303); Proposed front elevation ( RS\_EL\_305); Proposed sections CC & DD (RS\_SE\_203); Proposed general plan (RS\_PL\_100); General graphic proposal

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-

The proposed awning and projecting sign are considered to be acceptable in terms of their size, design and location. They are considered appropriate to the character and appearance of the host building and the appearance surrounding area. The retractable awning extends across the two shop units and is considered appropriate in terms of its size, position, materials, depth of overall projection and method of fixing. The site is located within a designated neighbourhood centre, with a parade of commercial uses at ground floor level and residential located above. The signage would be modest in scale on an existing shopfront. Given these factors, it is considered that the proposals would cause no undue harm to the visual amenity of the area.

Due to its size, location and low level of illumination (1cd/m<sup>2</sup>), the proposed illuminated projecting sign would not harm the amenity of any adjoining residential occupiers in terms of outlook or light spill. The signage would not be harmful to pedestrian or vehicular safety.

No objections have been received as part of the consultation process. The site's planning history was considered in the determination of this application.

The proposed development is in general accordance with policies A1 and D4 of the Camden Local Plan 2017. The proposed development also accords with 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', is positioned above the printed name and title.

Daniel Pope  
Chief Planning Officer