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Application Ref: **2016/0367/A**
Please ask for: **Darlene Dike**
Telephone: 020 7974 **1029**

4 April 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
15 Brunswick Centre
London
WC1N 1AF

Proposal:

Display of 2 internally illuminated signs and 2 internally illuminated menu-style boards, both placed internally, replacement of existing projecting sign and display of umbrella with signage.

Drawing Nos: Site Location Plan (Ref. 1004_225); 1004_100_GAP Rev B; 1004_101_EXT; 1004_104_FFP Rev B; 1004_105_WFP Rev B; 1004_106_RCP Rev B; 1004_120_GAP; 1004_121_EXT; 1004_124_FFP; 1004_125_WFP Rev A; 1004_126_RCP; 1004_220 Rev A; 1004_221 Rev A; 1004_223; 1004_224; 1004_226; Proposed Signage Las Iguanas dated 21/09/2015; Photographs of the Site and Surrounding Area; Cover Letter dated 18/1/2016 Including Design, Access and Heritage Statement

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 proposed internally illuminated internal signs and menu boards and non-illuminated projecting sign are considered acceptable in terms of their size, design, method of illumination and location, and would be in keeping with their setting within the heavily commercial public realm of the Brunswick Centre. The proposed advertisements comply entirely with the Brunswick Centre Retail Signage Strategy attached to planning permission granted under reference 2005/3070/P. The proposals will not impact on neighbour's amenity nor will they be harmful to either pedestrians or vehicular safety.

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

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

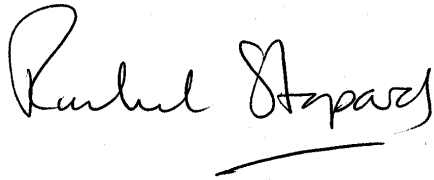
As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP2S and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4 and 7.6 of the London Plan 2015, consolidated with alterations since 2011; and paragraphs 14, 17, 56-67 of the National Planning Policy Framework.

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, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Director of Culture & Environment