

Application ref: 2024/3343/A
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Date: 14 October 2024

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Lakeside Signs Limited
Unit 40 Atlantic Business Park
Hayes Road
Barry
CF64 5AB
United Kingdom

Dear Sir/Madam,

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**94-97 Great Russell Street
London
WC1B 3LB**

Proposal:

Display of 1 x non-illuminated fascia sign to side elevation (Bloomsbury Street).

Drawing Nos: Block plan; Site Location plan; Existing and proposed elevation E:9635 Rev 03 & E:9636 Rev 04.

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 x1 non-illuminated fascia signage to side elevation of a hotel building. The building is not listed and lies within the Bloomsbury Conservation Area.

The proposed fascia signage would measure approximately 175mm high and 2817mm wide with non-illuminated letters showing the hotel name "RADISSON BLU HOTEL". It will be made of black coloured brushed stainless steel and fixed directly to an existing recessed panel on the side elevation facing Bloomsbury Street. Overall, the signage is considered acceptable in terms of size, material, number, illuminance level and position. As such it is considered that it results in an acceptable visual impact resulting from the proposal.

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.

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, D2 and D4 of the Camden Local Plan 2017, 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 2021.

You can find advice in regard to your rights of appeal at:

[https://www.gov.uk/appeal-planning-decision.](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 grey rectangular background.

Daniel Pope
Chief Planning Officer