

Application ref: 2021/4298/A
Contact: Leela Muthoora
Tel: 020 7974 2506
Email: Leela.Muthoora@camden.gov.uk
Date: 22 April 2022

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Collins & Coward
The Courtyard
9A East Street
Coggeshall
CO6 1SH

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

189-191 Camden High Street
London
NW1 7BP

Proposal: Display of 2x non-illuminated fascia and 2x externally illuminated projecting signs to Parkway and Camden High Street elevations.

Drawing Nos: A0.150 Rev A, A0.301, A0.302 rev A, A0.353 rev B, A0.354 rev B, A0.400,
Wendy's Sign 000000

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 Reasons for granting consent-

The application site refers to the ground floor of a three-storey plus basement stone building, built as a bank at the turn of the 20th century. The site occupies the prominent north-west corner of Britannia Junction, an important historic junction of six roads which forms the focus of Camden Town and acts as an important interchange. The building is defined as making a positive contribution to the Camden Town Conservation Area, acting as a focal point in long views.

The proposed signs are considered acceptable in terms of size, location, detail and method of illumination as they respect the architectural detail and are appropriate to the character of the host building. Following officer advice, the proposal has been amended to external illumination only.

The signs are modest in scale which would not be considered unduly dominant in the street scene, and would preserve the character and appearance of the Camden Town Conservation Area.

Whilst the advertisements will have some impact in terms of light spill, the signs are

in a typical position at a low level of illumination. Therefore, they would not be considered to disturb neighbouring occupiers nor would they be harmful to either pedestrians or vehicular safety and raise no public safety concerns.

Comments were received from the Camden Town Conservation Area Advisory Committee who have withdrawn their objections following amendments made to the proposals, prior to making this decision. The site's planning and enforcement history were considered in the determination of this application.

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 Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposed development is in general accordance with policy D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords with 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