

Application ref: 2024/3201/A  
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Date: 6 August 2024

**Development Management**  
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Advance Architecture  
352 Green Lanes,  
Palmers Green  
London  
N13 5TJ  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**188-189 Drury Lane**  
**London**  
**WC2B 5QD**

Proposal: Display of non-illuminated advertisement letters at the front and back of the approved retractable awning projection ref. 2024/2036/P.  
Drawing Nos: P210; P211; P212; Site location plan.

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:

This application seeks consent for the display of non-illuminated advertisement letters on a retractable awning, which was permitted under 2024/2036/P. The proposed letters will be non-illuminated and in white colours at the front and back of the awning.

The proposed advertisement letters on the awning are considered acceptable in terms of size, number and position. The letters in white colour would be non-illuminated and placed at the front and back on the fabric of the permitted awning. As such it is considered there would be minimal visual impact resulting from the proposal.

The proposed advertisement letters would not impact on amenity in terms of light spill or outlook, nor would it be harmful to either pedestrian or vehicular safety. The letters therefore raise no public safety concerns. The application site's planning history was taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

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

- 2 It is noticed there is a bench currently placed outside the front of the application premises on the footway. You are reminded that a pavement license is required to place moveable furniture over a part of the highway adjacent to the premises. Further details could be found on <https://www.camden.gov.uk/pavement-licensing> or email [licensing@camden.gov.uk](mailto:licensing@camden.gov.uk)

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 light blue rectangular background.

Daniel Pope  
Chief Planning Officer