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London,  
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**Via Planning Portal only**

12<sup>th</sup> January 2022

Dear Sir/Madam,

**APPLICATION FOR ADVERTISEMENT CONSENT FOR INTERNALLY ILLUMINATED FASCIA SIGN, INTERNALLY ILLUMINATED PROJECTING SIGN, CANVAS FLAG, PAINTING AND EXTERNAL GRAPHICS TO FAÇADE, RETRACTABLE AWNING SIGN AND INTERNAL VINYL TO SHOP FRONT WINDOW.**

**235 CAMDEN HIGH STREET, LONDON, NW1 7BU**

Please accept this covering letter as an accompaniment to this advertisement consent application for internally illuminated fascia sign, internally illuminated projecting sign, canvas flag, painting and external graphics to façade, retractable awning sign and internal vinyl to shop front window at the front of 235 Camden High Street.

**The site:**

The application site is a three storey plus basement, mid terraced building, located on the south-western side of Camden High Street. The property is currently in mixed use comprising a commercial unit at basement and ground floor, occupied at first floor by Pret a Manger and residential use at second floor. The proposed advertisements relate to the commercial unit located at ground floor/basement.

The property is not listed and does not fall within a Conservation Area, although it lies adjacent to the boundary of the Camden Town conservation area. The site forms part of a primary shopping frontage and is located within the Camden Town Town Centre.

The surroundings are characterised by dense retail/commercial development at street level and upper floor residential use in the heart of Camden Town.

**The proposal:**

The proposal seeks advertisement consent for internally illuminated fascia sign, internally illuminated projecting sign, canvas flag, painting and external graphics to façade, retractable awning sign and internal vinyl to shop front window at the front of 235 Camden High Street.

For full details of the proposal, please see the accompanying plans.

**Legislative provision:**

Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

Advertisement consent should be granted unless the nature of the advertisement is harmful to amenity or public safety. These matters are considered further below.

**Planning policy:**

***National***

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. Of relevance is section 12 (achieving well-designed places). Paragraph 136 of the NPPF states "*...A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*"

***Local***

For the purposes of this application, the adopted development plan for the London Borough of Camden comprises the London Plan (2021), the Camden Local Plan (2017) and Camden Planning Guidance Documents (CPG) Adverts (2018) and Design (2021).

The below policies are considered most pertinent to the determination of the application:

**London Plan (2021)**

D4 – Delivering Good Design

D8 – Public Realm

**Camden Local Plan (2017)**

D4 - Advertisements

**Planning analysis:**

***Impact on Amenity***

Policy D4 of the Camden Local Plan states that *'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. The Council will support advertisements that*

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

Guidance on the acceptability of advertisements is provided in the Adverts CPG which reflects the aims of Policy D4. The guidance sets out that illuminated signs will be acceptable where they are sympathetic to the building and the level of illumination is in accordance with Institute of Lighting Engineers (PLG05) 'The Brightness of Illuminated Advertisements' (which would be 600cd/m<sup>2</sup> in this location). Banner signs will be considered acceptable in some commercial areas where they safeguard the amenity, character and appearance of the area.

The Design CPG provides further guidance on advertisements requiring signs to be sympathetically designed and relate well to the building. It states that projecting signs should be level with the fascia and with regard to shopfront awnings, it states that shopfront canopies and blinds will be acceptable where they are retractable, traditional canvas, blind box integrated into the design, attached between the fascia and shopfront, of a width appropriate to the shopfront and flush with the fascia level.

The application site is located on a street which is characterised by active commercial frontages, at ground floor level, with associated shop fronts and signage. The street scene is prevalent of several types of advertisements including illuminated fascia and projecting signs, high level banner signs, retractable awnings and painted façades to incorporate corporate branding (see images in **Appendix 1**).

The proposed fascia sign replaces an existing fascia and is considered proportionate to the scale of the shopfront whilst the proposed lettering is modest such that the signage respects the character and appearance of the building and the surrounding area. A 16cm ventilation gap is to be retained behind the fascia sign, although it should be noted that the fascia sign will not project forward of the tiled pilasters either side of the shopfront and will therefore project no further forward than the fascia sign to the adjacent Pret A Manger unit (which was granted consent – 2017/3636/A). Similarly, the projecting sign relates well to the character, scale and appearance of the building and area.

Only the lettering is to be internally illuminated on the fascia sign, rather than the entire sign, and both signs are restricted to an appropriate level of illumination of 600cd/m<sup>2</sup> for this location. The site is in a town centre location whereby illumination of advertisements is prevalent and therefore the proposed internally illuminated signage would not have a negative impact on the character and appearance of the area or neighbouring occupiers.

The proposed banner sign is a modest sized canvas flag which is to be installed above the height of the fascia which reflects other similar signs within the area. As such the banner sign is therefore in keeping with the character and appearance of existing signage in the area. The painted façade includes corporate graphics which is very much in keeping with neighbouring properties and the interesting and unique character and appearance of this part of Camden High Street which includes painted facades like that proposed.

The proposed awning meets the above Design CPG requirements whereby it is retractable, traditional canvas, blind box integrated into the design, attached between the fascia and shopfront, of a width

appropriate to the shopfront and flush with the fascia level. Furthermore, the lettering on the awning is modest, proportionate, and overall would not be a dominant addition to the building or street scene.

For the reasons outlined above the proposed works will have an acceptable impact on amenity of the area and neighbours and complies with Policy D4 of the Camden Local Plan.

### ***Public safety***

Policy D4 of the Camden Local Plan states that the Council will resist advertisements that impact upon public safety.

As set out above, the proposed signage is considered sensitively designed and appropriate in relation to the character and appearance of the building and the existing advertisements that exist within the surrounding area. The proposed advertisements are not considered to pose any public safety issue and do not present a distraction to highway users that endangers safety.

No grounds exist that would warrant a refusal of the application on public safety matters.

### **Summary & Conclusion:**

As set out in this letter, the advertisements are well designed and in keeping with the character and appearance of the building and surrounding area, such that they do not harm amenity or public safety. There is no conflict with the adopted development plan policies most relevant to the determination of the application. It is therefore respectfully requested that advertisement consent is granted.

I trust the commentary above is clear but if you require any points of clarification or have any questions, please do not hesitate to contact me.

Yours faithfully

**Stuart Minty**  
**Director**  
**SM Planning**

Appendix 1 – Street view images (January 2021) of the application building and surrounding properties on Camden High Street showing range of advertisements and signage.



Screenshot of shopfront/façade advertisements between 229 and 239 Camden High Street.



Screenshot of shopfront/façade advertisements between 237 and 243 Camden High Street.



Screenshot of shopfront/façade advertisements between 243 and 249 Camden High Street