

Application ref: 2024/0217/A
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Centro Planning Consultancy
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
County Hotel
Upper Woburn Place
London
WC1H 0JW

Proposal:

Removal of 2 x non-illuminated fascia signs, 1 x non-illuminated wall mounted sign and 1 x non-illuminated projecting sign to facilitate the provision of 1 x internally illuminated fascia sign, 1 x internally illuminated wall-mounted sign, 2 x internally illuminated projecting signs and 1 x non-illuminated fascia sign

Drawing Nos:

Cover Letter dated 19.01.2024, PL500 & PL501 Rev A Dated 16.01.2024, PL504 Dated 17.01.2024, 13893 A, 13893 B, 13893 C, 13893 D, 13893 E, 13893 F, 13893 G, 13893 H all dated 17/01/2024 - r10.

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.

6 The internally illuminated advertisement display shall be statically illuminated and the intensity of the illumination shall not exceed 400cd/m² during the day and 300cd/m² during the hours of darkness. The levels of luminance on the signs should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output to within these limits.

Reason: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies D4, D2, A1 and T1 of the Camden Local Plan 2017.

Informative(s):

1 Reasons for granting permission:

The proposed signs are considered acceptable in terms of their size, number, position and luminance levels. Four of the five signs will be internally illuminated with a maximum illuminance level of 400cd/m². The fifth sign will be non-illuminated along the north east elevation. A condition is imposed to ensure that the luminance levels are not exceeded. The advertisements would appear as subordinate to the

host building, given the size of the adverts and the scale of the building, and would not dominate the elevation. Given the commercial character of the immediate vicinity, the adverts are considered to be acceptable within the streetscene.

The proposal would not impact on amenity in terms of light spill or outlook, nor would it be harmful to either pedestrian or vehicular safety. The proposal therefore raises no public safety concerns. The application site's planning history was taken into account when coming to this decision. The proposal would preserve the character and appearance of the conservation area overall. The council has had special regard to the desirability of preserving or enhancing the character and appearance of the Conservation Area.

As such, the proposed development is in general accordance with policy D1, D2, and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

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 written over a faint, light blue rectangular background.

Daniel Pope
Chief Planning Officer