

Mrs Karen Calkin  
RPS Planning and Development Ltd  
140 London Wall  
London  
EC2Y 5DN

Application Ref: **2016/4643/A**  
Please ask for: **Leela Muthoora**  
Telephone: 020 7974 **2506**

13 March 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Former Woburn Place Car Park**  
**Russell Court**  
**3- 16 Woburn Place**  
**London**  
**WC1H 0LQ**

Proposal:

Display of 1x 'halo' illuminated fascia sign 2x non illuminated projecting 'flag' signs and 1x non illuminated 'mural' sign to the Coram Street corner elevation.

Drawing Nos: Site location plan; GA-012; GA-013 rev D; CSWPFS-001B

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 The proposed fascia, projecting and mural signs are considered acceptable in terms of size, location and method of illumination and will not impact on the neighbour's amenity nor will they be harmful to either pedestrians or vehicular safety and would therefore preserve and enhance the character and appearance of the conservation area. Following officer advice the projecting signs have been reduced in size and the internal illumination has been removed from the projecting signs and the fascia sign has been amended to halo illumination. The signs are now considered to respect the architectural features of the host building which is identified as making a positive contribution to the character and appearance of the Bloomsbury Conservation Area.

The signs are located at a position that are typical on a building at fascia level and therefore they are not considered to be hazardous to vehicular or pedestrian traffic so there is no impact on public safety. They would not be unduly dominant in the streetscene and would not disturb neighbouring residents as the nearest neighbouring windows are set back from the illuminated sign, which has a low level

of illumination and 'halo' illumination only.

The site's planning history was taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (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 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies and policies A1, D2, D4 and T1 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with policies of the London Plan 2016 and paragraphs of the National Planning Policy Framework 2012.

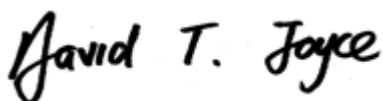
- 2 The emerging London Borough of Camden Local Plan is reaching the final stages of its public examination. Consultation on proposed modifications to the Submission Draft Local Plan began on 30 January and ends on 13 March 2017. The modifications have been proposed in response to Inspector's comments during the examination and seek to ensure that the Inspector can find the plan 'sound' subject to the modifications being made to the Plan. The Local Plan at this stage is a material consideration in decision making, but pending publication of the Inspector's report into the examination only has limited weight.

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



David Joyce  
Director of Regeneration and Planning