

## **APPLICATION FOR ADVERTISEMENT CONSENT, 189 HIGH STREET, CAMDEN, NW1 7BP**

### **WENDYS RESTAURANTS OF THE UK LIMITED**

We submit an application for advertisement consent pursuant to the occupation of **Wendy's Restaurants of the UK Limited** of 189, High Street, Camden.

The application is contemporaneous to an application for minor operational works to the property and the installation of air conditioning and kitchen extract infrastructure associated with the Class E occupation of the unit.

The advertisements are as follows

- A red ACM panel to both elevations: non illuminated; and,
- Two no. externally illuminated projecting signs with the Wendy's fascia; each one bay in on The Parkway and High Street elevations of the property.

In respect of relevant planning policy as contained in the Local plan, 2017, we confirm as follow:

#### **Policy D4 Advertisements**

**The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.**

**We will support advertisements that:**

- a. preserve the character and amenity of the area; and**
- b. preserve or enhance heritage assets and conservation areas.**

**We will resist advertisements that:**

- c. contribute to an unsightly proliferation of signage in the area;**
- d. contribute to street clutter in the public realm;**
- e. cause light pollution to nearby residential properties or wildlife habitats;**
- f. have flashing illuminated elements; or**
- g. impact upon public safety.**

**The Council will resist advertisements on shopfronts that are above fascia level or ground floor level, except in exceptional circumstances**

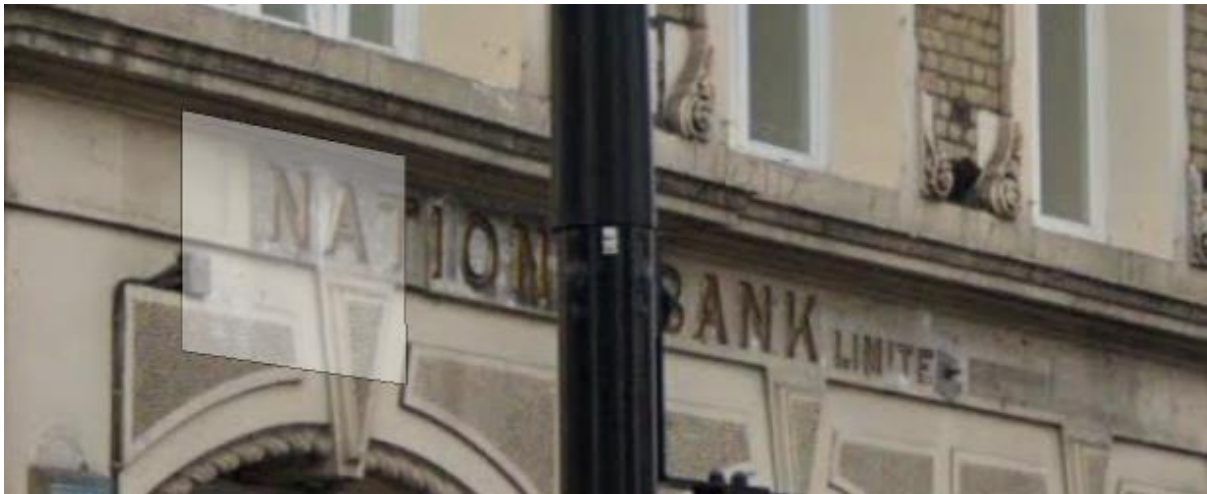
We confirm that the site lies within a conservation area and we comment on the application in the following terms, noting the pre-existing signage on the site as per the images below:



In terms of the fascia this is non illuminated and designed to cover but not damage or destroy the NatWest letting as advised in the email of the 09/08/2021 from the local planning authority as follows:

**The removal of the existing signage has exposed the lettering within the stonework, this signage should be retained and preserved.**

This is shown below and also the images above show earlier fascia signs albeit it is noted that the property has not been occupied for a while now.



In terms of the hanging sign these are to be externally illuminated (static): one per elevation are proposed and each one bay in from the splay corner.

They are not above fascia level as per the limitations of the policy as cited above and comprise a very under-stated and paired back advertisement package for what is a large dual frontage business premises.

It sits comfortably within the context of the property and does not represent clutter or compete with any of the established architectural features of the property.

The proposal is not harmful to the amenity of the area, noting that the site lies within a busy commercial centre, nor the character and appearance of the conservation area.

They are also to support the occupation of the property (and it is noted that any business will wish to appropriately advertise their presence) which will in itself have a positive contribution to the conservation area and the vitality and viability of the town centre, particularly after the period of vacancy.