

Mr Gurminder Virdee  
B+R Architects  
18-26 Essex Road  
London  
N1 8LN

Application Ref: **2015/6918/A**  
Please ask for: **Tony Young**  
Telephone: 020 7974 **2687**

2 March 2016

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**23-37 Brunswick Centre**  
**London**  
**WC1N 1AF**

Proposal:

Display of x8 non-illuminated banner signs supported by x11 free-standing posts and x1 A-frame board sign in forecourt area in front of main entrance to the retail store.

Drawing Nos: 15-066.207-AZ(P)-001; 15-066.207-AZ(P)-002 rev B; 15-066.207-AG(P)-G01 rev A; Equipment schedule (ref. 15-066-AS(P)-020 rev A); Heritage statement (ref. 15-066.207-HS-01); Design & access statement (ref. 15-066.207.DS-01).

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 proposals involve the display and positioning of x8 non-illuminated banner signs (measuring between 1130mm to 1430mm wide by 780mm high) mounted on x11 free-standing, non-fixed stainless steel posts, such that the height of each banner above ground level would be no greater than 1005mm, and the display of a free-standing, non-fixed A-frame board (594mm wide by 913mm high). All signs would be confined to one specific privately owned area at the northern end of the shopping precinct close to the main Waitrose supermarket entrance and would occupy an area no greater than 24sqm.

The proposed signs are all considered to be discrete in nature and acceptable in terms of their size, form, design, footprint, materials and colour, and will not have any adverse impact on the neighbouring amenity, nor will they be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance.

Furthermore, the proposed signage and posts would not obscure any significant architectural features or otherwise visually harm the appearance of the building, and would preserve the setting and special architectural interest of the listed building and enhance the street scene, character and appearance of the conservation area, and as such, are considered to be acceptable.

The site's planning and appeal history has been taken into account when coming to this decision.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, and also of preserving or enhancing the character or appearance of the conservation area, under s.66 and s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposed development is in general accordance with policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy 2010; and policies DP24 (Securing high quality design), DP25 (Conserving Camden's heritage) and DP26 (Managing the impact of development on occupiers and neighbours) of London Borough of Camden Local Development Framework Development Policies 2010, policy 7.4, 7.6 and 7.8 of the London Plan March 2015 (consolidated with alterations since 2011) and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework 2012.

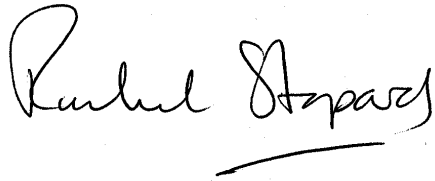
- 2 Your attention is also drawn to all other matters shown or referred to in the approved drawings/documents relating to the positioning of tables, chairs, or any other furniture/equipment, and that these do not form part of this consent. In this regard, as well as in relation to the consented proposals hereby granted, you are reminded of the need to obtain the written permission/consent of any owner(s) of the land as necessary.
- 3 This consent is without prejudice to, and shall not be construed as derogating from, any of the rights, powers, and duties of the Council pursuant to any of its statutory functions or in any other capacity and, in particular, shall not restrict the Council from exercising any of its powers or duties under the Highways Act 1980 (as amended). In particular your attention is drawn to the need to obtain permission for any part of the structure which overhangs the public highway (including footway). Permission should be sought from the Council's Engineering Service Network Management Team, Town Hall, Argyle Street WC1H 8EQ, (tel: 020 7974 2410) or email [highwayengineering@camden.gov.uk](mailto:highwayengineering@camden.gov.uk).

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

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

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink that reads "Rachel Stopard". The signature is written in a cursive style with a horizontal line underneath the name.

Rachel Stopard  
Director of Culture & Environment