

Application ref: 2023/2474/A
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Date: 16 July 2023

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London Borough of Camden
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WC1H 9JE

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New Image Design
2A Tiverton Road
London
N18 1DW

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted and Warning of Enforcement Action to be Taken

Address:

**124 Southampton Row
London
WC1B 5AA**

Proposal:

Erection of retractable canvas awning to front elevation and display of relocated internally illuminated projecting sign (following removal of existing projecting sign).

Drawing Nos: Site Location Plan; (530/SD/-)00, 01 rev A, 02 rev A, 02a, 03.

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 Reason for granting advertisement consent:

The proposal involves the display of an internally illuminated projecting sign on the right-hand side of the ground floor shopfront. It is noted that a similarly sized internally illuminated projecting sign was approved in the same proposed location in 2019 (ref. 2019/5467/A), but was never implemented. An existing unauthorised projecting sign currently being displayed on the left-hand side of the shopfront is proposed to be removed as part of this application.

Though internally illuminated signs would not normally be acceptable within a conservation area, in this particular instance, the projecting sign would be modestly sized with an appropriate luminance level (no higher than 250 cd/m²) and would appear in keeping with the wider commercial streetscene at ground floor level.

Proposals also include the installation of a retractable canvas awning to the front elevation. The awning would be suitably positioned and aligned with the appearance and proportions of the existing shopfront.

Neither the sign nor awning would obscure any architectural or historic features of the host property. Additionally, the depth, position and height of the awning when in a fully open or extended state would not have any adverse impact on the public highway. As such, the proposals would not be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance, and would not have

any adverse impact on neighbouring amenity.

Overall, therefore, the proposals are considered to be acceptable in terms of their size, design, location, material, method of illumination and luminance level, and would preserve the character and appearance of the host building, streetscene and wider Bloomsbury Conservation Area, and are acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2021.

2 WARNING OF ENFORCEMENT ACTION TO BE TAKEN

An unauthorised projecting sign currently being displayed on the left-hand side of the ground floor shopfront is considered to be harmful to the host building, streetscene and wider Bloomsbury Conservation Area, particularly given its low position below fascia height. As such, enforcement action may be taken in relation to this matter should the sign not be removed within 1 month of the date of this decision notice being granted.

- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for tables & chairs, hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.

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



Daniel Pope
Chief Planning Officer