

Our ref: hk/O/SHSH?ADV2/01.03.23

3 March, 2023

Planning Development Control
Camden Council
Via Planning Portal

Dear Planning Officers,

Proposed internally illuminated letter sign to side elevation at 287 High Street, Camden, NW1 7BX

The subject proposal is submitted on behalf of Diverse Dining Ltd who wish to operate a Shake Shack restaurant from the above premises.

The application relates to a building located the western side of Camden High Street adjacent to the Hampstead Road Bridge. It forms the northern end of a terrace of three-storey properties. Whilst it is the same height as its neighbours, it is not similar in design or architectural treatment to the remainder of the terrace. The building has a curved glazed frontage onto Camden High Street which is about three times the width of the other buildings on the terrace. The premises is part of a larger development located to the rear. The remainder of the development rises to 4 storeys and has a curved north-facing frontage onto Hampstead Road Lock. The application site is highly visible because of its prominent location on Camden High Street being adjacent to the relatively open Hampstead Road Lock and the Hampstead Road Bridge and due to its location as the end-terrace building on the busy High Street. The building is unlisted and not located within a conservation area. It is situated adjacent to the Regents Canal Conservation Area and the grade II listed lock keeper's cottage which is set back from the Camden High Street frontage.

This application relates only to the letter sign to the side (north) elevation of the premises facing on to Hampstead Road Lock. The proposed advertisement is for a single high level internally illuminated letter sign. A separate application has been submitted for signage to the front elevation of the building.

Camden High Street has an eclectic mix of shopfronts and signage with all manner of signs and sculptures that form part of the shop signage as well as solid steel roller shutters decorated with graffiti which contribute to the distinct urban character of the shopping street. The signage itself in this part of the High Street is a key contributor to vitality and is part of the visitor attraction of Camden High Street. Similarly, Jamestown Road has many cafes and food operators with illuminated signs.



Illuminated signage - Jamestown Road



Proposed signage - Jamestown Road elevation

The subject proposal does not harm amenity or highway safety in this location. The simple design of the signage adds to the character of the area and complements the contemporary design of the host building.

If you have any questions relating to this application, please do not hesitate to contact these offices in the first instance.

Yours sincerely,

HARIS KASUJI BA MA MRTPI