

Application ref: 2022/2511/A
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evolve architecture limited
The Hive
Weston Super Mare
BS22 6WA

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**253 Camden High Street
London NW1 7BU**

Proposal:

Display of internally illuminated fascia sign and non-illuminated projecting sign.

Drawing Nos: Site Location Plan SH-1001, SH-1002, SH-1003, SH-1004, SH-1005, SH-1006, SH-1007, G-0002, A-1001, A-2001 Rev2, I-5003. 94563-001 Pg1-28 08/04/2022.

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.

- 6 The advert hereby approved shall be limited in illumination to 300cd/m² and illumination shall be static in nature.

Reason: In order to protect local amenity in accordance with policy A1 of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting advertisement consent:

The proposed signage is considered acceptable in terms of scale, design, material, positioning and illumination, and would not appear incongruous in this setting of commercial shopfronts.

The works include installation of a new fascia sign with internally illuminated lettering and a new non-illuminated projecting sign at fascia level. Redundant signage shall be removed and any affected areas made good where necessary which is welcomed.

The submitted details included an image of artwork which is proposed to the upper floors. Given the premises is not within a conservation area, there is no consent required to paint the upper floors. For the avoidance of doubt, the painting to the upper floors as shown within the application details is not considered to be an advertisement. The applicant has provided a proposed elevation to clarify the proposal without the artwork in place; however it is understood this would be

installed as part of the overall works.

All illuminations shall be limited to 300cd/m2 which shall be controlled by condition attached to this decision.

The proposal is not considered to cause any harm to public highway safety or residential amenity.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received prior to making this decision.

As such, the proposal is in general accordance with policy D4 of the Camden Local Plan 2017, 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:

<https://www.gov.uk/appeal-planning-decision>.

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light blue rectangular background.

Daniel Pope
Chief Planning Officer