

Application ref: 2023/3659/A  
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**Development Management**  
Regeneration and Planning  
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Iceni Projects  
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London  
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United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**40 Whitfield Street**  
**London**  
**Camden**  
**W1T 2RH**

Proposal:

Display of non-illuminated building numbering and lettering at entrance and internal and external vinyl lettering to show building name and cycle storage.

Drawing Nos:

Cover Letter (prepared by Iceni, dated 15/08/2023); S001 Rev 1; ex-G001 Rev A; EX-E001 Rev 2; E001 Rev A; G001 Rev A; S002 Rev A; S003 Rev A; S004 Rev A; E003 Rev A; ES001 Rev C.

The Council has considered your application and decided to grant consent subject to the following conditions:

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.

#### Informatives:

- 1 Reasons for granting consent:

The proposed signage would be sited to the entrance to the building facing Whitfield Street, approved by permission 2023/3391/P. It is considered acceptable in terms of scale, design, material, and positioning, and as such would preserve the character and appearance of the host building, streetscape, and wider conservation area

The proposed signage would consist of the building name and number applied in vinyl lettering internally to the glass of the entrance door and the building number in black powder coated stainless steel pinned to the wall between the office entrance door and the service door. The vinyl lettering is acceptable and the metal building number would not be illuminated and would be modest in design and scale, so is considered appropriate for the style of the host building and the wider area and is therefore acceptable.

Additionally, it is proposed to install vinyl signage displaying a bicycle silhouette to

the service doors, as well as a bicycle silhouette in black powder coated stainless steel pinned to the wall the other side of the service door from the proposed building number signage. The vinyl bicycle would be acceptable and the steel bicycle silhouette would also not be illuminated and would be modest in design and scale, so is considered appropriate for the style of the host building and the wider area and is therefore acceptable.

The proposal is not considered to cause any harm to public highway safety or residential amenity.

No objections were received prior to the determination of the application and the planning history of the site has been taken into account when coming to this decision.

As such, the proposal is in general accordance with policy D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (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.
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at [www.camden.gov.uk](http://www.camden.gov.uk)) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

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 2023.

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 centered within a light gray rectangular box.

Daniel Pope  
Chief Planning Officer