

Application ref: 2025/1235/A  
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Date: 21 May 2025

**Development Management**  
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Avison Young  
65 Gresham Street  
London  
EC2V 7NQ  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Met Building**  
**22 Percy Street**  
**London**  
**W1T 2BU**

Proposal:  
Display of 1 no. non-illuminated hanging projecting sign, 2 no. non-illuminated door fascia signs and window manifestations

Drawing Nos:  
Location Plan, E11071-PRL-V1-XX-TD-IA-EXISTING EXTERNAL ELEVATION, E11071-PRL-V1-XX-TD-IA-PROPOSED EXTERNAL ELEVATION, E11071-PRL-V1-XX-TD-IA-PROPOSED SIGNAGE DETAILS.

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 advertisement consent:

The application site (The Met Building) is not within a Conservation Area and is not a Listed building. However, it adjoins the Charlotte Street Conservation Area (to the south and west) and is close proximity to Bloomsbury Conservation Area. The proposed signs would be on Percy Street, south west of the building, in close proximity to the Charlotte Street Conservation Area and the Grade II Listed buildings on both sides of Percy Street.

The application proposes the installation of a modest (610mm x 610mm) projecting aluminium sign at fascia level to the left of the main entrance to the building on Percy Street and lettering and manifestation strips on the glazed doors and windows either side of the main entrance doors. All signs are proposed to be non-illuminated.

The signage would be appropriate for the style of the host building and the wider area. Due to their size, siting, design and appearance, the signs would not harm the visual amenity of the area or detract from the character or appearance of the

adjacent Conservation Area or the setting of the Percy Street Listed buildings. As such, the proposed signage is considered to be acceptable.

As they would be non-illuminated and modestly sized and sited there would be no harm to the amenity of any neighbouring occupiers or users resulting from the signs.

Furthermore, the proposed signage would not impair the safety of users of the highway. There are no objections to the proposal from a public safety point of view.

As such, the proposed development is in general accordance with policies A1, D1, D2, D4, and T3 of the London Borough of Camden Local Plan 2017. The proposed development also accords with CPG for Advertisements, 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', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer