

Application ref: 2022/5204/A  
Contact: Fast Track TC  
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Date: 9 February 2023

**Development Management**  
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Sufair Ltd  
36 Wolsey Crescent  
New Addington  
London  
CR00PE  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**86 Plender Street  
London  
Camden  
NW1 0JN**

Proposal:

Display of 2x externally illuminated fascia lettering and 1x externally illuminated projecting sign.

Drawing Nos: 1340\_00\_01 REV P1; 1340\_02\_01 REV P3

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/consent-

The proposal is for the display of 2x externally illuminated fascia lettering, 1x externally illuminated projecting sign. The proposed signage is considered to be acceptable in terms of its size, design, materials and location. The number of lamps has been reduced during the cause or the application to ensure it does not appear overly prominent. The externally illuminated signage, at an illuminance of no greater than 400cd/m<sup>2</sup>, is acceptable.

The proposal is considered to preserve the character and appearance of the Camden Town Conservation Area. 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 Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

The proposal would not cause any adverse impacts on the amenity of adjoining residential occupiers in terms of loss of light, outlook or privacy.

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 policies D1, D2

and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 The proposed drawing indicate that the existing awning would be renewed with a new logo. Adverts on awnings benefit from deemed consent under Schedule 3, Part 1, Class 5 of The Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore, does not require formal determination by the Council in the form of an advertisement consent application. In order to comply with Class 5: no character or symbol on the advertisement may be more than 0.75 metre in height, and no single advertisement may exceed 1.55 square metres in area. If the awning is being replaced this may require planning permission.

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.](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