

Application ref: 2023/1761/A
Contact: Edward Hodgson
Tel: 020 7974 8186
Email: Edward.Hodgson@camden.gov.uk
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Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

LOM Architecture and Design
5 Sclater Street
Greater London
London
E1 6JY
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
2-3 Triton Square
London
NW1 3AN

Proposal: Display of 2no. internally illuminated fascia signs at ground floor on east elevation

Drawing Nos: Site Location Plan 1981a-A-P000-01, 1981a-A-P001-01, 1981a-A-P310-02, 1981a-A-P002-01, 1981a-A-P310-01 rev A, Design & Access Statement,

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 consent:

Advertisement consent is sought for the display of two internally lit signs at ground floor level on the eastern elevation. One sign would be located within the new proposed entrance portal displaying 'work café' in white letters and 'Santander' in red lettering with an associated white and red brand logo. The other sign would be located above the replacement entrance door displaying the brand logo in red and the building name below. The new doors and entrance portal are subject to planning permission ref. 2023/1623/P. The signs would be located at fascia level and would be subordinate to the host building and would not dominate the fascia.

The signs would be internally lit to an illuminance level of 120 cd/m². The application site is not located within a conservation area and there are a number of contemporary buildings in the surrounding area, including the host building. The internal illumination is thus considered acceptable in this location.

The signs are considered acceptable in terms of their location, size, scale and design and would not harm the character and appearance of the host building or the surrounding area.

The proposal is not considered to cause any adverse impacts on the amenity of adjoining residential occupiers. The proposal is not considered to impact upon public safety including highway users.

No objections have been received prior to making this decision. 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. The proposed development also accords with 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 typed name and title.

Daniel Pope
Chief Planning Officer