

Application ref: 2024/3273/A
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Project and Building Consultancy Limited
6-7 New Bridge Street
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EC4V 6AB
England

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

13-16 Elm Street
London
WC1X 0BJ

Proposal: Display of 7 x non-illuminated acrylic signs and 1 x non-illuminated stainless steel sign.

Drawing Nos: 149.0172.02 Rev.A; 149.0172.04 Rev.A; Location plan; 149.0172.01; 149.0172.03.

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 7 x non-illuminated acrylic signs and 1 x non-illuminated stainless steel sign.

The proposed stainless steel sign would be approximately 2575mm wide and 350mm long above the main entrance and fixed to the wall with bolt fixings. The other seven acrylic signs would measure 600mm x 600mm each and sit flush to the wall with bolt fixings. Given the proposed signs are non-illuminated and have minimal projection, they are considered acceptable on balance in terms of size, material, number, illuminance level and position. As such it is considered there would be acceptable 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 application site's planning history was taken into account when coming to this decision.

As such, the proposed development is in general accordance with Policies A1 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2023 and CPG Advertisements 2018.

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', written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer