

Application ref: 2024/4939/A
Contact: Lauren Ford
Tel: 020 7974 3040
Email: Lauren.Ford@camden.gov.uk
Date: 4 December 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

DWD Property & Planning
69 Carter Lane
London
UK
EC4V 5EQ
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
1 Mabledon Place
London
WC1H 9AX

Proposal: Installation of 1x internally illuminated totem to replace existing totem on Mabledon Place

Drawing Nos: Cover Letter, 08/11/2024; HALO-A-DR-XX-1000, Rev P03; HALO-A-DR-00-1001, Rev P03; HALO-A-DR-00-6705, Rev P01; HALO-A-DR-XX-6706, Rev P01; Daytime CGI; Nighttime CGI.

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 signage here by approved shall be limited in illumination to 230 cd/m², and the illumination shall be static in nature.

Reason: To protect local amenity in accordance with policy A1 of the Camden Local Plan 2017.

Informative(s):

- 1 The application site occupies the block between Mabledon Place, Euston Road and Flaxman Terrace and comprises a commercial building. This application relates to the pavement on Mabledon Place. The site is not within a conservation area, however it adjoins the Bloomsbury Conservation Area.

The applicant is seeking permission for the installation of 1x internally illuminated totem to replace an existing totem, with dimensions of 2980mm (h), 600mm (l) and 170mm (w), and static illumination to a level of 230 cd/m². The signage would display the building name, address and logo. It is noted that there does not appear to be any planning history available for the existing totem which is to be replaced.

The proposed signage is acceptable in terms of scale, design and materials and would not appear incongruous in this setting. The proposal would preserve the character and appearance of the host building and surrounding area.

The proposal would not impact amenity in terms of light spill, nor would it be harmful to pedestrian or vehicular safety. The signage would be restricted to a maximum illumination level of 230 cd/m² which is appropriate in this location which is predominantly commercial in nature. A condition has been attached surrounding this. The proposal has been reviewed by Council's Transport Officer who has raised no concerns from a pedestrian or vehicular safety perspective.

The site's planning history has been taken into account when coming to this decision. No objections have been received prior to making this decision.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

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. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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 positioned above the printed name.

Daniel Pope
Chief Planning Officer