

Application ref: 2020/5205/A  
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Date: 3 February 2021

**Development Management**  
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MRA  
92 Dover House Bolton Road  
Edmonton  
London  
N18 1HR  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**139 Camden High Street  
London  
NW1 7JR**

Proposal:

Display of 1 x internally illuminated fascia sign and 1 x internally illuminated projecting sign

Drawing Nos: 4800; E 01; E 02; P 01; P 02

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 approval:

The proposed advertisements are considered to be acceptable in terms of size, location and would be illuminated to a level of no more than 500cd/m<sup>2</sup>. Given the existing shopfront and context of surrounding development, in addition to the overall design and proportions of the signage, on balance, it is considered that the proposal would not detract from the architectural features of the host building, nor would it appear overly dominant in the street scene. As a result, the proposal does not cause undue harm to the visual amenity of the area and can be supported.

The signs would not harm the amenity of nearby residential occupiers in terms of outlook and would not be hazardous to vehicular or pedestrian traffic. The proposal therefore raises no public safety concerns.

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

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas Act) 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is considered to comply with policy D4 of the Camden Local

Plan (2017), the London Plan (2016), Publication version London Plan (2020) 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 written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer