

Application ref: 2020/1498/A  
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Date: 4 October 2021

**Development Management**  
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BM Ltd  
6-8 St Katherine's Court  
Winch Wen Ind Est.  
Swansea  
SA1 7ER

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**159 - 161 Camden High Street**  
**London**  
**NW1 7JY**

Proposal: Installation of replacement shopfront signage

Drawing Nos: J-05 Rev B, J-06 Rev B, J-07 Rev B, J-08 Rev A, J-09 Rev B (Received 5 January 2021), J-03 Rev A, J-10 Rev A (Received 10 June 2020), J-01, J-02 (Received 24 February 2020)

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 property's front elevation signage works would comprise the installation of replacement printed logo onto the fascia measuring 0.7m(h) and 3.5m(w), which would be 2.7m above street level. Officers note that these details would appear similar to other arrangement along the parade. Therefore, it is considered that the proposed signage would be appropriate scale and siting within the context of the host property's front elevation. The proposed works would in keeping within the character and appearance of the surrounding conservation area.

The proposed replacement signage would include external illumination by means of swan lighting with directional cowl. Officers consider the proposed detail would be acceptable within the context of the host property's front elevation and a commercial high street. Given the modest nature of the proposed lighting within a commercial setting it is not considered that it would give rise to adverse light pollution nor would it harm the surrounding street scene.

One objection was received from neighbouring properties, details of this has been included in the consultation summary. The site's planning history was taken into account when determining this application.

This application was considered acceptable on the basis of revised drawings

showing the removal of a front elevation window arrangement.

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

The proposed development is in general accordance with Policies A1, D1 and D2 of the Camden Local Plan 2017 and The Town and Country Planning (Control of Advertisements) 2007. The proposed development also accords with the London Plan 2018; and the provisions of 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 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 positioned above the typed name and title.

Daniel Pope  
Chief Planning Officer