

Application ref: 2023/2681/A
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Development Management
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Mr James Brigham
Gramicci
3 Earlham Street
London
Camden
WC2H 9LL

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Basement And Ground Floor
3 Earlham Street
London
Camden
WC2H 9LL

Proposal:

Display of 1x halo internally illuminated projecting sign (retrospective).

Drawing Nos: Site location plan; 055-0522EL01; 143954.

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 illuminance levels of the projecting sign should be no higher than 10cd/m².

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy D4 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 The display of fascia advertisement, as shown on the submitted drawings, is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 5 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore, does not require formal determination by the Council in the form of an advertisement consent application.
- 2 The display of internally applied window vinyl sign, as shown on the submitted drawings, is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore, does not require formal determination by the Council in the form of an advertisement consent application.

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 on a light grey rectangular background.

Daniel Pope
Chief Planning Officer