

Application ref: 2022/4575/A
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Date: 30 May 2023

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IPA Architects
64
Kings Road
Teddington
TW11 0QD

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**38-51 Royal National Hotel
Bedford Way
London
Camden
WC1H 0JX**

Proposal:

Display of internally illuminated lettering to front entrance and LED uplighting below new louvre fins

Drawing Nos: 21111.EX.001, 21111.PL.002, 21111.EX.100, 21111.EX.101, 21111.PL.100
Rev 01, 21111.EX.300, 21111.PL.3000 Rev 01, 21111.PL.101 Rev 01, 21111.PL.200 Rev 01.

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 proposed signage involves installation of one powder coated metal fascia panel in dark grey with fret cut letters spelling out 'ACADEMY' in warm white colour. The letters would be internally illuminated by LED lighting, the lighting would be static and have an illuminance level of 600 cd/m². Uplighting is also proposed for the above louvre alteration to the same luminance level as the internal lettering.

The fascia, internally lit lettering and uplighting would appear modest and would be in keeping with the existing building and surrounding area; and the illuminance light levels of the internal lettering and uplighting would be considered acceptable. The signage will therefore preserve the character and appearance of the host building, the conservation area and the streetscape.

The proposal will not impact on neighbouring amenity nor would it be harmful to either pedestrians or vehicular safety in accordance with guidance.

The site's planning history has been taken into account when coming to this

decision. No objections were received in relation to the proposal.

As such, the proposed signage is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with policies of 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>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name and title of the signatory.

Daniel Pope
Chief Planning Officer