

Application ref: 2022/2360/A  
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Date: 10 November 2022

**Development Management**  
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Retail Design Solutions  
The Mill Store  
Foundry Lane  
Earls Colne  
Colchester  
C06 2SB  
United Kingdom

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**89 Leather Lane**  
**Camden**  
**London**  
**EC1N 7TS**

Proposal:

Display of 1 x externally illuminated fascia sign to shop front.

Drawing Nos: Location Plan; Existing Store Plan 1.0; Existing Store Plan 1.1; Existing Elevation 2.0; Proposed External Elevation 3.2; Proposed Ground Floor GA 4.1.

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 permission:

The proposal is for the display of one externally illuminated fascia sign to the existing shopfront. Although the works were proposed at the time of application, the works were carried out around the time of August and September, so the application is retrospective. The details of the works to the listed building are covered by an associated application, 2022/2372/L.

The proposed signage is considered to be acceptable in terms of its size, design, materials, and positioning. The method of illumination is external and retains the existing soffit lighting from the previous shopfront, which is considered appropriate for the context of the conservation area and the listed building. The fascia signage is subordinate and located at an appropriate height.

The proposal was also amended to remove features that were deemed unacceptable. The first of these was the installation of acrylic push-through lettering to the fascia. This was amended to change the signage so that the lettering and logo are painted directly onto the fascia board. Secondly, a projecting sign was removed from the proposal, as this would be inappropriate in the context of this terrace of listed buildings.

The proposals would not be harmful to visual amenity nor pedestrian and vehicular safety.

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

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 (ERR) 2013.

Special regard has been attached to the desirability of preserving the listed building, its setting and its features of special architectural or historic interest, under s.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposal is in general accordance with policies D1, D2, and 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 grey rectangular background.

Daniel Pope  
Chief Planning Officer