

Application ref: 2024/4891/A  
Contact: Adam Afford  
Tel: 020 7974 7057  
Email: Adam.Afford@camden.gov.uk  
Date: 13 January 2025

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

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Mr Yelnur Zharkynbek  
Basement Storage 20  
Lamb's Conduit Street  
London  
WC1N 3LE

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**Basement Storage Area**  
**20 Lamb's Conduit Street**  
**London**  
**Camden**  
**WC1N 3LE**

Proposal:

Display of externally lit wall mounted signage, projecting sign and door vinyl on Richbell Place elevation

Drawing Nos: Site Location Plan, Proposed Front Elevation; 0002, Proposed Details; 0003

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 proposed downlight and wall lamp hereby approved shall be limited in illumination to 500 cd/m<sup>2</sup> and the illumination shall be static in nature.

Reason: To protect local amenity in accordance with policies A1 and D4 of the Camden Local Plan 2017.

#### Informative(s):

- 1 Reasons for granting permission/consent-

The proposal involves the installation and display of external advertisements. The adverts are located at ground floor level and correspond to a basement level storage facility. The site is not within a conservation area however is adjacent to the Bloomsbury Conservation area.

The proposed signage is considered to be appropriate and coherent with the host building and immediate setting and would not dominate the elevation. The proposal would be acceptable in terms of the size, design, materials, location, and method of illumination, such that the character and appearance of the host building, streetscene and views from Bloomsbury Conservation Area would be preserved.

The projecting signage is modestly sized and appropriately positioned and is not illuminated.

The wall lamp and down lighting would create a degree of lighting however the level of illuminance will be controlled to ensure it does not exceed acceptable standards and impact on surrounding amenities for both day and night-time operation and this will be secured by condition.

The proposed signage would not obscure any architectural or historic features of the building. Additionally, it would not be harmful to pedestrian or vehicular safety in accordance with the Camden Planning Guidance, nor would it have any adverse impact on public safety or neighbouring amenities.

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 London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2024.

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', written in a cursive style.

Daniel Pope  
Chief Planning Officer