

Application ref: 2022/4411/A
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Date: 23 November 2022

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JFK BUSINESS SERVICES
67 TYLECROFT ROAD
LONDON
SW16 4BL

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

97-99 Camden High Street
London
NW1 7JN

Proposal:

Display of 2 internally lit fascia signs on the Camden High Street and Mary Terrace elevations, 1 internally illuminated projecting sign on the Camden High Street elevation, and an internally illuminated logo sign located behind the main shopfront.

Drawing Nos: Elevations - Existing; Elevations - Proposed; Main Fascia Signage; Projecting Signage; Glasing signage; Site Location Plan (all version C and dated 12.10.2022)

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.

Informative(s):

- 1 Reasons for granting advertisement consent-

The proposal seeks to erect fascia signage on the front and left south-eastern elevation, a projecting sign on the front elevation and a logo sign set behind the shopfront. All signs have internally illuminated logos and lettering.

The projecting sign would be at fascia level and is therefore within the guidelines set out in Camden Council's Adverts CPG. The projecting sign would be of a modest size and complement the shape and size of other existing projecting signs on adjacent properties. In particular given its recessive colour and the context of a number of existing projecting signs existing on Camden High Street, the sign's colour and design would not harm the character and appearance of the modern building or conservation area. The proposed projecting signage is therefore considered acceptable.

The proposed fascia signage is also considered acceptable. The signage would be modest in height and consistent with the height of the fascia signage on the adjoining property at 101-103 Camden High Street, also located on the same building, thereby respecting the form of the host building. The use of the Anthracite grey colour would not harm the appearance of the conservation area, noting this is

a recessive colour and the context of there being a range of colours and designs of retail shop fascias in Camden High Street.

The suspended logo sign installed behind the shopfront will be an internally illuminated white logo on a purple background. Its size, design and position is considered acceptable and appropriate in this context of a shopping centre.

The lighting illuminance will also be within acceptable levels. Therefore, the signage would not appear as dominant during hours of darkness, and would remain as a non-obtrusive element of the streetscape.

The signs are considered acceptable in terms of their location, size, design and method of illumination. They would not harm the character and appearance of the host property, streetscene and Camden Broadway Conservation Area. Furthermore, they would not adversely impact on neighbouring residential amenity or pedestrian and highway safety.

The planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017.

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', written in a cursive style.

Daniel Pope
Chief Planning Officer