

Application ref: 2021/3643/A
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51-53 Church Road
Ashford
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**190 Camden High Street
London
NW1 8QP**

Proposal:

Display of 2 x Fascia signs; 1 x Projecting Sign; 1 x Vinyl and 1 x Awning to front elevation of existing shopfront.

Drawing Nos: Site Location Plan; A210 Rev E; A211 Rev B; A212 Rev A; A213; A214;

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 permission-

The proposed fascia with only the letters being illuminated and the internally illuminated projecting sign, the proposed awning and the proposed vinyl are considered acceptable in terms of size and location and appropriate in proportions, design and method of illumination as they respect the proportions of the building and the neighbouring shop fronts. A digital screen is also proposed but this is to be located internally and therefore does not require consent. The proposals are sympathetic to the host building and surrounding streetscene of Camden High Street and wider conservation area. Whilst illuminated signs have some impact in terms of light spill, it is a busy high street and the signs would not to impact significantly due to the individual letters being internally illuminated and the projecting sign being well positioned. The signs are in a typical position, at a low level of illumination and the illumination would be limited to lettering only and whilst the sign would be internally illuminated the lux levels are considered acceptable. 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 location and at a low level of illumination, they are not considered hazardous to road users raise no 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 2021 and the National Planning Policy Framework 2021.

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 2021.

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