

Application ref: 2024/2434/A
Contact: Fast Track TY
Tel: 020 7974 2687
Email: Tony.Young@camden.gov.uk
Date: 13 August 2024

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Firstplan
Broadwall House
21 Broadwall
London
SE1 9PL

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
1 Woburn Place
London
WC1H 0LQ

Proposal:

Display of signage on 5 x retractable canvas awnings; 2 x non-illuminated fascia lettering signs above main entrances; 3 x externally illuminated (trough-lit) projecting signs hung from brackets on each frontage; and 1 x internally illuminated menu board sign on left hand side of main entrance.

Drawing Nos: 020000 rev P1, 020010 rev P1, 043000 rev P1, 203000 rev P2, 203010 rev P2, 209000 rev P3, 209001 rev P1; Planning statement from First Plan (ref. 24228/MS/gc) received 13/08/2024.

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 application seeks consent for the proposed display and installation of signage and awnings to the ground floor frontages of Woburn Place and Bernard Street elevations in connection with a restaurant use at the site.

The proposed signs are considered to be acceptable in terms of their size, design, locations, methods of illumination and luminance levels, and would appear in keeping with the character and appearance of the host building, streetscene and wider Bloomsbury Conservation Area in which the site is located.

Proposals also include the installation of 5 x retractable canvas awnings with the opening/closing mechanisms housed in awning boxes fixed to the underside of the stone fascia of each window opening. In this way, the awning boxes would remain mainly concealed and not protrude out from the building frontage when closed. Each of the proposed awnings is also noted as being suitably positioned and aligned with the appearance and proportions of the existing window openings on both elevations.

Neither the signage nor awnings would obscure any architectural or historic features of the host property. Additionally, the depth, position and height of the awnings 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. As such, the proposals are considered to be acceptable.

The site's planning and appeal history has been taken into account when coming to this decision.

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 2023.

- 2 The proposed display of vinyl signs applied internally to the inside of glazing on each frontage as shown on the submitted drawings and confirmed in revised Planning Statement (ref. 24228/MS/gc) received 13/08/2024, 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 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



Daniel Pope
Chief Planning Officer